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Research on the Cross-cultural Marketing Strategy of China's Tourism Enterprises^{*}

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Abstract

Subprime mortgage crisis made the world's tourism industry suffer a heavy blow. How to recover from the subprime mortgage crisis is an important issue for China's tourism enterprises to be considered. Cultural factors have great influence on tourism businesses entering the international market, so how to succeed in cross-cultural marketing is the key to China's tourism enterprises. This article focuses on cross-cultural attributes of tourism, the meaning and impact of cross-cultural marketing, the motives and advantages of cross-cultural marketing and points out the problems, such as communication barriers and cultural conflicts and so on. For the problems, we give the corresponding cross-cultural marketing strategies. In cross-cultural marketing, tourism enterprises in China should address the different geographical culture differences; focus on cultural adaptation; establish an open, inclusive corporate culture; implement diverse cultural mix of marketing so as to expand the development space for China's tourism industry.

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Keyword : Tourism enterprises; cross-cultural marketing; marketing strategy

1. Introduction

Subprime mortgage crisis made the world's tourism industry suffer a heavy blow. China's tourism industry as the major third industry is no exception. After the subprime mortgage crisis, world's economies are in recovery, China's tourism enterprises are also urgently seeking the ways to get back to the status of the tourism industry. With global economic integration, people among countries contact more and more frequently, but the cultures of the countries will not suddenly disappear because of the

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frequent contact. So cross-cultural marketing strategies are the key to China's tourism enterprises succeed in the international competition.

2. Tourism'S Cultural Attributes

As a cultural phenomenon, tourism and culture are closely linked. Culture brings people bound together and make this group has a unique identifying characteristics. In the community's communication and interaction, members of the society in different countries will have different cultural trends and expectations, values, social norms and ways of life, the cultural differences make people owning different cultural backgrounds hard to mutual understand and recognize. The different regional cultures decide the tourism activities must be cross-cultural tourism activities. In the tourism environment, cultural differences of members coming from different social will undoubtedly have a direct impact on their social interactions. Therefore, fully understanding the tourism cross-cultural properties are the inevitable requirement of the rapid development of tourism.

2.1 The Tourists' Cross-cultural Background

That the tourists pursue new culture is the important reason that tourism industry has a "cross-cultural" property. After a high degree of material civilization, mankind is in the pursuit of spiritual satisfaction. Going out of the border to experience the atmosphere of other cultures becomes an inevitable trend, so international tourism has cross-cultural nature is beyond doubt. Cultural difference between international tourists and destination is an important factor to attract tourists and it is also one of the most important aspects to successfully develop international tourism.

2.2 The Cross-cultural Property of Tourism Management and Marketing

Both inbound and outbound tourism are all crossed the borders to experience exotic culture. The publicity, promotion and product marketing in this process all have international properties. They need to coordinate with the inside and outside travel agencies. A successful international tourism is a positive and effective cross-cultural social interaction among the tourists and the host country and it needs to rely on deep understanding of the cultural background of our visitors who are the marketing objects.

2.3 Requirements of Employees' Cross-cultural Awareness and Communication Capabilities

Currently, China's tourism industry is booming, it goes the pace to align with international tourism industry. There is an urgent need for China's tourism professionals developing cross cultural awareness to meet the requirements of the tourism industry's cross-cultural development. International tourism is an important window for the Sino-Foreign Communication. For international tourists, tour guides and translators play the most important roles in the tourism cross-cultural communication, they have the most opportunities to communicate with visitors and influence the whole process of cross-cultural tourism, which makes international tourism practitioners face the challenge. The challenge for international tourism practitioners is how to understand and appreciate cultural differences and how to translate this kind of understanding into effective communication and interaction. At the same time, in the process of the international tourism development, senior management of having cross-cultural awareness and technical personnel are also needed. They should do the researches on the development laws of international tourism market in order to provide the right decisions for the cross-country development of the tourism enterprises. Therefore, training cross-cultural awareness and communication skills of the

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