

TOURISM PROMOTIONAL ACTIVITIES OF WUZHISHAN IN HAINAN PROVINCE, CHINA

Zhang Lu Yu¹⁾, Supot Rattanapun²⁾

Rajamangala University of Technology Krungthep, Thailand^{1,2)}

E-mail: 276597672@qq.com

Abstract: After 30 years of reform and development, Wuzhishan has become a major tourist city in Hainan. This article focused on tourism promotion modes advocated by the government of tourism administration has become a basic mode in developing Wuzhishan's tourism market sales. This research used theoretical and practical analysis of the government's tourism promotion modes. The current situation and features of tourism promotion by the Wuzhishan government were explored. To improve Wuzhishan's image and competitiveness, the government uses advertising, TV, newspapers, magazines, outdoor media, leaflets, etc. The government's tourism promotion timetable. Furthermore, Wuzhishan city tourism promotion happens in annual, seasonal, and monthly time & order distribution. The government's tourism strategy and measures. Moreover, Wuzhishan is Hainan's core ecological zone, which is an advantage. Protecting the local environment is essential for high-quality and leap-frog development. Therefore, it should be the country's top priority and not be delegated. In addition, the protection of scenic spots' original looks, the establishment of a long-term Gross Domestic Product (GDP) management mechanism, accelerated formulation and implementation of a tourism promotion plan, strengthening tourism promotion coordination, expanding government tourism promotion channels, and improved government tourism promotion.

Keywords: *Tourism industry, Government promotion, Time distribution structure; influential factors*

1. Introduction

Climbing Wuzhi Mountain is a must for the trip to Hainan, which can be described as praise to Wuzhishan from the locals. The city enjoys a good name as Jade city in Hainan, located in the central and southern part, occupying an area of 1144 square km with a total population of 100600. The city's forest coverage amounts to 86.44%; the average temperature is 22.4°C centigrade with over Per square 50,000 negative oxygen ions, which can be said to be a natural oxygen bar. Wuzhishan tropical rainforest is one of the most well-preserved forests in the world and the gene bank richest in species. It is also the origin of many rivers on the island, the core ecological protection area, and the best summer resort. The city has won many honors, such as the Greenest city and national forestation advanced city. At present, there are 6 scenic spots in the city: among which there is one scenic spot of tropical rainforest at national level 3, 3 scenic spots focusing on the integration of sightseeing and drifting, namely Scenic Spot of Wuzhishan Protection Zone, Scenic Spot of Wuzhishan Grand Canyon

Drifting and Tourist Spot of Wuzhishan Red Canyon Drifting; There is one classic revolutionary tourist spot (Memorial Garden of Wuzhishan Revolutionary Base); two exhibition halls are focusing on the promotion of local li & Miao ethnic groups namely Hainan Museum of Nationalities and Li Cultural Park of Wuzhishan.

In addition, Tourism promotion refers to the tourism enterprises to the target tourists pass through various media information about tourism enterprises and tourism products, know the benefits of tourism products can help tourists, attract the attention of tourists, understanding, and interest, stimulate the demand of tourists, affect the purchase behavior of tourists, to achieve the purpose of promoting tourism product sales. Therefore, the action of tourism enterprises to promote tourists' consumption and desire for tourism products is tourism promotion. Thus, government tourism promotion activities organize government tourism promotion.

2. Literature Review

2.1. The Concepts from what Perspective

China has adopted a tourism development strategy oriented by the government, and the tourism industry also faced a new research topic in constructing a tourism management system. In recent years, the government's-oriented promotion has gradually become a hot topic in the academic circle, and specific theoretical research results have been achieved. However, foreign scholars' government-oriented tourism promotional sales research mainly focuses on the image of tourist destinations, government roles, and promotional tools.

For example, Waitt (1996) thoroughly explored the government's roles in promoting sales based on a detailed analysis of the promotion strategy and measures taken by the South Korean government's massive campaign to develop inbound tours. In addition, Fayos-Sola (1996) believed that with increasing market demand diversification, the government should constantly adjust its tourism promotion policy to enhance its effectiveness and influence. Hanna (1997) expounded on the feasibility of the government's reliance on the new model networking channel to promote tourism from the angle of networking's constant maturity and popularity. Doolin (2002) and Cano (1998) conducted an empirical study on the government's management of tourism promotion taking New Zealand and Australia as examples. Finally, Gibson (2004) expounded on the government's marketing capacity to promote and improve the image of tourist destinations taking Tamworth of Australia as an example. Domestic research on government tourism promotion mainly focuses on the following aspects:

- 1) Xiongbiao (2003) elaborated on the formation reasons, theoretical basis, and problems of the government's tourism promotion from the angle of macroscopic and history. Jianjun (2005) explored the theoretical basis and methods of assessment systems oriented by the government in tourism promotion. Linlin (2004) made an in-depth analysis of the tourist image and strategy-oriented by the government. Hong (2003) elaborated on the government's recommended tourist destination marketing plan and promotional strategies in a case study of Suzhou. In addition, Lufang (1991) expounded on the basis and points of tourist destination market choice.
- 2) Jinwen (1992) and Xiaoyan (1996) made analyzed long-standing mistakes and problems faced by the government while conducting Gross Domestic Product (GDP). Jian (1992) elaborated on the attention points in conducting (GDP). Hong (1992) expounded on the channels and developmental trends of the government. Luliang (1993) analyzed the present situation and improved suggestions for China's sightseeing year. Hualing (1994)

put forward some countermeasures for the promotion and development of tourism. State Tourism Administration (1989, 1991) introduced a series of tour newspapers and festival activities used as a medium of publicity. Jingcai (1991) and Zai San (1996) analyzed tourism advertisement's roles and developmental situation. Yiding (1991) expounded on the expansion of funding channels and sources of tourism promotion. Jiansheng (1987) thoroughly expounded on the developmental situation and perfecting strategies of China's film industry.

Tiehua (1990) analyzed promotional roles in developing non-sightseeing products in China, taking Shanghai as an example. Weiin (1999) studied the relationship between the functional framework and promotion functions of the State Tourism Administration from the perspective of administration management systematic dimension. Guming (2000) and Chaowu (2002) analyzed and studied the roles of the systematic image and organizing modes of the government's city tour image, taking such tourist cities as Beijing, Hong Kong, Dalian, and Hangzhou as examples. In addition, some other scholars focused on the relations of GDP between domestic and foreign tourism market promotions, taking Japan, Singapore, and Germany as foreign markets tourism destinations and Xian and Shenzhen as domestic tourist destinations.

This paper studied the status quo and characteristics of tourism promotion in the Wuzhishan City government. It explained that government tourism promotion is one of the fundamental ways to promote the development of the tourism industry, which not only filled in the blank of the Wuzhishan government tourism promotion theory but also enriched the theoretical research on the government tourism promotion and tourism industry. However, this paper has shortcomings, such as the lack of a spatial dimension of Wuzhishan City government tourism promotion to do a deep study.

2.2. What are the starting points

From the angle of research topic concentration and tendency, the discussion on the government's tourism promotion mainly focuses on the points of common concern both at home and abroad, which conforms with the real problems of a new round of development of tourism promotion advocated by the government. Regarding the definition of research contents, Experts mainly focus on the interrelations between governments' tourism promotion and local tourism marketing and development. In the application of research methods, the present research concentrates primarily on the fields of marketing and tourism. From the angle of the technological path, there is some deviation in terms of qualitative and quantitative research as well as the application of macroscopic and microscopic. The present study has been conducted from the visual and overall analysis on qualitative analysis; therefore, quantitative and microscopic research is urgently needed.

2.3. The Conceptual Framework

The author targeted the Wuzhishan city government's tourism promotion question, adopted the literature research and data analysis method, and proposed countermeasures suitable for the city's tourism promotion.

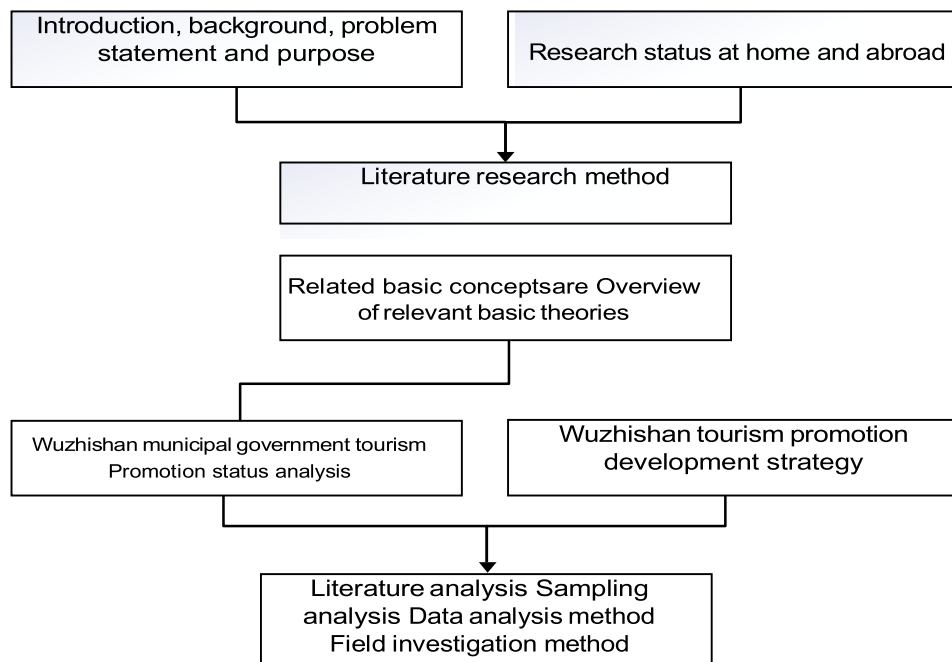


Figure 1. Wuzhishan City's Government tourism promotion

3. Research Methodology and Data Collection

3.1. Research Methodology

The Literature research method is one of the methods commonly used by Western and Chinese scholars, which provides an essential prerequisite for all research, including relevant knowledge and research method—using the literature and laying a fundamental theoretical and material basis for analysis. In addition, by collecting newspapers, accessing the website of the Wuzhishan municipal government and Wuzhishan tour official WeChat, and reading (A Guide to Wuzhishan Tour), the authors discovered that the tourism promotion of the city is not what it used to be. The last tour promotion was single, and the present promotion modes are colorful.

3.2. Data Collection

Two essential factors, such as time and space, have been generally included in GDP and are also influenced by the two factors. To learn about some variation tendencies in the quantity of the local government's tourism promotion, I made a memorable trip to the local tourism bureau to conduct my interview. Through coordination, using time as a dimension, and for analysis, I obtained some data from the bureau, which helped me to have a good grasp of the variation tendency of local GDP.

4. Results

4.1. Annual Distribution of Time & Order

From 2018 to 2021, continuous increment in the quantity of tourism promotion of the Wuzhishan government with a total amounting to 746 times. See table (1) below. Table1: 2018-2021 Wuzhishan Government Tourism Promotion Annual Time Series Distribution. Distribution of Time & Order of Wuzhishan Government's Tourism Promotion.

Year	2018	2019	2020	2021	Total
Times	200	253	38	255	746
Annual Increase Amount		53	-215	217	
Annual Increase Rate%		26.50	-84.98	571.05	

Data Source: From Internal Statistical Information of Wuzhishan Tourism Bureau.

The table indicates that in 2019, there was a more rapid increase in the amount of Wuzhishan tourism promotional activities in 2018. However, in 2020, because of the influence of the pandemic, the overall annual government tourism promotional activities only amounted 38 times. In 2021, the GDP returned to an average level as the local pandemic was controlled. This year, the provincial government adopted various supportive measures to restore tourism to the pre-pandemic situation in 2019, with slightly more promotions than in 2019.

4.2. Seasonal Distribution of Time & Order

Taking quarter as a unit, we can discover that the tendency of Wuzhishan tourism promotional activities is changeable. The season with the most promotional activities arranged by the government is autumn, with activities amounting to 82 times. On the other hand, the season with the minor activities is spring, with promotional activities amounting to 38 times, 2.15 times over the springtime. Table 2 Time and Order Distribution of Wuzhishan Government Promotional Quarter from 2018-2021.

Annual	Quarter	One		Two		Three		four	
		Times	Proportion	Times	Proportion	Times	Proportion	Times	Proportion
2018	200	42	21	55	27.50	62	31	41	20.50
2019	253	50	19.76	68	26.87	80	31.62	55	21.73
2020	38	38	1	0	0	0	0	0	0
2021	161	38	20.39	69	27.05	82	32.15	52	20.39
Total	746	182	24.39	192	25.73	224	30.02	148	19.83

Data Source: From Internal Statistical Information of Wuzhishan Tourism Bureau.

We can see from the table that there are some differences in the number of tourism promotional activities. Still, from 2018 to 2021, except for the influence of COVID-19 in 2020, there has been a tendency for an annual increase in GDP. The promotion times for the first quarter increased from 38 to 52 times. The promotion times for the second quarter increased from 55 to 69 times. The promotion times for the third quarter increased from 62 to 82 times. Finally, the promotion times for the fourth quarter increased from 41 to 52 times. If the table is analyzed year by year, we can see that the proportion for each quarter decreased,

but there was an overall approach. The ratio for the first and fourth quarters is close to 20%, the balance for the second quarter is about 27%, and the proportion for the third quarter accounts for 31%.

4.3. Monthly Time & Order Distribution

In the past 4 years, we have discovered that the month with the most promotional activities organized by the government is September, with the number of activities amounting to 55 times (Sept 2021), the least number of activities is February with just 7 times (Feb. 2018) The former is the 7.85 times over the latter. See the table below (3). Table3: Monthly Time Series Distribution of Tourism Promotions in Wuzhishan city from 2018 to 2021.

Annual	Frequency And Proportion (%)	Annual	Monthly											
			Jay	Feb	Mar	Apr	May	Jun	July	Aug	Set	Oct	Nov	Dec
2018	Times	200	25	7	10	30	10	15	16	11	35	19	15	7
	Proportion	100	12.5	3.5	5	15	5	7.5	8	5.5	17.5	9.5	7.5	3.5
2019	Times	253	32	9	9	40	12	16	18	10	52	22	19	14
	Proportion	100	12.64	3.5	3.5	15.81	4.7	6.3	7.1	3.9	20.55	8.69	7.5	5.53
2020	Times	38	28	10	0	0	0	0	0	0	0	0	0	0
	Proportion	100	73.68	26.31	0	0	0	0	0	0	0	0	0	0
2021	Times	255	30	10	12	42	13	14	15	12	55	23	20	12
	Proportion	100	11.76	3.92	4.7	16.47	5.09	5.49	5.8	4.7	21.56	9.01	7.84	4.7
Total	Times	746	115	36	31	112	35	45	49	33	142	64	54	33
	Proportion	100	15.41	4.8	4.1	15.0	4.69	6.0	6.56	4.42	19.08	8.57	7.23	4.42

Data Source: From Internal Statistical Information of Wuzhishan Tourism Bureau.

The above monthly variation data in the chart indicates, apart from the influence of COVID-19 since 2020, that the comparison between the years from 2018 to 2021, except for a few months, there was an upward tendency in the number of monthly tourism promotional activities. Distribution Features of Government's Tourism Promotion.

1) Annual Distribution Features of Time & Order

As seen from the distribution of time & order, firstly, despite the influence of the pandemic, the overall volume of GDP has been very high. In the three years named 2018, 2019, and 2021 except for the year 2020, There has been a continuous annual increase in GDP with 0.8 times increase over the past three years. Secondly, seen from the angle of annual increased quantity and rate, the rise in quantity in 2019 was 53% with a yearly increase rate of 26.50. After stagnation in 2020, the overall volume of GDP has been restored to the level of 2019 or even higher.

2) Distribution Features of Quarterly and Monthly Time & Order

As seen from the distribution of quarterly and monthly time and orders, the promotional times have continuously increased per quarter. However, the proportion of the quarterly promotional times has been the same, among which the third quarter accounted for a higher proportion rate. The vertical distribution of quarterly time & order perfectly complies with the annual time & order distribution. As seen from the issuance of monthly time & order, the promotional times have been continuously increased per month by a wide margin. Except for the year 2020, influenced by the pandemic, the proportion of monthly promotional times has been almost the same. As seen from the time & order distribution vertically or horizontally, the monthly time & order distribution has been the same as the quarterly time & order distribution. Still, there is a relatively low indication level of monthly time & order distribution, which shows that they are affected by common factors with a difference of influence.

Besides, the summer and winter holidays are the time to arrange mid- and long-term travel. Based on the family's consideration for their children, plus China's climate feature of the north temperate zone, many places have become tourist destinations during the summer holidays, which has naturally become the peak season for governments to promote tourism.

3) The periodic law of golden tour week corresponds to the climate factors.

The three golden tour weeks are May, October, and December. Therefore, the proportion of tourism promotion accounts for the first three places in the year's tourism promotion. Thus, the golden tour week and climate factors in September have made the promotional activities far ahead. The implementation of golden tour week has provided tourists with time assurance with the formation of the peak tourism season. The functional departments of the Wuzhishan municipal government conducted an extensive and highly intensified tour promotion one month before the peak season for tourism.

4) New products have been developed and significantly promoted.

Targeting the diversification of market needs, the Wuzhishan government has developed a series of tour products with the features of strong green ecology in the mountainous regions, such tours and cultural activities such as the Water Splashing Challenge Match, Auto Peak Hiking Match, San Yue San Festival, Early Spring Tea Picking have enhanced the reputation of Wuzhishan city. Fourthly, the public relations effect of the government's dealing with emergencies and crises significantly promoted the tourism industry in 2020. Because of the tourism industry's comprehensiveness, vulnerability, and volatility, it suffered a heavy blow in 2020 due to the COVID-19 pandemic. Although Chinese people nationwide united as one to fight the pandemic, the government's tourism promotional activities decreased significantly, almost up to zero. Within several months after the pandemic, the government conducted public relations extensively to revitalize the tourism industry.

In summary, the following conclusions can be drawn firstly, seen from three-time dimensions in terms of years, quarters, and months, the same time and order distribution of the government's tourism promotion can be seen vertically. Seen from the angle of quarters and months, the time & order distribution of the government's tourism promotion shows identical features horizontally. In addition, a greater dimension in time, a more remarkable feature in time and order. Secondly, tourism possesses vulnerability; it also has the powerful feature of fast revitalization with the government's strong promotion. The effective origin of

force from the government is its tourism promotion. On the other hand, after the covid-19 pandemic, China's tourism industry has been rapidly revitalized, which testifies that the Chinese government, especially the relevant tourism administrations, has strong rallying points and organizational abilities as well as experience in dealing with an emergency. What is more, During the new era of the new century, the reorientation of tourism by the Chinese government has added fuel to the government's tourism promotion, which will undoubtedly lead to the rapid increase of the Wuzhishan government's tourism promotion.

5. Conclusions

The author will put forward some suggestions for GDP based on previous studies: The Original Looks of Scenic Spots Should Be Protected to Make Tourists Enjoy the Real Tropical Forest Scene; Establishment of a Long-Term GDP Management Mechanism; Proper Speed-up Formulation & Implementation of Tourism Promotional Plan; Strengthen the Coordination Work of Tourism Promotion; Expanding Government's Tourism Promotional Channel; Enhancement of Government's Ability for Tourism Promotion.

References

- Fayos-Sola, E. (1996). Tourism Policy: A Midsummer Night's Dream? *Tourism Management*, 17(6), 405-412
- Hannah, J.R.P. (1997). Internet Tourism Promotion. *Tourism Management*, 18(7), 486-470
- Doolin, B. (2002). Evaluating the use of the web for Tourism Marketing: A Case study from New Zealand. *Tourism Management*, 23, 557-561
- Cano, V. (1998). Visit" www homepage through electronic "access" to get favorite opportunities and tourism promotion in Scotland. *Tourism Management*, 19 (1), 67-73
- Gibson, C., & Tamworth. (2004). Australia's "Country Music Capital": Local Marketing Country and Resident Responses. *Journal of Country Studies*, 20, 387-404.
- Xiongbiao, C. (2003). On the theory of government tourism marketing behavior. *Tourism Tribune*, 3, 58.
- Jun, J. (2005). Exploring The effect of government tourism marketing promotion, *Theoretical Exploration*, 1, 82
- Lufang, G. (1992). A Preliminary Study on the Implementation of Abstract Marketing of Tourism Real Estate. *Tourism Tribune*, 2, 34-35
- Hong, C. (2003). Research on Promotion Strategy of Tourist Destinations. *Journal of Capital University of Economics and Business*, 1, 68
- Jinwen, H. (1992). on several misunderstandings in tourism publicity work. *Tourism Tribune*, 5, 27-28
- Xiaoyan. (1996). Issues and Guidelines for Tourism External Promotion Activities. *Tourism Tribune*, 5, 42-45
- Jian, W. (1992). Several Legal Issues in International Tourism Promotion. *Tourism Tribune*, 2, 22-24
- Hong, X. (1992). On the promotion and tourism award in the Marketing mix, 2, 23
- Luliang, W. (1993). Rethinking in the Tourism Year. *Tourism Tribune*, 116-18
- Zhou, H. (1994). Talking about the Problems and Routes in the Development of Guilin Exhibition. *Tourism Tribune*, 1, 27
- National Tourism Administration. (1989). Introduction to National Tourism Newspaper. *Tourism Tribune*, 1,71

- National Tourism Administration. (1991). Overview of Chinese Tourism Ethnic Festivals. *Tourism Tribune, 1*, 13-14
- Jingcai, C. (1991). Overview of Hong Kong Tourism Advertising. *Tourism Tribune, 3*, 40-42
- Zai San, O. (1996). How to advertise later. *Tourism Tribune, 5*, 46
- Yiding, D. (1991). Thoughts on Expanding the Sources of Tourism Stimulus. *Tourism Tribune, 2*, 24
- Jiansheng, X. (1987). On Tourism Films. *Tourism Tribune, 1*, 50-55
- Tiehua, S. (1990). Adjust product structure and develop Shanghai non-tourism tourism. *Tourism Tribune, 3*, 16-19
- Min, C. (1999). Understanding on the Behavior and Characteristics of Chinese Administrative Management. *Tourism Science, 4*, 14-17
- Ming, G. (2000). Dalian City Tourism Image Planning and Overall Planning. *Tourism Tribune, 5*, 63-67
- Chaowu, X. (2002). On the Participatory Organization Model of Tourism Planning. *Tourism Tribune, 5*, 63-67
- International Development Department, National Tourism Administration. (1996). *China Market Development Prospects and Tourism Administration, 1*, 28-33
- Qinlan, C. (1992). Analysis and Strategies of the Advantages and Disadvantages of the Japanese Market. *Tourism Tribune, 2*(3), 10-12
- Juge, H. (1991). Research on the Route of Singapore Market Redevelopment. *Tourism Tribune, 4*, 17-19
- Resident Travel Agency. (1993). West German tourism market characteristics and travel to China. *Tourism Survey, 3*, 9-10