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Development and Design of Tourism Destination Marketing System

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Abstract: The 21st century is the age of rapid development the information industry. As one of important pillar industries of national economy in the future, tourism industry must adapt to the information wave. From the view of development and construction of the system, this study attempts to develop and design the Tourism Destination Marketing System (TDMS), focusing on systematic service analysis and structure design. The results can provide the reference information for building a destination marketing system.

Key words: Tourism destination marketing system, information technology, development and design

INTRODUCTION

Tourism Destination Marketing System (TDMS) is an integrated application system which takes an open architecture, Internet as the based platform and web site as one of the major portals, integrates tourism information service, online travel marketing, Internet commerce and tourism management and supports cross-media promotion, combined with database, multimedia and network marketing technology (Wu, 2006).

The construction of TDMS will provide the important support for the tourism sustained development and enhance the marketing level of tourism destination (MCNTA, 2001). The tourism department can improve the management efficiency with the aid of TDMS, accurately understand the demand of enterprises and tourists and reasonably allocate tourism resources. The tourism enterprises can know the tourists' demand and design and develop the better tourism products to attract tourists through TDMS. By means of TDMS, the tourists can satisfy own experiences on gaining information, online consumption and virtual tourism and can provide market information feedback as well. Therefore, it is necessary to develop and design TDMS from the economic angle or applied angle.

SERVICE ANALYSIS OF TOURISM DESTINATION MARKETING SYSTEM

Tourism Destination Marketing System (TDMS) is an open platform which may add the specific service application sub-system according to the different demand in the future. Marketing, management and communication are three main services in TDMS (Wang, 2009).

ANALYSIS OF MARKETING SERVICE

Tourism department marketing: The operation pattern of TDMS is the government leading, the local tourism bureau is the manager to organize and coordinate TDMS. TDMS will provide the local tourism bureau with some functional modules, such as the publishing and management on administrative information, tourism news, tourism festivals, the videos, three dimensional natural scenery, the wallpapers, the greeting cards, the articles and the pictures and management system of the website automatically changing skins, the subscription of traveling electron magazines and maps, the advertisements, E-mail, information searching, destination content, link popularity, scheduled center, online payment and so on. Moreover, TDMS will come into contact with the national tourism marketing platform, integrate information resources with other regions and establish the destination marketing resources databases. The government will become the leader of the destination propaganda through more comprehensive, accurate, highly effective, diversified, low-cost, without boundary and humanized publicity (Wu *et al.*, 2009).

Tourism enterprise marketing: The tourism enterprise is the participant of the destination marketing. TDMS will provide tourism enterprise with some functional modules, such as specialized network marketing consultation, the publishing and management on registration information, dynamic news, enterprise cards, sales promotion, investment projects, new products, business, scheduled center, the videos, three dimensional natural scenery, the greeting cards, tourism electron maps and yellow pages exhibition and management system of marketing

electron magazines subscription, advertisements E-mail, information searching, online payment and so on. When tourism enterprise's TDMS joins the national marketing platform, tourism enterprise can carry out the marketing in the information-based platform built by the government to increase the economic benefit. The enterprise's TDMS can promote the operation capacity by tracking the consumer's records, establishing the marketing databases of consumers, examining and analyzing marketing effect, providing the product preorder for the enterprise, reconciling commercial transaction and so on.

Tourism media marketing: The tourism media is propagandist and participant of the destination marketing. TDMS can provide the media with the information publishing and management system and the resource sharing system. The tourism media can directly extract the destination's information of video clip, pictures and advertisements from the updated database which may not only timely publicize tourism destination but also play the role in supervising the tourism enterprises and convenience government manage.

Tourism consumer's service: The tourism consumer is the participant and purchaser of destination marketing. TDMS will provide the consumer with the community management system, the travel planning system, the information consultant system, the order management system and so on. TDMS can help the consumer to grasp tourism information with thorough understanding, record the consumption feeling and arrange the journey plan, so that achieve the goal of interactive marketing.

ANALYSIS OF MANAGEMENT SERVICE

Tourism department management: The tourism department management service should provide tourism bureau with the internal management system, the customer relationship management system and the DMS operation management system based on the organization structure of local tourism bureau which can help them to realize the resources integration compared with traditional pattern. The each sector and personnel of tourism bureau can together participate in the destination marketing according to subdividing jurisdiction.

The internal management system of tourism bureau can sustain the automotive circulation of daily information and realize online communication between higher and lower tourism sector, tourism administrative department and the enterprises and the media. The customer relationship management system can help to collect tourist's feedback information, improve the government's

service, optimize the relations among various stakeholders and ensure the customer satisfaction which further promote the image of the destination.

Tourism enterprise management: The tourism enterprise management service is consisted of the internal management system (the leadership inquiry system, information circulation system and internal jurisdiction management system), the customer relationship management system, the talented person management system, the administrative management connection (document sending system, document receiving system and tourism complaint system). It can help to subdivide jurisdiction for the enterprise, timely exchange information between the upper and lower sectors, communicate online and transact product with the colleagues, the consumers and the medias communication and achieve the resource sharing by record and management all resources of the enterprise. It also can fully dig up the potential customers and provide individuation service to meet different customers' demands. Simultaneously, it can provide the publishing and management of recruitment information to achieve the equilibrium of supply and demand of tourism talents.

Tourism media management: The media management can provide the customer relationship management and information management system for tourism media, help the media to effective gain and manage news information and conveniently manage own customer.

Consumer management: The consumer management can provide tourists with individual log-on message management system, individual tourism resources management system, individual customer relationship management system and individual travel tool management system which can help the tourists to record and manage own personal material, such as writing, picture, video and so on. It also can order manage friend's information and search travel materials. Furthermore, it can provide the commercial reservation, record the order processing and conserve former consumption record.

ANALYSIS OF COMMUNICATION SERVICE

The communication service can provide the immediate communications system, the information multi-send system and the station mail system for Tourism Bureau, tourism enterprises and the consumers. It also can provide the tourists with wallpaper downloading, the online investigation and analysis system, the tourism club

system and online complaint system, enable the tourists to acquire rich service experience, help various stakeholders to reduce the exchange cost and effectively and immediately transmit information (Mwaura *et al.*, 2013).

DEMAND ANALYSIS OF TOURISM DESTINATION MARKETING SYSTEM

Data demand analysis: Tourism Destination Marketing System (TDMS) should satisfy the data demands of four levels in the whole, including network communication, the basic information processing, business processing and the public services. The network communication mainly depends upon the hardware platform (including system software) to realize the information communication service and all business processing. The basic information processing mainly includes the construction of the core database and the core technologies engine and the former comprises the tourism resources database, the tourism statistics database, the tourism product database and the tourism service database. Specifically speaking, the data demand of TDMS can be generalized as follows: The office affair, the business management, the policy-making inquiry and data retrieval (Soteriades, 2012).

User demand analysis: The target clients of TDMS mainly comprise the tourism department (mainly refer to local tourism bureau), the tourism enterprise (mainly refer to travel agency, hotel, scenic area and so on) and the tourists. The tourism department sub-system of TDMS mainly provides service for the local tourism bureau, by managing the profession information and the related policy document. It not only manages the tourism enterprises and the scenic sites, but also serves the tourists. As the provider of tourism product, the most urgent demand of tourism enterprises and the scenic sites for TDMS is the marketing, besides enterprise internal management and good communication with government. The system can provide the platform for the tourism department, the tourism enterprise and the tourists to manage, develop and participate tourism marketing. For the consumer, the tourist management sub-system can satisfy the demand of individual information management and tourism information inquiry.

STRUCTURE DESIGN OF TOURISM DESTINATION MARKETING SYSTEM

Logic hierarchical structure: Tourism Destination Marketing System (TDMS) carries out the propaganda

marketing of the destination by using the operation pattern of ASP, relying on the database and showing through the Internet interface. This system is established according to below logic hierarchical structure: (1) Marketing level. It mainly supports each kind of marketing activity based on the information method, (2) Performance level. It mainly includes the concrete performance interface, such as the web page, the electronic magazine, the touch screen, the mobile phone, the television and so on, (3) Systematic level. It mainly is consisted of various functions subsystem based on the data level, including information management, communication, electronic commerce, network marketing, (4) Data level. It mainly includes all kinds of databases and provides the formidable data support for the system operation, (5) Interface level. It mainly includes the connection between tourism bureau and tourism enterprise, the financial connection of online payment and the information source connection of third party, such as the airline company, weather bureau and so on and (6) Support service. It provides the security certificate, the rights management, the membership management, the monitoring of business status and system status and so on.

Software system structure: From a software perspective, tourism destination marketing system should include the following contents: (1) Internal subsystem of tourism which including tourism product aided design system, the profession management system, the tourism resources investigation system, office automation system and so on. The profession management system mainly provides the service for the tourism department, including the hotel management and evaluation system, the travel agency management system, the scenic area (spot) management system, the tour guide management system, tourism evaluation system and investment plan management system, (2) Information publishing platform of tourism system which comprising the tourism profession statistical system, the holiday forecast system, the profession service system and investment management system. The profession service system mainly includes the tourism forecast system, the tourism complaint processing system, the tourism resources searching system and so on, (3) Public services subsystem which is consisted of tourist service system, the enterprise product aided design system, the enterprise resources plan and service system. The tourist service system can provide the platform for the electronic commerce transaction between the tourist and enterprise, with the aid of individual package tour system, the virtual tourism demonstration system, the reservation service system,

this system has provided the platform for the tourist and enterprise to develop electronic commerce transaction and (4) Publishing platform of the public information which including the DMS website, the multimedia touch screen system, the bank's integrative platform, the tourism broad band platform, the tourism electron call center and so on (Wang, 2009).

CONCLUSION

In the recent years, with the development of market economy and the construction of "China outstanding tourist city" by National Tourism Administration, the subjective consciousness of the destination has been strengthened. Determining and selecting the suitable Tourism Destination Marketing System (TDMS) has been one of competition strategies for the planner and manager. A perfect TDMS can simultaneously share the marketing achievement among the tourism management sectors, tourism enterprises and the tourists. On the basis of the construction goal of TDMS, the paper detailed analyzed the system service and the system requirements and design TDMS aiming at the structure level. TDMS can fully integrate the tour information database of the destination, the comprehensive propaganda marketing channel and the tourism electronic government affairs in tourism destination marketing system and realize multiple functions between the government administrative departments and profession participants, such as transmission information, online interaction, business processing and so on.

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