

The Marketing Strategy of the Integration Development of Red Tourism and Sports Tourism

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ABSTRACT. *Since entering the new era, red tourism and sports tourism have become the main force in the tourism industry. With the development of China's tourism industry, the trend of integration of red tourism and sports tourism is becoming increasingly apparent. This paper first briefly explains the basic concepts of red tourism and sports tourism, then summarizes the basis for the integrated development of red tourism and sports tourism. Finally, from the two aspects of brand marketing and digital marketing, this paper studies the marketing strategy of the integration of red tourism and sports tourism.*

KEYWORDS: *Red tourism; Sports tourism; Tourism development; Marketing*

1. Introduction

Red tourism mainly refers to the commemorative places and landmarks formed by the great achievements of the Chinese Communist Party under the leadership of the people during the revolution. With its revolutionary history, revolutionary deeds and revolutionary spirit as the connotation, to receive tourists to carry out the study, visit the thematic tourism activities[1]. The concept of red tourism is unique to China and an important part of the construction of China's advanced socialist culture. For young people, red tourism has important and far-reaching significance for their physical and mental health. Many provinces across the country have red tourist attractions. Taking Beijing as an example, its red tourist attractions include Tiananmen Square, Lugou Bridge, the National Museum of China, and the World Museum of the Chinese People's Revolution.

The so-called sports tourism refers to a type of tourism activity carried out by tourists with the help of sports organizations or other intermediary structures in order to meet their own sports needs. In recent years, with the in-depth implementation of the "National Fitness" and "Healthy China" strategies and the rapid development of the sports industry, sports tourism has become a very important part of the current tourism industry in China. Sports tourism has the attributes of both sports and tourism, and enables tourists to achieve the overall development of physical and mental health in the process of watching or

participating in sports entertainment, competition or communication.

The integrated development of red tourism and sports tourism can allow consumers to get physical exercise, feel red culture, and cultivate their thoughts and sentiments during the journey, thereby promoting the diversified development of tourism[1].

2. Basis for the Integrated Development of Red Tourism and Sports Tourism

This paper holds that there are four bases for the integration of red tourism and sports tourism:

First, China has a long history and vast territory, and the country is rich in red tourism resources and sports tourism resources. In many provinces in China, there are both rich red tourism resources and sports tourism resources. The richness of their tourism resources has laid a solid foundation for the integrated development of the two.

Second, for a long time, red tourism has always been an important content in China's tourism industry. In recent years, with the vigorous development of China's sports industry, sports tourism has emerged and has shown a rapid development trend. In the context of the "National Fitness" and "Healthy China" strategy, sports tourism has now become an important part of China's tourism industry. The importance of red tourism and sports tourism in the tourism industry has made them not only the focus of attention of our party and government, but also the focus of public attention. Among them, the high attention of the government has given them a solid policy and institutional guarantee in their development; and the high attention of the public has given them a significant number of consumer groups in the market.

Third, in recent years, China's red tourism has developed rapidly, but there are also many problems in the development, such as the single form and content, which cannot meet the growing tourism demand of consumers. In this context, the full use of the promotion and instruction function of red tourism culture and the integrated development of red tourism and sports tourism can complement the advantages of red tourism and sports tourism.

Fourth, the integrated development of red tourism and sports tourism has formed a brand-new tourism development model, which is of great significance to promote the innovative development of the tourism industry[2].

3. Marketing Strategy for the Integrated Development of Red Tourism and Sports Tourism

The integration and development of red tourism and sports tourism can change the relatively single and repetitive business model of red tourism and keep pace with the development of tourism[3]. The following uses brand marketing and digital marketing as examples to explore marketing strategies for the integration of red tourism and sports tourism.

3.1 Brand Marketing

Brand marketing is the cognitive process that enterprises make customers to their brand and products through marketing. With the increasingly fierce competition in the tourism market, brand marketing is an important marketing strategy for enterprises to maintain competitive advantage. Aiming at the integrated development of red tourism and sports tourism, the brand marketing of tourism enterprises should do the following work: (1) Refined brand core. The integrated development of red tourism and sports tourism should extract the core of the brand from the red culture. For example, by analyzing the red culture of Shaoshan, it is concluded that “Ran” can effectively interpret the spiritual value of Shaoshan’s red culture. (2) Scientific brand positioning. Based on an objective analysis of the tourist destination red tourism market and the sports tourism market, the positioning method is used to refine the theme positioning of the tourist destination. Taking Shaoshan as an example, around the core of the brand “Ran”, Shaoshan tourism products are positioned as “the world’s burning tourist destination”. Here, “burning emotions” includes both the spiritual value of Shaoshan’s red culture and the spiritual value of sports events organized by Shaoshan. (3) Spread the brand slogan. The brand slogan is an important carrier that reflects the brand positioning and conveys the brand spirit. According to the Shaoshan brand positioning, its brand slogan can be designed as “Hometown of Leaders, Burning Shaoshan”. (4) Design a deep brand image. Tourism companies can focus on the unique red tourism resources of Shaoshan (such as Shaofeng in Shaoshan) as the theme background of the brand LOGO, and then carry out creative design from the perspective of meaning, graphics, text, form and color. In order to reflect the integration of red tourism and sports tourism, the logo contains the elements of fitness, health, and competition in sports tourism. (5) Create quality brand content. The integrated development of red tourism and sports tourism should use red culture as the core of tourism products to enhance the cultural appeal of products. Relying on the unique IP of traditional local sports activities and the IP of sports events to build the brand value of the products. Tourism enterprises should develop a group of tourism products that integrate cultural, educational, experiential and entertaining functions, and create a super IP that combines red tourism and sports tourism.

3.2 Digital Marketing

With the rapid development of Internet technology, digital marketing has become the mainstream marketing strategy for product marketing. In this context, tourism companies should also pay attention to digital marketing integrated development of red tourism and sports tourism. Based on the current development trend of digital marketing and the integrated development of red tourism and sports tourism, digital marketing of tourism enterprises should do the following: (1) In terms of marketing channels, tourism companies should pay attention to the mobile terminal’s WeChat, Weibo, and short video advertising, while paying attention to the PC’s social media advertising. (2) In terms of marketing content, tourism enterprises should attach importance to making soft articles, short videos, and micro-movies related to

self-made tourism products. During this period, tourism companies need to explore, integrate, and innovate from multiple angles, levels, and forms to ensure that marketing content integrates cultural heritage, ideological education, and leisure and fitness in order to expand the effectiveness of red tourism destinations and sports tourism[4]. (3) In the marketing process, tourism enterprises should give full play to the advantages of big data technology, strengthen the collection and analysis of red tourism and sports tourism related data, and establish a complete tourism big data service system. Tourism companies can use big data analysis to gain insight into consumers' travel preferences, so as to achieve accurate delivery of product advertisements. During this period, tourism companies can also adjust marketing content in time to achieve accurate marketing upgrades based on consumer feedback.

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