



An Analysis on the Current Situation and Promotion Strategies of Zhoushan Archipelago Foreign Tourism Publicity

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Abstract: According to the current situation in Zhoushan tourism, this paper analyzes some deficiencies in the process of its foreign publicity. In view of the current situation, Some promotion strategies are put forward on how the People's Government of Zhoushan to broaden its international markets and enhance international influence in Tourism, including expanding channels of tourism publicity ,enriching the content of foreign publicity materials, exploring more innovative cultural products and so on.

Keywords: Zhoushan Tourism, Foreign Publicity, Promotion Strategy

1. INTRODUCTION

In March of 2015, Chinese government formally issued *the Vision and Actions on Jointly Building Silk Road Economic Belt and 21st-Century Maritime Silk Road*, and pointed out emphatically that countries along the Belt and Road should promote policy coordination, facilities connectivity, unimpeded trade, financial integration and people-to-people bonds as their five major goals. The implementation of the strategy has provided a good opportunity for the development of tourism in China and has exerted a far-reaching impact. Tourism, as one of the important ways in cultural communication, plays an irreplaceable role to promote cultural exchanges and construction. Meanwhile, the boom of tourist industry also drives the cross-cultural collision and communication among different countries on the one hand and the development of economic construction on the other.

Zhoushan, as the starting point of the Maritime Silk Road, is facing an unprecedented development opportunity with its outstanding location, abundant tourism resources, rich marine culture, and the establishment of Zhoushan Archipelago New Area. Nevertheless, due to its short development time, narrow publicity channel, insufficient publicity work, single products and other constraints, the number of foreign tourists is still limited, and its international tourism influence needs to be improved as soon as possible. On account of this phenomenon, this paper points out some existing problems and puts forward relevant promotion strategies through investigation and research to further enhance the international influence of Zhoushan Archipelago tourism.

2. RESEARCH REPORT

The author investigated the number of tourists and revenue statistics in recent three years, and found that most of the tourism indices show a trend of rise. However, the number of foreign visitors grew slowly, and its growth rate even decreased in 2017. What's more, domestic tourists from Zhoushan neighboring provinces, Hongkong, Macao and Taiwan regions accounted for nearly 50%. Foreign tourists mainly come from Japan, South Korea and Southeastern Asia. There still remain some undeveloped markets. It indicates that there are still some problems in the tourism publicity of Zhoushan. Therefore, the author carried out three kinds of investigation methods: questionnaire, on-the-spot investigation, and on-site interview to probe into the two aspects: tourism publicity validity and tourism publicity materials.

Chart1. *Statistics about the Number of Tourists and Revenue from 2015 to 2017 in Zhoushan*

	The Number of Domestic Tourists	The Number of Overseas Tourists	Tourism Revenue			
	The number of tourists (ten thousand people)	Growth rate (%)	The number of tourists (ten thousand people)	Growth rate (%)	Total revenue (\$100 million)	Growth rate (%)
2015	3843.98	14.19	32.24	2.07	552.18	15.71
2016	4576.69	19.06	33.92	5.23	661.62	19.82
2017	5472.77	19.58	34.43	1.49	806.65	21.92

(Data source:<http://www.zstour.gov.cn/index.aspx>)

2.1. The Investigation and Analysis on the Validity of Foreign Publicity in Zhoushan

In September 2017, the author regarded foreign students and long term foreign workers in Zhoushan as respondents, and handed out a total number of 70 questionnaires in the form of paper and e-mails. The number of valid questionnaires is 64. Chart 2 below shows the final result.

Chart2. Investigation Result

1. How do you know about tourist attractions in Zhoushan	Internet 18.75%	Paper Material 10.94%	Introduction from others 67.19%	Other Channels 3.12%
2. Do you often read online publicity materials	Often 26.56%	Seldom 54.69%	Never 18.75%	
3. Do you often read paper publicity materials	Often 56.25%	Seldom 17.19%	Never 26.56%	
4.Are you satisfied with the English introduction in the tourist attractions	Yes 32.81%	Just so so 38.44%	Discontent 25%	No Concern 6.25%
5. Are you satisfied with the services in the tourist attractions	Yes 29.69%	Just so so 40%	Discontent 24.06%	No Concern 6.25%

According to the statistics, more than 70% of the respondents said that recommendation from teachers and friends in the universities and the local colleague is the main channel, and less than 30% of them know about relevant information through the Internet, paper materials, and other channels; Most people said that effective introduction about tourist attractions is not enough. And nearly half said they had had access to paper brochures, but it was hard to find English translation versions. About 30 % said they were not satisfied with or even concerned about English introduction or slogans in the scenic spots.

Through the questionnaire survey, the author found that foreign students and long term foreign workers are not satisfied with the current situation of foreign tourism publicity. It can be concluded that it’s urgent to improve the validity of foreign tourism publicity in Zhoushan.

2.2. Information Collection and Investigation on Foreign Publicity Materials in Zhoushan

In addition to collecting and organizing the relevant materials from websites and Wechat official platform, the author also made field investigation in Mount Putuo tourist scenic spot and Zhujiajian tourist scenic spot. In the meantime, we collected some brochures, menus, and shot some publicity slogans, propaganda films and introduction boards in the scenic spots, hotels, and restaurants. Subsequently, we also interviewed some staff in the tourist service center of Mount Putuo scenic spot, lobby managers and employees in many star hotels. They said that in the recent three years, the number of foreign visitors reduced year by year, and they accounted for a small part in contrast with domestic tourists. So they didn't put much emphasis on the distribution and display of foreign tourism publicity materials. What’s more, our team interviewed seven international travel agencies in Zhoushan, and five of them showed that they already have cooperation relationships with foreign travel agencies. None of them, however, have established their own independent English travel website and WeChat official platform. In addition, they told that tourism industry in Zhoushan still faces some serious problems, such as the insufficient number and inadequate capacity of talents.

On the basis of a systematic analysis obtained from investigation and field surveys, it is clearly showed that in recent years, the government has made great efforts on foreign tourism publicity and gained some accomplishments. However, there still exist many problems that have been neglected,

and the validity of foreign publicity needs to be improved instantly. Now in the context of "One Belt And One Road" policy, as a crucial member among international island tourism cities, it's imperative to improve its international influence in tourism.

3. EXISTING PROBLEMS IN FOREIGN TOURISM PUBLICITY

3.1. Narrow Channels of Foreign Tourism Publicity

In general, there are two main channels of foreign tourism publicity: network media and paper. In Zhoushan, the main channels that are often used by foreign tourists to research information about tourism are English tourism websites, paper brochures, photos, videos, WeChat official platforms, Microblog and so on. First of all, in terms of network media, after using the search engine, "Baidu", we can only find out less than 10 international tourism websites where information about tourist attractions in Zhoushan in English are introduced, such as <https://www.lonelyplanet.com/> and <https://www.travelchinaguide.com/>. And some official tourism websites established by the People's Government of Zhoushan, such as www.zstour.gov.cn and www.dinghai.gov.cn. On the other hand, the relevant information about "Zhoushan tourism" and "Zhoushan international travel agency" on WeChat official platforms are of great variety and completeness, but all of them are in Chinese. It manifests that the People's Government of Zhoushan hasn't paid enough attention to the foreign publicity via network media.

Secondly, in terms of paper publicity, the author's findings during the field trip are as follows. First, there are only some brief introduction boards in some famous scenic spots, such as Puji Temple, Purple Bamboo Scenic Spot, Anqi Peak Scenic Spot, etc. Second, most of the Chinese tourist brochures are placed in the tourist distribution center and service center, but it is hard to find them in star hotels which are close to hot tourist attractions, such as Xilei Hotel of Mount Putuo, Citic Putuo Grand Hotel etc, not to mention English version. Last, tourism propaganda films and advertisements are short in length and ignore the introduction about other scenic spots in Zhoushan. It can be seen clearly that domestic tourists are still their major customers, while they haven't attached great importance to foreign tourists.

3.2. Insufficient Information In Foreign Tourism Publicity Materials

In terms of foreign tourism publicity materials, most websites only introduce the name, landmarks and important cultural activities of the tourist attractions, and they have yet covered the in-depth introduction about marine culture and the Buddhist culture in Zhoushan. Up to now, there are only two tourism websites, <http://www.zstour.gov.cn/> and <https://www.travelchinaguide.com/>, which include an overview about Zhoushan, introduction of its history, and even the Buddhist culture in Mount Putuo in detail. People can also find out the introduction about fishery culture in Zhoushan. The rest only gives some rough introductions about famous scenic spots. In addition, a number of foreign visitors put forward some feedback to the website platform. They showed the needs for complete travel information on transportation, accommodation, and entrance tickets, helping them know more about the travel destination and make more specific traveling plans.

Considering that most paper brochures and introduction boards lack the introduction about local culture, it will undoubtedly lead to the disruption of cross-cultural communications and dissemination of the intrinsic cultures about those tourist attractions.

3.3. Problems on Translation in Foreign Tourism Publicity Materials

With the increasing international tourism influence of Zhoushan, translation materials serve as the business cards demonstrated to the foreign guests all over the world. In recent years, it's obvious that most translation materials are increasingly standardized, however, during the field survey, the author still found some mistakes that may lead to the misunderstanding of foreign tourists. As a result, they are unable to deeply learn about cultural backgrounds, local conditions and customs of tourist attractions in Zhoushan, thereby caused a negative impact on its long-term development. For example, Mount Putuo scenic area is famous for its Guanyin culture, but most foreign publicity materials only translate it into "Guanyin". Apparently, most westerners may know little about the Buddhist culture, not to mention "Guanyin". So it's more sensible to give it a explanation: "Guanyin, the Buddhist Goodness of Mercy". Not only will they understand the connotation of "Guanyin", but also give them a sense of reverence.

3.4. The Limited Number and Capacity of High-end Talents in Tourism

The survey made by Zhoushan Tourism Council towards the education background of tourism talents in star hotels and travel agencies in Mount Putuo scenic area shows that, most of them are junior college students and vocational high school students. Bachelor degree students only account for less than 10%. Furthermore, the author has communicated with the staff in the tourist service centers and star hotels, and it is evident that most of them can only make some basic communication in English. In general, in a large part, tourism talents' professional literacy is relatively low in Zhoushan, which cannot meet the needs of its tourism internationalization. There's no doubt that the shortage of high-end talents in the tourism industry will lead to a structural imbalance and a large disparity in supply and demand. Thus, it's an important step to improve their professional literacy and service levels, and cultivate more high-level tourism talents to propel the tourist development in Zhoushan.

4. PROMOTION STRATEGIES ON FOREIGN PUBLICITY

4.1. Expanding Foreign Publicity Channels through New Media

Nowadays, with the rapid development of Internet, people design their travel routes and plans through searching relevant information on Internet, and share beautiful pictures about the beautiful scenery and anecdotes during the trip. Someone would like to submit some travel blogs or strategies via mobile apps. Apparently, tourism is deeply connected with the Internet and social media, meanwhile new media has entered people's field of vision. So it's feasible to disseminate positive image and introduce relevant tourism products and culture about Zhoushan tourism by new media, such as website, WeChat, Microblog, Facebook, Instagram and so on. Some suggestions for government departments and travel agencies are put forward as follows.

1) For the part of government departments, they need to broaden official publicity channels. First, they can get in touch with the principals of some influential international tourism websites by E-mail or other channels, and ask for the permissions to place "Zhoushan, Zhejiang Province" as one of the tourist destinations in their websites, or they can try to cooperate with other websites which enjoy a large number of page views and establish the link point so as to increase its visits. In the meantime, they need to optimize the construction of official English tourism websites by putting introductions about famous scenic spots and local culture in various forms, like concise texts, picturesque photos, and attracting propaganda films.

Second, relevant departments can get the utmost use of new media platform, for instance Facebook, Instagram, Wechat official platform, etc. They can apply for an official account, then submit latest tourism propaganda films and publicity photos, or repost some rewarding travel blogs, strategies and other appealing contents submitted by others. It will undoubtedly be an efficient way to catch foreign netizens' attention and an unmissable opportunity to expand its foreign market.

Third, in addition to propaganda films and publicity advertisements, there are also many intangible but effective ways to introduce a tourism city to the mass, such as films, micro films, and variety shows. The film released on the 24th July, 2014 —The Continent, is a typical example. Many movie-goers visited Dongji Island in Zhoushan because of the beautiful scenes in the film. Therefore, the People's Government of Zhoushan can encourage domestic and overseas organizations to shoot films or TV programs here. Only in this way can it attract more young tourists at home and abroad.

2) For the part of travel agencies, they need to improve the construction of their website platforms. First of all, website, as an indispensable online publicity platform, should be attached more attention. Besides, introduction about their companies and local tourist attractions and tourist products, other content should also be added. What's more, it's considerate to personalize their official websites in order that the screen readers can set up their own homepage according to their distinctive destinations and preferences. At the same time, they should take aesthetics of the webpage into account by adding absorbing propaganda films, tourism advertisement, pictures etc. In this way, different information and products can be delivered directly and efficiently. Last but not least, the importance of online consultation service are often neglected by travel agencies. Actually, timely responses and polite expressions will leave a favourable impression on both the travel agencies and cities, and finally turn potential customers into real clients.

4.2. Enriching the Content of Foreign Publicity Materials by Emphasizing Local Culture

Liu Yunshan (2010) held the view that Culture is the soul of tourism, and tourism is the carrier of culture. Dissemination of cross-culture helps tourists know about the culture of tourist destination in a cheerful mood. Zhoushan, as a beautiful island city, combines a long history, splendid island scenery, profound Marine culture, and Buddhist culture together, thus the importance of its culture cannot be ignored in foreign tourism publicity.

On the one hand, in terms of online publicity materials, to arouse the interest of foreign tourists, and help them learn about distinctive local culture, relevant introductions and publicity pictures about Marine culture, such as fishermen culture, folk culture, traditional swordsman culture etc, need to be added in the international tourism websites and Zhoushan official tourism website. Besides, not only should the scenic spot introduction about Mount Putuo be showed on the website, but some related history and legends about Guanyin and Buddhist culture can also be added through link points. Ultimately, there will be more and more foreign visitors attracted by mysterious Buddhism culture.

On the other hand, in terms of paper publicity materials, English brochures covering specific introductions about Buddhism culture can be presented in the entrance of scenic spots, tourist service centers, travel agencies, star hotels lobbies and elsewhere. Only in this way will, foreign visitors have more chance to know about and understand local culture at anytime and anywhere and get first-hand experience.

4.3. Exploring More Tourism Resources and Cultural Products

As the increasing popularity of Zhoushan tourism, it has received many foreign visitors from all over the world. So it's necessary to investigate and analyze their distinctive aims and preferences, and then tap corresponding tourism resources and cultural products according to different visitors. The theory, proposed by the U. S. marketing researchers Wendell R. Smith(1956)and developed by Philip Kotler, named STP(Segmentation, Targeting, Positioning) can be applied to analyze the tourism market of Zhoushan. Firstly, the market can be segmented into two parts according to the geographical criteria: the main international markets including Japan, Korea and southeast Asia on the one hand, and the European and American market and the Australian market on the other hand. In terms of the aim of tourism, visitors from East and Southeast Asia come here for pilgrimage, while visitors from the rest of the international market are mainly for sightseeing, leisure, seafood, business meetings, etc. The author suggests that different cultural products and tourism products should be introduced respectively for the two tourist markets so as to meet their different demands.

Zhoushan, as one of the four famous Buddhist mountains, is a Buddhist shrine that abound with mysterious and rich culture, and it is for this reason that tourists from Japan, South Korea and southeast Asia to travel here. Therefore, aiming at this target market, we should further explore the connotation of Buddhist culture and popularize it to foreign tourists. For example, the People's Government of Zhoushan needs to actively encourage the Buddhist and researchers to participate in various Buddhist seminars in Mount Putuo, and release some publicity materials related to the Buddhist culture in English, Japanese and Korean. And it can organize Buddhist festival activities at regular intervals. Besides, professional tour guides will also contribute to the better understanding about Buddhist culture of foreign tourists. Second, we need to design some integral and innovative tourism souvenirs which combine cultural element of Mount Putuo and features of Zhoushan Marine culture to boost the economic growth in tourism. Third, it can also explore the possibility of some international flights chartering with Japan, South Korea and Southeast Asia on a regular basis so as to offer more convenience to international tourists.

There are many beautiful islands in Zhoushan, such as Shengsi Archipelago, Daishan Island, Valentine' Island and so on. With golden beach, opulent sunshine, clear sky and blue sea, they all provide the visitors with excellent places for water sports. In the terms of the European and American market and the Australian market, first, relevant departments can develop some tourism activities and entertainment projects to meet their needs, such as seascape beach tourism, island ecotourism, fishing leisure tourism, seafood culinary tourism, yacht tourism, surfing, muddy bath and so on. Second, principals of tourist attractions need to pay attention to the environmental protection and further improve the tourism infrastructure construction in scenic spots. Third, More people-oriented services should also be taken into account, for example, they can set up some facilities, such as lounge chairs,

beach volleyball area in the seaside scenic spots. In this way, the foreign visitors can enjoy the beautiful scenery and comfortable sunshine on the one hand and leisure sports on the other. Lastly, we should improve the service level and perfect the construction in star hotels and homestay hotels. The hotel managers can design an exclusive service package for the European and American tourists so that they can leave a good impression on Zhoushan tourism.

4.4. Improving the Quality of Foreign Publicity Materials

There is no doubt that the quality of translation depends on the level of translators, therefore, translators should endeavor to improve their language ability by consolidating language foundations and completing knowledge structures. Besides, keeping a rigorous attitude towards translation is essential to avoid unnecessary mistakes, such as misnomer, mistranslation, grammatical mistakes, and so on. To provide foreign tourists with a better understanding of history and culture in the scenic spot, they must pay attention to the characteristic of tourism text when selecting words. That means they need to make the focal points stand out in a concise introduction by the means of amplification and omission. Furthermore, they should check and correct errors regularly to guarantee that the cultural connotation of attractions corresponds to their natural landscape and the theme of our times.

More importantly, the cross-cultural awareness should be reflected in the foreign publicity materials. That means some idioms, a two-part allegorical saying, ancient poetry, and proper nouns should be appropriately explained when translating. These social and cultural backgrounds may help foreign tourists bridge the cultural gaps and arouse their interests about Chinese culture. For example, it's better to give the word "Guanyin" a further explanation to foreigners, "Guanyin: the Buddhist Goodness of Mercy", thus triggering their reverence for Guanyin Culture.

4.5. Improving the Literacy of Marine Tourism Talents

Talent of high quality is the key factor for tourism enterprises to make a success, and the ability of tour guides can directly affect the development of tourism. In order to adapt to the internationalization of Zhoushan tourism, the team building of tourist talents should be strengthened, and professional literacy of tour guides, reception staff and hotel management personnel in the scenic spots needs to be improved immediately.

On the one hand, for the part of government departments, they should supply sufficient funds to the relevant tourism colleges and training bases for the cultivation of talents. Additionally, they need to establish a complete incentive and commendation mechanism. For instance, relevant departments can hold some competition and activities on tourist talents assessment, and enlarge their influence through newspaper, TV, Internet and so on. On the other hand, for the part of local travel agencies, they should pay more attention to the latest news of tourism talents market, and complete the training programs for their staff. Improving the incentive mechanism and welfare system for employees is also an effective way to retain talents. They can make best use of Tourism Human Resources Network to release recruitment advertisements timely. More importantly, they can also bring about more high-end talents to promote the development of their own enterprises and even Zhoushan tourism industry.

4.6. Enhancing International Tourism Influence with the Help of International Events

In addition to traditional publicity methods, we can also establish a strong relationship with other foreign travel agencies all over the world through various channels, such as tourism exhibitions, travel fairs, and international tourism associations, and try to use their local publicity channels to introduce the tourist attractions of Zhoushan. For example, the annual International Islands Tourism Conference held in Zhoushan every September, is undoubtedly a good opportunity. Relevant departments need to shoot some appealing tourism publicity films at this particular time. In addition, elaborately designed publicity brochures that accord with foreign tourists' reading habits are also imperative. With the help of international events, we can broaden its international influence and enhance the reputation of Zhoushan by fully demonstrating its unique charm.

5. CONCLUSION

With the "One Belt And One Road" policy in operation, China aims to make the cooperation more close, the economic ties more solid, and the development opportunity more coequal between Europe and Asia countries. Taking this opportunity, Zhoushan must actively implement "One Belt and One

Road” Initiative. As a critical point of Maritime Silk Road and a major open coastal city in east China, Zhoushan needs to pay more attention to tourism industry under the special historical background.

We have to admit that there still exist various problems and deficiencies in foreign tourism publicity. It is suggested that the People’s Government of Zhoushan and local travel agencies need to broaden publicity channels, complete publicity materials, provide foreign tourists with appropriate products. Besides all mentioned above, we need to combine both the tangible and intangible assets, such as clean and comfortable environment in tourist attractions and warm service conveyed by tourism workers, which are also of great importance.

With the amazingly rapid development of internationalization of tourism, great efforts should be made to seize the opportunity to develop the tourism industry in Zhoushan. It is more urgent than ever to expand its tourist market actively in those countries along the Silk Road and even the whole world, and improve its international influence in island tourism by enhancing foreign publicity validity.

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