The Impacts of New Media on Marketing Effectiveness: A Comparative Study of China and South Korea Tourism Souvenirs Website

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ABSTRACT

Tourism shopping is an important part of the tourism industry as well as the regional economy. Tourism souvenirs sales, in most of the developed tourism areas, account for more than 35% of the total tourism revenues, and even in some individual regions the proportion can achieve more than 50%. But in China this proportion is only 20%. In this article, the corresponding analysis method is used to calculate and analyze the status quo of souvenir network marketing of the tourism website in China and Korea. The article describes the advantages and disadvantages of the tourism souvenirs network marketing in China and Korea, finding the deficiencies in China and analyzing the causes and providing the corresponding reference for the healthy development of China’s tourism industry.

KEYWORDS

Network Marketing, New Media, Tourist Souvenirs, Website

INTRODUCTION

The tourism industry in the new century is emerging and developing rapidly globally, which is a kind of industry that valued by every country and it is relatively independent, relatively green and has the potential. Tourism plays an important role in the economic and social development of all countries, and even some countries take the tourism industry as the pillar industry (Zahra & Ryan, 2007). Tourism industry in China, is the same as the world tourism industry. It has made great progress in the last twenty years and has become the most promising and dynamic industry in the tertiary industry in China.

Tourism shopping is an important part of the tourism industry, which is the core driving force of tourism revenue, and an important means to optimize the structure of the tourism industry, and it is an effective way to improve the quality of tourism services. Tourism souvenirs sales, in most of the developed tourism areas such as The United States, Japan, South Korea, the United Kingdom and so on, account for more than 35% of the total tourism revenues, and even can achieve more than 50% in some individual regions. But in China this proportion is only 20%. So, tourism shopping is a weak point that needs to be solved in the progress of the development of tourism industry in China.

Tourist souvenirs, as an important image of foreign exchange in the tourist area, are an important driving force to promote the development of tourism. But at present, the sales of tourism souvenirs in China are a weak link. It is mainly reflected in the following aspects:

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1. The design and production of tourist souvenirs have not been fully developed, which is far behind the overall level of the tourism industry;
2. Tourism souvenirs have the same single sales models for many years and souvenir market order is messy. These factors restrict the development of tourism souvenirs.

With the development of science and technology and the exploration, new media marketing has become a relatively mature marketing method and has been used in the tourist souvenir market. The emergence of new media can exchange the role of business and consumer, consumers can choose through different media to understand the product and business information, and can be their own preferences and needs as a standard to choose. But the new marketing model does not improve the current Chinese tourist souvenir market. In the new media era, Chinese tourism souvenir market should seize this opportunity and make adjustment and exploration in time (Zehir & Yldiz, 2015). In order to promote the development of tourism shopping in the new media era and to promote the development of Chinese tourism industry, the paper compares tourism souvenirs websites in China and South Korea, to further study the advantages and disadvantages of the development of network marketing of tourism industry in China and Korea. Then paper finds the disadvantages of tourism industry in China and explores the reasons. The paper is to seek the way to improve tourism souvenirs network marketing and promote faster and better development of tourism industry.

THE RELATED CONCEPTS OF NEW MEDIA MARKETING AND TOURISM SOUVENIRS

The Related Concepts of New Media Marketing

New media is a relative concept. Compared with the old media, the emergence is late. It is the media with the high degree of science and technology. The old media, which is called traditional media, is the relatively backward media. At this stage, it mainly refers to the magazines, newspapers, outdoor advertising, etc. Due to the continuous development of science and technology, especially smart phones, personal computers and the rapid spread of the Internet, the current new media mainly refers to the digital, networking, mobile media (Kumar & Nayak, 2014). And it has the following characteristics: rich content, quick release, fast propagation velocity, wide range, high degree of interaction, high accuracy.

The new media marketing is a marketing model in the digital network new media platform for marketing activities. For this marketing model, the marketing process is not restricted by time constraints, and is not restricted by the space of the marketing process.

Network marketing is also new media marketing. The Internet and related digital network technology is used to accomplish the purpose of marketing and to achieve marketing process (James et al., 2017).

The Related Concepts of Tourism Souvenirs

Tourist souvenirs are a kind of tourist goods that is special, unique, targeted and meaningful. About these goods, there are some characteristics with the local culture, folk customs, and regional features. Generally, these souvenirs have the art value, gift value, appreciation value, collection value and so on.

Tourist souvenirs can be divided into visual image souvenirs (printed with the regional characteristics of the landscape, such as cards, postcards, etc.), natural item souvenirs (the goods are made by shells and stones), general symbolic souvenirs (the meaningful souvenirs of area name and logo image), and regional souvenirs (souvenirs with the characteristics of regional tradition and customs and culture) (Swanson et al., 2006).