

Research on Tourism United Marketing in Turpan Area, Xinjiang, China

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Key words: United Marketing; Tourism; Turpan

Abstract. Endowed by nature, Turpan in Xinjiang, China enjoys rich tourism resources. Since the united marketing company for Turpan area was founded in 2007, tourism has been greatly improved. Proceeding from the tourism resources of Turpan and the background of united marketing, combined with the development conditions of recent years, this text analyzes the main problems of Turpan united marketing and proposes up the countermeasures, aiming to provide theoretical and practical guidance for tourism sustainable development.

Introduction

As a branch of marketing, tourism marketing shares the connotation of marketing. It means the pricing, designing, distribution and promotion process of tourism individual or organizations for tourism products, service and idea, so as to achieve their goal. With rich tourism resources, Xinjiang is advantageous in tourism development. After over 30 years of development, tourism has become the backbone of national economy in Xinjiang. Turpan is the first to develop tourism in Xinjiang, with its unique characteristics, since it is the confluence of the world fourth culture, the living fossil of Chinese civilization, the museum of the Silk Road and the paradise where man and nature harmoniously coexist. In 2007, it innovated the operation mechanism and optimized the industrial pattern, and thus the united marketing company led by the government and participated by enterprises emerged. This text analyzes the united marketing and summarizes the united marketing model. Against the problems existing in united marketing, solutions for sustainable development are proposed.

An Overview of Turpan Tourism Resources

Turpan is located in western China and at the southern foot of Mount Tianshan. Covering an area of 70,000 square kilometers, it accounts for 4.2% of Xinjiang territory. The geographical coordinate lies between 41° 12' -43° 40' N and 87° 16' -91° 55' E. With warm temperate continental climate, and surrounded by mountains, Turpan has long sun duration, high temperature, great temperature differences during day and night, low precipitation and strong wind. It is the lowest, hottest, driest and sweetest place in China, being a typical representative of China's unique natural and ecological environment and oasis culture.

The rich tourism resources in Turpan can be classified into the following types according to General Survey Standards of Tourism Resources in China in 2003 (Table 1):

Background of Turpan United Marketing

In the development of Turpan tourism, vicious competition once occurred, which led to an overall poor economic efficiency. It attracted great attention from Turpan governments and various tourism departments. In 2007, in order to optimize tourism pattern, Turpan innovated its tourism operation mechanism and established the regional united tourism marketing company serving for the following 17 scenic spots (Table 2).

Table 1: List of the main Turpan tourism resources

Types	Representative tourism resources
A Landscape	oasis, desert, Gobi, snow, forest, meadow, burning mountain, Kumtag desert, China inland zero altitude mark
B Water scene	Lake Aydingkor, Mutou River, Yaernaizi River, Lianmuqin Valley, Qianlei spring
C Biological scene	Desert Botanic Gardens, Wild Camel National Nature Reserve
D Celestial and climatic phenomena	high temperature, mirage, fohn
E Historic relics	The ancient city of Gaochang and Jiaohe, Bezeklik Thousand Buddha Caves, Tuyu Valley Holly Tombs, Tuyu Valley Thousand Buddha Caves
F Architecture and facilities	Su Gong Pagoda, the Grape Valley, karez, Ancient Tombs at Astara, Museum, Su Gong Pagoda, Prince Jun Office, Palace of ten thousand Buddha, Uyghur ancient village, picture of oilfield, wine hotel of the western region, drying room
G tourism products	grape and raisin and its series products; grapevine and its series products
H humanistic activity	the Grape Festival, the Darwaz, cockfighting, Uyghur songs, dances and clothes, Avanty legend

Table 2: United marketing scenic spots

No.	Names of the scenic spots	Level/quality/specification
1	The Grape Valley	National AAAAA level
2	Kumtag desert	National AAAA level
3	Karez paradise	National AAA level
4	Karez folklore garden	National AAA level
5	Burning mountain	National AAA level
6	Desert Botanic Gardens	National AAA level
7	Palace of ten thousand Buddha	National AAA level
8	The ancient city of Gaochang	National key cultural relic sites
9	The ancient city of Jiaohe	National key cultural relic sites
10	Bezeklik Thousand Buddha Caves	National key cultural relic sites
11	Su Gong Pagoda	National key cultural relic sites
12	Ancient Tombs at Astara	National key cultural relic sites
13	Tuyu Valley	National key cultural relic sites
14	Prince Jun office	Historic culture and folk custom
15	Uyghur village	Historic culture and folk custom
16	Lake Aydingkor	Geographical mark of the lowest altitude, -154 meter
17	Turpan Museum	The second largest museum in Xinjiang

Turpan united marketing model is led by the government, participated by enterprises and operated as a company. Each scenic spots were organized into a united marketing company in line with capital contribution. Various scenic spots are operated under one brand, with united management, package and promotion. Through the information panel, resources can be shared, and each scenic spot distributes the benefits according to their capital contribution.

However, the scope of its applicability is limited. First, the scenic spots are within one administrative area; in the above case, the 17 scenic spots are all governed by Turpan. Second, the scenic spots are close to each other, so various travel routes can be arranged. Third, marketing in various scenic spots can be standardized and thus Turpan Tourism can be developed.

Since May, 2007 when Turpan has carried out the united marketing, various travel routes and scenic spots are all clearly marked, which combats the vicious competition, prevents the deceptive practices, decreases complaints from tourists, and as a result, builds up favorable images for tourism,

increases the revenue for the scenic spots, balances the benefits of each party and guarantees the steady growth of national taxation. By the end of 2007, Turpan united marketing company altogether received 4.06 million tourists, up 32 percent over the same period of last year, and ticket sales reaching over 92 million Yuan, up 88 percent over the same period of last year. Despite the rapid development after the united marketing, there still exist some problems.

The Main Problems Existing in Turpan United Marketing

False Understanding of the United Marketing and Inflexible Combination of Tourism Products. By now, most people think united marketing is mechanism innovation, namely providing offer within the scope stipulated by price control departments; other people believe united marketing is a means of coercion and thus is going backward. Still some people consider the united marketing as price alliance; packaging the 17 scenic spots together actually burdens the tourists.

At present, tourists can know about the information of tourism destinations in a more diversified way and to a full extent. Thus, they hope a flexible combination of tourism products. However, the travel routes under Turpan united marketing are not arranged in line with the theme, with sightseeing as the mainstay, and thus lack diversity.

Incomplete Tourism Facilities Suppress the Enthusiasm of Re-investment. Inadequate tourism investment directly leads to the slow development of Turpan tourism and poor overall efficiency. Various supportive facilities are not available, for example, some scenic spots are short of toilets, e-guide and lighting facilities. The entrance guard system in some scenic spots is but an empty shell, without tourist statistics, weather forecast and scenic spot introduction at all. After the united marketing, such issues as scenic spot upgrading and investment for new scenic spots are not clearly stated, which stifle the enthusiasm of re-investment. The marketing mechanism is lack of efficient competition system, with broad access and limited exit. Some scenic spots within the marketing system are unwilling to construct the scenic spots, invest for it, exploit and upgrade the products.

Lack of an Overall Image for the Brand and a United Propaganda Slogan. The tourism products for united marketing have not formed an overall image, without a united marketing symbol. Besides, a united propaganda slogan and a carrier vividly showing the image of local tourism have not been developed. The polarization is not powerful enough, and publication among higher learning institutes, research institutes and government institutes is especially limited. The yearlong ticket and travel passports are not fully enforced.

The United Marketing for Travel Souvenir is Still not Available. Quite a few employees are engaged in distributing the travel souvenir; however, they are not innovative. The souvenir with distinct features is few, with most being similar to that in China inland, and development of souvenir industry is backward. The price is too high, or it is not cultural. In short, souvenir with originality and characteristics is not available.

Countermeasures for Turpan United Marketing

Enhance Publication and Optimize the Product Combination. The united marketing will adversely influence the benefits of some units and individuals. Consequently, we need to face the existing problems and gradually supplement to achieve an operative plan.

The propaganda slogan for Turpan area should not only comply with the characteristics of local tourism resources, but also attract the market. Thus, it should emphasize on its features of "being the hottest, the sweetest, the lowest and the driest", give full play to its antiquity and uniqueness and focus on its climate features of "being windy, dry and hot", which will attract the tourists.

The united marketing emphasizes more contact with tourists, through which the image can be clearly conveyed. Establishing a good image of a tourism destination is the most direct and efficient way of promotion. Through business operation, planning and implementation, we can launch a big party reproducing the history of Silk Road or the local customs, make it a series product and develop it into

a new tourism attraction to carry forward the local culture and ethnic folklore with complete marketing plan in the early beginning. With winter and spring travel as the breakthrough, the four season travel can be promoted. Moreover, we can provide more participation and personal experience for tourists, with hiking and self-drive travel as the mainstay, “shed vegetable travel”, “winter cultural travel”, “desert hiking”, “desert adventure”, “visit Turpan in spring”, and “Xinjiang people travel to Turpan” as the supplementary.

Developing monopoly tourism products with complete theme and innovation has great significance for domestic and international tourists, such as desert ecologic travel, folk custom travel, western region culture and art travel, including Turpan study, oasis study, religion, Music and dancing and Muqam. Activities with more involvement of tourists should be added, such as participating imitative Uyghur wedding ceremony, visiting the handicraft workshop, joining the ethnic songs and dances and visiting Uyghur residence, which will be monopoly after innovation.

Standardize the Operation and Try to Go public on Small-and Medium-sized Enterprises Board. At present, the united marketing company is organized and each scenic spot is distributed in line with the capital contribution, without considering the tourism resources of each scenic spots. Meanwhile, such issues as scenic spot upgrading and investment for new scenic spots are not clearly stated, which stifle the enthusiasm of re-investment.

In the future, the united marketing company should convert the recourses in each scenic spots into shares after evaluation, and then re-estimate the share of each scenic spot, which will solve the above two problems, promote the overall tourism value, attract the investment and achieve the maximum value of the company. When the company is mature, we can reorganize and transform it and apply to launch on small-and medium-sized enterprises board. After going public, we can promote the company’s reputation, attract more investment and management personnel and promote the development of Turpan tourism.

Integrate Various Media and Promote the United Image and Propaganda Slogan. Various media will be integrated, including Turpan travel map, brochure, TV broadcast, outdoor advertisement and network media, to convey the “Turpan•China” image. The festivals and public relation activities should also serve the image.

We need to analyze the existing tourism resources and make full use of the “Turpan •China” image. According to the image positioning, we will introduce Turpan image project and standardize the designing in various travelling service organizations, for example, the office paper, folder, united and other supplies should all be designed in line with the united signs, patterns and letters in CI system. Besides, the urban identification system should be bettered. The travel map, road names and signs, introduction to tourism attractions and signs for station, hotels and commercial institutes should be united. Such public places as parking lot and toilet should adopt internationally used signs. Through theme and image creation, people tend to associate the name of tourism area with direct image through simple slogans and palatable language.

Develop Tourism Souvenir with Distinct Regional Features. Turpan marketing company should emphasize on research and mobilize the social forces to develop tourism souvenir with distinct regional features. Tourism souvenir should display the features of tourism destination in temporal and spatial levels and should be included into the united management system. Besides, tourism souvenir should also reflect the features of different scenic spots, such as grapevine series souvenir. While burning mountain travel series enjoy the ethnic uniqueness and is easy to carry, convenient and applicable. Besides, we can also mark the travel sign, pattern or slogan on the souvenir. Individuals peddling or foisting should be forbidden and punished.

Strengthen the Management of Scenic Spots and Working Staff. We will improve the facilities and expand the use of entrance guard system, offering weather forecast, statistics and coordinating the working staff. Starting from the trivial aspect and enhancing training, we aim to improve the overall quality of the employees. The travel agents should be launched as quickly as possible and guide team construction should be speeded up. Hotels should also provide training to service staff on professional knowledge and ethnic folklore to make them the propagandist of Turpan tourism.

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10.4028/www.scientific.net/AMR.267.144