CHAPTER 2

LITERATURE REVIEW

2.1 Marketing concept overview

2.1.1 Definition of marketing concept

Marketing: Marketing is also called Marketing or Marketing. We usually refer to marketing as the product or value created by individuals or groups to achieve win-win or multi-win purposes.

Marketing concept: It is the philosophy of business management, it is also a basic guiding ideology, used to guide business operators to make decisions or organize marketing activities. It is the guiding ideology of an enterprise in the enterprise operation and management, and it is the reference criterion for enterprises to conduct management practice. It is embodied in the enterprise's cultural connotation and is the core embodiment of enterprise values.

Marketing concept is often comes from marketing practice, the establishment and formation of a marketing idea, and is closely related to the economic and social development process. In the early 20th century, the social standard of living is relatively low, the product is short, people's demand is relatively simple, the main consumption characteristic is still to meet the basic needs of living and food, such an environment, enterprises as long as the production of products in the market, can bring profits. This kind of social economic development stage, the marketing concept reflects "enterprise profits as the center ". By the 1920s, after the Second World War, science and technology began to develop and the productive forces were greatly improved, and people's lives had ceased to be in the demand for food and clothing, and the enterprises supplied abundant products, and the competition between these providers became more and more exciting Great changes have taken place in the social and economic life, and the changes in social and economic society have led enterprises to think about people's new needs. Therefore, the research, discovery of customer's demand, and maximizes the need, the enterprise only has the source of profit, the marketing idea in such a social context has changed, "social customer demand as the center" concept gradually appeared and received recognition. Looking back on the
development of marketing concept, we can think that a marketing concept is closely related to social development. From this point of view, the concept of corporate marketing is not subjective conjecture, there is objective necessity (Phipps et al., 2015).

2.1.2 The development process of marketing concept

From a historical and practical point of view, the marketing activities of enterprises and other organizations have experienced the following developments, which are closely related to the social development stage and the process of economic development.

Production oriented production concept

The idea of production began at the end of the 19th century. The level of social productivity is backward, the commodity is short, the market economy develops preliminarily. At this time of the market, enterprises produce products, do not worry about sales, the social shape is relatively simple. Under the background of this marketing concept, the goal of the enterprise is to improve product yield, promote efficiency improvement, maintain price stability and meet people's production needs. Therefore, the marketing concept of this period is mainly "production center theory". Production is the most important core of society and enterprise (Wang et al., 2014).

Product orientation -- Product concept

According to this view, the consumer's choice of the product, the quality of the product, the cost performance of the product is high, can reflect its own characteristics, the quality is the most important symbol of the product, the consumer is willing to spend high price to buy high quality products.

Sales promotion oriented sales concept

During the revolution of science and technology, capitalism has been developed, and science and technology have promoted industrial development, and social products have been very abundant, and the products have gone beyond the basic needs of people. Companies are beginning to face challenges and the marketing of products, such as creating a dedicated marketing team, training specialized marketing techniques, research and marketing techniques, as a way to increase consumer concern and purchase of products. This kind of economic development, the enterprise faces is how to promote the product and sell it. In this way, from the original idea of production, the concept of product development to the promotion idea, this is the reflection of the change of economic and social development, but also the transformation of business management thought, however, this kind of change, not to the original idea of the
decline, but more advanced, the enterprise higher requirements of the standard, production The quality of goods is fundamental guarantee, if the quality is not good, the good sales will become hollow boast, will eventually be abandoned by the market, therefore, the marketing idea is to promote and develop the concept of production and product concept, the enterprise first to produce high quality products, can be in the sales stage Effective marketing.

Marketing oriented marketing concept

The idea is that the key to achieving enterprise goal is to effectively master the needs and desires of target customers, and focus on all resources and strength, design and production of marketable products, and arrange appropriate marketing mix to take effective measures than competitors Lightly, meet the needs of consumers and make profits.

Marketing concept and marketing concept have a more obvious difference: the promotion is to focus on the product, the promotion and sale is a means to complete sales, has reached the goal of the completion of the sale of products, and further increases the sales volume, obtains more revenue. Marketing enterprises need to focus on the target customer group and their needs, and actively maintain and service the customer, not one-time product transaction, but pay attention to the maintenance and continuous marketing of the customer relationship, pay attention to the enterprise's resources and the strength of the play, and carry on each Marketing mix is used to meet customer needs, continuous sales, and promote the realization of the enterprise's business objectives. The marketing concept is more focused on the use of ideas and values, and consumer demand is the core of attention from beginning to end, and demand is always central in the whole marketing. Adhering to the consumer needs and experience as the focus, is the enterprise operating philosophy important progress (Zhu et al., 2002).

Social marketing type -- Social marketing concept

Under the commercial environment of high economic development, the enterprise's social image and reputation are intangible assets, which is becoming more and more important in the management of enterprises, the social responsibility of enterprises, the interests of consumers and the interests of consumers, and the conflict between these interests are paid the attention of the society, and after the production is highly developed The environmental pollution, the destruction of people's living environment, unhealthy consumption concept and other problems are more and more popular with the society, advocate rational consumption, "protect the environment" and "green consumption" More and more, people begin to pay attention to the ecological
environment, begin to pay attention to the human health and consumption safety, and so on the emergence of these new ideas, bring about the change of marketing ideas, such as enterprises in marketing, began to pay attention to social responsibility, environmental protection and other issues, can be said The change of field environment, the change of people's concept, promoted the change of the new marketing idea.

2.1.3 Characteristics of marketing concept
Marketing idea comes from long-term marketing practice and has its own characteristics.

Historic features of marketing philosophy. The idea is the product of the times, also the embodiment of the times, whether the product as the center of marketing concept, or marketing as the center of the marketing idea, is inseparable from its historical period, in the early 20 th, century, the level of social productivity is low, the product is short, and can not even be satisfied People's food and clothing demand, people's needs are mainly reflected in meeting the needs of daily food and clothing, in this context, the production of products is the main objective and focus of the enterprise, in a certain sense can be so thought, as long as the production of products can obtain profits, such social production ring In the circumstances, is to form the "enterprise profit" as the center of marketing idea, "to me _ enterprise profit as the center" marketing idea. After the early 20 th, century, the rapid economic development, social production in the scientific and technological revolution, the production efficiency improved, people's living standards continued to improve, people's consumption demand also gradually began to diversify, in such a social environment, if enterprises to develop and obtain profits, Need to study consumer demand, consumer-centered, so there is a "customer demand as the center" marketing idea (Flamos et al., 2006).

The Times of Marketing Concept. Specific social period will appear corresponding to the concept and values, the marketing idea is the same, the economic development, the business environment changes, the enterprise constantly adjusts the marketing idea, in order to better adapt to the market needs, the era of economic globalization, China and the world contact more The new marketing concept of European and American countries brings enlightenment and reference to Chinese enterprises. The emergence of the marketing concept of consumer demand as the center is economic development. It is also an important performance of social progress, combined with the social characteristics, consumer demand as the center of marketing concept is today's enterprise Development can learn more and use marketing values.
The coexistence characteristics of marketing philosophy. In the very rich situation of social goods, people's needs are more diversified, the difference of demand is more obvious, the enterprise changes the original marketing idea, refers to and implements the consumer-centered marketing idea, is the inevitable choice of enterprise development, of course, it needs the enterprise a self-cognition The reorganization of the adjustment and business operation standards, the disparity between the regions of China's economic development, the vast size of the country, the different stages of economic development in each region, various marketing ideas are interconnected, and enterprises should use flexibly according to the region, consumer characteristics and so on (Wang et al., 2016).

2.2 Overview of new marketing concept

2.2.1 The emergence of new marketing concept

Marketing concept is a process of dynamic development. With the different stages of social development, it is often associated with the marketing concepts and values closely integrated with this time feature. Traditional production, product, promotion, consumer demand and other oriented ideas represent the course of social production and development, the era of globalization, with the development of economy and society, consumption as the main characteristic of the time has come, in this context, the enterprise's brand reputation is more serious It is necessary to pay more attention to the social responsibilities of enterprises and consumers' demands on the quality of their own consumption, people start rational consumption, corresponding, green marketing, from caring customers to the new marketing idea that concerns human beings themselves and others are beginning to accept more and more people (Griliches, 2011).

2.2.2 Connotation of new marketing concept

The new idea is to adapt to the needs of economic and social development.

Domestic marketing concept to global marketing

With the rapid development of information technology and promoting the progress of global integration, technology is becoming more and more obvious in changing society and people's life, and the speed and scope of information has exceeded the imagination of people. In such a trend, only active integration into the global development can we win the initiative This is an important opportunity for foreign tourism enterprises to go abroad, multinational companies enter China, and
Chinese enterprises actively integrate into the global division of labor. Marketing has broken the scope of geographical and territory, and domestic marketing is the inevitable trend of economic development (Kumar et al., 2003).

Large scale marketing concept turns to individuation

The diversification and differentiation of consumer demand, prompting enterprises to attach importance to the research on personalized marketing, the research and development and sales of products are not only in the quality phase, but more is to consider the consumer's personalized needs and the inner experience, customized marketing is a more refined and higher level of personalized marketing. The development of level, whether personalization or customization, is actually expressed as a core, that is, based on the special needs of consumers, provide targeted services, let consumers get a good experience.

The concept of hard management turns to flexible management

Many enterprises have adopted the traditional marketing method, the effective communication between managers and marketers, the lack of effective communication between managers and marketers, the inefficient marketing personnel, the new economic era, the enterprise marketing management began to change the marketing idea, the flexible management idea the enterprise more importance to adopt flexible management mode with Employees communicate, strengthen internal control and management, attach importance to marketing personnel's initiative and innovation ability (Zhang, 2013).

Short term marketing concept to sustainable marketing

Traditional marketing emphasizes on the sales of commodities as a mission, ignoring the shaping of the enterprise brand, ignoring the social and social credibility and social responsibility of enterprises, ignoring the environmental problems caused by production, the concept of enterprise marketing is to emphasize the sustainable development, the marketing process, the attention will be paid. Such marketing resources should be integrated, cultivate a wide range of marketing relations, combine the enterprise brand with green, humanity concept, social responsibility and so on.

2.2.3 Characteristics of new marketing concept

Under the current economic development environment, marketing is a strategic issue for the development of enterprises, and the marketing plays a central role in shaping the competitiveness of enterprises and becomes an important tool for the enterprise to occupy the market, win the consumer and defeat the competitors. The new
marketing concept pays attention to the connotation of sustainability, insists on green marketing, brand marketing as the guide, integrates the care of people and the social responsibility of enterprises, promotes and innovates marketing strategy, fully researches the changing market, especially the psychology of consumers, and pays more attention to life in the consumer. Under the demand of quality and quality of life, enterprises should grasp this criterion and apply it to the implementation of marketing concept (Zheng et al., 2015).

2.3 New concept of marketing in tourism enterprises

2.3.1 The new concept of marketing in tourism enterprises

Under the constant development of economic globalization, our country's tourism enterprises are faced with various kinds of fierce competition. The enterprises should base themselves in today's society and get good development. They must use the idea of innovation and take the road of innovation. How to maintain a firm foothold in the fierce market competition is the problem that every enterprise must think, determine the enterprise's own development marketing idea, positioning good enterprise development road, can make the enterprise development more and more powerful, good marketing idea can establish good image and competition for the enterprise. With the development of economy, the idea of many enterprises in China has shifted from the idea of production to marketing idea and social marketing idea, from the beginning to marketing to the enterprise marketing as the center. Brand marketing, green marketing, corporate social marketing and other ideas are becoming more and more important, and domestic enterprises marketing from the profit of the enterprise to the goal of the overall interests of the society, thereby realizing its own interests, realizing the multi-win situation (Wu et al., 2016).

In order to continue to develop in the new era, tourism enterprises should focus on the new concept of marketing, namely, adhere to the new concept of brand marketing, green marketing, service marketing, Internet marketing, change the traditional marketing concept, follow the characteristics of the market development, the Internet has developed rapidly in the current environment. From the media and other emerging forms of communication, the concept of marketing is the basis of the competition of tourism enterprises to gain the benefit and enhance their competitiveness. Marketing concept is the key and core of the development of the enterprise, the correct and effective marketing concept promotes the development of the enterprise, and the tourism enterprises in our country need to analyze and use the new concept of
marketing, and the enterprises combine the models closely together, and fully utilize the new concept of marketing in the market competition, forming its own core competitiveness.

2.3.2 The necessity of establishing a new marketing concept

With the constant change of the market, the challenges of tourism enterprises are more severe, and the new concept of tourism enterprises has its necessity.

Consumer demand changes

After more than thirty years of reform and opening up, the rapid development of people's social life, the most important is that it is no longer satisfied with the demand of food and clothing, the material wealth, the needs of the spiritual culture gradually appear, the Internet develops rapidly, the information technology changes the people's life, people's values and ideas have changed a lot, consumption is no longer blind, and no longer stay at the level of food and clothing, more attention to the quality and spiritual needs of life, more rational and more personalized, such changes, to promote the enterprise marketing idea Change and challenge, enterprises no longer simply offer products, but focus on the consumer's personality needs and inner experience, the marketing idea is more focused on consumer-centered.

Brand concept recognized

Brand marketing is the marketing strategy and process of creating brand value by using consumer's brand demand and creating brand value. The brand is concentrated in the enterprise's reputation, culture, technology and other important information, is the enterprise is very important intangible assets. Traditional marketing focuses on the awareness and identification of the customer's own attributes, such as economic benefits, convenience, good use, etc. Modern technical force and intense market competition make the difference between the product performance is smaller and smaller, and the difference between consumers' performance is becoming less and more small. In this case, enterprises need more to maintain or expand the market, enhance their competitiveness, continue to enhance innovation and improve the quality of products. We pay attention to the brand value of the product and the whole enterprise (Sha, 2014).

Pay attention to environmental protection concept

With the improvement of people's quality of life, environmental consciousness is deeply rooted, and the concept of green marketing is attached great importance to people. Green marketing refers to the concept of green, environmental protection, etc.
in the marketing process of the product, and in order to select and determine the marketing strategy combination, so as to attract customers' marketing concept. Green marketing emphasizes the environmental protection and energy conservation measures taken by enterprises from the perspective of protecting ecological environment, rational utilization of resources and social responsibility, adopting environmental protection and energy-saving measures in every link including product research, technology development, production, sales and after-sales service, and has reached the enterprise's interest, consumer demand and society. With the development of ecological environment, the problem of resources is becoming more and more serious, environmental protection and economy consciousness are being paid more and more attention in consumers and society as a whole, and the concept of green marketing gets more and more attention. With the popularization of this idea, people are interested in green products. And service demand will be more stringent, green marketing concept will be in the enterprise marketing idea to receive more attention and application.

2.4 The present situation and challenge of marketing concept of tourism enterprises

2.4.1 The present situation of marketing concept of tourism enterprises

The concept of brand management is not deep enough. The brand of tourism enterprises in our country first covers a wide range of tourism projects, but the development of tourism enterprise brand is not widely recognized. Most enterprises pay attention to the development and construction of tourism projects in the early stage of the brand, continuously improve the tourism projects and services, meet the needs of consumers, but when the enterprise brand is established, it often lacks the later planning, the lack of advertising planning, the quality of the brand is not high, the service The content is single and the depth of culture is not enough. Such a method is bound to make the newly established brand die quickly, resulting in the development of the brand development of the tourism enterprise is restricted by region, the development planning is insufficient, the brand's popularity is low. The tourism enterprise's cultural diversity is insufficient. Tourism development is still on the traditional product. The development of characteristic resources is not enough. Enterprises need more input in mining characteristic tourism resources. The tourism scenic spot brand management should carry out more promotion and improvement. The management of the enterprise should pay more attention to the construction of the concept of tourism brand, and attach importance to the establishment of the brand of tourism enterprise.
The construction of tourism environment is not perfect

The sustained and healthy development of tourism requires a good tourism environment. At present, some local tourism enterprises in our country lack long-term and overall planning, although the environment in the park or the scenic area is very good, but the scenic area infrastructure planning is insufficient, the supporting measures service system fails to follow up, restricts the rapid development of tourism, and, as a result of many tourist environmental awareness Poor. The tourist attractions were damaged. The sustainable development of tourism has not been brought into full play. Tourism service facilities are not perfect, especially tourists accommodation and catering facilities. As a result, the visitor's time to stay is reduced. Influenced the development of the tourism industry; in particular, some scenic spot scenic spots, due to geographical location, lack of star-grade hotels, or even lack of local level of service, have failed to meet the requirements of the industry in the reception and service level of tourists. The failure to follow up the service level has affected the length of the tourist attractions in the tourist area, which influences the income of tourism enterprises.

Lack of product differentiation marketing concept

China's tourism industry lacks the concept of differentiation marketing, has not really found its own product characteristics and consumer preferences, such as foreign tourism in recent years is very popular, many tourism enterprise products single, such as sightseeing tour mainly, sightseeing tourism product income is low. Because tourism products are single. Tourists stay in the tourist area for a short time. Tourism income mainly comes from tickets to the scenic spot. Tourists spend less time and spend less. The structure of passenger source is unreasonable, especially the proportion of overseas tourists is not high. The tourist destination is single. Therefore, target market segmentation should be conducted according to the source situation. Different types of tourism products are designed for different passenger groups. Tourism enterprises can increase complex tourism products. Vigorously develop tourism content such as recreation and consumption, entertainment, experience and so on. Tourism enterprises can also constantly change and adjust the content of tourism, meet the different needs of tourism customers, enhance the competitiveness of tourism service (Cao et al., 2016).

2.4.2 The challenge of marketing concept in tourism enterprises

Through the above analysis, our tourism enterprises face the challenge in the development of the Internet, rapid development of the Internet, the major transformation of brand communication and operation.
Challenge of tourism enterprise operation rules in Internet Era

The current mature online travel website carry Cheng, to Qunar, etc., constantly rise of the characteristic online travel website such as the poor tour network, rely on the rapid development of the Internet, the development of fast, in the tourism market scale of the rapid promotion, our country's White Paper on Developing Trend of Online Tourism Market in China Our country's online travel market has grown rapidly, with data showing that in 2015, China's online travel industry has developed rapidly. In 2015, the online travel market transaction amount of RMB 430,000,000 Yuan, up 40% from the same period last year, and the online travel market in 2016 amounted to 602 RMB 600 million, a year-on-year growth of 34%, is expected that in 2019 China's online travel market transaction size will be super trillion.

Some travel companies that pioneered online business earlier in the Internet, such as Ctrip, accounted for 43 of the market's market share in the 2012-year line. 2%, we can see that the change of the operating rules of the travel enterprise brought by the Internet has brought great challenges to the traditional tourism company, but also brought great opportunities. For the regional tourism industry, the expansion of the brand's popularity and promotion of the online travel business can only be less than later, more of the same kind Tourism E-commerce enterprises will use online resources to compete in the same field. Through years of development, the traditional tourism industry has formed an inherent agreement rule, such as the combination of travel circuitry, selection of route, travel and other mobile terminals such as group travel, and the use of mobile terminals such as mobile phones from media such as mobile phones can be completed within a few minutes, hotel and airline ticket In order to make reservations, online travel websites offer free choice services for passengers, such as the free choice of route to tourists, the free choice of travel mode, the mode of operation under the development of the Internet, and the rules of the traditional tourism industry, and tourism enterprises should adapt to the development needs of the situation and invest in the elements of existing enterprises source is reconfigured.

The challenge of diversification of consumer demand

The development of tourism enterprises in China has undergone several decades of process, has formed its own development concept and development brand, but some tourism enterprises, tourism projects still remain in the early period of reform and opening up mode, the innovation element is insufficient, homogenization phenomenon is more serious, on the one hand, the tourism project and experience The uniformity of service, consumer experience is not good, but on the other hand, it makes it difficult for consumers to reach the leisure and relaxation mode, it is difficult to get a better travel experience. Tourism consumption has gradually formed the development state of
consumption demand, if the tourism enterprises do not adjust the development idea in time, meet the consumer demand, will face a more severe market challenge.

Big data era brings challenges to changes in marketing philosophy

Data is one of the forms of information, and the big data will be the theoretical and innovative elements of information economics.” Innovation resources combine with existing conditions of production, optimize the allocation of resources, build a new production function relationship, realize value orientation and business model and so on, with the progress of data processing technology, big data in data thinking "Business behavior and model bring great challenges, and the sampling cost is constrained by random sampling by traditional tourism enterprises. Because the sample size is not enough, the tourism enterprises use and integrate the data to analyze and predict the dynamic change of the tourism market and follow up the consumers in real time. According to the analysis of consumer behavior and consumption psychology, these changes require the tourism enterprises to improve and even innovate the information management system, improve the data processing capability, the external impact of the big data era, and enhance the comprehensive level of tourism enterprises and establish the conformity with today's The new marketing concept of the era put forward higher requirements.

The challenge of tourism marketing positioning: The marketing orientation of tourism enterprises needs to be based on the full investigation and analysis of tourism resources and tourism brands. The spatial pattern of our country's tourism market is different, the distribution of the population is uneven, the tourism rate of urban residents and the amount of tourism consumption are higher than those of rural residents, along with our country. According to the change of public transport route, the limiting factor of tourist attractions is getting smaller and smaller, the image of the scenic spot is an important factor affecting the tourists' travel, and the positioning and marketing promotion of the brand image of the tourism scenic spot is different from the traditional way in the past, and consumers have more consideration of brand awareness and reputation. Before, Chinese tourism enterprises in the brand positioning, value orientation, marketing promotion orientation, management positioning, and other aspects of the need to make more improvements, maintain a better competitive advantage.
2.5 The core marketing concept in tourism enterprises in China

2.5.1 Marketing concept based on brand

Emphasis on brand promotion and promotion of reputation. Brand has played a more and more important role in consumer choice, and the concept of brand building should be paid particular attention. For example, we talk to the Forbidden City in Beijing, the Oriental Pearl of Shanghai, Disney and so on are international well-known tourist attractions, but also the market brand recognition is very high tourism brand, for ordinary tourism enterprises, marketing promotion, strengthen their own brand maintenance and promotion of right and wrong Often important, brand bearing is not only the concept, but also a kind of reputation, such as the Guilin landscape, Huangshan, and so on, tourism consumers do not need to do other enquiries and understanding of the tourist destination, for the brand reputation and reputation is not very high tourism enterprises, should be fully transported Develop and promote the brand in an efficient way, and continuously enrich the reputation and reputation of the brand.

Integrating cultural marketing. Culture is the soul of the brand, the culture marketing is based on the customer's cultural experience, the product or service provided by the tourism enterprise, combined with the consumption psychology of tourism customers, combined with the traditional culture, actively integrated with the modern cultural elements, creates a culture atmosphere, can be better to stimulate tourism The customer's consumption concept encourages tourism customers to consciously approach tourism products related to culture and to experience them, thus leading to the occurrence of consumption behavior, even forming a consumption habit, the tourism motivation has the demand factor for information, the connection between tourism and culture, the cultural experience and the cultural experience Tourism products should be more integrated with each other, from the perspective of enterprise development perspective, can bring business performance and enterprise competitiveness promotion, tourism enterprises should fully grasp the customer's heart, adjust marketing strategy, integrate cultural marketing strategy into the marketing management process.

2.5.2 Service based marketing concept

Focus on personalized needs, provide customized marketing services. The new marketing concept, more emphasis on customization service for customers, this is to meet the personalized needs of the tourism customers need to be fully taken into
account, such a basis and premise is also the particularity of tourism demand, as people's standard of living, consumer income increase, tourist personality. The difference of demand will be more obvious, individuation becomes the important characteristic of tourism demand in the new period, therefore, tourism enterprises should pay more attention to the use of tourism customization marketing, seize this market trend, personalize demand, provide new development ideas for custom marketing, and also for tourism. The enterprise provides a broad scope for development.

Modular management of products. The new marketing concept, carry out service marketing, carry on the module of tourism products and services, is the establishment of various final products and service products module, according to the demand classification settings of tourism customers, provide a certain number of standard product packages, carry out a variety of product categories of collocation, formation. The combination of selective products. On the one hand, give customers an unlimited choice of free experience, and make complex manufacturing procedures standardized management. Tourism enterprises build a portfolio of products, with the function of the products and the formation of more innovation. On this basis, the customer needs to personalize the difference of the individual, can make the combination of these special components to meet the requirements of efficiency, bring the customer experience to the promotion, reduce the cost, can achieve sustainable marketing.

Providing full range of services. In the new marketing concept, more emphasis is placed on the relationship between enterprises and individual customers, which is a special feature of the new marketing concept. Standardized products can not satisfy the individualized needs of tourism customers. Personalized tourism products, on the one hand, meet the needs of personalization, and should also establish a good relationship with the tourism customers. Tourism enterprises should already deal with the trading thinking to serve the customer's idea, must focus on tourism customers lasting and even life-long value service. Tourist enterprises should establish a specific information management system for each consumer, establish personalized contact information with the tourism customers, understand market dynamics in a timely manner, realize the needs of customers in real time and provide personalized tourism products and services to customers (Mansfield et al., 2015).

2.5.3 Marketing concept based on green marketing

Rising demand for green marketing. With the continuous development of economy, people's consumption is no longer satisfied with the satisfaction of material demand, the demand for quality and spirit gradually becomes apparent, and the demand
for quality of life has been strengthened. Green marketing is getting more and more attention, and consumers have a good health and living environment. More attention, social and economic development, people's standard of living, people's purchasing power has been raised, consumers have higher demand levels, green consumption concept has become the trend.

Sustainable development has become the consensus of the enterprises, the environmental protection and the green ecological integration into the business management. At the same time, the protection of ecological environment has become a trend of market development, and tourism enterprises should fully integrate into the development trend of this social economy and promote the development of enterprises.

Integrating the concept of green marketing into marketing strategy. The concept of green marketing should not exist independently, but in combination with the strategy of the whole marketing of tourism enterprises and other marketing ideas, tourism enterprises should fully grasp the demand of tourism consumers, promote the marketing promotion, actively promote the concept of green consumption, and increase the green of tourism enterprises. The market, in the tourism product, for the tourists to create a green experience, and the mining of regional characteristics, the popular meaning will, people have more disposable income, work more than "idle". With the hustle and bustle of the city and air pollution, people want to leave the environment, to the quiet, air-cleaning environment, to experience different lifestyles, and this desire is becoming more and more intense, and this demand tourism brings new opportunities for development.

Experiential marketing based on consumer experience. McDonald's and Starbucks are changing customer service from accepting to self-service, spending when buying services, and craving for experience from the consumption process, while tourism consumption is essentially looking for a new experience from the day-to-day environment to the rest of the world. This angle is understood that the tourism economy is a kind of service economy that people experience and feel. In the past, the concept of tourism experience is very limited, tourism experience marketing is the marketing experience of tourism enterprises, marketing activities, from the experience of tourism consumers, experience and the establishment of tourism products. It is necessary to fully integrate the relaxation, leisure, recreation, emotion, aesthetic, participation and other psychological demands of the tourism consumer. With the development of marketization, the concept of consumer spending has been very mature, and the ability to distinguish difference services and products has been very high. From different personality to choose, and pursue diversification, multi-level meeting more attention to
the comprehensive experience. The abundance of people's material life, more attention to the abundance of spiritual life, more leisure time, consumer experiential demand, also provides a new opportunity for tourism enterprises.

Strategic management theory, mainly through three main stages of development, is the embryonic stage of strategic thought, the theoretical stage of strategic management and the theoretical stage of competition strategy. In the face of different stages of development, strategic management theory has unique characteristics of development.

First, the embryonic stage of strategic thought. In the embryonic stage of strategic management theory, various theoretical analysis is not very mature. For this, Michael Professor Porter made a detailed summary of this stage and summarized it into three different viewpoints. The first is that the enterprise's theoretical system is a preliminary division of the basic types and basic functions of an enterprise. And the idea is that the most basic function of an enterprise is the planning function, which can be said to be the original state of development of the theory of strategic management; the second view is that American scholar Barnard proposed in the late 1930s, and he believed that the management and strategy of the enterprise were two basic principles. The problem, and should be analyzed by the enterprise managers, so that the enterprise can adapt to the social development environment. This view becomes the basic theory of modern strategic management theory; the third view is put forward by Harvard University scholar Andrews, who believes that the theory of strategic management must be analyzed in many ways, so he divided the specific content of the strategic theory into the development strength of the company, Social responsibility, enterprise employee value orientation, market research accuracy and so on four aspects of content. The above is the basic theory and research analysis of the embryonic stage of strategic management theory.

Second, the theoretical stage of strategic management. At this stage of development, we mainly analyze the four elements of enterprise's strategic management. This is the main point put forward by American scholars in 1960, which concluded that synergy, product and market scope, competitive advantage and growth vector constitute the theory of enterprise's strategic management. And at this stage of development, the basic contents of strategic management have been discussed, including cultural school, structure school and so on.

Finally, the theoretical stage of competition strategy. With the analysis and argument of each school, the enterprise's strategic management theory in the final stage
of development, mainly formed the three main schools, namely the industry structure school, the core competence school and the strategic resource school. According to the names of these three schools, they can see their basic school views, first of all, for Michael. Professor Porter is a representative of the industry structure school, they believe that enterprises face intense competition, the most important strategy is to analyze the disadvantages and advantages of industry development, by analyzing these basic content, then developing differentiation strategy, single-specialization strategy, cost-leading strategy. To promote the development of enterprises; secondly, for the core competency school represented by Hamel and by Prahalad, the core competence is the key to the enterprise's competition, only the enterprise has its own core ability, can win in the competition; and finally, for the strategic resource school, they believe that the key to the enterprise's competitiveness and strategy is to improve the utilization ratio of strategic core resources, only to improve the utilization of core resources of the enterprise, so that further development of the enterprise can be promoted.

The theory of competition strategy is a theory which is specially tailored for the enterprise itself and excavates its own competitive advantage. The theory was first proposed by a strategic theorist in the United States, which includes three general strategies and five-force models, and the five-force model is mainly to demonstrate the differentiation competitive advantage and cost competitive advantage of the enterprise.