

Advantages of marketing communication in the development of a tourism brand

Xulong Dai^a

^aSIGCL Postdoctoral Programme, Beijing Jiaotong University, China

Received 01 December 2023, Revised 25 February 2024, Accepted 1 May 2024

Abstract

Purpose –Comprehensive tourism is essential to the growth of a culturally successful nation. The development of holistic tourism takes into account not only the potential for economic growth, cultural preservation, and inheritance but also the country's cultural improvement and innovation. In addition, tourism development will benefit the transportation, lodging, food, commerce, cultural, and sports businesses, as well as other connected industries. According to statistics, travellers are more prone to choose destinations with positive messages when planning travel plans. Many developing countries consider tourism as a viable method of reaching long-term development and are keen to build themselves in the overseas market.

Design/Methodology/Approach – Consequently, the goal of this research is to examine how tourists perceive China especially Zhanjiang. China is a diverse nation with amazing scenery, a culturally rich legacy, and cultural heritages. China's important contributions to international tourism have long been recognised. This study attempts to make use of the possibility of national comprehensive tourism building by examining how to better understand the image of a tourist city (Zhanjiang). This study will identify the current problems and related causes in Zhanjiang's tourism by an evaluation of the present scenario and research of the audience's impression of Zhanjiang's tourism. In order to fully grasp the concept of secondary data is collected through such as consulting various media, searching Zhanjiang website, Zhanjiang news, and blogs. In addition, it is observed that marketing communication is crucial for developing a tourism brand.

Findings – Different communication platforms, such as word of mouth from relatives and friends, user-generated social media posts, Internet celebrity affectionate referral, corporate media on-site reports, famous film and television viewfinder, Zhanjiang's official media attention platform, tourist industry projects of travel agencies, blogs, and more, have varying impacts on tourists' perceptions of comprehensive tourism.

Research Implications – This article looks at how to build a comprehensive tourism brand in Zhanjiang, and how to develop a viable integrated marketing communication plan.

Keywords: Zhanjiang, China, Comprehensive tourism, City tourism identity system, Integrated marketing communication, Marketing channel

JEL Classifications: M31, L83

^a First Author, E-mail: xulong.dai@skema.edu

I. Introduction

The image of a destination has become one of the most widely researched subjects in tourism (Tölkes, 2018). Analysing visuals can help tourism brands to create effective promotional tactics and differentiate their products from those of competitors. The tourism brand can be considered as the city's external business card. It symbolizes the most distinguishing qualities of urban growth, and it is a one-of-a-kind showcase of a metropolis that is clearly different from others. The city tourist brand can represent city features, represent city culture, and add to the city's allure.

According to WTO reports, Travel receipts in Asia were boosted by Chinese tourists, particularly in the south-east. After two years of contraction, China's travel exports grew at a slow pace. Hong Kong travel and tourism in the Greater Bay Area of China (Yuan, & Liu, 2020).

It has been found that in August 2015, Jinzao Li, former director of the National Tourism Administration, outlined a comprehensive strategy for the growth of holistic tourism. The concise concept of comprehensive tourism was first outlined in the relevant paperwork of the 2016 national tourism working conference, which necessitates urban areas to treat tourism as a favourable industry in a particular region by optimising and boosting regional economic development systematically and comprehensively.

The article will review the literature on tourism image and holistic tourism, considering the impact of tourism image on the market. The city tourism identity system (CTIS) and integrated marketing communication (IMC) will be investigated in the present study, demonstrating how the consumer views the urban tourism image and how to strategic and tactical control or influence relevant enterprise information, improving brand value, and managing relationships with customers. This study attempts to make use of the opportunity of national comprehensive tourism building by studying how to truly understand the picture of a tourist city.

The purpose of this research is to investigate Zhanjiang City's tourism image using the City Tourism Identity System and the other characteristics of comprehensive tourism. The urban tourism image of Zhanjiang will be concluded by exploring tourists' perceptions of mind identity, behaviour identity, and visual identity in the City Tourism Identity System, as well as all components in comprehensive tourism. Integrated tourism development and other businesses are crucial in the era of comprehensive tourism. Simultaneously time, this article will propose to evaluate the relationship between audience perception and tourist publicity channels in order to see if the audience's impression of Zhanjiang comprehensive tourism brand is influenced by publicity channels. The research's evaluation and conclusion will be described some practical considerations for Zhanjiang city tourism managers in adapting integrated marketing communication strategies to develop a distinctive tourism brand in comprehensive tourism.

(1) Research questions

- 1.What is Zhanjiang's most unique and impressive attribute?
- 2.How to develop a complete tourism brand in Zhanjiang?
- 3.How to build a viable integrated communication strategy to effectively advertise it?
- 4.What effect do communication channels have on audience awareness of the comprehensive tourist industry?

(2) Research objectives:

- 1.To identify Zhanjiang's features and uniqueness in order to establish a unique city tourist brand for the city.
- 2.To acquire more about the communication channels via which the wider populace acquires tourism recommendations.

3. To analyse the influence of communication channels on audience awareness of integrated tourism.
4. To give a viable integrated strategy in shaping the tourism brand image of Zhanjiang.

(3) Significance of the study

Tourism helps cities prosper commercially and socially. Tourism development will benefit the transportation, lodging, retail, entertainment, and sports businesses, as well as other allied sectors. As a result, the role of tourism in increasing economic growth. The tertiary industry's key driving force is urban tourism, which will promote industrial consolidation, streamlining, and modernization. According to the philosophy of comprehensive tourism, the sector development is not to combat alone, but to flourish together within industrial integration.

In summary, it is advantageous to promote the mutual growth of indigenous industries and tourism through economic integration, which will promote regional economic growth. Promoting the growth of comprehensive tourism is helpful to the poor and improves the community. Hence, Rural communities can actively grow the tourism business through communication channels. A thriving tourism brand may draw the attention of major corporations and sectors, resulting in a slew of new business and investment possibilities. It will facilitate effective industrial cooperation, streamlining, and modernization, as well as contribute directly or indirectly to workforce recruitment.

Consequently, this study will assist tourists in determining the characteristics of Zhanjiang also tourism brands in order to promote their business. Besides, the building of the Zhanjiang tourism brand and communication insights will provide some theoretical basis for cities in boosting the tourism industry's expansion. Analysing data can help tourism agencies create effective promotional tactics and differentiate their products from those of competitors.

II. Literature review

1. Zhanjiang's features and uniqueness

Zhanjiang, a city in Guangdong province, is also known as "Port City" and is located at the southern tip of the Chinese territory and on the western coast of Guangdong Province in China (Lianrong & Rul, 2019). The maritime climate balances the temperature throughout the year, it implies there is no excessive cold in the winter and excessive heat and humidity.

The natural tourism resources of Zhanjiang, such as the sea view, Huguangyan scenic location, military port, and environmental quality with blue sky and white clouds, leisure and pleasant landscape, are a unique feature of the tourism business in Zhanjiang and have been widely recognised. On Chikan Old Street, there are winding alleyways, Lingnan-style arcaded buildings, and western-style buildings that have survived from colonial times, recording the historical development of the city.

Further, there are numerous picturesque sites in Zhanjiang such as olden Beach coastal leisure tourism area, World Geopark Huguangyan scenic spot, Wuchuan Dinglong Bay National Marine

The resort, Xiashan Guangzhou Bay French-style street and other cultural sites. Moreover, Zhanjiang also has a strong history in sport and a culturally diverse legacy. Traditional dances such as the Zhanjiang Dragon Dance, Leizhou song folk literature; Leizhou traditional theatre, Suixi Lion Dance, and more (Liu, Lai & Yuan, 2020).

Moreover, the food in Zhanjiang is very excellent. Seafood is also a key cultural tourism resource in Zhanjiang. Fresh raw materials are used in cuisine, which is generally cooked with gritty ingredients to preserve the aesthetic flavour. Zhanjiang cuisine has its own system of practise and flavour, with a distinct local spiciness.

Despite its gorgeous landscape, abundant resources, and governmental and provincial assistance, Zhanjiang's tourism image has yet to gain national popularity (Li, He & Qiao, 2021). The image position isn't quite appropriate. In Zhanjiang, there are several tourism features, but no especially significant image perception factors that might form a dominance. The media's coverage of Zhanjiang is limited to the location which does not adequately depict the city's tourism qualities (Xia & Zhiyong, 2013). Specifically, Internet publicity about Zhanjiang does not fully explore Zhanjiang's natural tourist resources, cultural tourism resources, and social tourist activities, resulting in a lack of tourism attractions and a weak appeal to the masses. Besides, it is observed the traditional scenic location tourist concept, which is connected by the ticket economy, is used in Zhanjiang. The competent tourist department is mainly important for the creation and management of a particularly scenic spot's construction and operation. The tourist industry's growth is heavily reliant on scenic spot ticket revenues, it lacks the concept of integrated development with other businesses, and it fails to integrate the construction of tourism services and infrastructure.

However, Marketers recommend that Zhanjiang tourism can encourage cultural tourism and smart tourism by improving communication channels (Lai & Deng,). It will improve guide interpretation services, tour assistance, introduce advanced tech, and provide interactive in-depth experiences, allowing tourists to gain a comprehensive understanding of Zhanjiang City's. In a nutshell, Zhanjiang needs to be integrated of tourism facilities, the expansion of communication channels, and the wide presence of tourism image through the use of attractive spots.

2. Overview of the communication channels and their influence on audience awareness

Xiao-long, (2006) determined that the overall reflection of a city's established visual image that is recognized by most tourists is the urban tourism image. It has been there for a longer period and is one of the most key considerations of a city's tourism development. Tourists' tastes, their education level, economic status, lifestyle, tourism experience, motivation, expectation, similarity with the desired location, traffic ease of access, location resource conditions, infrastructure status, customer satisfaction, and so on are all factors that influence tourists' image perception of tourism destinations (Kushwaha, et al., (2020). Therefore, in the process of shaping the urban tourism image, it is necessary to strengthen the marketing communication channels.

The perception of tourism image extends through the entire tourist process and plays a significant effect on tourists' tourism preferences from a timing viewpoint. Tourists' impulsive visits to tourism destinations develop distinct emotional reasoning, which is split into 3 stages: before, during, and after tourism. This can be referring as Direct perception means individual impression formed by people who visit the tourism destination and personally visit scenic spots and tourism infrastructure, whereas indirect perception refers to the individual impression formed by tourism destination publicity films especially on marketing channels, relevant travel companies, relatives and friends, and so on.

Consumers are always changing in today's environment of rapid technology growth and the digital economy (Elliott, 2020). Tourists are the first to arrive. People behaviours, media usage, degree of involvement, and expectation must all have an impact on the transformation of communication technologies.

digital media has the ability to mix diverse audiences' preferences, photos, images, and other combined information to achieve the goal of individualised communication.

Koc & Ayyildiz, (2021) states external information is a crucial component in the building of a tourism image. Social communication, such as word of mouth, various promotional materials and marketing news, and field trips are external information sources. It has been found that Facebook has greatly aided in the restoration and rebuilding of tourism image perception as a formally and informally means of communication and an additional distribution route circumventing the news media. Besides, as per the most prevalent mode of tourism image, the short clips presented by TikTok were consistent habits of the viewers. As a result, the image of tourism generated and broadcast on these platforms is more likely to be viewed positively by the audience.

Hence, it is required to pay emphasis to the significance of online media in tourism brand shaping, improve tourist image shaping interactions, and reduce traditional media expenditures.

Park, et al., (2019) point out the channels are used by people to get to know a city and develop an interest in it: user-generated material, word of mouth from family and friends, on-site mainstream media, social media, internet celebrity influence, reports, popular film and television, the official public platform and more. Besides, in terms of word-of-mouth marketing, in the modern media environment, public discussions on social media may generate a more effective publicity effect also draws more customers' attention. Hence, it can say that with the fast evolution of Internet-based new media, each tourism destination can greatly improve the speed with which marketing communication takes place.

3. City Tourism Identity System (CTIS)

City Tourism Identity System denotes the imprint shaped by people's accumulation and precipitation of a city through time, which is a unique identification system recognised by most people in society (Liu & Liu, 2006). This recognition system takes into account a city's historical impression. CTIS is classified into three categories namely behaviour identity mind identity and visual identity.

The visual identity concept aims to promote a specific picture of urban tourism. City Tourism Identity System is a critical tool for defining and integrating a brand's image. The formation of a brand image can be regarded as an integral part of the marketing system since it serves to reflect the power and spirit of the brand. As a result, it may also be thought of as consumers' pictured cognition of tangible products in a highly competitive marketplace. Besides, the mind identity concept states the uniqueness and coherence of a city's tourism management notion, which is at the heart of the urban tourism identification system.

Moreover, the behaviour identity concept refers to the successful integration of all governmental and citizen behaviours associated with the city in order to form a coherent tourism image. The identification of urban management systems and standards, as well as an in-depth assessment of urban management behaviour from different approaches, such as government departments, social businesses, and urban residents, are all part of the CTIS. To be more precise, City Tourism Identity System combines unity and integrity to create a visually complete and reliable individual enterprise brand image, improve brand popularity and recognition, form the memory of consumer audiences externally, internally enhance cohesion.

In general, the design of a City Tourism Identity System pertains to the city's intentional, planned, and active action in communicating the city's development model, spiritual culture, and diverse tourism information to every group and individual associated with the city. As a result, the features of tourists will serve as a foundation for using the City Tourism Identity System in the formulation of urban tourism image design.

4. Comprehensive tourism

In the realm of comprehensive tourism, the promotion and diffusion of tourism brands are recognised as a critical link in the construction of tourism destinations. Varying tourists have varied from society-to-society behaviours for different marketing methods and different content choices. The development of China's domestic tourism has primarily been centred on sight to explore the natural or cultural riches of different regions, with tourists preferring to visit only those places with stunning natural scenery or historical significance. With the continuing rapid growth of China's economy and residents' income, as well as the rapid development of urbanisation, each city's infrastructure has inclined to improve, and the urban environmental quality has gradually improved.

At this time, the urban tourism concept has recently emerged in China's large, moderate, and small tourism cities, and attractions have gradually diverse including entertaining, business exhibitions, shopping and dining, vacation and health care, landscape sightseeing, and so on. The growth of urban tourism has progressed to the stage of integrated development. Panasiuk, (2017) reports the integrated development of tourism and other businesses is key in the age of comprehensive tourism. In particular, the travel destination's basic business, commerce, real estate, handicrafts, and other sectors can open up connections with tourism and use tourism to modify and boost the added value of these sectors, promoting the integrated growth of local industries.

The State Council of China's General Office published guidelines for fostering the growth of comprehensive tourism, urging cities to undertake systematic marketing and create a tourism brand reputation. Liu, et al., (2020) suggest that the city should devise a strategy that is demand-driven, clear in terms of global promotion and advertising strategy; enrich promotional material, further trying to improve the level of promoting tourism, in-depth extraction and display of geographical features, and implementing a series of tourism promotion measures

5. Integrated marketing communication (IMC)

According to Camilleri, (2018) the integrated marketing communication theory refers to the practice of managing all information sources connected to products or services provided to customers or potential customers is designed to motivate them to acquire enterprise items or services and to keep them loyal to it. Professor Schultz's integrated marketing communication theory is the basis for tourism integrated marketing communication theory, which describes a process that uses the tourism destination as the marketing object and significantly increases the tourism destination's brand influence by combining and optimising various marketing strategies.

In today's rapidly growing social mass communication, with the development of society and the increasing diversification of people's beliefs, online channels effectively reach new audiences. Traditional brand promotion concentrates on users, goods, markets, media, and planning, whereas in the era of comprehensive tourism, it is essential to combine all types of channel resources offered to people and establish an accurate and efficient interaction system that includes all media, all data, and all planning. As a result, thorough marketing content is essential. The promotion of a tourism destination's brand is no longer solely based on sales or revenue.

In general, the Integrated Marketing Communication theory is simply a guiding and general theory, and how to carry out marketing communication to specific groups Daghman, (2018). When it comes to regional tourist promotion, it is also essential to do a detailed analysis based on the current state of the tourism industry.

Tourism marketing is an intangible service thus it must focus on improving consumers' trip experiences and their impressions of brand image. With the rapid development of Internet-based new media, each tourist attraction can greatly improve the speed with which advertising communication takes place, effectively improve the location's new media integrated marketing quality, and better serve tourism development by developing great advertising channels. Tourism cities can use Tiktok, WeChat, Instagram, Facebook, and other social media to publicise their image using graphics and audio-visual content. Simultaneously, continuing to employ newspapers, television, radio, and other conventional media to strengthen the role of media communication is recommended.

6. A viable integrated communication strategy

As previously said, Zhanjiang has a modest presence in the tourism sector, but it does have the potential to improve its brand image. Particularly, Internet publicity about Zhanjiang does not completely explore Zhanjiang's natural tourist sources, cultural tourism resources, and social tourism resources, leading to a lack of visitor attractions and a weak appealing to the folk (ZHANG, ZHOU & ZHANG, 2007). Zhanjiang must combine tourist resources, increase communication channels, and actively promote tourism through well-known locations.

In this context, it is critical to analyse all components of tourism perception when developing an effective integrated communication plan. According to Rong-hua, (2013), service quality is a critical aspect in determining how people perceive tourism. The subjective evaluation of services received by travellers during a trip, such as shopping, catering, leisure and recreation, hospitality, and other attributes, includes the service quality. Similarly, pricing perception is an integral part of tourists' perceptions, which is affected primarily by personal subjective considerations.

Individuals expect to be able to purchase their preferred and reasonably priced things in a tourist destination, thus if the tourist city raises the relevant costs, the pricing perception will change dramatically. Scholars have discovered and examined that there are significant pricing perception discrepancies between domestic and international tourists. Ruhanen*, (2004) states tourists expect to receive relevant services at the lowest possible cost. As an outcome, for relevant strategy is essential to consider the vectors; service quality and pricing.

Further, in light of the changing growth environment, media marketing is required to conduct marketing publicity in a more precise manner. Simultaneously, Zahra(2018) pointed out it is necessary to focus on creativity and compress the distinctive features of tourist attractions in order to better utilise the role of media in the development of the tourism brand. Municipal managers can modify and refine the city image, turning it into a business card for the city's external publicity.

The creation of a brand image can be regarded as an integral part of the marketing system since it tends to represent the power and core of the brand. As a result, it may also be regarded as consumers' pictured cognition of tangible objects in a market setting. China can better utilize its advantages as a transit hub and publicise itself through traffic media. For example, it is advised to improve the live broadcasts of tourism publicity films, broadcasting, printing materials to strengthen outdoor advertising along the expressway.

It is vital to boost the improvement of tourists' perception ability in the process of shaping the urban tourism image. It can be done through marketing on online channels. Undoubtedly, Tourists actually observe the tourism products, cultural context, traffic patterns, lodging conditions, and other components of the tourism destination while on vacation, as well as form their own real perception of the tourism destination based on the

preceding contents, i.e., the tourists' personal perspectives of the tourism destination. As a result, providing a positive tourist perception experience increases the distribution of tourists' urban tourism image, and fosters the formation of tourist perceptions.

Besides, city visuals that are distinct and particular are more inclined to leave a lasting impression on the audience. As a result, in light of the current development context, media marketing is required to carry out marketing publicity in a more precise manner. It is supposed to focus on creativity and compress the unique attributes of tourist sites in order to effectively leverage the media's role in the development of the tourism brand. Aside from the aforementioned processes, the tourism project's brand should also define the most distinctive and well-known scenic spot in the tourist attraction, such as natural landscapes, historical sites, or cultural sites, which may become a well-known label or landmark, attracting a large number of people to travel and consume.

III. Research Methodology

1. TMethod

The method used in the paper for research the objective of the study is the descriptive method. The methods used in descriptive research are those that describe the features of the variables being studied. Case studies, naturalistic observation, surveys, archival research, and cross-sectional research are all examples of this type of research.

2. Data collection

Secondary data is used to investigate the current paper. We are able to fully understand the concept of "comprehensive tourism", examine the nature and condition of the research object to make our own conclusions. The data is collected through social media posts, Internet celebrity affectionate recommendations, corporate media on-site reporting, Zhanjiang's official media attention platform, blogs, and more.

IV. Results/Findings

The overall reflection of a city's developed sensory image that is recognized by most tourists is the urban tourism image. It is the most important indicator used to assess a country's tourism development city-specific. It is determined that, according to the integrated marketing communication theory. It is vital to analyse the channels via which the audience receives brand information, as well as their thoughts on the importance and expressiveness of the current marketing channels. Further, it is suggested that the gathering of information is a significant role in the construction of a tourism brand. Social communication, such as word of mouth, various publicity materials and commercial information, and trips are three types of external information sources.

It is concluded that Tourist perceptions are classified into two categories. Direct perception when tourists visit a tourism destination in person and going to contact relevant scenic spots and tourism facilities personally, whereas indirect perception where an individual's impression of a tourist attraction dependent on factors such as

relevant introduction materials from travel agencies, relevant tourism destination publicity films, relatives and friends, and so on. As a result, strengthening the progress of tourists' perception to create a positive perception experience for tourists, improving the propagation of tourists' urban tourism image, and boosting the shaping of tourism image are all requisite processes of shaping the urban tourism image.

According to an analysis of the perception model of tourism image, the short clips portrayed in Tiktok and Kuaishou were consistent with the existing methods and habits of the audiences. As a result, the image of tourism generated and disseminated on these platforms is more likely to be seen positively by the audience. It is expected to pay attention to the function of new media in tourism image shaping, improve tourism image shaping interaction, and reduce conventional media expenditure in tourism image shaping. Along with this, municipal administrators should refine and polish the city image, turning it into a business card for the city's external publicity.

V. Conclusion

This study attempts to make a systematic study on the shaping of Zhanjiang urban tourism image, based on analysis and summary of previous works, in order to complement and strengthen the research case of urban tourism image. In addition, the Integrated Marketing Communication (IMC) theory is primarily a guiding and broad theory. When it comes to regional tourist promotion, it is also necessary to do a detailed analysis based on the current state of the local tourism industry. Furthermore, the Integrated Marketing Communication (IMC) approach focuses solely on marketing communication channels at the organisational level, ignoring the role and influence of mass communication.

It is determined that the public generates material on social media, which has the properties of widespread communication, robust interaction, and noticeable difference. It's good for brand awareness, and it's worth thinking about when designing brand marketing communications. Tourism integrated marketing communication has a range of marketing communication channels in the modern media context. Businesses and organisations have the ability to use an integrated approach to make advertising have a bigger public relations impact and greatly boost a company's or organization's overall image.

It is also found that with the fast evolution of Internet-based new media, each tourism destination can greatly improve the speed with which marketing information is transmitted, effectively improve the location's new media integrated marketing level, and ultimately benefit tourism development by creating perfect marketing channels and a good marketing creative framework. As a result, when conducting tourism marketing, it is necessary to select the communication channel and polish the substance of tourism information in accordance with the media's positioning and the target audience. Besides, the most prominent element of urban growth is the urban brand, which may be considered as a one-of-a-kind art show of a city that is clearly different from others, as well as the consensus created by the public's thorough judgement of the city's entire image.

Moreover, although the study focuses on the concept of comprehensive tourism, and there is still a need for further in-depth conceptual inquiry and analysis on the planning and implementation of thriving tourist cities, as well as the promotion of comprehensive tourism brands. It is open up new door and aspects for future research.

References

- Camilleri, M. A. (2018). Integrated marketing communications. In *Travel marketing, tourism economics and the airline product* (pp. 85-103). Springer, Cham.
- Daghman, S. (2018). The role of Integrated marketing communications (IMC) in promoting tourism services. *Экономика и предпринимательство*, (12), 1313-1316.
- Elliott, J. (2020). *Tourism: Politics and public sector management*. Routledge.
- Koc, E., & Ayyildiz, A. Y. (2021). An overview of tourism and hospitality scales: Discussion and recommendations. *Journal of Hospitality and Tourism Insights*.
- Kushwaha, B. P., Singh, R. K., Varghese, N., & Singh, V. N. (2020). Integrating social media and digital media as new elements of integrated marketing communication for creating brand equity. *Journal of Content, Community & Communication*, 11(6), 52-64.
- Lai, W., & Deng, Z. Research on the Communication and Marketing Strategy of Zhanjiang's City Brand.
- Li, F., He, C., & Qiao, G. (2021). Attributes that form romantic travel experience: a study of Chinese Generation Y tourists. *Current issues in tourism*, 24(15), 2130-2143.
- Lianrong, P., & Rul, L. (2019). Research on Zhanjiang ASEAN cruise tourism product development based on shift-share analysis. *Journal of Business and Economic Development*, 4(2), 38-43.
- Liu, B. Y., & Liu, Q. (2006). Urban landscape planning which serves city tourist image:-- A case study in Nanjing City. *Resources and Environment in the Yangtze Basin*, 15(2), 164-168.
- Liu, C., Dou, X., Li, J., & Cai, L. A. (2020). Analyzing government role in rural tourism development: An empirical investigation from China. *Journal of Rural Studies*, 79, 177-188.
- Liu, Y., Lai, L., & Yuan, J. (2020). Research on Zhanjiang's Leisure Sports Tourism Development Strategy in Coastal Recreational Areas. *Journal of Coastal Research*, 111(SI), 248-252.
- Panasiuk, A. (2017). From basic tourism products to a comprehensive offer of a tourism area. *Barometr Regionalny. Analizy i prognozy*, (1 (47)), 17-24.
- Park, D., Kim, W. G., & Choi, S. (2019). Application of social media analytics in tourism crisis communication. *Current Issues in Tourism*, 22(15), 1810-1824.
- Rong-hua, L. I. (2013). Development Competition Analysis of Tourism between Yulin And the Surrounding Area. *Journal of Anyang Normal University*, 05.
- Ruhanen*, L. (2004). Strategic planning for local tourism destinations: An analysis of tourism plans. *Tourism and Hospitality Planning & Development*, 1(3), 239-253.
- Tölkes, C. (2018). Sustainability communication in tourism—A literature review. *Tourism Management Perspectives*, 27, 10-21.
- Xia, C., & Zhiyong, L. (2013). Zhanjiang" Five Islands, One Bay" Tourism Industry Park Planning. *Planners*.
- Xiao-long, M. A. (2006). A Study on Image Re-orientation About Urban Tourism of Xi'an [J]. *Journal of Arid Land Resources and Environment*, 1.
- Yuan, J., & Liu, Y. (2020). Evaluation of tourism efficiency in the coastal areas of China in the context of the happiness industry. *Journal of Coastal Research*, 99(SI), 144-150.
- Zahra, I. M. (2018). Integrated Marketing Communications (IMC): The Interdisciplinary Concept. In *Promoting Interdisciplinarity in Knowledge Generation and Problem Solving* (pp. 102-123). IGI Global.
- ZHANG, S. T., ZHOU, B. G., & ZHANG, X. F. (2007). An Evaluation of Zhanjiang Huguangyan Geo-park Resource Features and Tourism Sight [J]. *Scientific and Technological Management of Land and Resources*, 5.