

RESEARCH ARTICLE

Research on high-quality development marketing of scenic spots in the post epidemic era

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Abstract

Under the influence of the epidemic, the number of tourists and the overall income of the Gulongshan Grand Canyon has been greatly reduced, which also highlights the problem that the Gulongshan Grand Canyon is susceptible to external factors due to its sensitivity and vulnerability. Two years after the start of the epidemic, it was not able to resume development. In the late stage of the epidemic, the domestic epidemic entered a state of steady development, but there were still cases of infection rebounding. At the same time, the overseas epidemic has spread widely and entered a state of high incidence of cases. The Guangxi Gulongshan tourism market itself has not fully recovered, and the development of the overseas tourism market has been restricted, making the recovery of the Gulongshan Grand Canyon even more difficult. The traditional development is also severely limited, so we will use the 4P and swot theory to analyze the current situation of the Gulongshan Grand Canyon, and at the same time refer to the literature review at home and abroad, correctly view the challenges brought by these epidemics, seize the emerging opportunities, and discuss The strategy for the recovery and development of the Gulongshan Grand Canyon after the outbreak of the epidemic will promote the innovation and sustainable development of the Gulongshan Grand Canyon. This topic includes the following aspects: one is to analyze the current situation of the impact of the epidemic on the Gulongshan Grand Canyon scenic spot; the second is the opportunities and challenges faced by the Gulongshan Grand Canyon in the post-epidemic era; the third is the countermeasures and suggestions for the marketing of the Gulongshan Grand Canyon in the post-epidemic era. This paper completes the writing of this topic from these three aspects.

Keywords: Post epidemic situation; 4P theory; SWOT theory

Introduction

Research background and purpose

As one of the important scenic spots in Guangxi, the Gulong Mountain Grand Canyon is very rich in tourism resources. It not only has unique natural landscape resources, but also has extremely strong national cultural resources, attracting more and more tourists to play and promoting the development of tourism economy in Jingxi

City, Guangxi. However, with the outbreak of new coronavirus pneumonia, the government made a policy to close the scenic area at the beginning of the outbreak of the epidemic. The Gulong Mountain Grand Canyon Scenic Area also actively responded to the national prevention and control policy, stopped tourism activities, closed tourist attractions and related tourist sites, and cut off tourists from visiting Jingxi City. Although these policies and measures have hindered the spread of the virus, the

tourism economy is an industry that relies on tourists to develop the economy, so cutting off the source of tourists makes the tourism economy lose its vitality as if it were trapped in a dead end. In the past, the Gulong Mountain Grand Canyon was crowded with people during the holidays, and there was only a foothold in the Grand Canyon Scenic Area, so there was no room for activities. During the period from the beginning of 2020 to the end of 2021, only some managers of the Grand Canyon are carrying out routine maintenance. The epidemic situation has led to fewer tourists coming to Jingxi City, and the tourism economy is naturally stagnant. This year, the total number of people coming to the Gulong Mountain Grand Canyon for travel and vacation is 40% lower than the level before the epidemic.

Through the research and analysis of the current development of Gulong Mountain Grand Canyon Scenic Area in the context of post epidemic situation, the following three objectives are achieved:

The first is to analyze the current situation of the development and application of Gulong Mountain Grand Canyon in the context of post epidemic situation from multiple perspectives. Second, we should correctly understand the opportunities and risks brought to the Gulong Mountain Grand Canyon after the New Coronary Pneumonia, so as to carry out scientific long-term planning. Third, analyze and learn the development experience of scenic spots at home and abroad. It provides a relatively complete marketing plan for the development of Gulong Mountain Grand Canyon in the background of post epidemic situation and further enriches relevant theoretical research results.

Research significance

Jingxi is rich in tourism resources, mainly featuring ethnic culture and natural landscape resources, and its biggest feature is ethnic characteristics, safety and health. Jingxi City is located in the south of China, with the highest forest coverage rate in the country. The mountains are covered with green coats from a distance, giving a pleasant feeling. Compared with the central and eastern

regions, Jingxi is relatively short of industrial development and rich in forest resources, so industrial pollution is small, the air is fresh and the water is clear. Compared with the smog and sandstorm weather often reported in the developed first tier cities, the air quality and environment of Jingxi City are particularly attractive to tourists. In addition, the slow pace of life can make tourists feel the tranquility of small bridges and flowing water, This is very attractive to people who have been living a fast-paced life for a long time. For a long time, Jingxi has given the outside world the image of health and safety, which has further deepened the outside world's image of safe and healthy tourism. A large number of tourists are attracted by Jingxi's image of safety and health and come to Yunnan to travel, greatly promoting the development of tourism in Jingxi. However, after the outbreak of the new epidemic in 2020, Jingxi City was infected by the virus, and even by the end of March 2022, when the national epidemic entered the low incidence state, there were many local cases in Guangxi, which broke the image of tourists on the safety and health of Jingxi City, and the tourists' intention to travel to Yunnan was greatly reduced. The significance of this study is mainly reflected in the following four aspects:

- (1) The analysis of multiple factors in the development of Gulong Mountain Grand Canyon in the context of post epidemic situation enriches the research field of Gulong Mountain Grand Canyon and provides some feasible suggestions and theoretical references for its development.
- (2) Drawing on the experience of foreign and domestic scenic spot development in the post epidemic era, reasonably plan the development strategy of Gulong Mountain Grand Canyon, and provide theoretical basis and policy focus for the development of Jingxi Gulong Mountain Grand Canyon.
- (3) Combined with the current situation of the post epidemic era, analyze the opportunities and risks of Gulong Mountain Grand Canyon in the context of post epidemic.
- (4) The problems existing in the development of Gulong Mountain Grand Canyon, and put forward targeted marketing suggestions for rationalization under the background of post epidemic

situation.

The remaining parts of the study as structured as follows; the next part present the methodology; the third part present the outcomes while the last part conclude the study.

Research contents and methods

Research content

The main research of this paper is under the development of the current scientific and technological innovation era, combined with the development and research of the current scientific and technological innovation, and taking the development of Zhangjiagang as an example, the main research contents are as follows:

The first chapter is the introduction, which mainly introduces the background, significance, content, methods and technical route of the current scientific and technological era. The second chapter mainly introduces the current tourism marketing related theories, such as 4P theory, SWOT theory and tourism marketing related literature review. The third chapter studies the development status of Gulong Mountain Grand Canyon in the post epidemic era, such as the introduction of Gulong Mountain Grand Canyon, the tourism development status of Gulong Mountain Grand Canyon, the tourism resources of Gulong Mountain Grand Canyon, the 4P aspects of Gulong Mountain Grand Canyon and the SWOT analysis of Gulong Mountain Grand Canyon marketing. The fourth chapter puts forward the optimization path and countermeasures of Gulong Mountain Grand Canyon tourist attraction marketing in the post epidemic era, including: (1) strive for the government to increase support for Gulong Mountain Grand Canyon; (2) Vigorously develop the safe market of health tourism; (3) Promote the intelligent development of Gulong Mountain Grand Canyon; (4) Increase the tourism investment of holiday tourism to promote the development of Gulong Mountain Grand Canyon; (5) Increase tourism investment in holidays and festivals to promote the recovery and development of Gulong Mountain Grand Canyon. The

fifth chapter is the summary of the full text, and gives four summaries. First, the epidemic situation will have a long-term impact on the tourist attractions; Second, significant changes have taken place in the consumer behavior of tourists in the post epidemic era; Third, there are improvements in Gulong Mountain Grand Canyon Scenic Area; Fourth, strengthen the high-quality development of Gulong Mountain Grand Canyon Scenic Area in the post epidemic era.

Research methods

Under the development of the current era, there are many factors that affect the Gulong Mountain Grand Canyon. This paper starts from the current situation of the Gulong Mountain Grand Canyon and analyzes it, with the help of SWOT analysis method and the comprehensive application of five dimensional methods. Although these research methods are primary and secondary in the collection process of relevant current data, the relevant data or conclusions obtained by using different methods can be used for reference for the whole study, and are integrated and mutually consistent when used.

Literature research method: through consulting newspapers, books, periodicals, papers and other ways, read a large number of relevant literature to systematically learn relevant theoretical knowledge such as 4P theory, SWOT analysis, and understand the current domestic surgical innovation and integration research results.

Case study method: This paper will use Gulong Da Canyon as an example to explore the current inadequacy affecting Gulong mountain canyon, analyze its causes, and propose specific cooperation schemes by investigating, analyzing, and summarizing.

Technical route

The main point of this paper is to analyze the Gulong Mountain Grand Canyon in the post epidemic era as an example, use the 4P theory and SWOT theory to analyze the current situation of Gulong Mountain and the investigated data, and on this basis, point out the existing problems of Gulong Mountain Grand Canyon, and finally

give the marketing countermeasures for high-quality development. Figure 1.

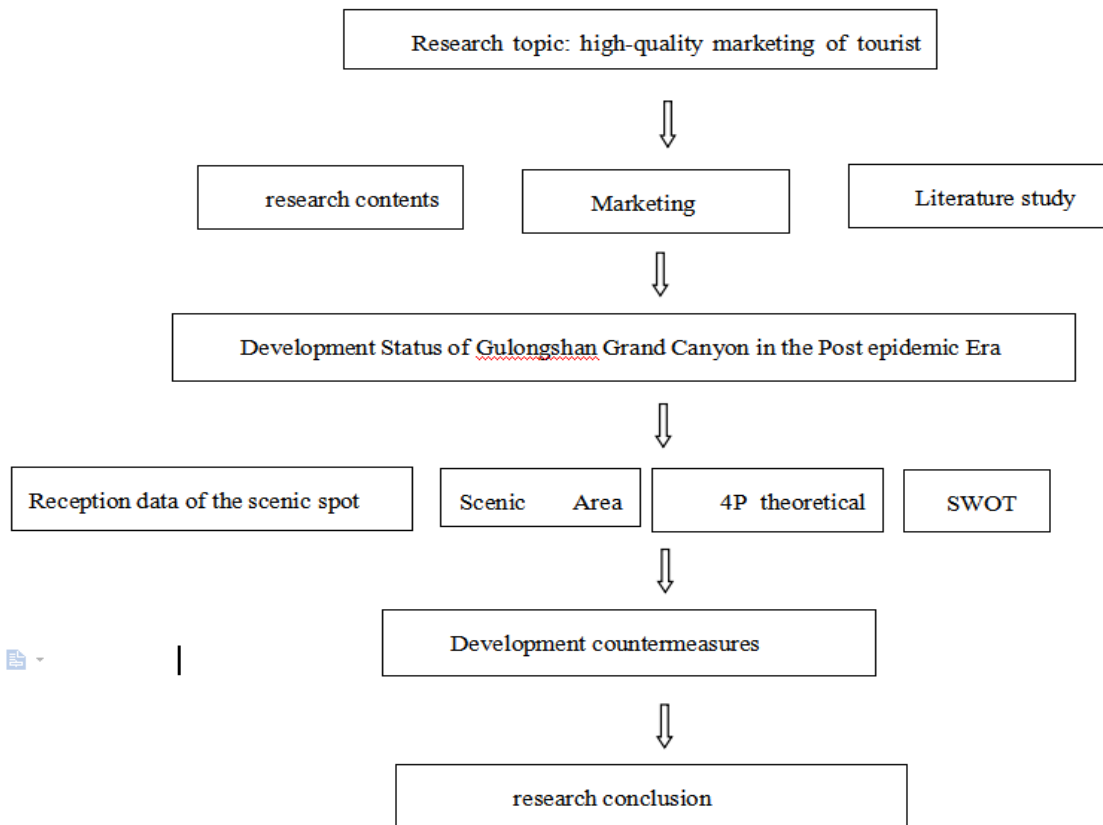


Figure 1: The flow of the research

Relevant theories and literature review

4P theory

4P theory is the foundation of marketing strategy consisting of four elements: product, price, place and promotion. The product portfolio mainly includes the entity, service, brand and package of the product. It refers to the collection of goods and services provided by an enterprise to the target market, including the utility, quality, appearance, style, brand, packaging and specifications of products, as well as service and guarantee factors. The combination of prices mainly includes basic price, discount price, payment time, credit terms, etc. It refers to the economic return that enterprises pursue when selling

products. Promotion mix refers to the communication activities that enterprises use various information carriers to communicate with the target market, including advertising, personnel promotion, business promotion and public relations.

SWOT analysis

SWOT analysis, that is, the situation analysis based on the internal and external competitive environment and competitive conditions, is to conduct four dimensional analysis in combination with the current research content, analyze and discuss from the four perspectives of advantages, disadvantages, opportunities and threats, and combine and discuss various analysis factors to draw

reasonable conclusions and suggestions for improvement. This kind of advice and analysis theory can draw objective theories.

Through SWOT, the research object can be analyzed and discussed from multiple dimensions, discussed and studied according to appropriate improvement suggestions, and on this basis, appropriate plans and arrangements can be made.

S (strengths) are strengths, W (weaknesses) are weaknesses, O (opportunities) are opportunities, and T (threats) are threats.

Literature review

Lei Xinyu (2017) mainly analyzed from multiple perspectives, combining the basic consumption link with the service link, analyzing and discussing from multiple perspectives, analyzing the current tourism environment and conditions, finding the highlights of the scenic spot and appropriate improvement suggestions, and promoting the development of tourism.

Fang Shiqiao and Ma Hongyu (2018), when studying the development of the current tourism industry and the promotion of tourism, proposed that the government should strengthen the guidance of the tourism industry, put forward improvement strategies and suggestions for the promotion of the development of scenic spots, promote the development of the current scenic spots, and the government can also strengthen and guide the optimization of the current tourism characteristics, tourism policies and tourism products.

Yang Feng (2018) proposed appropriate improvement suggestions for the current development of outdoor leisure tourism, and proposed that the current tourism development needs to be positioned and developed according to different customers, and high-end tourism plans should be made for high-end customers, which requires certain professional talent plans and development efforts to plan and develop.

Zhu Bo (2020) analyzed the development and research of traditional technologies and traditional tourism features in

the current tourism industry, which can enhance the characteristics of local tourist attractions.

Li Guoping et al. (2020) proposed that under the current globalization epidemic situation, the development of scenic spots around the world has been affected. Now under the development of the normalization of the epidemic situation, the government should reduce the pressure on local enterprises, reduce the tax revenue of some enterprises or reduce the pressure on enterprises, propose improving policies to guide the development of current enterprises, develop a diversified online tourism industry, and promote the diversified development of the industry.

The research of Williams and Kayaoglu (2020) shows that the impact of the current new epidemic on the tourism industry and service industry is relatively obvious.

Mariannasigala (2020) proposed that under the development of the current era, the outbreak of the new crown epidemic has promoted the reform and development of changes among enterprises. Current enterprises can take the opportunity of the new crown epidemic to strengthen the transformation and improvement of scenic spots and find appropriate development opportunities.

Wen et al.

Qing yan (2020) concluded that the impact of the new crown epidemic has three characteristics: great strength, wide coverage and long impact time; For example, many tourism enterprises have closed down, many tourism product companies have also been affected, tourism products cannot be sold, and many scenic spots have continued to have outbreaks of disease, which has not been officially open for business for 1-3 years.

Manrai Lalita A. and Manrai Ajay K et al. (2020) used SARIMA model to estimate the economic loss of Fujian Province under the influence of new coronary pneumonia. Erisher Woyo and Elmarie Slabbert (2020) calculated that the epidemic situation of new coronal pneumonia had a significant negative impact on China's tourism industry by using the bivariate ARIMA model. So far, no one has used comprehensive judgment methods to predict the recovery

of tourism demand during the crisis period. Most tourism research focuses on post event prediction. In the future, it is necessary to strengthen prediction research by integrating multiple methods.

Mariannasigala (2020) proposed that tourism innovation, transformation and industrial upgrading should be responded to. For tourists, such experiences as New Coronary Pneumonia will have a significant impact on their tourism attitude, intention and future behavior. The design of tourism technology applications should ensure business continuity and survival during the epidemic period.

Through the above literature review, we can see that there are a lot of research on scenic spot marketing in the post epidemic era at home and abroad, and scholars at home and abroad have their own views. Although the epidemic has affected the development of our scenic spot, it is also the time for the transformation of scenic spot development. Under the current development, we can strengthen professional talent training, increase development efforts, strengthen organizational security. Actively build the outdoor sports leisure tourism industry chain and other development strategies. The research summary of the above experts and scholars provides a solid theoretical basis for the later research on the marketing of Gulong Mountain Grand Canyon Scenic Area.

Current Situation of Gulong Mountain Grand Canyon Scenic Area in the Post epidemic Era

(1) Introduction to Gulong Mountain Grand Canyon

Gulong Mountain Grand Canyon in Guangxi, a national AAAA level scenic spot, a key scenic spot in Jingxi City, is also a vice president unit of the Research Travel Branch of Guangxi Tourism Association. The scenic spot is located in Hurun Town, Jingxi City, Guangxi, which enjoys the reputation of "the landscape is like Guilin, and the climate is better than Kunming". The traffic to the scenic spot is very convenient via S60 Chongjing Expressway. The scenic spot is 29 kilometers away from

Daxin Detian Transnational Waterfall, 30 kilometers from Jingxi District, 230 kilometers from Nanning City, 210 kilometers from Baise City, and only 18 kilometers from China Vietnam border. There is no season limit for sightseeing in the scenic area. Boating and hiking can be carried out normally throughout the year. The scenic spot integrates canyons, waterfalls, karst caves, underground rivers, primitive vegetation, peaks and cliffs, and streams and rocks. It is composed of four gorges, Gulao Gorge, Xinling Gorge, Gulong Gorge, and Xinqiao Gorge, three underground river karst caves, Yingbin Cave, Baifu Cave, and Gulong Cave, as well as the Gulong Falls, which are flying in the air with a single drop of 128 meters and a width of about 70 meters, and 12 magnificent waterfalls that are as beautiful as a scroll. The total length is 7.8 kilometers, covering an area of about 17 square kilometers, Gather the spirit of canyon landscape and the essence of underground river karst cave. The rivers between the four gorges and the three underground rivers and karst caves are connected, forming a world-class spectacle of four gorges, three caves and one water.

(2) Current Situation of Tourism Development in Gulong Mountain Grand Canyon Scenic Area

Gulong Mountain Canyon Group was rated as "Guangxi Ecotourism Demonstration Zone". It has successfully established a famous tourism county with Guangxi characteristics and won the honorary title of "the hometown of Chinese hydrangea". However, under the influence of the post epidemic situation, it will receive 4.1243 million tourists in 2020, down 27.6%; Total tourism consumption was 4.01 billion yuan, down 36.2%. At present, Jingxi's tourism is mainly sightseeing. The tourism economy only relies on tickets, primary accommodation and catering, and a small number of tourist souvenirs. The industrial structure is relatively simple. Under the influence of the epidemic situation, the growth rate has declined year by year, and the growth is weak.

In 2017, the number of tourists received reached 5.9348 million, an increase of 27.6%; Total tourism consumption

was 6.127 billion yuan, up 36.2%.

In 2018, Jingxi received 7513600 domestic and foreign tourists, an increase of 2.1 times over 2013; The total tourism consumption reached 8.16 billion yuan, an increase of 3.4 times over 2013. In the first half of 2019, it received a total of 4.955 million domestic and foreign tourists, with a year-on-year growth of 32.9%, and achieved a total tourism consumption of 5.286 billion yuan, with a year-on-year growth of 32.8%.

3) Gulong Mountain Grand Canyon Scenic Area Resources

Spatial structure

The tourism resources of the base are various, including mountain sightseeing, rural tourism, etc., but the pattern is scattered and the integration is insufficient, so the superior tourism resources cannot be effectively integrated; The unbalanced spatial pattern of tourism, leisure and holiday industries has delayed the healthy development of the tourism industry chain.

Gulong Mountain Grand Canyon is composed of Gulao Gorge, Xinling Gorge, Gulong Gorge and Xinqiao Gorge, Yingbin Cave, Baifu Cave and Gulong Cave, Gulong Falls with a single drop of 128 meters, and 12 magnificent waterfalls with a total length of 7.8 kilometers, covering an area of about 17 square kilometers. It gathers the spirit of the canyon landscape and the essence of the underground river caves. The rivers between the four gorges and the three underground rivers and karst caves are connected, forming a spectacle of four gorges, three caves and three underground rivers.

Tourism public service system

The public tourism service of Gulong Mountain Grand Canyon is not perfect. At present, there are some problems in the planning area, such as the lack of traffic guidance, the imperfect tourist consumption guarantee mechanism, the lack of self driving camps, and the imperfect tourism safety emergency plan, which need to be improved urgently.

Tourism service facilities

The tourism service facilities of Gulong Mountain and Grand Gorge need to be improved. At present, the number of hotels in Gulong Mountain Grand Canyon is insufficient, the catering cuisine is not abundant, the hotel service is weak, the holiday elements are missing, and the featured shopping is insufficient, which cannot meet the diversified needs of tourists.

Tourism brand

Although the Gulong Mountain Grand Canyon has built forest tourism scenic spots, national nature reserves and national 4A scenic spots, compared with the surrounding Lingda Canyon, Quyang Lake, Jiuzhou, and Equan scenic spots, the brand value is not high, reflecting the lack of connotation, innovation, and extension of the Gulong Mountain Grand Canyon scenic spot.

(4) 4P Analysis of Gulong Mountain Grand Canyon

Product analysis

Gulong Mountain Grand Canyon has successively developed four canyons, namely Gulao Gorge, Xinling Gorge, Xinqiao Gorge, Yingbin Cave, Baifu Cave, Gulong Cave, etc. The rivers between the four canyons and the three underground karst caves are connected. The journey is a world-class wonder that four gorges and three buildings are connected. The tourism products mainly include mountain sightseeing, drifting and rural tourism, but the pattern is scattered and the integration is insufficient, so the advantageous tourism resources cannot be effectively integrated; The unbalanced spatial pattern of tourism, leisure and holiday industries has delayed the healthy development of the tourism industry chain.

Price analysis

The current listing price of Gulong Mountain Grand Canyon is: Pingwangji Three Gorges Second Hole Classic Drift Ticket: 218 yuan/person for adults, 115 yuan/60 yuan for elite hiking tours, while most of the tickets for China's 4A scenic spots are between 40-80 yuan. Compared with

similar scenic spots in Guangxi, the ticket price is on the high side. For example, the listed price of Dongxing Yeren Valley Drifting in the off season is 158 yuan/person, and that of Yaozhai Jiulong Lake Drifting in Fangchenggang is 158 yuan/person. The high pricing has led to a considerable number of tourists being diverted to other scenic spots.

Channel analysis

Gulongshan Grand Canyon has few sales channels and a single traditional marketing means. At this stage, we have established our own official network platform, such as WeChat official account, official website and other channels to establish communication with tourists. At the same time, relevant local tourism official departments will also issue corresponding publicity news, but the exposure is low and the effect is not great. For the team, it is mainly to establish cooperation with travel agencies, OTAs, etc., but the marketing is passive and the data of visitors cannot be controlled.

Promotion analysis

In the tourism promotion activities of Gulong Mountain Grand Canyon, the promotion of Gulong Mountain's cultural resources and its own natural conditions is insufficient. Although hydrangea, sacrificial rites, moron culture and Dragon Boat Festival medicine market are the most characteristic of the Zhuang nationality, their folk customs are simple and simple, and their historical heritage is deep, they do not play a good role in the joint development, and fail to provide the influence of the tourism commodity market of the Gulong Mountain Grand Canyon.

(5) SWOT Analysis of Gulong Mountain Grand Canyon Marketing

Advantage analysis

(1) Superior geographical location

Gulong Mountain Grand Canyon in Guangxi, a national AAAA level scenic spot, a key scenic spot in Jingxi City, is also a vice president unit of the Research Travel Branch of Guangxi Tourism Association. The scenic spot is located in Hurun Town, Jingxi City, Guangxi, which enjoys the reputation of "the landscape is like Guilin, and the climate is better than Kunming". The traffic to the scenic spot is very convenient via S60 Chongjing Expressway. In the regional tourism structure system, it has been endowed with "green leisure, landscape ecology" and other tourism functions, with obvious regional advantages.

(2) Rich tourism resources

Gulong Mountain Canyon Group is composed of Gulao Grand Canyon, Xinling Grand Canyon, Xinqiao Grand Canyon and Gulong Grand Canyon, with a total length of 7.8 kilometers. It gathers the spirit of mountains and rivers, the essence of canyon karst caves, three underground river karst caves including Gurong Yingbin Cave, Baifu Cave and Shuilian Cave, takes the Gulong Waterfall out of the Refining Pool, and three caves of the Three Gorges, making it a wonder.

Gulong Mountain valleys are connected across the mountains, and underground rivers and karst caves are connected. There are many kinds of natural primitive vegetation, more than 2000 kinds. The canyons and rivers are continuous all the year round, and the scenery is deep.

(3) Strong policy background

Gulong Mountain Grand Canyon Scenic Area is an important scenic spot after the re integration of tourism resources in Jingxi City, and also an important scenic spot to build the Guangxi Vietnam ASEAN grand tourism network system. At the same time, it is also an excellent project for the development of the Gulong Mountain Grand Canyon in Baise City. The beautiful and charming canyon scenery, colorful forest landscape, strong and simple family style, and beautiful and moving historical legends in the Great Xia Valley Scenic Area of Gulong

Mountain fully demonstrate the different scenery from other tourist areas. It is an ideal coastal tourist area for leisure, sightseeing, and fitness.

(4) Many exploitable resources

Jingxi County, where Gulong Mountain Grand Canyon Scenic Area is located, is a typical large Zhuang county, with Zhuang population accounting for about 99%. This ancient land is a place where Zhuang people live in a high concentration. With thousands of years of history, it has formed unique Zhuang language, customs, farming methods, dwellings, costumes, Zhuang embroidery, national operas, folk songs, Zhuang medicine and other rich cultural resources.

Disadvantage analysis

(1) The number of tourists affected by the epidemic has dropped sharply

Guangxi has always been a major tourism province, and the Gulong Mountain Grand Canyon has a very deep influence as an important scenic spot. However, after the outbreak of the new epidemic in 2020, Guangxi was infected with viruses, and even by 2022, when the primary national epidemic entered the low case state, there were many local cases in various parts of Guangxi, which broke the image of tourists on the safety and health of the Gulong Mountain Grand Canyon in Guangxi, and the tourists' intention to travel to the Gulong Mountain was greatly reduced.

(2) Insufficient depth of resource development, no independent brand

The brand awareness of theme scenic spots is weak, the established tourism image is lacking, the promotion ability is small, the project product is single, the capital investment is insufficient, and the popularity of Luoyuan County is low, so it is difficult to form a large-scale market. Moreover, the level of development and utilization is not high. Most resources are still in the initial stage of development. However, compared with the surrounding

scenic spots such as Lingda Canyon, Quyang Lake, Jiuzhou, and Equan, the brand value is not high, reflecting the lack of connotation, innovation, and extension of the Gulong Mountain Grand Canyon.

(3) Weak tourism infrastructure in and around the scenic spot

The infrastructure in the scenic area needs to be strengthened. There are few places to rest in the scenic area. The distance between scenic spots is long, and there is no means of transportation connecting various venues, such as sightseeing buses and shared bicycles. The number of tourist hotels and restaurants around it is small and low grade, with only one five-star hotel; The local culture is not deeply excavated; There are few places for entertainment and rest; The local characteristic system is not perfect. The stay time is short, the hotel occupancy rate is low, the consumption level is not high, and the tourism "agglomeration effect" is vague. There are few tourism professionals. Many tourism managers are seldom from tourism management majors. People who come to work in the scenic area are generally residents who lack knowledge near the surrounding areas. Tourism management personnel can not take timely measures in the face of market competition. The service personnel in the scenic area have low market awareness and service awareness.

(4) Insufficient online and offline marketing

The online and offline marketing of Gulong Mountain Grand Canyon is insufficient. The following problems exist: the utilization rate of online scenic spot official website, official WeChat and public account and other self media marketing platforms is not high, and the maintenance is insufficient. The information about the scenic spot on the network platform is not comprehensive. Tourists can not understand the general situation of the scenic spot in detail. The online complaints are obviously ineffective, damaging the image of the scenic spot. Less offline promotion, long promotion interval, and poor publicity effect. The marketing channels are scattered and

the statistics are cumbersome.

Opportunity analysis

(1) Implement tourism related policies to open up a new prospect for tourism development

In order to promote the development of tourism products in Jingxi County, expand the industrial chain, and actively develop the connection between key tourist attractions and rural tourism, according to the strategic idea of characteristic Guangxi, the beautiful and charming canyon scenery, colorful forest landscape, rich and simple family customs, and beautiful and moving historical legends in the Great Xia Valley Scenic Area of Gulong Mountain fully display the different scenery from other tourist areas, which is an ideal leisure vacation, sightseeing Coastal tourist area for health and fitness.

Give full play to the characteristic culture and take this opportunity, the scenic spot will further improve the infrastructure construction, promote marketing, step by step improve the tourism reception capacity and provide quality services, and the potential market of the scenic spot is unlimited.

(2) Operate the current popular Internet to promote the brand image

Since the outbreak of New Coronary Pneumonia, many new cases have emerged. At the initial stage of the epidemic, the epidemic spread in a cell fission way. The state proposed measures such as "closing the city", "stopping work" and "home isolation" to reduce the flow of people and control the spread of the epidemic. Gulong Mountain Grand Canyon also actively responded to national policies by closing tourist attractions and stopping tourism activities. What emerges at the historic moment is the rapid development of the Internet, such as the rise of the current popular short videos and social media Little Red Books. People like to see the diversity of the world on the Internet. Gulong Mountain Grand Canyon can well operate the current We Media during this period, do a good job in the operation of short videos and social media,

improve the popularity and image, and harvest a large number of fans after the epidemic is resolved.

Challenge analysis

(1) Intensive competition in homogeneous market

At present, there are many similar products and tourists in China's canyon scenic spots. At present, the tourism industry is developing rapidly and the tourism development is increasing. Due to the sharp increase of scenic spots around the scenic spot, the scenic spot is faced with the diversion of the tourist market. In addition, they have similar regions, similar resources and serious homogeneity. The intense competition in the homogeneous market of Gulongshan Grand Canyon has brought certain market competition pressure.

(2) Employees in tourism industry face unemployment risk

Employment is related to people's survival and development. Only by achieving employment can people obtain the means of life and survival, promote production and drive the country forward. Therefore, the government attaches great importance to employment, places employment at an important position in national development, and takes various measures to promote employment. The development of the Gulong Mountain Grand Canyon has driven the employment of the Gulong Mountain Grand Canyon. The Gulong Mountain Grand Canyon mainly relies on attracting tourists for development. With the increase of tourists, the Gulong Mountain Grand Canyon gradually develops, and the Gulong Mountain Grand Canyon can accommodate more and more employees, He has made his own contribution to safeguarding the overall social situation. With the rapid development of Gulong Mountain Grand Canyon in Guangxi, more and more people are engaged in Gulong Mountain Grand Canyon and its related industries, which greatly alleviates the employment pressure of Gulong Mountain Grand Canyon. During the epidemic of New Coronary Pneumonia, the whole industry actively

responded to the government's epidemic prevention measures. Gulong Mountain Grand Canyon is no exception. At the beginning of the new epidemic, the Gulong Mountain Grand Canyon closed its tourist attractions, and the development of tourism related industries in tourist destinations stagnated. For example, the catering industry and hotels fell into a state of few passengers or even no passengers. The relevant tourism practitioners fell into a state of short-term unemployment. In the middle and late stages of the epidemic, the Gulong Mountain Grand Canyon slowly resumed its development through flow restriction measures, Although the number of employed people driven by the Gulong Mountain Grand Canyon in Jingxi City has gradually increased, it still cannot meet the employment needs of a large number of unemployed people. A large number of unemployed people compete for a small number of jobs in Jingxi City, which is not conducive to the stability of the overall social situation.

To sum up, first of all, the Gulong Mountain Grand Canyon is a key industry in Jingxi City, contributing more and more to the economic development of Jingxi, and the epidemic has seriously impacted the Gulong Mountain Grand Canyon. Therefore, the Jingxi government will pay more attention to the development of the Gulong Mountain Grand Canyon in the future work related to the Gulong Mountain Grand Canyon; In addition, the Gulong Mountain Grand Canyon is a fragile industry, vulnerable to external factors. With the rebound of the epidemic, the harm cannot be underestimated. Therefore, the Jingxi government will pay more attention to the development of the Gulong Mountain Grand Canyon.

Marketing suggestions for high-quality development of tourist attractions in the post epidemic era

The epidemic of Neocoronavirus Pneumonia is a major public health crisis, which has caused a serious impact on tourist attractions, especially in Guangxi, as a major tourism province, tourist attractions are its key industries, and the impact is particularly serious. In the post epidemic era, as an important subject, Gulong Mountain Grand Canyon

Scenic Area should not only see the challenges brought by the epidemic, but also see the opportunities emerging in the context of the epidemic.

(1) Strive for government support for Gulong Mountain Grand Canyon

Under the current normalization of the epidemic situation, the scenic area of Gulong Mountain Grand Canyon has been affected by the epidemic situation and should strive for government policies to increase support. Apply for the reduction and exemption of corporate rent and corporate taxes in Gulong Mountain Grand Canyon Scenic Area, increase the discount of bank loans, support the establishment of cultural and tourism branches and other measures to reduce the burden on the scenic area. At the same time, it is also required that Gulong Mountain Grand Canyon Scenic Area should strengthen the publicity policy, pay close attention to the implementation of the tourism policy in real time, and actively respond to the call of the government.

The second is to establish a crisis response mechanism to prevent problems before they occur. In the modern open world, people are getting more and more connected. The earth is called the "small global village". Every country keeps in touch with people of all ethnic groups in the world, let alone within a country or a province. The development of Gulong Mountain Grand Canyon is one of the factors that lead to more population mobility. As population mobility becomes more frequent, the public health crisis similar to the new epidemic will also be more widespread and destructive. The Gulong Mountain Grand Canyon will be more developed in 2020, so the population will flow more frequently. Therefore, the spread of the new pneumonia epidemic in 2020 will be faster than the SARS epidemic in 2003, and the harm will be more serious. The Gulong Mountain Grand Canyon responds to the government's policy call, strengthens the protective measures related to public health crisis, establishes the crisis prevention awareness, formulates short-term, medium and long-term crisis response plans in the scenic area, further improves the corresponding public health

facilities of tourist destinations, establishes more effective crisis response mechanisms, reflects on the problems of the existing crisis management system, and constantly supplements and improves the crisis prevention and management system.

(2) Develop a healthy and safe tourism market

In the post epidemic era, the health and safety tourism market has grown. Jingxi tourist attractions should seize the opportunity to capture the image of healthy tourism destinations before the epidemic, innovate and develop new health tourism projects, make health tourism more popular, and reshape the image of healthy tourism destinations. Vigorously develop a healthy and safe tourism market. To develop a healthy and safe tourism market, we should do the following:

An enterprise should further promote healthy and safe tourism methods and deepen people's awareness of healthy tourism. Although tourists have changed their thinking on tourism and pursued a more healthy and safe way of tourism after experiencing the new epidemic, due to the effective control of the epidemic in China, people have little awareness of this, so tourist attractions can carry out advertising on buses and square LED displays to support a healthy and safe way of tourism; The second is to improve the quality of public security and win more trust from tourists. Improve the public health facilities in the corresponding tourist attractions, set up hand washing tables and provide sanitary hand sanitizers. Hotels and other accommodation places in tourist cities should keep the site clean, the air fresh, the flow of people limited, the disinfection work should be frequent, and the temperature detection facilities should be perfect. If possible, health clinics can be set up in the accommodation concentrated areas, equipped with corresponding medical staff, so that tourists can trust the region more; Third, continue to develop healthy and safe tourism products and projects. Depending on the high-quality ecological environment, we can create forest eco-tourism areas and rural tourism projects, and set up different tourism projects according to different tourism resources, such as "Health Hall" in the

hot spring area, rock climbing projects in the mountain area, and national culture shows in areas with rich national culture, so as to fully use the regional and resource advantages to explore healthy and safe tourism projects or products.

(3) Promote the intelligent development of Gulong Mountain Grand Canyon

During the epidemic, the Internet gave off infinite vitality. The country released information about the epidemic in real time through the Internet, and promptly dispelled rumors to stabilize people's minds. Office staff worked remotely through the Internet, and hundreds of millions of students learned through the cloud. The Internet runs through all walks of life, and to a certain extent, it provides convenience for people to live, work and study. The Gulong Mountain Grand Canyon is dominated by traditional offline tourism, and the online intelligent tourism market is small, so it has suffered great harm in the epidemic. After experiencing the epidemic, the tourist attractions should deeply recognize the development opportunities of intelligent tourism, and should vigorously promote the intellectualization of Gulong Mountain Grand Canyon. First of all, use the Internet to increase the awareness of tourist attractions and attract more tourists. The scenic spot can use the method of live broadcast with goods by the host during the epidemic to hire public figures with high visibility for live introduction, and enhance the aspiration of potential tourists to the tourist destination through explanation and live broadcast. At the same time, efforts should be made to tap the unknown tourism resources in those scenic spots, so as to make a large number of tourism resources available and increase tourism competitiveness. Secondly, build the provincial tourism network platform and set up local tourism system. Tourists can log in to the tourism network system of the tourist destination on the client, input relevant demands, and intelligently formulate multiple sets of tourism plans. Tourists can choose to change the plans they have formulated, and formulate a plan with reasonable price and route preference. In addition to related tourism matters,

this scheme should also include some precautions, such as to remind tourists of altitude response and provide solutions when going to high altitude areas. It should also include the experience and highlights of visiting the destination at different times and in different seasons, so that tourists can choose a time period to visit according to their preferences and needs, so that they will not feel lost after experiencing the destination differently from what they expected. Finally, it is necessary to strengthen the data management of various industries in the tourism area, improve the tourism operation supervision system, and the ticket purchasing platform can push the person times of a certain scenic spot or project in a certain period of time and the person times of hotels and restaurants in the tourism area. The ticket purchasing platform will intelligently recommend the best travel time scheme to allow tourists to enter the scenic area at the appropriate time by staggering the peak, and solve the difficulties of tourists queuing to enter the park and eat in line, Improve tourists' sense of experience and satisfaction, and strive for repeat customers.

(4) Strengthen cross-border integration and promote the complex development of Gulong Mountain Grand Canyon

With the development of the times, the Internet is more and more developed. At present, more and more people like to search the strategies of tourist attractions on the Internet. The current publicity mode of Gulong Mountain Grand Canyon is still in the traditional stage. In the post epidemic era, Gulong Mountain Grand Canyon should respond to the call of the times and strengthen cross-border industrial cooperation.

The integration of Gulong Mountain Grand Canyon and other industries should take full advantage of the advantages of accommodation integration industry and combine its own conditions to develop new tourism formats to achieve harmonious development of both sides. The integration should play a "1+1>2" effect to achieve a win-win situation. In a region, all walks of life are related to each other. Find the connection point of mutual integration according to each other's needs. Gulong

Mountain Grand Canyon should integrate with all industries to develop, explore more new tourism formats, enhance tourism advantages, attract more tourists and improve tourism competitiveness.

Guangxi is a multi-ethnic and multi landscape province. The Gulong Mountain Grand Canyon should integrate with agriculture and forestry to develop more rural tourism, develop tourism projects relying on tourism resources such as farmhouses and forest parks with national characteristics, and develop local featured products as tourism commodities; It is a "kingdom" rich in animal and plant resources, and the plant pharmaceutical and spice industries are developed. The Gulong Mountain Grand Canyon can be integrated with this to develop the Gulong Mountain Grand Canyon and the Spice Gulong Mountain Grand Canyon. At the same time, animal protection areas are demarcated based on various rare animals, and "zoo" tourism is developed; It is a border country bordering many countries, expanding the integration of the original Gulong Mountain Grand Canyon and border trade, developing border trade tourism, and promoting the common development of border trade and Gulong Mountain Grand Canyon. The integration of the Gulong Mountain Grand Canyon and the Internet has achieved some development, such as online ticket booking, video promotion of tourist attractions and live delivery of goods. We should seize the opportunity of the information age, increase the integration of the Gulong Mountain Grand Canyon and the Internet, and further develop intelligent tourism. Through the harmonious integration of Gulong Mountain Grand Canyon and other industries, we will develop more and better tourism resources, break through the limitations of Gulong Mountain Grand Canyon's independent development, and promote the sustainable development of Gulong Mountain Grand Canyon.

(5) Increase tourism investment in holidays and festivals to promote the recovery and development of Gulong Mountain Grand Canyon

It is important to promote the revitalization of the Gulong Mountain Grand Canyon in the post epidemic era from a

macro perspective, but at the same time, it is also crucial to seize the key time to make special adjustments to holiday tourism policies from a micro perspective, which is also crucial to the revitalization of the Gulong Mountain Grand Canyon. Although the Gulong Mountain Grand Canyon is open all year round, many people have no free time even if they want to travel because of their work and study, and holidays provide good opportunities for people to travel. Therefore, the Gulong Mountain Grand Canyon will be particularly active during the holidays, and the number of tourists and tourism income will also reach a high point. Influenced by the epidemic situation of new coronavirus pneumonia, the number of domestic tourists will reach 2.879 billion in 2020, down by half compared with 2019; Domestic tourism revenue was 2.23 trillion yuan, down 60% from 2019. Therefore, in the post epidemic era, tourist attractions should pay more attention to these golden tourism periods, such as tourism festivals and holidays. In addition to drawing on the experience and practices of previous golden tourism periods, they should also formulate some more innovative and attractive strategies for these golden tourism periods. In order to attract more tourists, local tourist attractions can introduce more preferential policies for this critical period. Tourist attractions can develop different preferential strategies based on the number of tourists and their relationship. For example, couples can develop a couple ticket discount, and couples can increase the discount when they go to some scenic spots or tourism projects about love. It is also possible to launch specific tourism theme activities or tourism products based on holidays, so that tourists can enjoy a new and traditional holiday in other places.

Conclusion

The epidemic of Neocoronary Pneumonia is a major public health crisis, which has caused a serious impact on tourist attractions, especially in Guangxi, as a major tourism province, tourist attractions are its key industries, and the impact is particularly serious. In the face of the tourist attractions with heavy losses, the government of Jingxi, Guangxi needs to realize the importance of the

development of the Gulong Mountain Grand Canyon and be able to play a leading role, increase support for the tourist attractions and further improve the crisis response mechanism, so as to nip in the bud.

This paper mainly draws the following conclusions:

First, the epidemic will have a long-term impact on tourist attractions. Because of the variability of the virus, the short immunization time of the vaccine, and many uncontrollable factors in the development of the world epidemic, the new coronavirus will exist for a long time, so it needs to accept the phenomenon of epidemic normalization in tourist attractions.

Second, significant changes have taken place in tourist consumer behavior in the post epidemic era. Compared with the previous ways of tourism, many people choose a more healthy way of tourism, such as self driving or health tourism. Tourist attractions should keep up with the current concept of tourists, formulate appropriate tourism plans, develop more healthy and contemporary tourism methods, and improve consumer satisfaction. The Gulong Mountain Grand Canyon occupies an important position in the development of Jingxi City. The scenic area income brought by the Gulong Mountain Grand Canyon is a new growth point of Jingxi City's economic development, which needs to be optimized according to consumer demand.

Third, there are improvements in Gulong Mountain Grand Canyon Scenic Area. Although the Gulong Mountain Grand Canyon is rich in resources, it also faces some problems, mainly including: limited resource development and incomplete tourism public service system; The transformation to online is not enough; Gulong Mountain Grand Canyon Scenic Area lacks connotation, innovation and extension.

Fourth, strengthen the high-quality development of Gulong Mountain Grand Canyon Scenic Area in the post epidemic era. In order to achieve high-quality development of Gulong Mountain Grand Canyon Scenic Area in the post epidemic era, it is necessary to strengthen the improvement of the scenic area, such as winning the government's support for Gulong Mountain Grand Canyon

and improving the service quality of all links of Gulong Mountain Grand Canyon Scenic Area. Accelerate the construction of intelligent tourism in Gulong Mountain Grand Canyon Scenic Area, and broaden the vision of development. Strengthen online publicity and increase the exposure of Gulong Mountain Grand Canyon. We will accelerate the promotion of a healthy and safe tourism market in the Gulong Mountain Grand Canyon, and increase tourism investment in holidays and festivals in the Gulong Mountain Grand Canyon Scenic Area.

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