

2012 2nd International Conference on Mechanical, Industrial, and Manufacturing
Engineering

Research on Tourist Attractions Performance Promoting Method Based on the SWOT Analysis Method

Qiufen Zhang^{a*}

^aDepartment of Management, North China Institute of Science and Technology, 101601, Beijing, China

Abstract

In recent years, China has increased its support in the traditional cultural industries while governments at all levels generally begin to attach importance to local tourism and cultural resources, and make full use of existing resources to develop mining and take all kinds of effective measures to promote tourist attractions in order to have best performance and show charm. In this paper, through research-based SWOT analysis, qualitative analysis and quantitative analysis of the performance of the tourist attractions in China's tourism resources, we make analysis and research, and it can be drawn that the internal factors affect the performance development of the tourist attractions score of 0.65 points external factors of 0.35, can be seen in the performance of the development process to promote tourist attractions; the key is the development and management of the tourist attractions of the internal factors. On the premise of giving full play to the advantage of the attractions, we overcome the drawbacks, grasp the development opportunities in order to create the brand strategy of the scenic spots, and give full play to the tourist attractions of its own advantages.

© 2012 Published by Elsevier B.V. Open access under [CC BY-NC-ND license](#).

Selection and peer review under responsibility of Information Engineering Research Institute

Keywords: Tourism management; Tourist attractions; SWOT analysis; Brand strategy

* Corresponding author.

E-mail address: zhang_qiufen@126.com.

1. Introduction

Since the reform and opening up, China's continuous economic development and prosperity, along with the globalization of the international economy, China's tourism industry has ushered in the development space, and there is a huge room for development and development potential. In particular, the state has increased in recent years in support of the traditional cultural industries while governments at all levels generally begin to attach importance to local tourism and cultural resources, and make full use of existing resources to develop mining, and take all kinds of effective measures to promote tourist attractions to show charm. Tourism is the sum of the non-resident to seek the pleasant feeling of spiritual travel and during the tour all relations and phenomena[1]. In order to build our brand, tourism industry must be based on performance and development of existing tourist attractions in China, give full play to the tourist attractions on their own strengths, weaknesses, and at the same time to seize the international economic development trends, seize opportunities. Personalized marketing refers to the satisfaction of the concern of the people and the demand on the central location of the release of individuality and personality, with the market, gradually establish a new relationship, know the market trends and customer needs, as far as possible according to the requirements of production customers to meet customers' needs and tastes to meet the individual needs of consumers[2].

Coastal tourism research scholars also focus on the characteristics of the analysis of the sustainable development of coastal tourism product development, coastal tourism, marine tourism, culture, island tourism development in these areas. China's tourism resources have its own advantages, so we must intensify efforts to develop and fully tap the tourist attractions of its own performance.

In this paper, through research-based SWOT analysis, qualitative analysis and quantitative analysis of the performance of the tourist attractions in China's tourism resources, analysis and research, it can be drawn that the internal factors affect the performance development of the tourist attractions score of 0.65 points external factors of 0.35, can be seen in the performance of the development process to promote tourist attractions, and the key is the development and management of the tourist attractions of the internal factors[3-5]. On the premise of giving full play to the advantage of the attractions to overcome the drawbacks, and grasp the development opportunities in order to create the brand strategy of the scenic spots, and give full play to the tourist attractions of its own advantages.

2. Our local economy profiles

Our local economy with the performance characteristics of uneven, due to China's vast territory and abundant resources and some parts of the economy is mainly limited by the local traffic environment, geographic location, etc. In view of this, it can not be generalized to hold an optimistic attitude towards the local economy with the distribution according to the actual trends and distribution of tourism resources. Table 1 below is the major economic indicators for the local economy[6].

Table 1. Major economic indicators for the local economy

main indicators	local economic zone	the proportion of the national economy %
Area /km ²	5.65×10 ⁴	38.72
The total population /person	1779.60×10 ⁴	41.91
Local GDP /yuan	6948.85×10 ⁸	52.74
Value of export /dollar	323.35×10 ⁸	72.57
Per capita GDP /yuan	3.45×10 ⁸	33.75

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات