

Chapter 63

Tourism Marketing Platform on Mobile Internet: A Case Study of WeChat

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ABSTRACT

With the progress of science and technology, the development and improvement of internet technology and smart phones are gradually popular in the daily life; this world has achieved a swift transition to the mobile internet era from the traditional internet era. Various tourist areas have established “Digital Scenic Spots” in recent years, making the internet combine tightly with tourism. The construction of scenic-spot marketing platforms based on internet is an important component of constructing “Digital scenic spot.” In this article, a tourism marketing platform on the mobile internet is established by analyzing the mobile internet mainstream technology and its application in tourism marketing. In this article, the architecture of the marketing system uses the MVC pattern with a three-tier distributed structure and the logic layer of the system uses a construction of JavaBean and EJB. The article also builds a WeChat marketing model based on MM-TIP. The result of research provides some reference for constructing tourism marketing platform based on mobile internet.

INTRODUCTION

The emergence of the mobile phone has gradually pushed us into the mobile internet era from the traditional internet era. Desktop computer and notebook are the main tools online in traditional internet era, while mobile phone is the major tool in mobile internet era (Gu et al., 2012). The application of “Mobile QQ” first entered into the public view back on July 21th, 2000. In 2010, Xiaomi smartphone launched social software-- “MiChat” – as its users and registered users of “MiChat” reached over 6 million within a year. In order to grapple with the threat to QQ from “MiChat”, Tencent then launched “WeChat” software. The users of WeChat surpassed “MiChat” in the very short term due to the strength of a large user

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base of Tencent. According to statistics, it is found that users of WeChat has reached 600m globally by the end of 2013. Therefore, it has great marketing value in the background.

The global tourism industry has become increasingly competitive in the 21st Century, which is mainly reflected in the competition among tourism marketing strategies. Different tourism spots inclined to homogenization in products and alternatives is more obvious among these tourism spots. That leads directly to the result that: only good marketing strategy can bring greater benefits (Hua, 2010). Stanley Plog said that few tourism spots could wait for a windfall when faced with a fiercer and fiercer marketing competition. Marketing is an extremely important power for management; and good marketing strategy can expand the scale of the tourism market (Shen et al., 2016).

WeChat, a new social platform based on mobile internet technology, provides an intelligent lifestyle for people. According to statistics, users of WeChat have broken the barrier of 500m by the end of 2014, which shows capability of the APP to expanding rapidly. Also, for tourism, the main attraction of the app is its prominent mobile qualities. The main purpose of tourism industry is to attract people's attention so that a good marketing strategy to be a breakthrough for the development of tourism and potential customers is regarded as key objects observed by tourism managers. WeChat marketing, as a new innovative marketing model (Espadas et al., 2013), builds friendship for users across space and time. With wider range of application of WeChat, Tencent developed commercial application of WeChat- WeChat payment - for adjusting to the new trend. The launch of WeChat payment is a major step and then WeChat begins to be widely used in all respects of daily life.

RESEARCH ON APPLICATION OF MOBILE INTERNET TECHNOLOGY

Mobile Internet Mainstream Technology and Its Application

There are a variety of mainstream technologies of mobile Internet, including mobile information inquiry and information customizing, search and location, online mapping, mobile phone payments and so on (Martins et al., 2017). These technologies are being widely used. Some popular applications will be analyzed in this paper.

Mobile Search

Mobile search is to create opportunity for mobile phone sales, so comfortable user experience is always regarded as the goal that related companies struggles to achieve sales target. Application of mobile search had remarkable influence on technology innovation and industry revenues. Its users stay loyal to some mobile search with a certain degree rather than selecting one or two mobile search operators.

Mobile Payments

There are usually two purposes of mobile payment: one, it is very easy to finish payment; as an important reason, the other is to improve security (Gardner & Lehnert, 2016). Market has an extensive need for mobile payments. Due to its varied tech options and business models, mobile payments will be a highly diversified payment platform.

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