

A Study on Tourism Marketing Strategies in the Era of New Media: A case of Luoyang

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ABSTRACT

As the ancient capital of thirteen dynasties, Luoyang has rich tourism resources. In recent years, Luoyang has done a lot of work to improve the city's visibility and has attracted many tourists, achieving good results. As a new form of media, new media provides new ideas and opportunities for tourism marketing. Tourist cities or enterprises can enhance their tourism visibility through new media forms such as Weibo, WeChat, short videos, and live streaming. By analyzing Luoyang's marketing strategies on new media platforms, this paper evaluates the impact of these strategies on enhancing Luoyang's tourism brand awareness, influencing tourists' behavior, and bringing economic benefits. At the same time, it also analyzes the shortcomings of Luoyang tourism marketing, such as single form of promotion and insufficiently distinctive IP creation. In view of the problems, the paper proposes suggestions such as optimizing marketing strategies and strengthening technological innovation, in order to provide reference for tourism marketing in Luoyang.

KEYWORDS

New media; Tourism marketing; Marketing strategy

1. INTRODUCTION

With the rapid development of information technology, Humankind society has entered the new media era. Promote the tourism industry into a golden period of development. With its unique communication methods, wide coverage, and strong interactivity, new media has profoundly changed people's lifestyles, information acquisition channels, and consumption habits. Online tourism business also relies on new media platforms. Carry out promotional marketing activities in a fast, rapid, low-cost, and wide-ranging manner. The Risen of new media brings unprecedented opportunities and challenges to tourism marketing. Realize precise dissemination on a global scale. On the other hand, the competition in the tourism market in the era of new media is becoming increasingly fierce. Tourists' demands for tourism products are becoming increasingly diverse and personalized, and their requirements for tourism experiences are also increasing. Traditional tourism marketing methods are no longer able to meet the needs of tourists, and there is an urgent need to innovate and upgrade with the power of new media. Therefore, how to use new media platforms to carry out effective tourism marketing and enhance the attractiveness and competitiveness of tourism products is also an urgent problem to be solved.

In the era of new media, the digital transformation of the tourism industry has enriched the forms of tourism display, and tourism marketing has also undergone changes. This article takes Luoyang multimedia tourism marketing as an example, introduces tourism marketing, integrated marketing and other related theories, analyzes the local new media marketing and its current situation, aiming

to find out the existing problems, and strive to explore a marketing path based on new media, providing a certain theoretical basis for the innovation of new media marketing model. It is also conducive to enriching and perfecting the theoretical system of tourism marketing.

This study provides beneficial ideas and references for the construction of Luoyang's tourism brand by analyzing the application effect of new media in Luoyang's tourism marketing. By using new media methods, Luoyang can more accurately position the target market, convey brand information, and shape a unique brand image. Enhance brand awareness and reputation, enhance core competitiveness, and provide reference for new media marketing models in other regions, promoting the tourism industry towards high-quality development.

2. LITERATURE REFERENCES

2.1. An Overview of Tourism Destination Marketing Research

As a crucial tool for promoting the tourism industry, destination marketing has garnered extensive attention and research in recent years. Studies on destination marketing have primarily focused on the aspects of destination image, destination strategies, and marketing organizations. Regarding destination image, it is one of the most critical factors in attracting tourists and a pivotal concept within the broader framework of tourism marketing. Muzaffer [1] pointed out that establishing a destination's image is the initial step in its positioning strategy, which requires a balance between highlighting the destination's unique features and considering its target market. Song[10] explored the perceptible and non-perceptible aspects of destination image from the perspective of tourists and proposed strategies for effectively utilizing destination image elements in image planning. The factors influencing the formation of a destination's image can be categorized into two main groups: external stimuli and tourists' inherent characteristics [2]. Tourists' inherent characteristics include social and demographic traits, travel experience, and motivations [3][4]. On the other hand, external stimuli refer to the factors that affect tourists' perceptions and evaluations of a destination both before and during their trip, such as travel information sources, various media, recommendations from friends, and destination landscape advertisements [5][6].

In terms of travel destination strategy, the first is 4P theory. Promotion is an important part of 4P Theory. In the 1960s, Jerry McCarthy first proposed the idea of 4P: Product, Price, Place, Promotion [7]. Then the 4P as the core marketing mix theory. Promotion is a part of marketing, scholars through analysis and comparison, put forward the conclusion that advertising form is one of the determinants of advertising effectiveness [8]. Then in terms of strategy, searching on relevant platforms, many of them are looking at specific areas or selecting relevant tourist attractions. To obtain the needs of tourists through online or offline questionnaires, it can be used to determine the marketing problems of the study subjects, thereby achieving the purpose of proposing a series of targeted marketing strategies. Tourism destination marketing is communal, geographical and replicable [11]. Han [13] argues that tourism destination marketing focuses on all destination stakeholders and is targeted at tourism services and products. Buhalis [12] believes that some self-help travelers can collect all kinds of travel information from related travel websites, which will provide great convenience for their travel.

In terms of destination marketing organizations, destination tourism products differ from general products. Tourism products are provided jointly by the public sector (the destination government) and the private sector (tourism enterprises), which also determines that destination marketing involves a range of other stakeholders, including tourism enterprises and the destination government [9]. Some scholars believe that the motivations for forming a destination marketing alliance in the tourism industry include "strengthening market positioning and enhancing image," "promoting the diversification of channels and reducing costs."

Compared with the problems of tourist destination marketing, it is basically based on the research of marketing theory, management or method, and the results of marketing strategy are relatively small; summarize the research ideas of tourist destination marketing in relevant papers: from the main body of marketing, that is, tourist destinations, to the study of marketing object, that is, tourists; and then from marketing theory to Research on physical cases and specific problems. There are also some problems: qualitative research is the main research, and the research method is single. It is necessary to strengthen quantitative analysis and empirical research on the basis of qualitative research, and further strengthen the brand positioning and brand research of different categories of tourist destinations.

2.2. Overview of New Media Marketing Research

The advent of the new media era has greatly changed the way people obtain information, and has also profoundly affected the marketing model of all walks of life, especially the tourism industry. With the popularization of the Internet and the wide application of mobile devices such as smartphones, new media platforms have gradually become the main channel for information dissemination, replacing traditional media (newspapers and periodicals, radio and television) dominate in information dissemination. The characteristics of the new media era are equality, freedom and convenient operation. In the new media era, everyone can be the publisher or recipient of information, and information dissemination has become more convenient and efficient. In the new media era, information spreads rapidly. New media platforms provide a developed information environment, which makes information circulation more free. This environment is not only conducive to tourism enterprises to carry out marketing activities, but also facilitates consumers to obtain tourism information and share travel experiences. Another important feature is strong interactivity. Social media platforms (Weibo, WeChat, TikTok, etc.) are ideal places to share travel experiences. Tourists can share their travel photos, experiences and suggestions, and interact with other tourists. Digital marketing not only saves marketing costs, but also improves marketing effectiveness.

The Internet is going through a period of major change from the 2.0 era to the 3.0 era. Information technology has also changed to the direction of digital twin, blockchain and metaverse, and tourism marketing has also developed accordingly to informatization and digitalization. Under the characteristics of the Internet era, new media plays an increasingly important role in the tourism industry. Early on, some scholars studied new media marketing methods based on Internet technology. Regarding the application of new media in tourism marketing, the corresponding research mainly focused on the role and application of new media in tourist destination marketing, the evaluation of new media marketing performance, new media marketing strategies, etc.

In terms of the application of new media in tourism marketing, most online tourists will read online travel reviews [14]. The Internet is the main channel for tourists to obtain online information. Tourist destinations should pay attention to online reputation. Travel products are intangible products and cannot be consumed. Evaluate the experience before, so the recommendation of word of mouth can help consumers better evaluate tourism products [15]. Wen [16] took the use of online communities in the ancient city of Phoenix as an example, and the analysis results showed that online communities have a guiding role in the tourism market, so as to refer to the marketing of other tourist destinations. There are also scholars who have studied the actual application of WeChat marketing to regional tourism, specifically analyzed WeChat marketing with Sichuan tourism media as an example, and concluded that the main ways in Sichuan tourism media are tourism public platform method, network online to offline method, WeChat Moments method, and two-dimensional scanning of micro-store to get discounts way [17].

In terms of new media marketing performance evaluation, some scholars focus on the performance evaluation of new media marketing from online media, including operability, content evaluation and satisfaction and other aspects [18], but it has not yet become a complete academic framework. Li [19]

conduct research from the perspective of tourist needs, build an evaluation system, and study 31 provincial and municipal tourism official websites in China; Shu and Ma [20] proposed a new media integrated marketing model for tourist destinations, and built a new media marketing communication mechanism and integrated strategy.

In terms of new media marketing strategy, Park [21] believes that analyzing some users' use of social media can better understand the consumption behavior of tourists, so as to carry out accurate marketing. From the perspective of short videos, some scholars believe that mobile video marketing can not only resonate with tourists, but also stimulate potential In tourists, and put forward optimization suggestions for scenic spot marketing, such as enriching the marketing content and quality of scenic spots [22]. Zhao [23] proposed that new media marketing should take the needs of tourists as the starting point and formulate a systematic and long-term new media marketing plan. There are also scholars who analyze from platforms, self-media models and O2O models to explore how to use new media to promote the development of local tourism [24].

In summary, new media marketing plays an important role in the development of tourist destinations, and new media marketing is also an important part of the marketing system. Therefore, on the basis of literature analysis, this article takes Luoyang as a case for specific analysis and puts forward targeted marketing strategies.

3. RESEARCH METHODS

3.1. Literature Research Method

The literature analysis method is to analyze and summarize the relevant elements of the thesis by studying the existing relevant literature. Through authoritative literature databases, mainstream Internet search engines, mainstream new media platforms, etc. combined with the research content of this article, marketing theory, new media concepts, etc. are retrieved, and then the literature is collected and sorted out to consolidate its own theoretical foundation, fully draw on the research results of scholars, and analyze the current situation of Luoyang tourism operation and marketing.

3.2. Case Analysis Method

After understanding the theory, combine the case, focus on the specific marketing events of the tourism industry in the new media environment, analyze the problems of the case by analyzing its strategy, implementation process and results, and put forward strategies.

4. RELEVANT CONCEPTS AND THEORETICAL FOUNDATIONS

4.1. Relevant Concepts

4.1.1. New media

Many scholars study new media, but there is no unified definition of its concept. UNESCO defines it as a medium for information dissemination based on digital technology and using the network as a carrier. Some scholars believe that new media is a medium for disseminating information by computers or ontology with computer characteristics. They believe that new media is a relative concept, which is with the emergence of new technologies developed now [25]. The extension of new media includes multimedia technology broadcasting networks, multi-channel television networks, various electronic communication networks, information Internet and information mobile Internet, etc. The types it covers will not remain unchanged, but will be constantly updated with the development of the times. Therefore, this study defines it as a new media based on the development of modern information technology. It is a digital information dissemination platform with the

characteristics of high efficiency, speed and simplicity. It has the characteristics of strong interactivity, strong sharing, content fragmentation, channel diversification, and information flattening.

Table 1. New Media Marketing Methods

New media marketing methods	introduction	characteristics
Portal	Use the advertising space of the portal for marketing	Large traffic
Online video marketing	Tencent Video, iQIYI and other video websites release videos	a lot of content and strong infectious power
Online travel platform marketing	Ctrip, Feizhu and other online platform publicity information	rich products, convenient service
Weibo marketing	discover user needs and publish hot topics;	fast dissemination speed, wide coverage and strong sharing
Short video APP marketing	with the help of short videos, select the target audience and disseminate marketing content	fast communication speed, low threshold, real-time
WeChat Moments marketing	marketing behavior of publicity in WeChat Moments	low threshold, easy to generate trust
WeChat official account marketing	with content marketing as the core	convenient, fast and targeted

4.1.2. Flow rate

In marketing, traffic usually refers to the number of visits to a website or online store, that is, the number of daily, weekly or monthly visits to a website or online store. This is an important indicator for evaluating the traffic status of a website or online store. The higher the traffic, usually the more people are visiting the website or online store, which helps to improve brand awareness, increase sales opportunities and improve conversion rates.

4.1.3. Internet celebrity tourist destination

Internet celebrity tourist destinations are tourist destinations in the Internet era. Through the dissemination and promotion of online media, they quickly become popular due to certain events, activities, topics or characteristics, and attract a large number of tourists to visit and experience in a short time. These tourist destinations often have unique attractions and can attract wide attention and heated discussion. The popularity of Internet celebrity tourist destinations cannot be separated from the promotion of new media. It spreads rapidly through social media, short video platforms and other channels, forming a viral transmission effect, showing its unique charm and demeanor, and attracting tourists to experience.

4.2. Theoretical Foundation

4.2.1. Tourism marketing theory

Tourism marketing theory is developed on the basis of marketing and combining the peculiarities and characteristics of tourism. It mainly studies the marketing behavior of tourism enterprises, with attracting tourism consumers as the core, and formulates marketing strategies through the study of the tourism environment, tourists' purchasing behavior and tourism target markets. The most important part of tourism marketing theory is the marketing strategy of tourist destinations and the target market selection of tourism enterprises. The marketing subject of a tourist destination is a whole composed of all practitioners, enterprises, institutions, etc. in the destination. The marketing object is all tourism products, services and facilities, and the profitee is the tourist destination. The essence of

tourism target market selection is classified according to the personalized characteristics and differentiated characteristics of tourist needs. Kinds of marketing methods. With the development of Internet technology and the continuous changes in consumer demand, tourism marketing has also shown a new trend. Online marketing has become an important publicity method for tourist destination marketing, and consumer demand has diversified and personalized development. Tourism marketing theory is a constantly developing theoretical system, which is constantly adjusted and improved with the changes in the market environment and the evolution of consumer demand.

Therefore, from this article, it can be understood that the main body of the city promotes destination products and images to the object. From the perspective of new media, the new media platform, as an important platform for information sharing, is an important medium for communication between the host and the customer. Starting from the marketing and publicity roles of the main, the customer and the intermediary, the new media is a marketing breakthrough. Point, analyze the marketing status of the research object, and explore more effective marketing methods and channels.

4.2.2. Integrated marketing communication theory

The National Advertising Industry Association (IMC) was the first to put forward the theory of integrated marketing communication. By evaluating the strategic application of communication methods such as advertising, sales promotion and public relations, it perfectly integrates different market information, so as to achieve a clear, consistent and effective communication influence. The core idea is to effectively combine the advantages of each component. Potential, thus producing the effect of $1+1>2$. Some scholars believe that integrated marketing communication is the process of managing the information sources of all marketing-related services and products, and the dissemination of brand loyalty will bring sustainable growth benefits to organizations or enterprises [26].

For the marketing of tourist destinations, a single marketing method is not advisable. It requires unified marketing content, integrated marketing channels, and innovative marketing methods. Therefore, this article is based on the integrated marketing communication theory, giving full play to the communication advantages of various new media platforms, forming a unique tourist destination image, and expanding its tourism popularity.

5. LUOYANG TOURISM NEW MEDIA MARKETING ANALYSIS

5.1. Case Introduction

5.1.1. Overview of Luoyang Tourism Resources

Luoyang City is named because it is located on the north bank of the ancient Luoshui River. It is located in the west of Henan Province and the south bank of the Yellow River. It is the earliest capital city in Chinese history, with the most dynasties and the longest time. Luoyang is also one of the first famous historical and cultural cities announced. It is one of the eight ancient capitals of China. It is an excellent tourist city in China and a "touching the world" National brand city". As a long-term glorious ancient capital, economy and cultural center, history has left rich and splendid cultural heritages to Luoyang, such as ruins of the capital city, temples, grottoes, tombstones, etc.

Luoyang has rich and diverse tourism resources. Historical and cultural resources include the ruins of five major capital cities, including Xiadu Erlitou, Yanshi Mall, Eastern Zhou Dynasty Royal City, Han and Wei ancient city, and Sui and Tang Dynasties Luoyang City. There are 3 and 6 world cultural heritage sites, including Longmen Grottoes, China Grand Canal (including Luoyang section), Silk Road, and various characteristic museums. , 102 memorial halls, with more than 600,000 pieces (sets) of cultural relics, including Luoyang Museum, Grand Canal Cultural Museum of Sui and Tang Dynasties, Luoyang Folklore Museum, etc., providing tourists with a window to deeply understand the history and culture of Luoyang. Natural resources have scenic spots such as Daimei Mountain,

the World Geopark, Baiyun Mountain, the National Forest Park, the Chicken Crown Cave, the "Mountain Classic · Ten-mile Painting Screen", Laojun Mountain, and the "Northern Water Township" Chongdugou. There are four major forest parks such as Zhoushan, Longmen Mountain, Xiaolangdi and Shangqing Palace in and around the city, and around it, and Luopu Park is more than 20 kilometers long. Characteristic cultural festivals include China Luoyang Peony Cultural Festival, which has successfully held 41 times since 1983. It has been listed as a national intangible cultural heritage and has become one of the four major festivals in the country. It also held four-season tourism festivals such as the Little Red Book Waterfall Viewing Festival, the Heluo Cultural Tourism Festival, and the Funiu Mountain Ski Festival, providing tourists with rich Colorful travel experience.

5.1.2. Overview of Luoyang Tourism Market

In recent years, Luoyang's tourism market has continued to heat up. For example, during the Spring Festival holiday in 2024, Luoyang City received a total of 11,135,300 tourists, and the total tourism revenue reached 8.293 billion yuan, a record high. The growth rate of total tourism revenue is also much higher than the growth of tourists, showing that Luoyang's tourism market Strong development momentum. With the rise of cultural tourism, tourists are also paying more and more attention to cultural experience. Luoyang's rich historical and cultural heritage and characteristic cultural festivals meet the needs of tourists. At the same time, the tourism needs of tourists are increasingly personalized and diversified. Luoyang has launched ski tours, hot spring tours, folk tours and other special cultural tourism products, which meet different tourists. The needs of customers. In terms of marketing strategy, Luoyang has improved the popularity and reputation of Luoyang tourism by creating cultural brands such as "the source of Heluo, the root of etiquette and music, and the starting point of the Silk Road", as well as city business cards such as "Peony Cultural Capital, Cultural and Creative Art Capital, Script and Entertainment Capital".

5.2. Analysis of the Current Situation of Luoyang Multimedia Marketing

5.2.1. New media platform selection

Luoyang attaches great importance to Internet new media marketing and carries out many new media marketing activities one after another. There are five new media marketing methods used now.

(1) Official website marketing

The official website of Luoyang Tourism is the website of Luoyang Culture, Radio, Television and Tourism Bureau. The design of the official website adheres to the concept of people-oriented. According to the personalized needs of tourists, it takes the six elements of "food, accommodation, travel, travel, shopping and entertainment" as the main line, and provides tourists with tourism service functions such as Luoyang scenic spot dynamics and weather forecast.

(2) WeChat marketing

The official WeChat official account of Luoyang Publicity Tourism, "Luoyang Tourism", is divided into three sections: public welfare gallery, Luoyang strategy and annual ticket guide. Luoyang strategy contains a lot of useful information. One of the codes scanned in Luoyang shows Luoyang's scenic spots, Hanfu, hotels, museums, food, public toilets and other locations, which is very convenient for tourists, tourists can enter the inquiry according to their own needs. There is a live broadcast to explain the scenery of Luoyang in Yunyou Luoyang. You can feel the visual impact brought by Luoyang without leaving home. There is a ticket reservation service in Luoyang, as well as popular scenic spot displays, and Luoyang specialties. Heluo Jingkunli is specially designed to provide explanation services for tourists. The ticket price of the scenic spots listed in it is very clear, and tourists can book tickets confidently according to the scenic spots they want to go to.

(3) TikTok short video marketing

The official TikTok account of Luoyang's tourism promotion is "Luoyang Tourism". The picture in its avatar contains Luoyang tourism elements, including Longmen Grotto Buddha statues and representative peony flowers. As of August 2024, its fans are 651,000, and a total of 1,646 promotional videos have been released, which are divided into many chapters, including travel strategies, walking in Luoyang, building a youth-friendly city, delicious food, beautiful scenery, wind in Luoyang, etc. show the charm of Luoyang, and also invite the stars of Luoyang in their hometown to promote it. For example, Wang Yibo has been invited to promote Luoyang's Peony Culture Festival for two consecutive years, and a large number of fans have liked his videos. The video released by Luoyang attracted a large number of tourists.

(4) Little Red Book Marketing

Today, the main audience of Xiaohongshu is young people. Young people have mutual trends and unique experiences. The account name of Xiaohongshu in Luoyang is "Luoyang Tourism", which has accumulated 26,000 fans, published many notes, and received a large number of comments from netizens. Its Little Red Book also often publishes some activities, such as inviting women to wear men for free. As an "ancient princess", she was asked to publish a work with the title of "Luoyang Tourism". Many netizens promoted it and got a good publicity effect.

(5) Marketing on other platforms

Today, with the rapid development of the Internet, Luoyang City has been constantly trying and promoting the use of the knowledge and role of new media to promote the marketing development of scenic spots. In addition to establishing and operating its own platform, Luoyang also actively cooperates with well-known media platforms such as People's Daily, Sina.com and Baidu to publicize and promote Luoyang's tourism resources. Alliance with famous travel service websites such as Wheretogo.com and Ctrip.com to make reservations for food, accommodation, travel, tickets, entertainment, etc. Cooperate with 360 for three-dimensional 3D space tour, effectively connect, integrate and interact with its own Internet platforms with other large Internet platforms, and promote Luoyang tourism resources in an all-round and multi-dimensional way.

5.2.2. Content marketing strategy

In terms of tourism content marketing strategy, Luoyang and other tourist destinations have shown many innovative points, which not only improve the tourism experience of tourists, but also enhance the attractiveness and competitiveness of tourist destinations. Luoyang digs deep into historical and cultural resources. Through storytelling, cultural exhibitions, interactive experiences and other ways, tourists can gain an in-depth understanding of Luoyang's historical heritage and cultural charm during the tour. For example, by holding activities such as the "Sui and Tang Dynasties Luoyang City National Style Festival" and "The More Hanfu, the More Fashion Culture and Tourism Industry Expo", the elements of Hanfu are integrated into the culture. The tourism industry not only attracts a large number of Hanfu enthusiasts, but also enhances the cultural brand image of Luoyang. Immersive experience has cultural immersion: Luoyang allows tourists to deeply integrate into the historical and cultural atmosphere through Hanfu experience, script killing, museum wonderful night and other activities, and realize a multi-sensory and multi-role immersive experience. For example, the "Tomb Exploration" script killing of Luoyang Ancient Tomb Museum and the night tour shooting activities of Longmen Grottoes have greatly enriched the cultural experience of tourists. Integration of science and technology: use AR, VR and other modern scientific and technological means to create a smart tourism experience. For example, "Tang Palace Night Banquet" uses 5G+AR technology to make the audience feel like they are in the heyday of the Tang Dynasty; "Longmen King Kong" perfectly combines grotto art with modern technology through AR, three-dimensional modeling and other technologies. Creative activities combine traditional festivals and modern elements, and plan a series of activities with local characteristics. For example, during the Spring Festival, Luoyang launched

the theme activities of "Crossing the Luoyang Year of the Tang Dynasty", including six series such as "Dream Back to the Divine Capital, Colorful Luoyang, Divine Capital Lantern Banquet, Ice and Snow Carnival", brought a national cultural feast to tourists through performing arts performances and scene atmosphere creation. Promote the integrated development of tourism and multi-industry, such as "tourism + culture", "tourism + science and technology", "tourism + agriculture", etc. Through the development of rural tourism, farmhouses and other products, tourists can experience agricultural culture and rural customs while visiting the beautiful scenery. Produce high-quality and attractive travel content, such as short videos, live broadcasts, graphic and text strategies, etc., to meet the diversified needs of tourists. At the same time, use the short video platform to launch topic challenges, live streaming and other activities to further expand the popularity and influence of tourist destinations.

5.2.3. Precise marketing strategy

In terms of accurate marketing, Luoyang and other tourist destinations have achieved accurate positioning and effective access to the target tourist group through a series of innovative strategies. Data-driven analysis includes the analysis of tourist behavior data: using big data technology to collect and analyze the behavioral data of tourists' search, browsing, booking, evaluation, etc. Interest preferences, consumption habits and demand characteristics of other tourists. Accurate portrait construction: based on data analysis results, build accurate user portraits for different tourist groups, including age, gender, geography, occupation, interest preferences and other dimensions, and provide data support for the formulation of follow-up marketing strategies; provide personalized recommendations and customization, personalized travel route recommendations: according to tourists' portraits And preferences, intelligently recommend travel routes and products that meet their needs, such as cultural exploration tours, natural scenery tours, parent-child tours, etc. Customized services: Provide one-on-one customized services, such as tailoring travel plans for tourists according to their budget, time, interests and other factors, including accommodation, catering, transportation, entertainment and other aspects; carry out precise advertising, social media targeted advertising: on social media platforms, use advertising Carry out accurate orientation and push tourism information to the target tourist group. Improve the exposure and conversion rate of advertising by setting the age, gender, geography, interests and other conditions of the advertising audience.

Search engine optimization and bidding ranking: search engine optimization (SEO) for tourism-related keywords to improve the ranking of the website in search results. At the same time, use the search engine bidding ranking (SEM) function to bid for keywords with high conversion rate to attract potential tourists to click. Establish travel communities, such as WeChat groups, QQ groups, Weibo super talk, etc., and invite tourists to join and participate in discussions. Through community operation, establish a long-term and stable interactive relationship with tourists, collect feedback from tourists and optimize tourism products and services; travel agencies cooperate with OTA platforms: establish close cooperation with well-known travel agencies and online travel platforms (OTA) to jointly develop and promote tourism products and services. Attract more potential tourists to pay attention and book through the advantages of the platform. In terms of cross-border cooperation, cross-border cooperation with other industries, such as jointly launching preferential packages and co-branded products with airlines, hotels, catering enterprises, etc., to achieve resource sharing and mutual benefit and win-win results. Collect feedback from tourists through questionnaires, social media comments, online evaluations, etc. to understand the changes in tourists' satisfaction and demand for tourism products and services. Then carry out continuous optimization of strategy, and constantly adjust and optimize accurate marketing strategies according to tourist feedback and market changes to ensure the effectiveness and targeting of marketing strategies.

5.3. Analysis of Tourism Marketing Effects

5.3.1. Brand awareness improvement

New media platforms such as Weibo, TikTok, Little Red Book, etc. have the characteristics of a large user base and fast dissemination speed. By publishing high-quality tourism content on these platforms, Luoyang Tourism can quickly reach a large number of potential tourists and achieve a rapid improvement in brand awareness. In particular, through hot topics, challenges and other forms, the relevant content of Luoyang Tourism can be exposed and forwarded in a short time, further expanding the influence of the brand. New media platforms emphasize user participation and interaction. Luoyang Tourism encourages tourists to share their travel experiences and form word-of-mouth communication by holding online activities, inviting Internet celebrities to check in, setting up interactive topics, etc. This kind of recommendation and evaluation from real tourists has an important impact on the decision-making of potential tourists and enhances the credibility and attractiveness of the Luoyang tourism brand.

5.3.2. Changes in the behavior of tourists

Tourists no longer rely on traditional travel agencies or travel guide books to obtain travel information, but also obtain travel information through new media platforms such as Weibo, TikTok, Little Red Book, etc. Diversified content forms on new media platforms, such as short videos, live broadcasts, graphic strategies, etc., can vividly show Luoyang's tourism resources and cultural charm, and stimulate tourists' interest in travel and desire to explore. The new media platform provides convenient online booking services. Tourists can book hotels, tickets, transportation and other travel products anytime and anywhere. This instant decision-making and booking method has greatly shortened the decision-making cycle of tourists and improved the efficiency of tourism. At the same time, the preferential promotional information on the platform has also stimulated tourists' desire to buy and promoted the growth of tourism consumption. The travel information on the new media platform is updated quickly, and tourists can flexibly adjust their travel plans according to real-time weather, traffic conditions, scenic spot flow and other factors.

5.3.3. Analysis of economic effects

New media marketing has directly driven the rapid growth of Luoyang's tourism revenue. Through the promotion and diversion of new media platforms, Luoyang has attracted more tourists to travel and consume, promoting the development of tickets, accommodation, catering, shopping and other related industries. According to official data, the total tourism revenue of Luoyang has continued to rise in recent years, and new media marketing has played an important role. New media marketing has also promoted the extension and expansion of the Luoyang tourism industry chain. With the diversification and personalized development of tourist demand, Luoyang Tourism continues to launch new tourism products and services, such as homestays, special catering, cultural and creative products, as well as Luoyang's popular Traditional Chinese clothing industry. The popularity of Luoyang's Traditional Chinese clothing industry has attracted a large number of tourists, especially young tourists. According to the data, the old city of Luoyang received more than 30 million tourists in 2023, and the comprehensive tourism income exceeded 22 billion yuan. As of May 5, 2024, the region has received about 15,776,600 tourists, and the comprehensive tourism revenue is about 11.759 billion yuan, an increase of about 3.79% and 33.17% year-on-year respectively. These new projects not only enrich the tourism industry and product structure, but also drive the coordinated development of related industries, forming a more complete industrial chain and ecosystem.

6. PROBLEMS AND IMPROVEMENT STRATEGIES IN LUOYANG NEW MEDIA TOURISM MARKETING

6.1. Problems

6.1.1. The repetition rate of multi-platform marketing content is high

Through the comparison of the tourism marketing content released by various platforms of Luoyang Tourism, it is found that the repetition rate of the content of each platform is relatively high. Among them, the Little Red Book account called "Luoyang Tourism" and the TikTok account released a lot of duplicate content in the short videos. Although the account can maintain a relatively regular update frequency, the content updated on each platform is not very different. It cannot be studied on users of different platforms, and it is aimed at the needs of users of different platforms. Providing short video content of interest leads to the high enthusiasm of short video users on various platforms to participate.

6.1.2. Inadequacy of interaction and participation with users

After reading the content released by Luoyang Tourism platforms, it was found that the interaction and participation with tourists and netizens were relatively weak. Taking the Little Red Book account of Luoyang Tourism as an example, some of the works even have a number of likes and comments. The content dissemination of the platform lacks user feedback and user interaction mechanism, although there are some lines Online and offline activities and interactive links, but the participation and feedback mechanism of users and tourists are not perfect enough, and it is difficult to form effective word-of-mouth communication.

6.1.3. The depth of new media marketing needs to be further improved

Through the multi-platform marketing content released by Luoyang Tourism, it can be seen that Luoyang Tourism has indeed made a lot of efforts in marketing, but its content is mostly about the relevant information of scenic spots. It lacks humanistic care, and it is not easy to attract the attention of tourists. Moreover, the new media itself has social functions, and it is necessary to realize the hierarchical camp. In terms of sales status, it is necessary to further deepen the marketing connotation of various platforms and disseminate warm and emotional information.

6.2. New Media Marketing Optimization Strategy

6.2.1. Marketing for different multimedia platforms

Each multimedia platform has different positioning and different target groups, and different target groups have different user needs. Luoyang should understand the positioning of different multimedia platforms and the user needs of different target groups, and publish marketing content that meets the characteristics of the platform for specific platforms. For example, TikTok is a music short video community platform for all ages, which focuses on music, special effects and creativity. Therefore, the short videos published by Luoyang on the TikTok platform can be promoted with popular music and special effects on TikTok. Little Red Book is more focused on pictures and text. Luoyang can publish more pictures with Luoyang characteristics in Little Red Book. Pictures can include still pictures and animated pictures, with carefully selected copywriting, constantly attracting young consumers. Only by constantly meeting the needs of platform users can we win the love of users and improve the marketing effect of multimedia platforms.

6.2.2. Enhance user interaction and pay attention to online word-of-mouth marketing

China Youth Daily reported in 2008 that the survey showed that 82.93% of the respondents believed that people believed that their friends around them had visited the scenic spots more than referring to travel strategies. Therefore, for tourist attractions, outstanding tourism reputation will bring a crucial economic effect to the operation of the scenic spot. Therefore, it is necessary to increase interaction

with tourists and users. We should also hold more topic activities or topic tasks, encourage users to take the initiative to take and upload videos or photos related to Weizhou Island, and give different rewards to participating users, such as giving cultural and creative products or Luoyang flowers to users with the highest number of likes. Cakes, etc., to improve the enthusiasm of users to participate. Users' comments, messages and private messages under the multimedia platform should be replied in a timely manner to meet the needs of users' social interaction. In addition, users' favorite "Internet celebrities" or stars can be invited to Luoyang Scenic Area for live interaction, etc., so as to bring the scenic spot closer to tourists. Improve tourists' sense of participation and belonging through online activities, topic discussions, user-generated content (UGC), etc., establish a perfect feedback mechanism, collect users' opinions and suggestions in a timely manner, and continuously optimize tourism products and services.

6.2.3. Deepen the connotation of new media marketing

Simple advertising marketing is easy to cause disgust, and a single press conference lacks resonance. In terms of the content of new media marketing, Luoyang should not simply publish all kinds of tourism promotional information, but should pay more attention to the social functions of new media. Only for promotional platforms, the audience will only be slowly lost. To maintain the durability and stability of the platform, we should use all kinds of practical information and interesting content to attract more people to the platform to communicate, so that all kinds of information, including promotional information of Luoyang Scenic Area, will naturally spread out. More fans can be gathered through the social function of new media. Blind publicity is extremely unattractive to tourists or potential tourists. A variety of new media marketing tools or platforms have the function of emotional interaction, such as Weibo, TikTok, WeChat, etc. Luoyang should publish some philosophical insights or common sense of life and other content with humanistic care on these platforms, so that they can be closer to fans and go further with marketing platforms.

7. CONCLUSIONS AND PROSPECTS

7.1. Research Conclusion

New media in the context of the Internet has had a profound impact on all walks of life, and the marketing of tourist destinations has shifted from traditional media to Internet new media. New media marketing has brought important opportunities for tourist destination marketing with its unique advantages, but the increasingly fierce competition between destinations has also brought challenges to its marketing. This article studies how to use new media marketing to help the development of Luoyang tourism in this rapidly changing environment, and draws the following conclusions:

- (1) New media marketing has the advantages of a wide range, personalized interaction, simple process, low cost and fast communication speed. The shift of tourist destination marketing from traditional media marketing to Internet new media marketing is an objective requirement for tourism marketing to adapt to the development environment of modern science and technology.
- (2) WeChat, Weibo, portal, video website, WeChat Moments space, WeChat have outstanding functions and good communication effect, which are important means of Luoyang tourism new media marketing. Although the online community is very important, the work of Luoyang tourism needs to be strengthened.
- (3) At present, the main problems in the new media marketing of Luoyang tourism are: the repetition rate of multi-platform marketing content is high, the interaction and participation with users are insufficient, the new media marketing content needs to be further deepened, and the depth of new media marketing needs to be further improved.

(4) Marketing for different multimedia platforms, enhancing user interaction, enhancing online word-of-mouth marketing, and deepening the connotation of new media marketing are the optimization strategies to improve the marketing effect of Luoyang tourism new media.

7.2. Shortcomings and Future Prospects

Although this study explores the current situation, problems and optimization strategies of Luoyang's new media tourism marketing, there are still some shortcomings. The optimization strategies proposed by this study are mainly based on theoretical analysis and practical experience, but there is a lack of empirical evaluation of the implementation effects of these strategies. Due to the limited understanding of new media marketing theories and methods and logical thinking ability, and the overall understanding of Luoyang's new media marketing system is not comprehensive enough, the proposed new media marketing optimization strategy needs to be further deepened.

Future research should strengthen the evaluation of the implementation effect of the optimization strategy. Verify and evaluate the actual effect of the optimization strategy by designing scientific and reasonable experimental schemes or case studies schemes. At the same time, we should pay attention to the problems and challenges in the implementation of the strategy, put forward corresponding improvement measures and suggestions, and provide strong support and guidance for the new media tourism marketing practices in Luoyang and even other regions. Combine research results with practical application to promote the wide application and in-depth development of new media tourism marketing in the development of the tourism industry. At the same time, we will strengthen cooperation and exchanges with the government, enterprises, society and other aspects, jointly promote the innovation and development of new media tourism marketing, and contribute to the transformation, upgrading and high-quality development of the tourism industry.

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