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**MARKETING RESEARCH OF SICHUAN TOURISM DESTINATION — USE LINGYAN MOUNTAIN AS AN EXAMPLE**

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**ABSTRACT:**

The travel industry goal promoting is another idea on the travel industry advertising and a fresh out of the plastic new route completed at local dimension thusly, for all the travel industry ventures, the travel industry goals will participate in the serious rivalries as the primary showcasing member on a picture of a travel industry goal. By dissecting the strategies of goal picture advertising and administration advancement in Turpan, this paper talks about the hugeness and significant and enduring impact of the goal showcasing on the travel industry goal.



**Keywords:** the travel industry goal; the travel industry advertising; Lingyanshan

**INTRODUCTION**

**The Concept and Meaning of Tourism Destination Marketing**

Alongside the continued and fast improvement of the travel industry and the monetary globalization process quicken, the travel industry globalization rivalry. In the circumstance of worldwide rivalry, the opposition of the travel industry execution for the main rivalry between the travel industry goals. One of the vital methods for goal showcasing as an essential goal the board devices has turned into an expansive number of traveler goals to increase upper hand, the related issues additionally come normally turn into the focal point of scholastic consideration. Research on the issues identified with the promoting of the goal abroad started in twentieth Century 70 years, got from regard for goal picture issue, however the exploration on the genuine "goal showcasing" as the subject of the development of countless in twentieth Century 90's.. By the abroad examination on the impact of local research, to a specific degree likewise pursue a comparable

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formative direction, reached out from the underlying investigation of goal picture to other research viewpoint.

### **1) The concept of tourism destination marketing**

To contemplate the travel industry goal advertising must initially characterize the idea of the travel industry goal has a significant comprehension of. Household researchers on the travel industry goal from various angles portrayal, more delegate is: Tourism thus [1] think a specific land space the travel industry assets with uncommon offices for the travel industry, the travel industry framework and joined with different conditions identified with natural, has turned into a traveler goal habitation and exercises, that is, the travel industry goal. Wei Xiaoran believes that can influence the vacationers to have the movement inspiration, different components of room and the quest for whole of the travel industry inspiration to accomplish is the travel industry goal [2]. In the meantime, outside researchers set forward unmistakably the idea of visitor goal just the UK Dr Dimitrios Buhalis, he trusts that the travel industry goal is a characterized geographic territory, this region is a traveler comprehended as a substance [3] with the unrivaled do the arrangement and lawful structure of the travel industry promoting and arranging.

As the comprehension of the travel industry goal is extraordinary, in the scholastic circles additionally have distinctive purpose of the examination on the travel industry goal showcasing idea. Wu Bihu think, the travel industry goal showcasing from the market point of view, notwithstanding the primary second promoting, advertising and promoting openings, ought to likewise incorporate the foundation of target connection framework items and these business sectors, and keep up and increment the piece of the overall industry of the [4] goal. Zhao Xiping cut in from the substance perspective, surmise that the travel industry goal advertising is to enhance the travel industry goal esteem and picture, so potential voyagers are completely mindful of the benefits of the strange in the territory; the advancement of appealing the travel industry items, advancement of the entire zone of the items and administrations, buyer conduct to invigorate guests, enhance its in the zone the utilization offer of [5]. Shu Boyang think, the travel industry goal showcasing as a goal for exhaustive pull in guests consideration of designing, the essential thought is to range from item advertising to the coordinated picture promoting, showcasing task instrument and enhance the [6] from the individual advertising scattered to incorporated showcasing correspondence. To total up, the travel industry goal showcasing can be outlined to give related data of the travel industry goal to vacationers, the travel industry goal picture and make extraordinary grand fascination; through advertising to potential gathering and the objective gatherings to draw in their consideration, initiate the travel industry goal of longing, and after that create the travel industry utilization.

### **2) The research content of tourism destination marketing**

#### **(1) Influence factors**

The affecting elements of the travel industry goal showcasing: the travel industry goal normal condition; the framework states of the travel industry goal; the travel industry goal of the

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social and social conditions (counting neighborhood arrangements, laws and directions); the travel industry goal advertising condition and so on.. The travel industry goal advertising achievement relies upon two components, one is the travel industry goal promoting blend, it alludes to the mix of 4 components of the travel industry goal showcasing, for the most part 4 perspectives including the travel industry assets, the travel industry offices, the travel industry activity and the administration populace; two is the goal advertising condition.

## **(2) Market positioning**

The travel industry goal situating is the initial step to the goal picture is built up, it ought to be put together not just with respect to the goal's own attributes, yet additionally to consider the objective market. Through the execution of confinement procedure, the goal can expand its piece of the overall industry, and influences the execution of the goal the travel industry by "tweaked" and "advertising", the proper area is a vital wellspring of upper hand for the goal. Which means incorporates situating strategy, situating of the ebb and flow look into on the travel industry goal. Situating techniques incorporate market examination, similarity situating, situating, situating, turn around situating contrasts of mental advantageous interaction position and so forth.

## **Reference**

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