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Review
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RESEARCH ON BEHAVIORS OF GOVERNMENT'S TOURISM MARKETING

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Abstract:

Tourism has become one of the world's largest industries with broad prospects and large industrial scale. In tourism marketing, planning and packaging the image of destinations, promotion, and participating in nonprofit marketing have become inevitable choice of all levels of governments. This paper firstly discusses inevitability and necessity of government tourism marketing, and then analyzing their roles. On these basis, paper discusses the strategy of the implementation of government tourism marketing, respectively, promoting the image, location, destination organization, and information technology support.

Key words: Tourism, Marketing, Government, Strategic Behavior

INTRODUCTION

With the continued development of the tourism industry, the development of tourism destination countries and regions has become issues of common concern. The World Tourism Organization is also initiating to strengthen the management of tourist destinations and improve the environment. Governmental organizations in the global tourism marketing have become a new trend, a new phenomenon in the administration of the post-industrial society.

This remaining title of this paper is as following (1) The inevitability and necessity of implementation of government marketing act. (2) Analysis of the role of government tourism marketing, (3) Analysis of strategy behavior of government tourism marketing.

In the second half of the last century, a view was prevailing in the global tourism - Tourism is the industry of 21st century and a rising industry. The former shows that tourism industry in the 21st century will enter into its peak period, to achieve great development and great leaps as to beat all industries. The latter means tourism has never-

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recession vitality, with strong and sustained competitiveness. In recent years, many countries and cities are implementing varieties of government-conducting marketing.

THE INEVITABILITY AND NECESSITY OF IMPLEMENTATION OF GOVERNMENT MARKETING ACT

The development characteristics of tourism itself lead to the inevitable request.

Firstly, tourism has strong integration that involves many sectors. The packaging of tourism products on the market and trading is mainly manifested in the form of information. And tourism resources have the public property - that is, in certain political geography, the same tourism resources can be used and enjoyed by anyone. The same is true of tourist facilities. So the public product depends on governmental organizations for development and production to a large extent.

Secondly, tourism activities are cross-boundary and cross-industry. So the operation of tour is naturally cross-regional and inter-departmental, requiring the integration of market demand and adequate space. If there is no governmental guidance or coordination at all levels, it is difficult to achieve the cooperation among various regions, industries, and departments. This objective requires the active coordination and market cultivation to meet the needs of business and development.

Thirdly, tourism traffic. Some tourism infrastructure, creation and management of tourism environment, training and education of tourism, and other non-corporate behaviour are duty-bound to the government.

Fourthly, the sales of tourism products can be generally divided into two levels. The first level is the image publicity, deepening at all levels from large to small, from the country's image, national tourism image, to the local tourism image. The second level is the product promotion, including tourism routes, tourism activity, tourism enterprises image. Image publicity is the basis for product promotion, and product publicity is the deepening of image publicity. They constitute the sale of tourism products together. Image promotion must come forward by the government.

Practice of countries in the world has proved the effectiveness of government-led strategy.

In developing countries, as the market mechanism is not sound, the level of government-leading is usually relatively high. The high efficiency of government action adds to market imperfections and accelerates the development of the market. In India, the State Tourism Development Corporation was established to focus national financial, material and human resources advantages on tourism development.

Spain represents the countries with middle-developed economy and particular developed tourism. In the industrial policy, development of tourism has become the leading policy. From 1985, in order to strengthen the macro-management of tourism industry, the country set up specific government agency, Ministry of Communications, Ministry of Tourism and the Ministry of Posts and Telecommunications business, and

developed a series of national tourism development policies. In 1992, due to the success of the three major international events, 25-Barcelona Summer Olympic Games, Seville World Expo and Madrid European Cultural City, Spain attracted a large number of tourists, winning the kingdom's reputation as a tourist.

The United States is the representative of a developed economy with relatively developed tourism industry. The central government doesn't set special departments in charge of tourism. Or although there are, but with small institutions and small authority, so there is no national policy of the tourism industry. In the administrative management system, it is local government-led, relying mainly on the semi-official travel agencies to coordinate, such as trade associations. But in recent years, the role of government to strengthen tourism development has been gradually clear.

ANALYSIS OF THE ROLE OF GOVERNMENT TOURISM MARKETING

In the process of regional marketing participants divided into two categories. One is the managers of government from the public level - city planning departments, business development sectors, the tourism sector, the meeting departments, public information sector, infrastructure management sector. The other is real estate developers from the private level - financial institutions, hospitality and retail businesses, hotels, restaurants, shops, travel agents, taxi industry, construction, other related industries and local residents.

Regional tourism marketing aims at being to enable the potential tourists of target market choose this region as a tourist destination. Potential factors impacting on regional tourism marketing include: tourist attraction developed by the regions, major infrastructure supporting tourism attraction and the degree of proximity of the source, target market, service level and local hospitality, and economic prosperity. So, the role of local governments in regional tourism marketing is to bring the potential role into full play.

Make good development and utilization of the region's tourism resources on the basis of protection, and guide enterprises to provide tourists with attractive products. Tourism is dependent on natural resources and historical legacies. In tourism resources, many are non-renewable ones. The use and development of tourism resources must be guided by sustainable development. Therefore, tourism resources planning is an important function of the government, and any enterprise can not replace.

Provide good hardware for tourists to improve the accessibility of destinations. In the marketing point of view, external transport, large-scale infrastructure belongs to the external macroeconomic environment for the marketing of tourism enterprises, which can not be changed by the tourism companies themselves. But they directly impact on the convenience and comfort of tourists to travel to or stay. Therefore the hardware is the essential conditions created by government to achieve marketing purposes.

Provide tourists with safe and satisfying soft environment. The so-called soft environment is the comprehensive evaluation of the law, people's cultural quality, the local people's hospitality of a region. Although it is not the original driving force to

motivate tourists' travel action, but is able to affect the quality of tourist travel and the level of satisfaction. In some special circumstances, the overall effect of the environment destination may also become a tourist attraction. Through the development of corresponding laws and regulations, governments manage comprehensively the environment and provide good information consulting services for the tourists, playing an irreplaceable role to provide a good environment to reduce the risk faced by tourists.

Through the the shaping and communications of regional tourism image, attract potential tourists to travel.

Tourism product is intangible; its marketing must rely on the packaging image. So, the core of the marketing of regional tourism marketing is image of tourist destinations. Due to the limitations of single tourism enterprises, the responsibility of regional tourism image-building and dissemination is on the shoulders of local government.

ANALYSIS OF STRATEGY BEHAVIOR OF GOVERNMENT TOURISM MARKETING

The marketing of tourism enterprises must be cooperated with the governments at all levels. The government which supports more on the local tourism marketing, it will benefit as return. Therefore, tourism development and tourism marketing have formed a nationwide marketing trend. In marketing behavior, governments at all levels usually take strategies as the following.

Promotion

Government marketing will focus on "the whole destination and its tourism products." With "city management" concept, the government should use its influence to transfer effective resources, advocate city's image and enhance the attractiveness of tourist destinations. At the same time, do a good job in market research, guidance, management, services to enterprises to make marketing scientific and efficient.

Vast majority of enterprises, especially small and medium-sized hotels, travel agencies, attractions, etc., in order to compete and survive, often focus their business strategies on the short term. The survey forecasts and specific operational behavior are also short-term. This short-term strategy is bound to ignore the large number of the overall situation, strategic value and the marketing investment that do not have a direct output. If this situation persists, a region prones to have confusion on publicity or ambiguity of image, which may to bring about regional tourism attraction diminish or the the bad cycle of social and economic benefits. It is necessary of the government's participation in the marketing.

In tourism marketing, the relationship between government and enterprises should be a clear division of labor and correct position. Firstly, the government should build a platform for the enterprises to display good image. For example, Hong Kong's tourism promotions is wondering. Government has launched the slogan "City of Life", showing the various elements, gives out strong image impact. The enterprises are devoted into work, doing their duties orderly. Early December in 2003, the French

Government Tourist Sector held promotion in Chengdu, more than 20 French companies participated in, including scenic spots, hotels, aviation, railway, river, highway, shops, playgrounds and so on, but without the travel agency. They are very clear that the government and the six elements should focus on the "image" and shaping "attraction". Videos and all kinds of information are around this point. No one said the way you come, which was the duty of traveling salesman. It achieved complete success.

Position of tourism image

Tourist destination is the comprehensive feelings and understanding of various awareness, impression, views to the image of it. In short, it is the comprehensive and overall evaluation on the tourist destination. Government's marketing's main purpose is to enhance the visibility and image of destination. In order to achieve the desired results, before determining the marketing strategy, the government should make a clear image of the destination location. Then through advocacy, establish specific image of the tourist cities to stir up consumer desire of tourism consumers in the process of publicity.

First of all, the image task is a very important mission on the basis that most tourists have limited understanding to the destination they never been to. The non-metastatic of tourism products makes people understand their tourism products and environment they have never been to only through the media, and other forms of related groups. In the 1960s, during the early development of the tourism industry, "Garden State" Singapore introduced the theme image of the "infinite surprises Singapore", shaping the new independent tourism image. Since the U.S. launched the "I Love New York" image campaign in the 1970s, the destinations of the world have committed to create and disseminate their own tourism image. Venice is water-city. Munich is the city of beer. Paris is the world capital of art. Bangkok was known as "angel capital". Vienna is "Music of all". Baghdad is the hometown of Thousand and One Nights. It not only demonstrated the unique image charm of the tourist city, but also acted as a successful tourism promotion.

Secondly, the image of the destination has effect on the level of satisfaction for the tourists here. The tourists intent on re-visit destination decided by the ability to offer the experience according with their impression which is needed by tourists. In the objectives of destination marketing, we not only consider the number of visitors, but also concern about the "rate of travel", which is the probability of tourists re-visiting the destination. The reasons why people make the trip again can be summed up as tourist destinations meet or exceed people's pre-impression and awareness, as well as new destinations image promote the re-travel motivation.

Finally, in tourist destination, economic, cultural and social activities as constituent elements have been understood as the provision of products. Public agencies have the responsibility and obligation to conduct a series of marketing activities to ensure the competitiveness in attracting tourists and occupying a favorable position on the market. Tourist destination's image comprises of social, political and economic state, natural environment, human resources, infrastructure and other factors, for all these areas only public institutions can play role of promoting. This is the basic duty of public institutions, to promote all-round development of destination, to create a better tourism image, and then to promote the construction work of the image. So the build and

promotion of the destination image must be done by the government and other public institutions.

Marketing organization of Tourism Destination

Generally speaking, marketing organization of tourism destination is a non-profit organization. The main contents of marketing efforts are publicity and promotions. The main aim is to establish an attractive image of the destination in target consumers' minds. Government will always play the leading role in marketing activities of tourism destination. Marketing goal is not only to promote regional tourism and even other sectors of economic development, but also to focus on upgrading efficiency of cultural, ecological and other areas, because the beneficiary groups of marketing products made by government are whole areas of the destination. The fundamental goal of trade associations participating in public marketing is to create the best value and provide a good business environment for the industry itself. The scope of target group would be further smaller for the "quasi-public goods" marketing by the enterprises. Despite the three mentioned main marketing all have the "public" features, there are different levels and they focus on different demands, so any of the the markerings can not entirely replace any others.

The cross-border tourism destination marketing of international organizations bases on the joint of administrative regions. The government plays a decisive role in regional joint because it represents national sovereignty. Obviously, in the case of international organizations involved as the main part in public marketing, the government does not withdraw from the stage essentially. However, it goes to the background from the front and becomes even more important. The government is the best manager of public affairs. In the diversified development of public marketing organizations of tourism destinations, government can not give up their inherent marketing functions. Furthermore, if the government wants to create the best economic results, it will add new functions—to give out macro-economic management and coordination to the emerging subjects such as enterprises, the Third Sector and international organizations, to ensure the subject of maximizing social welfare.

Information technology and tourism destination marketing

Visitors' perception of the destination image also includes the perception of services resources in destination. Information service is one of the main aspects. It will greatly gives a good impression in tourists' minds when they find convenient information search, timely feedback and effective information advisory in tourism destination. At the same time, high quality and efficiency of the operation of the information service center can also serve as an important communicative channel between the tourism destination and visitors. It can play a great role to facilitate and promote on popularizing the image of tourism destination.

At present, the building and promotion of various scenic spots' own image information are in decentralized state. Governments should build large-scale information centers and integrate the information of independent areas through a unified and effective standard to facilitate tourists searching tourism information in the same web site. In addition, for it is main part of information center, the government can

conveniently establish strategic alliances with the neighboring tourism destinations by its own advantage to do regional cooperation, joint promotion and expand the combined effects of the destination.

Furthermore, "Destination Marketing System" (DMS) are getting more and more attention by tourism departments at various levels. In 1997, The World Tourism Organization launched destination marketing system in e-commerce tourism, which was promoting publicity by the use of Internet. Destination marketing system completes its solutions by the Internet network marketing and their clients including the tourism bureau at all levels, tourism media, tourism enterprises, and tourism consumers. Its main purpose is to integrate various elements of the Regional Tourism so that destination tourism industry can format a whole competitive edge in the domestic and international tourism market. Its prominent feature is to shape and publicize the overall image of the tourism destinations and provide Internet trading platform to the enterprises for tourism destination (especially small and medium-sized enterprises). It also creates dynamic network system of destination tourism industry with all levels of tourism enterprises, tourism agencies, the media on the basis of regional environment.

The main content and features of DMS site are as following.

- Designing and publicizing the overall image of tourism destination.
- Comprehensive, accurate and timely information of tourism destination.
- Performance by means of broadband multimedia technology (tourism video, Flash animation, 3-D look, etc).
- Vector tourism map.
- Powerful information searching tools.
- Personalized design of travel itinerary; active electronic magazine (providing all types of tourism promotions in the latest month).
- Large-scale tourism feature of Golden Week.
- Providing real-time, highly efficient communication zones with similar industry.
- Providing real-time media channels.
- Tourism information of Tourism Bureau.
- Multi-language version.

DMS is very similar as the phenomena that the medium and small enterprises gather together, which are the same or related industries within a given geographic space. DMS is the only cluster of tourism enterprises and related organizations in tourism destination of the network space. It has a strong geographical feature the same as enterprise clusters. It expects to have full integration of all productive elements in tourism destinations industry so that it can bring an overall competitive edge of the industry. From the integration of regional tourism point of view, DMS has competitive edges such as gathering virtual markets, publicity of the overall image and sharing of network resources, etc. Further study will find that it has two potential overall competitive edges, both in the regional cooperative network and overall innovation capability.

On the current terms, DMS system can be established and applied only by the support and funding of the National Tourism Bureau and the departments at all levels, thus will play the role of tourism industry.

CONCLUSION

In today's society, the government tourism marketing plays an irreplaceable role to promote the vigorous development of regional tourism, and promote tourism marketing. Government can make good use of tourism resources, provide a good hardware environment and a safe, happy and satisfied soft environment, through the regional tourism image shaping and communications to attract potential tourists. The strategies to be used are promotion, image position, destination organization and information technology support.

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