

Discussion on Cultural Marketing of Huanggang Tourism Industry

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Abstract: With the improvement of people's income, consumers in the material level has been a great satisfaction after the continuous focus on the spirit of the level of demand, which makes our tourism industry began to explore the attractions behind the spiritual and cultural connotation, is committed to creating the characteristics of cultural tourism Brand. This paper mainly summarizes the basic situation of Huanggang 's implementation of cultural marketing, analyzes the problems existing in the implementation of cultural marketing in Huanggang, and puts forward some suggestions on the implementation of cultural marketing in Huanggang tourism.

Keywords: Huanggang, Tourism culture, Marketing, Discussion

1. THE BASIC STATUS OF HUANGGANG TOURISM INDUSTRY CULTURAL MARKETING

Huanggang City has a lot of cultural resources, has now launched a "celebrity culture", "red culture", "green culture", "Zen culture", "Dabie Mountain culture" and "Dongpo culture" and so on. Cultural resources are relatively large, and most of the distribution is more fragmented. Because the dispersion of resources will lead directly to the decline in competitiveness, so the current Huanggang City Tourism Bureau to these cultural resources for effective integration, focusing on a "leading culture" to more than a coordinated development. For a long time, Huanggang City, are very focused on the red cultural tourism resources, has always been committed to creating a "red culture"[1], celebrity culture, green culture, Zen culture, supplemented by the brand image. Huanggang City has developed a cultural resource at this stage has shown a "flourishing" phenomenon, giving the cultural connotation of the attractions more mixed.

2. THE PROBLEMS OF HUANGGANG TOURISM CULTURE MARKETING

(1) It does not focus on the depth mining of development behind the attractions.

In view of the red spots, we should strive to strengthen the revolutionary old areas of cultural construction and spiritual sublimation, from the perspective of these revolutionary feelings, closely linked to "thousands of leaps and bounds, the hometown of the general" theme, propaganda and carry forward the old revolutionary character of the Red Army spirit, And can be close to the nature of the

tourist attractions together to develop cooperation, to create a red revolutionary culture on the characteristics of tourist routes, highlighting the red culture[2].

(2) Tourist attractions brand image is not clear enough

Huanggang has a unique geographical advantage, the ecological landscape resources are quite rich, mainly based on the Dabie Mountain area, we can combine this natural advantage, our "green" area to create a leisure resort, combined with the current problems and young people the point of view, you can create a "natural oxygen bar" theme leisure culture tourism.

(3) The external environment of Huanggang tourism development is poor.

Huanggang City, the main tourist resources is mainly in the Dabie Mountains, so relatively speaking, I think the first objective problem is the tourist area traffic is more inconvenient, the economy is more backward; the second problem is the local residents of cultural awareness of tourism is weak, The local tourism image will cause a certain impact.

3. DEVELOPMENT COUNTERMEASURES FOR HUANGGANG TOURISM CULTURAL MARKETING

(1) Depth excavation of Huanggang local history and culture and spiritual culture

Huang Gang as a presence of thousands of years of the ancient city, its cultural power is strong. This ancient city not only in education, military, political training of many negative talent, but also diet, opera to the world left a deep impression. Dongpo meat, Huang Mei Opera in the country are a certain degree of visibility, we can use these tags to launch Huanggang's tourism industry. Dabie Mountain green ecological tourism resources, Hong'an County, the red cultural tourism resources, there are four ancestral temple and other ancient cultural resources. Only to create a distinctive background culture to packaging these "three-color" tourism resources, so that consumers to the tourist attractions can really feel the scenery behind the cultural shock brought to be considered to be a certain success.

(2) Improve the economic strength of scenic spots

Huanggang tourism development of cultural marketing is the need for a lot of money as a support, so to a certain extent, need to attract business investment to obtain financial support. Cultural marketing can greatly increase the added value of

tourism products, such as the cultural spirit of this belong to the intangible assets, but it brings the economic return is indeed immeasurable, the development of cultural marketing need to spend a lot of manpower and resources to dig The historical background of the local humanities and the broad spiritual culture it covers. Huanggang tourism resources to be cultural packaging, to create a tourism brand belonging to Huanggang, enhance the tourism brand image.

(3) Carry out the promotion of Huanggang tourism culture with the Internet tools

Huanggang's tourism industry in China's tourism industry is not particularly prominent, there are many similar cultural attractions, so the implementation of cultural tourism marketing strategy Huanggang not only pay attention to the cultural spirit of innovation, but also should pay attention to Huanggang tourist attractions publicity and promotion, for example: we can now use the young people like to visit microblogging, know and other software, to find a higher degree of cooperation bloggers to carry out the characteristics of Huanggang cultural tourism as the theme of the promotion of soft paper, or create creative publicity Promote video.

(4) Create a representative of Huanggang tourism culture of peripheral products

Huanggang tourism industry has to create a logo in line with local characteristics and the logo will be applied to the corresponding peripheral products up. So that visitors can see these products or signs can immediately think of Huanggang this tourist city and its cultural connotation behind. So the surrounding product is also the development of Huanggang development of cultural marketing strategy is an indispensable link.

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