Tourism Advertisement and Communication Tactics
—— Experiences and Cases of China

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1. Milestones and Choices: How does Chinese Tourism Ads develop?
2. Changes and Transformations: How to reach the mental spaces of travellers?
3. Tourism advertisement: How to make advertising budget?
Ch1

Milestones and Choices: How does Chinese Tourism Ads develop?
1 Milestones
The Shaolin Temple

Jet Li

Chang Hsin Yen Director

www.wang.com
Introduction Stage (1979-1987)

- Main Events
  - 1979-1981, growth of overseas visitors is 65% average year;
  - Tourism promotion guided by government with limited funds, e.g. Zhejiang tourism promotion budget in 1985 is less than 200,000 Yuan;
  - Priority to the development of overseas tourism market and promote the national image and awareness;
  - Unconscious in the early films played a "tourism advertising" role, such as "Romance on Lushan Mountain," "Shaolin Temple."
• Key Features:
  – Film is an important form of soft advertising;
  – Use of newspapers, magazines and other media is the limited form to overseas tourism promotion;
  – Primary marketing of tourism destination is through television.
## 新康辉国旅

### 优雅日本

<table>
<thead>
<tr>
<th>项目</th>
<th>价格</th>
</tr>
</thead>
<tbody>
<tr>
<td>包机5日长沙直飞5月1日</td>
<td>3980元（福冈/神户/大阪/京都/下关）</td>
</tr>
<tr>
<td></td>
<td>4280元东进阪出不走回头路（东京/北海道/富士山/大阪/京都）</td>
</tr>
</tbody>
</table>

### 激情泰国

<table>
<thead>
<tr>
<th>项目</th>
<th>价格</th>
</tr>
</thead>
<tbody>
<tr>
<td>泰国包机7日长沙直飞4月10、11日</td>
<td>超值游2380元 品质游2980元</td>
</tr>
<tr>
<td></td>
<td>198元（武夷山厦门鼓浪屿海天堂构双卧单飞五日游）</td>
</tr>
<tr>
<td></td>
<td>388元（桂林漓江阳朔养生休闲三日游）</td>
</tr>
<tr>
<td></td>
<td>1780元（海南三亚四星经典休闲双飞五日）</td>
</tr>
<tr>
<td></td>
<td>1999元（南宁三月三双飞五日）</td>
</tr>
<tr>
<td></td>
<td>1080元（寻梦婺城品味黄山专列双卧四日）</td>
</tr>
<tr>
<td></td>
<td>680元（江西景德镇婺源春天赏花寻古汽车三日）</td>
</tr>
</tbody>
</table>

### 澳大利亚新西兰

<table>
<thead>
<tr>
<th>项目</th>
<th>价格</th>
</tr>
</thead>
<tbody>
<tr>
<td>泰新马精彩10日长沙飞机往返4月17、24日</td>
<td>3380元</td>
</tr>
<tr>
<td></td>
<td>2380元</td>
</tr>
<tr>
<td></td>
<td>5580元</td>
</tr>
<tr>
<td></td>
<td>1880元</td>
</tr>
</tbody>
</table>

### 国内

<table>
<thead>
<tr>
<th>项目</th>
<th>价格</th>
</tr>
</thead>
<tbody>
<tr>
<td>桃花源一日游</td>
<td>198元</td>
</tr>
<tr>
<td>天上草原武功山巴士休闲二日</td>
<td>388元</td>
</tr>
<tr>
<td>张家界奇山异水三日</td>
<td>520元</td>
</tr>
</tbody>
</table>

### 国外

<table>
<thead>
<tr>
<th>项目</th>
<th>价格</th>
</tr>
</thead>
<tbody>
<tr>
<td>桂林漓江车湖船三日午夜</td>
<td>388元</td>
</tr>
<tr>
<td>厦门往返机票+品质房四日</td>
<td>1199元</td>
</tr>
<tr>
<td>杭州往返机票+乌镇酒店+门票</td>
<td>1299元</td>
</tr>
<tr>
<td>香港迪士尼酒店+门票三日</td>
<td>1299元</td>
</tr>
</tbody>
</table>

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**联系信息**

- 预订热线：85515555
- 门服务：82836226 旅游假票 机票 酒店 签证
- 机票热线：82860000
- 会议旅：82836133 www.hunanccct.com
- 许可证号：L-HUN-CJ00005
- 地址：长沙芙蓉中路二段289号旅馆大厦北楼五层

**省内游报名**：82836106 82836117
**国内报名热线**：82836116 82836227
**出境游报名**：82836115 82836200
**自由行报名**：82836618 82836629
Growth Stage (1988-1999)

- Main Events
  - Tourism has become a buyer's market, active promotion, tourism advertising has grown;
  - Provinces, cities and regional enterprises to develop joint advertising;
  - Using a variety of celebrations and activities for advertising, such as “Beijing tourism festival” has made the first-ever endeavor in China with the same slogan.
  - Tourism advertising information war; high-quality tourism image ads appear in the central and local TV stations.
• Key Features:
  – Greatly increased the number of tourist advertising, and professional advertising companies provide creation;
  – Three-dimensional travel advertising formats, such as newspapers, television, direct mail, tourism promotion, etc.;
  – Tourism enterprises and governments have chosen tourism advertising to enhance the image as a promotion tool.
祝贺第三届论坛圆满成功

由中华民营企业联合会、通辽市民政府联合主办，通辽市总商会、通辽市小蜜蜂家政服务有限公司共同承办的“第三届民营企业创新发展论坛”于2010年6月16日-17日在通辽市通辽宾馆隆重召开。出席单位的领导和嘉宾有：蒋正华、十届全国人大常委会副委员长、中华民营企业联合会名誉会长郝建荣，内蒙古自治区......
Development stage (2000-)

Main Events

- In May 2000, Ctrip, published image advertising on "China Business", a new tourist advertising platform;
- BBS used for tourism destination image information dissemination, event information planning;
- More than 46% of visitors search for information of landscape, accommodation and journey about the destination through the network;
- Travel special website will integrate traditional and online media, to provide one-stop service information to travelers on product, destination, hotels, air tickets, booking line (http://9y.Yahtour.Com)
- Professional tourism advertising media have greatly enriched, “Traveller”, "China Tourism News", etc.
• Key Features:
  – Involved in online media, tourism advertising changes into the interactive era;
  – Television implants and other new forms of advertising continue to derive.
  – Virtual tourism tool is new way to communicate.
2

Choices of Mass Medias
Print ads, television, online media, ... not one less
TV ads: the importance form of tourism destination image promotion
• 71% of the public prefer television travel advertising to other types
Newspaper advertising: the main channels of information dissemination such as tourist routes, tourist transportation etc.
Newspaper is the second public media we access to travel information.
Internet: The best form of advertising in future.
As the main target market of tourism enterprises, the individual and business tourism activities should focus on online tourism advertising.
Magazines: the main media to promote tourism corporate and product image
• Magazines can provide better visual effect, but not suitable for releasing time-sensitive tourist information
Outdoor Advertising: Travel auxiliary form corporate image advertising
• Relatively small number of visitors browsing through outdoor advertising
Conclusions

• 62.3% of the respondents to obtain travel information through tourism advertising.

• TV, newspapers are still concerned about the audience the main channel of tourism advertising. Respectively 58.3%, 38.9% of respondents from the two medias to see travel ads.

• More than half of respondents "often see" or "quite often see" tourism advertising, the rates were 22.1% and 29.2%.
"Have you seen advertising of tourism enterprises and departments?"

- "tourist attractions or Scenic spots" of respondents accounted for **54.6%**;
- Followed by the travel agents (38.3%), tourist cities (34.3%), travel sites (18.9%), tourism festival (16.8%), restaurants (9.0%).
• Influence of tourism advertising to the public in decision-making. Select the "little effect, for reference," the vast majority of respondents, 69.7%.

• To audience, who trust in the tourism advertising is more moderate, more than half (52.5%) of respondents believe that their level of advertising content trusted "common."
Ch2
Changes and Transformations:
How to reach the mental spaces?
Main Ideas

1. From message survey to depth communication
2. From widely-broadcast to image enhancement
3. From value creation to social responsibility
4. From visual representation to social construction
5. From Chinese elements to global symbol
Part I
From message survey to depth communication
河南西部驴友
星空户外群十一国庆

Ejin 额济纳纪行

Travel Notes

常言道，。《河南》以深邃凝重的额济纳旗图腾，展示出其独特的魅力。额济纳旗，东联浩瀚的戈壁沙漠，南接大漠，西接巴音布上，北接塔里木盆地，形成了一个独特的气候带。每年的9月到10月，额济纳旗的胡杨林进入最佳观赏期，金黄的胡杨在秋风中摇曳生姿，仿佛在诉说着一个古老的故事。

胡杨林是额济纳旗的名片，也是大自然的杰作。每当秋风起，胡杨林便变成了金色的海洋，那一片片金黄的叶子在阳光下闪闪发光，仿佛是大地的金装。漫步在胡杨林中，仿佛走进了一个金色的世界，让人不禁感叹大自然的神奇。

额济纳旗的胡杨林不仅美丽，而且历史悠久。据史书记载，胡杨林已有2500多年的历史。每年的秋季，胡杨林都会举办胡杨节，吸引着来自世界各地的游客前来观赏。

在额济纳旗，除了胡杨林，还有其他许多美丽的景观。如古风剑、玉门关、黑水城等，每一处都充满了历史的韵味。在这些地方，游客可以感受到古代丝绸之路的繁荣和辉煌。

总的来说，额济纳旗是一个充满魅力的地方，无论是自然景观还是历史文化，都让人留连忘返。在这里，你可以感受到大自然的美丽，也可以感受到历史的厚重。
1

Definition & Functions
• Travel ads mainly refer to the paid, organized, comprehensive, and persuade in nature, non-personnel information dissemination activities which is funded by tourism enterprises through a variety of media for the tourism products, tourism services and tourist information.
Basic Functions

1. Survey tourism product information.
   - Spread information of tourism products to audience
   - Increase their visibility and brand awareness
   - Attract more potential tourists.
2. Guide the travelers’ consumer behavior.
   – Present the product information, features, prices etc.
   – Make the visitors familiar with the products
   – Select the suitable tourism products.
3. Impact on tourists’ travel decisions

- People rely heavily on the experiences and legends from friends as to the choice of tourist destination.

- In addition, most useful way to affect travellers is the tourism advertising.
4. Establish a good image and brand of destination.
   - Advertising is an effective tool for branding.
   - Advertising makes the destination different from the others.
2

Jiaozuo phenomenon
Jiaozuo phenomenon is the new model of tourism driven by advertising, in short period of time, from scratch to existence, from small to large, from weak to strong, and has become the famous China's tourism brand.

- Jiaozuo City, Henan Province,
  http://www.chinacity.org.cn/cspp/csal/61230.html
• Advertising is used to develop the potential markets and travellers;
• Dozens of well-known medias to do a comprehensive descriptions of its tourism resources.
With the rapid rise of tourism advertising, the service quality of Jiaozuo tourism industry improves fast.
Part II
From widely-broadcast to image enhancement
Dream to south of the Yangtze River
Travel ads is the activities of information transmission to convince, which is designed to improve the image and influence attitudes and behaviors of tourists.
1

Basic Norms for Designing Slogans
• 1. Treat yourself to an afternoon of dim sum delights at an affordable price. Only at Tai Zi Heen.

• Tactic maxim：Let others benefit more and damage less. Language is decent and sincere, and strive to impress tourists.
• 2. Enjoy a fabulous Singapore Stopover from US$1.

• Generosity maxim：With discounts, special offers and other tourist activities, so that visitors feel advertisers to please themselves, willing to "self-sacrifice."
• 3. Enjoy an unforgettable holiday away from the hustle and bustle of the city at this luxury resort in Sentosa and bring home with you beautiful memories.

• Approbation maxim: Try to praise others. Everyone has the desire to be praised.
• 4. A little piece of history that is forever England. (Bekonscot Model Village)

• Modesty maxim: Advertiser is inventive, not for startle language, but to unexciting true. This is precisely the extraordinary tourism advertising.
• 5. Our hotel is now 100% smoke-free for your added comfort.

• Agreement maxim: From the other perspective, consider themselves in for each other, try to support the others.
6. Come and see us, and we can help you organize your precious time with a professionally-guided shore excursion.

Sympathy maxim: As compassion for others, advertisers take psychologically insight into some of the visitors with the initiative to solve problems or to win the trust and favor of tourists.
2

Communification Effects
• About 94% of visitors will more or less see travel ads

<table>
<thead>
<tr>
<th></th>
<th>Less than ¥1000</th>
<th>¥1000-2000</th>
<th>¥2000-3000</th>
<th>¥3000-5000</th>
<th>More than ¥5000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Often</td>
<td>6%</td>
<td>5.5%</td>
<td>3%</td>
<td>1.5%</td>
<td>3%</td>
</tr>
<tr>
<td>General</td>
<td>11%</td>
<td>12.5%</td>
<td>10%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Occasionally</td>
<td>13%</td>
<td>15%</td>
<td>8%</td>
<td>2%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Never</td>
<td>2%</td>
<td>3.5%</td>
<td></td>
<td></td>
<td>0.5%</td>
</tr>
</tbody>
</table>

Different cognition degree of kinds of visitors.
Online tourist advertising provides the best information what the visitor wants. The Internet, newspapers, television are the top three, which show the advantages of the Internet gradually accepted by consumers.

<table>
<thead>
<tr>
<th>Channel of tourism information</th>
<th>Newspaper</th>
<th>TV</th>
<th>Internet</th>
<th>Map</th>
<th>Magazine</th>
<th>Brochure</th>
<th>Broadcast</th>
<th>Promotion will</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>60.5%</td>
<td>38.5%</td>
<td>46.5%</td>
<td>24%</td>
<td>24.5%</td>
<td>22%</td>
<td>17%</td>
<td>6%</td>
<td>28%</td>
</tr>
<tr>
<td>Favorite Ads.</td>
<td>63%</td>
<td>48%</td>
<td>49%</td>
<td>38%</td>
<td>28%</td>
<td>28%</td>
<td>13%</td>
<td>30%</td>
<td>4%</td>
</tr>
<tr>
<td>Ads providing needed information</td>
<td>47%</td>
<td>40%</td>
<td>51%</td>
<td>27.5%</td>
<td>18%</td>
<td>20%</td>
<td>10%</td>
<td>12%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Different cognition degree to mass media.
<table>
<thead>
<tr>
<th>Information</th>
<th>Ratio</th>
<th>Information</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates of travel</td>
<td>82%</td>
<td>Service quality</td>
<td>54%</td>
</tr>
<tr>
<td>Customs</td>
<td>71%</td>
<td>Entertainment of destination</td>
<td>52%</td>
</tr>
<tr>
<td>Price of tourism products</td>
<td>70%</td>
<td>Climate of destination</td>
<td>50%</td>
</tr>
<tr>
<td>Transportation</td>
<td>63%</td>
<td>Healthy and safety of destination</td>
<td>39%</td>
</tr>
<tr>
<td>Tourism route</td>
<td>56%</td>
<td>New tourism products</td>
<td>26%</td>
</tr>
<tr>
<td>Journey plan</td>
<td>55%</td>
<td>Shopping</td>
<td>23%</td>
</tr>
</tbody>
</table>

The content of advertising are most concerned about.
Consumers' overall assessment of the credibility of advertising.
Consumers perceive the problems of tourism advertising

- Travel ads misleading, tend to hide
- Advertising does not match the actual product
- False promises
- Does not match the quality of service
- Price is untrue
- Accommodation reception standards are not realistic
- Tourism project does not meet the actual
- Others
3

Folk tourism ads
1. Photographs-based folk tourism advertising

   - Such advertisements show in narrative, indicating way, using simple words and vivid description folk tourist information, common in newspapers, flyers, Internet and other media.
• 2. Folk tourism promotion
  
  Promotion is a kind of advertising, not only holding press conferences and briefings, tourism-related products trade fairs, theatrical performances, etc., but also helping to strengthen the news media publicity and increase their influence.
3. Graphic-text folk tourism advertising

- Combination of pictures and text of folk tourism advertising, and some text-based, together with the image of the beautiful pictures; some with pictures and decorated with a brief caption.

正值甘南草原绿草如茵，百花齐放，牛羊肥壮，奶油飘香的季节，8月12日甘南州68万各族人民在以山水景色著称的临潭县冶力关镇迎来了以“寻梦香巴拉，走进冶力关，感受大自然”为主题的第六届中国·甘南香巴拉旅游艺术节暨第二节临潭洮州风情旅游节。
4. Line-schedule-based folk tourism advertising

Generally from the line profiles, travel quotes, scheduling, attractions, shows and other content services, the composition can be simple and clear to consumers and their concerns travel information.
5. Audio-based folk tourism ads

- Travel ads combine audio type folk sound with picture or present DVD disc to the audience, extremely rich, vivid, more attractive to the audience than print ads, and it leaves a deep impression.
• 6. Literature, folk song and dance based tourism ads
  – The use of such advertising literature or folk dance form of advertising, tourism, literature and dance itself is a part of folk culture.
4

Romantic Dalian
In 1998 the tourist image of Dalian is design and registered as a “Romantic Dalian”. Through television, newspapers and other medias, it changes the city into landscape, changes the landscape into capital, and then changes the capital into productivity, strengthens advertising promotion of urban brand image, and the promotion of urban tourism industry.

• In 11 years, Dalian tourism enterprises and Tourism Bureau have invested a total of 559 tourism advertising, and grow faster.
Tourism advertisers and layout

- Dalian Tourism Bureau has invested a total of 216 advertising, accounting for 86.6%, Tourism led by the government are increasingly aware of the advertising the importance of enhancing the overall image of the city.
- Travel ads in these pages, and advertisers were tested in the polarization of the situation, one is 250 words or less black and white small ads (1/32), in issuing advertisements of advertisers are all travel agents, the other is a quarter to a full-page advertisement main, based in Dalian Tourism Bureau, and growing fast.
Dalian put the number of tourist advertising, especially 1/2 length and full-size ads are more and more high-frequency travel advertising is not only timely travel to the tourists passing some of the necessary information, you can also improve the perception of tourists, and gradually form a tourism brand to improve the image of Dalian in the tourists.
Travel ads is a tourist destination by integrating a variety of resources, will fully reflect the actual characteristics of the tourism image extracted, effective communication through the media, create a clear image of the characteristics of tourism (product image, cultural image, service image, etc.) process.
Impacts of tourism advertising on city image

1. Create a tourism brand image of Dalian city
   - In 2003, it successfully registered tourism city brand "romantic Dalian"

2. Effective dissemination of the tourist brand of Dalian city
   - Famous person enhance the brand awareness of "romantic Dalian"
3. Expand tourism brand awareness of Dalian city
   – Dalian combines tourism resources into the industrial chain, and gives it a distinct difference product content.

4. Enhance the tourism brand competitiveness of the Dalian city
   – High frequency of advertising not only promote the development of tourism in Dalian, and also bring huge economic benefits.
<table>
<thead>
<tr>
<th>Student</th>
<th>%</th>
<th>Resident</th>
<th>%</th>
<th>tourist</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 football</td>
<td>64.52</td>
<td>football</td>
<td>67.08</td>
<td>Clean, beautiful</td>
<td>71.43</td>
</tr>
<tr>
<td>2 Sea, seashore</td>
<td>50</td>
<td>Fashion festival</td>
<td>64.93</td>
<td>Sea, seashore</td>
<td>60</td>
</tr>
<tr>
<td>3 grassland</td>
<td>28.5</td>
<td>Sea, seashore</td>
<td>58.47</td>
<td>Fashion festival</td>
<td>48.58</td>
</tr>
<tr>
<td>4 Clean, beautiful</td>
<td>25.27</td>
<td>North Hong Kong</td>
<td>42.77</td>
<td>football</td>
<td>45.72</td>
</tr>
<tr>
<td>5 Fashion festival</td>
<td>21.51</td>
<td>Clean, beautiful</td>
<td>41.23</td>
<td>grassland</td>
<td>40</td>
</tr>
<tr>
<td>6 Mayor Bo Xilai</td>
<td>20.43</td>
<td>Bo Xilai</td>
<td>41.23</td>
<td>Tourism, health</td>
<td>28.58</td>
</tr>
<tr>
<td>7 School life</td>
<td>13.44</td>
<td>grassland</td>
<td>35.39</td>
<td>Bo Xilai</td>
<td>28.58</td>
</tr>
<tr>
<td>8 seafood</td>
<td>10.76</td>
<td>seafood</td>
<td>28</td>
<td>seafood</td>
<td>22.85</td>
</tr>
<tr>
<td>9 Travel, health</td>
<td>5.38</td>
<td>Travel, health</td>
<td>20.93</td>
<td>New city</td>
<td>22.85</td>
</tr>
<tr>
<td>10 park</td>
<td>4.31</td>
<td>park</td>
<td>14.16</td>
<td>park</td>
<td>11.43</td>
</tr>
<tr>
<td>11 North Hong Kong</td>
<td>3.77</td>
<td>New city</td>
<td>8.62</td>
<td>North Hong Kong</td>
<td>11.43</td>
</tr>
<tr>
<td>12 wind</td>
<td>3.77</td>
<td>Small city</td>
<td>2.16</td>
<td>Small city</td>
<td>5.72</td>
</tr>
</tbody>
</table>

Recognition on the whole image of Dalian city of university student, resident and tourist.
Travel ads will help to increase the number of people and enhance the growth of Dalian tourism.

With the spread of tourism advertising, brand awareness of Dalian city also rise up.

Overseas tourist increase from 20.5 million (1997) to 84 million (2007).
Part Ⅲ
From value creation to social responsibility
Say no to misconducts!

“十一”出游 争当文明大使

拒绝 不文明 旅游

文明出游 从你我做起
A false travel advertising will not have good word of mouth, and the source of value-added from tourism advertising lies in the minds of visitors with the impression to tourism carrier.
1

Value Creation
1. Conceptual advertising of destination image

- From a macro-planning point of view, reflects the destination's history, culture, the concept of natural landscape, shaping the tourism brand.

- Through a wide range of advertising to the audience to convey a unified brand message, meaning and slogans.

- Tourism image is often based on travel to the administrative units led, large-scale, planned, systematically carried out.
2. Brand advertising of tourism enterprises

- Through different forms of visual expression to show consumers the service location and service levels, create corporate brand image.

- Media with large Information capacity, strong two-way communication function, hidden nature to persuade should be choosen.

- Provide two-way communication channels, open online forums, online booking, building networks and other complaint mechanisms
3. Marketing advertising of tourism products

- Such advertisement needs relatively small amount of investment, publishing on high frequency, updating fast, and with weak individual

- More seen in newspapers, magazines and leaflets and other publicity media

- Easy to accept and understand the tourists to avoid distinction, focusing on the guiding role of tourist behavior
2

Culture Resposibility
1. Responsibility for cultural services

• Travel ads pass relevant cultural information. Although this information is paid, but after all, it helps enrich the cultural life of the audience.

• With cultural information contained in, tourism advertisements will greatly expand their knowledge.
2. Responsibilities for cultural education

- Travel ads make people interested in common sense, science and technology knowledge, life knowledge, which will help to improve the quality of consumer culture cognition.

- Great tourism advertising through propaganda becomes the pursuit of goals and social habits.
3. Responsibility for cultural construction

– Advertising not only plays an important role, but also displays a strong cultural integration function during the process of social and cultural heritage.

– Travel ads is not only to promote culture, also should be useful to absorb part of other cultures.
3
Tourism Placement: “The Promise (Wuji)”
Tourism ads use of tourism placement can rapidly enhance the scenic value and brand awareness, and quickly convey the core functions and new information.
你知道《无极》在香格里拉拍摄的时候破坏自然环境吗？

- 不知道 11.6%
- 知道 88.4%

数据来源: [http://www.wenkee.com](http://www.wenkee.com)
• Travel ads placement must pay attention to protect the ecological environment, and make construction and environment integration.
1. Nature-implant tourism advertising contributes to the protection of tourism resources

Tourism placement can bring positive benefits to the area. However, if implantation did not focus on environmental protection, it is likely to cause a variety of pollution affecting the entire area of the atmosphere and even affect the surrounding residential area, making things more harm than good.
• 《Go LA LA Go！》 Sponsored by the Tourism Authority of Thailand, shows Thailand's natural landscape and customs.
2. Strengthen tourism cooperation in the process of tourism implant

- Forms of cooperation in tourism advertising have a variety of implanted samples, and film and television work is an excellent platform.
The self-rural comedy by Zhao Benshan made a star of Longquan Villa beside Yalu River!
3. The accurate implantation of tourism advertising

- The promotion of tourism implant advertising is beneficial, but needs to pinpoint the area of positioning and to implant appropriately.
Part IV
From visual representation to social construction
人文北京

绿色北京

北京人民欢迎您
1
ID Symbol of Tourism
• 1. Advertising, posters, brochures

• Has a strong image

• Tourists can easily be attracted by advertising and posters

• Be able to leave a deep impression on the hearts of tourists
• 2. Maps, tourist brochures, guide

• Roads, rivers and other elements together constitute the main tourism ads

• Help to highlight the characteristics of the various attractions
• 3. Tourism magazines, instructions

• Describe in words the history, nature and characteristics of scenic spots

• Reflect the authenticity of scenic spots
Tourism Image Reconstruction: From resource-oriented into traveller-oriented
• Let’s burn!

• Singapore roars!

• Britain. It is a time!——Ministry of tourism of UK

• City of gold! ——Ministry of tourism of Melbourne
<table>
<thead>
<tr>
<th>City</th>
<th>Slogan</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peking</td>
<td>New Beijing, Great Olympics</td>
<td>Visitor-oriented</td>
</tr>
<tr>
<td>Shanghai</td>
<td>Wonderful of the world, 7 days in Shanghai</td>
<td>Visitor-oriented</td>
</tr>
<tr>
<td>Tianjin</td>
<td>Bohai Pearl, Charming Tianjin</td>
<td>Resource-oriented</td>
</tr>
<tr>
<td>Chongqing</td>
<td>New Sanxia, New Chongqing, New tourism</td>
<td>Resource-oriented</td>
</tr>
<tr>
<td>Shandong</td>
<td><strong>One Moutain, one river, one sage</strong>&lt;br&gt;<strong>Friendly Shandong</strong></td>
<td>Resource-oriented, Visitor-oriented</td>
</tr>
</tbody>
</table>
THE TOURISM ADVERTISEMENT AND COMMUNICATION

Friendly Shan dong

导语词

Haoke Shandong Daoyouci

5, September, 2011, TJUFE, China
THE TOURISM ADVERTISEMENT AND COMMUNICATION

FRIENDLY SHANDONG NEW YEAR CARNIVAL

— 2010 济南民俗风情旅游节

TOURISM FESTIVAL OF LOCAL FOLK CUSTOM JINAN 2010
3

Nanjing: City of humanity
• “City of humanity" comes from nearly a hundred years ago, Sun Yat-sen's "love" means, intended to show broad, fraternity, tolerance and inclusive spirit of the city.

• Love reflects the valuable history and culture, reflecting the past and present of Nanjing, create a new culture.
Part V

From Chinese elements to global symbol
"If the meaning of Chinese cultural integrated into the products, it's global competitive position will be more stable."

- John Turner, has 36 years experience in senior advertising professional
1

Chinese Elements
1. Special natural landscape

The natural landscape of characteristics, and be of outstanding universal value, should be the preferred positioning and advertising appeals.
2. Special cultural landscape

Landscape of cultural features is a very attractive tourist destination. Accumulation of human civilization, a unique cultural landscape is an important tourism advertising material which can not be ignored and the best selling point.

- Such as China's Forbidden City
• 3. Special national culture

• Travel ads should fully reflect national characteristics and cultural image, and to some extent be improved in order to achieve the purpose of tourism advertising.
• 4. Special national customs
• The national holidays, cultural customs and art is to attract tourists and create an important tourism advertising material can not be ignored and the best selling point.
• 5. Special products and services

• Depending on the needs and purpose of tourists, the classification of tourism segments determine the focus of tourism advertising.
2

Globalization of the tourism image
1. Promotion

• Have a Nice Time, Buy-Buy.

• Shop Right
• 2. Image Creating

• The Sun Island

• Hada in Hand， We’ll Be Waiting for You.
3. Focusing on selling points

Water Country in East China

Snow-Capped Plateau
• 4. Marketing positioning

• Local insight, World Destination

• Macau Welcomes you!
1. concern in countries with different ethnic and cultural backgrounds and values

2. understand the countries in different regions and different ethnic social norms

3. analysis of different cultural backgrounds psychological needs of consumers

4. concern in countries with different social context gaps
• Tibetan Buddhist scriptures in the Shangri-La is the total of man and God, man and nature coexist in harmony for a better world, is an original ideal state of life.

• This is the Shangri-La Tibetan ethnic Chinese own cultural ideals, is a local cultural products.

• Recognize the reasonableness of alien culture, marked by cultural pluralism, and widely recognized, knowledge and experience of the alien culture has become a common aspiration and pursuit.
3

South Korea: Evolution of Tourism Image
1. Initial stage (1999-2001)
Initial stage of mainly located in the theme of advertising a "new" word. Ads to show to a national audience, the traditional Korean-based, inviting the audience to experience traditional Korean or "update" the audience's understanding of Korea.

• 1999: Korea in changing. Come and meet the new Korea.
• 2000: Korea, come refresh your senses!
• 2001: New Korea, welcome to visit!

2002, comes just as South Korea and Japan co-2002 football World Cup, South Korea to take this opportunity of their own national image was repositioned

• 2002: Dynamic Korea· Hub of Asia
• 2003: Dynamic Korea· Come feeling it!

2004 South Korea were aimed at China, Japan and Southeast Asia, three regional ads content, style and theme of obvious differences:

- To China: Korea, Something More!
- To Japan: Dramatic Encounter!
- To Southeast Asia: In Korea, you are the star!

- showing less Korean traditional elements,
- most traditional Korean elements and sense are modernized through a strong background rhythm of modern music or other forms.
Ch3

Tourism advertisement: How to make advertising budget?
• Match with the annual marketing strategy
• Meet the regional expansion of market
• According to the market forecast
• The zero-investment rules
Tourism brand can be achieved by spreading over a period of time, building long-term culture resources in order to gradually improve the visibility and reputation, and cultivating more loyal customers.
• 1. Low budget to high-quality media as a springboard

• CCTV propaganda selected channel as the main authority of the international platform, with integrated CCTV channels and economic life of the channel, focused short-term delivery.
• 2. Solid mid-range budget lock focus

• Adhere to the international channel of CCTV coverage throughout the year in the running for an international, high-level tourism impact of the depth of the audience, increase brand accumulation
• 3. Integration of high-budget and depth communication

• Yiwu, in 2008 Beijing Olympic Games as the hot events, the Olympic-related projects can be bundled to carry out urban brand advertising in 2007.
Thank you for your attention!

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