Analysis of Theme Park Marketing Strategy Based on User Portrait: an Example from Window of the World, Shenzhen

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Abstract: Social and cultural life has undergone considerable changes with the continuing growth of China's economic level, which brings kinds of opportunities and challenges to Window of the World. The research uses a variety of marketing modelling including consumer motivation, consumer behavior, consumer satisfaction and loyalty to investigate consumers in Shenzhen Window of the World theme park in the form of questionnaires. By dividing consumers into categories of "learning in fun", "emotional communication" and "free to play" and put forward the improvement plan and the corresponding marketing plan, which are supposed to improve consumers' satisfaction, experience, conversion rate and loyalty and to help Window of the World increase its market share.

Keywords: Window of the world, Cluster analysis, User portrait, Tourism consumption behavior, Tourism motivation

1. Introduction

In 2018, the authoritative research institution of the world theme park, American Theme Entertainment Association (TEA) released a report named *2017 Global Theme Park Report and Museum Report*, in which it predicted that China would become the world's largest theme park market by 2020. Although the global tourism market suffered a severe impact due to COVID-19 in 2020, with the gradual stabilization of the situation in China, the domestic tourism market regains vitality in the second half of 2020, and the one-stop tourism service provided by theme parks is highly favored by Chinese people. Shenzhen Window of the World which runs for almost 30 years, has no advantage in the competition with the emerging theme parks due to many factors such as equipment and ornamental quality. Therefore, Window of the World needs to understand the needs of customers, improve the service level and customer experience according to customer needs, achieve precision marketing, enhance satisfaction and loyalty, and thus increase market share.

2. Definition of Related Concepts

2.1 User Portrait

User portrait, also known as user role, derives from the concept of software product design and emphasizes the human-centered design principles. With the advent of the era of big data, user portrait has gradually expanded to marketing, social media and other fields [1]. Although the definition of user portrait in academic circles is not all the same, there are several points of view as follows. One is based on actual user data, and it deals with the impression of a group rather than an individual [2]. Second, the main purpose of user portrait is to meet the personalized needs of users.

In this study, the two characteristics of user portrait are also used to look for the portraits of well-classified tourist groups, and based on this, their needs are understood to better carry out precision marketing and improve relevant aspects to meet their personalized needs.

2.2 Tourism Motivation

Tourism motivation is the inner motive to promote people's tourism activities, which is closely related to tourism behavior. As tourism motivation is closely related to people's expectation and demand, tourism motivation is not explicit and complex. At present, due to the difference of attractions

and tourists themselves, there is no unified standard for the classification of tourism motivation.

The object of this study is Window of the World, so it utilized the research literature on the tourism motivation of theme parks and crowds, and obtains the types of tourism motivation needed for the study through sorting and analyzing. Zhao Hailong [3] conducted a questionnaire survey on Shanghai Disneyland and Fangte Theme Park in Wuhu, analyzed the data, concluded that the tourists' motivation for traveling included knowledge seeking, relaxation, novelty seeking, family affection, social interaction and attraction of the scenic spot. Chen Aini [4], through a field survey of Hangzhou park, believes that tourism motivation mainly includes psychological motivation, practical development motivation, revisit motivation, service attraction and product attraction. She uses the "Push-pull" theory to categorize these five motivations. In terms of cultural ornamental scenic spots, Huang Yan [5] sorted out relevant literature and concluded that the main motivations influencing cultural creative industrial parks include five kinds: artistic aesthetic motivation, exploration and learning motivation, relaxation motivation, emotional communication motivation, show off and curiosity motivation. Through cluster analysis, he found that different groups of people have different tourism motivations. Based on the analysis of references related to tourism motivation and the current situation of Window of the World, five tourism motivations of Window of the World can be concluded: play and visit motivation, learning and development motivation, leisure and entertainment motivation, emotional communication motivation, sharing and exploration motivation.

3. Model Building and Variable Setting

3.1 Model Building

The research model of tourists' motivation behavior in Window of the World consists of four parts, the stage of generation of tourism motivation, the stage of tourism decision-making, the stage of tourism purchase and the stage of tourism evaluation. Tourism evaluation stage is the last stage, but it does not mean that the whole tourism activity has come to an end, but it means that the evaluation result and the accompanying satisfaction level will directly affect the next tourism activity, and the second generation of tourists' tourism motivation. In other words, the four stages form a dynamic cycle. The tourism motivation constitutes the independent variable, and the consumption behavior characteristics of tourists from Window of the World constitute the dependent variable.
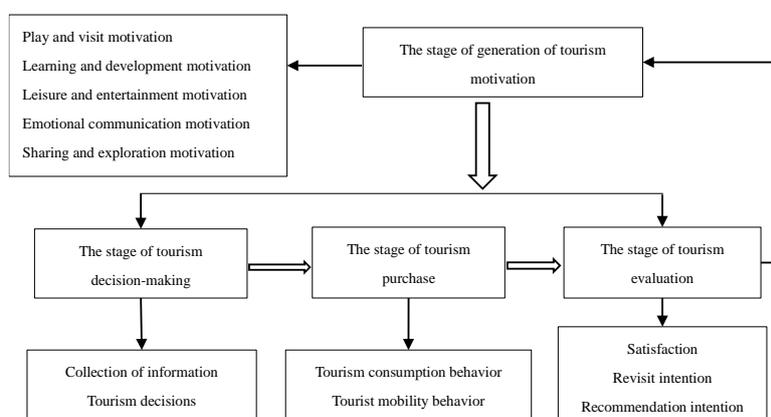

Fig.1 The Research Model of tourists' Motivation Behavior in Window of the World

3.2 Variable Setting

3.2.1 Variable of Tourism Motivation

Tourists' motivation is the primary condition for them to carry out all kinds of tourism activities. Only with the generation of tourism motivation can decide whether tourists to travel or not [6]. According to the foreign scholars' studies of tourism market segmentation, and integrating the results that the domestic scholars have already researched, this study summarized the principal tourist motives of the visitors to the Windows of the World into five parts, play and visit motivation, learning and development motivation, leisure and entertainment motivation, emotional communication motivation, sharing and exploration motivation.

3.2.2 The Characteristic Variables of Tourism Consumption Behavior

Tourism consumption behavior refers to the whole behavioral performance and psychological characteristics of tourists in the whole tourism activity, covering the whole process of behavioral performance from generation of tourism motivation, tourism information search, choice based on information, tourism decision-making behavior, tourism purchase behavior, to the evaluation after the end of tourism activity. At the same time, combined with the target and purpose of this study, the characteristics of tourism consumption behavior of tourists in the Window of the World mainly focus on the purchase process of tourism, the process of tourists selecting, purchasing and using tourism products or services to meet their own tourism needs. Combined with previous studies on the characteristics of tourism consumption behavior, this study divides the characteristics of tourists' consumption behavior in the Window of the World into three parts, which are tourism decision-making behavior, tourism purchase behavior and tourism evaluation behavior.

4. Basic Situation

The survey adopts the form of questionnaire survey. The subjects of the survey are tourists in Window of the World. The contents of the survey include tourists' travel motives, tourism decision-making, travel frequency, consumption amount, consumption structure, tourists' satisfaction with various items of Window of the World, overall satisfaction with Window of the World, willingness to revisit and recommend, basic information of tourists, etc. the research conducted a sample survey in Window of the World. A total of 276 questionnaires were distributed and 260 were returned with 85.8% effective rate (223 valid and 37 invalid questionnaires). Since the formal questionnaire has 53 variable items, it meets the statistical requirement that the number of valid questionnaires is 3-5 times the number of questions.

5. Data Processing and Analysis

5.1 Reliability and Validity Analysis

The research mainly uses spss 19.0 for relevant data analysis. The statistical results show that the Alpha value of the 19 motivation factors of the tourist motivation of the Window of the World is 0.948, which is close to 1. The scale has high internal consistency. See Table 1 for details.

Table 1 Reliability Analysis of the Window of the World Tourist Motivation Scale

Dimension	Kronbach Alpha	Number of Questionnaire items
Play and visit	0.753	4
Learning and development	0.752	4
Leisure and entertainment	0.73	4
Emotional communication	0.727	4
Sharing and exploration	0.607	3
Channel attraction	0.802	5
Product/service satisfaction	0.904	10
Overall scale	0.948	37

5.2 Cluster Analysis

Cluster analysis is an analysis process that groups a collection of data objects into multiple classes composed of similar objects. In Table 2, the SPSS 19.0 divides the tourists into 3 categories.

The first type of tourists mainly based on the motivation of playing and visiting and the motivation of learning and development. Combining the characteristics of the two motivations, this group of people is named the type of learning and fun. The second group of tourists' travel motivation is related to emotional communication and sharing and exploration and the correlation with the emotional communication motivation is far greater than the sharing and communication motivation, therefore this group of people is named as the emotional communication type. The third group of people are associated with leisure and entertainment motives, but not relevant with other motives. However, since the value of leisure and entertainment motivation is also small and the correlation is not strong, it is

named as casual play type.

Table 2 Clustering Results of Motivation Factors

Motivation factors	Learning and fun type	Emotional communication type	Casual play type
Play and visit motivation	1.90632	-3.2739	-2.92856
Learning and development motivation	1.98043	-3.42293	-3.42293
Leisure and entertainment motivation	1.60731	-4.12577	0.07849
Emotional communication motivation	1.76151	0.73485	-3.02955
Sharing and exploration	1.65561	0.18201	-0.80039
Number of samples	94	40	89
Proportion	42.15	17.94	39.91

6. Analysis of Marketing Strategies

6.1 Strengthen the Construction and Maintenance of Core Attractions

The motivation of playing of the learning and fun type tourists are relatively clear. They mainly come to Window of the World for the purpose of playing, viewing and learning. Combined with the satisfaction of such tourists with the various items of Window of the World, it can be seen that the experience of tourists is very good. To a large extent, it is influenced by core attractions such as miniature landscapes, experience projects and performing arts performances. However, the landscape of Window of the World has been constructed for a long time, and some miniature buildings are perished with fading color and the surface that peeling off, which has seriously influenced the viewing experience of tourists. In this regard, Window of the World should pay attention to the maintenance of these miniature buildings and repair some seriously perished buildings.

6.2 Set Discounted Ticket for Multiple People Traveling Together

Most of emotional communication tourists travel in holidays and weekends, and the time is relatively stable. According to the travel motivation of emotional communication tourists, it can be inferred that this is affected by the available time of travelers. It is recommended to launch multi-traveler discount tickets inn weekends or holidays. Supplemented by preferential activities for other services in Window of the World, it encourages emotional communication type people to travel together, and promotes the growth of related consumption such as catering and amusement in Window of the World.

6.3 Improve the Service Quality of Scenic Spots and Expand the Margin of Service Content

The loyalty of casual play tourists belongs to the relatively average level among the three types of people, indicating that this type of people are potential loyal tourists that can be developed in the scenic spot. The marketing strategy for this type of tourists is mainly to make traveler feel that it is worth the fare and the value for money through simple and practical quality services and marginal content. Based on the current most popular user emotional marketing strategies, scenic spots should set up more tickets for one-time experience activities or getting small gifts or snacks. For example, visitors can receive an electronic bracelet after entering the park, and Window of the World should set up a number of special experience points in the park (the number is greater than the number of times visitors can experience) so that visitors can experience the service for free by swiping the wristband in the park. When the service usage runs out, traveler should pay for it.

7. Conclusion

The research conducted a survey on the tourists of the Chinese traditional theme park Shenzhen Window of the World, portrayed their user portraits, and gives corresponding recommendations on marketing strategy based on the characteristics of different types of tourists. At present, there are a large

number of domestic theme parks, and most of them have their own distinctive characteristics. Nowadays, when people's entertainment needs are constantly evolving and changing, a better understanding of the specific characteristics of users is important to retain tourists. In the process of understanding tourists, we need to further understand some of the advantages and problems of the scenic spot itself, make better use of their own advantages and improve related problems to promote the long-term development of a theme park.

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