

STUDYING THE STRATEGY ON ZHANJIANG COASTAL TOURISM RESOURCES AND BRAND FOUNDING

Wenting Lv & Ruet-Yuan Wang

Research Scholar, Guangdong University of Petrochem Technology, Sch Sci, Maoming 525000, Peoples R China

Received: 09 Jul 2022

Accepted: 14 Jul 2022

Published: 15 Jul 2022

ABSTRACT

Due to the rapid development of coastal tourism in recent years, coastal tourism has become an important tourism realm and also a key issue in domestic and foreign tourism. Thus, this study aims to make good use of the advantages of its own coastal tourism resources as the background, rendering of local cultural characteristics to enhance its competitiveness, founding a coastal tourism city brand, expanding the popularity of the city brand, attracting tourists' eyes and promoting the development of coastal tourism. In this study, the main methods are through literature analysis, and the preparatory work of field visits, relevant information is collected, and by means of the questionnaire survey to understand tourists' satisfaction and suggestions. Finally, trying to find out the problems existing in Zhanjiang's coastal tourism, meanwhile to analyze the causes of the problems, and explore the strategy of founding the brand of Zhanjiang city's coastal tourism in combination with relevant theoretical knowledge, so as to promote the development of Zhanjiang's coastal tourism, attracting more tourists to visiting and playing Zhanjiang.

KEYWORDS: Coastal Tourism; Brand Founding; Tourism Resources; Questionnaire Survey

INTRODUCTION

Tourism is the way most people choose to release the pressure and annoyance of life, among them the coastal tourism is a very popular way to visit. Coastal tourism is the leading industry of marine industry under normal conditions, it is also a hot spot in domestic and foreign tourism. The income of the coastal tourism industry has a significant relationship with the gross output value of marine industry and local gross national products (Sun, 2014). Thus, developing coastal tourism is one of the best ways to improve the gross output value on the marine economy and the corresponding output value of tertiary industry.

Coastal tourism appeared in Latin America and the Caribbean first, and then it is becoming more and more popular all over the world. However, how to stand out from such a dazzling array of coastal tourism products has become a favorite coastal tourism product for tourists, as well as how to build an eye-catching and enduring coastal tourism brand to meet the diverse needs of tourists are the research topics of the current coastal tourism development (Zhang, and Tian, 2007; Zhang, 2021).

Zhanjiang is speeding up the development of coastal tourism and making great efforts to build coastal tourism brands. However, the most important thing in building coastal tourism brands is how to make effective use of coastal tourism resources. Thus, this paper mainly studies the problems of coastal tourism resources and brand building in Zhanjiang and puts forward some suggestions (Liang, 2013; Chen, 2009).

STUDY AREA

Zhanjiang also known as “Guangzhou Bay”, is located at the southernmost tip of the Leizhou Peninsula of mainland China in the southwest of Guangdong Province, which surrounding by the sea on three sides, the South China Sea in the east, Hainan Province in the south, and Beibu Gulf in the west. With a coastline of more than 2,000 kilometers, Zhanjiang is a passionate seaport city. It is a city with a population of 8 million, five counties, four districts (show as Figure1), which has many special characters such as one national economic and technological development zone, six national economic development zones, China’s first open coastal city, China’s seafood and food capital, national garden city, China’s top ten cities and China’s urban life demonstration city (Dai and Guangxi, 2011;Jane and Yang., 2021).

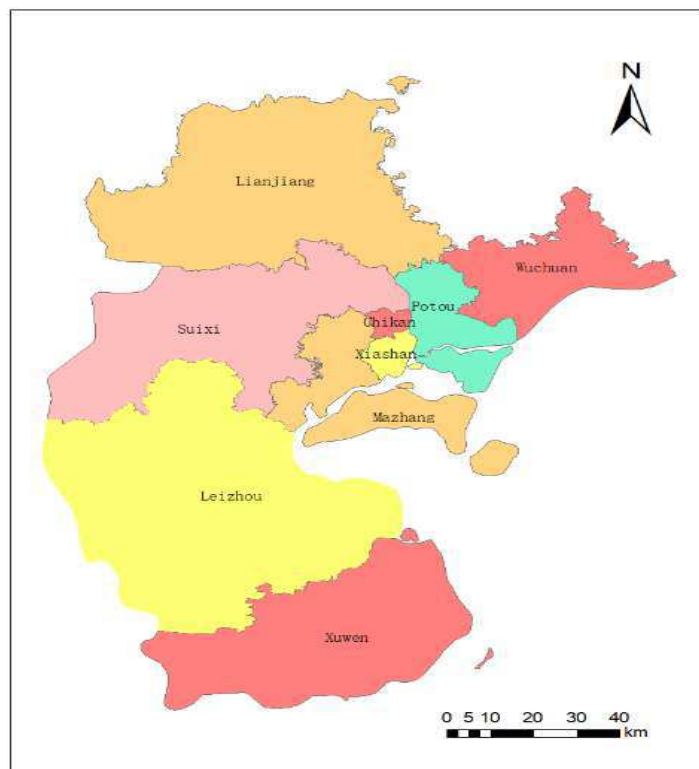


Figure 1: The Administrative Zoning Map of Zhanjiang City.

Additionally, many particular advantages here, for instance fresh air, Zhanjiang's air quality ranks among the top in the country all year round. Both beaches and the countryside are natural oxygen bars, and the negative oxygen ions are four times higher than the standards issued by the World Health Organization. The average annual temperature is only 23.2°C, and the vegetation is evergreen broad-leaved forest, with long summers and no winter all year round. That's why it is the best place for vacation and tourism.

The coastline occupies 1/3 of Guangdong Province, which is the city with the longest coastline among prefecture-level cities in China. There are countless islands and bays. Meanwhile, namely Special City, South Third Sea, East China Sea, Weizhou Island, Nanping and Zhanjiang Bay, etc. constitute the "five islands and one bay" coastal tourist area, along which has many tourism resources distributed such as China's No.1 Long Beach, Xuwu National Coral Reef Nature Reserve, Special City Mangrove National Nature Reserve and Weizhou Island which is the largest volcanic island in China

Error! Reference source not found.

Besides, the biggest feature of the delicious Zhanjiang seafood which pays attention to its original flavor, thus attracts many tourists visiting here because of its natural quality, freshness and lightness. Zhanjiang people have a history of eating seafood for more than 700 years in China. In ancient times, Zhanjiang's people cooked seafood by the sea, which was a purely natural cooking method. Until today, fishermen in Zhanjiang prefer to cook in this way, which is unique.

RESEARCH METHODS

Document Analysis

The main purpose of document analysis method is to understand the past, insight into the present and predict the future. For this, the collection content should be as rich and broad as possible. After analysis, induction and integration, and then analyze the origin, cause, background, impact and implied structural significance of the event. In addition, because document analysis method does not contact with people and things recorded in the document, it is also called non-contact research method. The document analysis method includes four steps: reading and organizing, description, classification and interpretation (Zhang, et al., 2021).

In this study, after the theme selection is determined, the relevant information is found according to the research object of the research theme, and the domestic and foreign literature and materials related to this research are obtained from the main databases including CNKI, Superstar Journal, Wanfang, Baidu Academic as well as sogou.com, and the relevant information of coastal tourism resources in Zhanjiang is obtained from the websites of official website of Zhanjiang Tourism Bureau, sogou Baidu, etc. On the basis of reading a lot of relevant literature and theories, combined with Zhanjiang's current neglect of coastal tourism resources, and the actual situation of brand founding of coastal tourism city, herein this paper makes an in-depth discussion.

Questionnaire Survey

This paper mainly uses Zhanjiang coastal tourism resources to create brand-related strategic issues, which is the main research content, and carries out random questionnaires and related research. The questionnaire targets not only the citizens in Zhanjiang City, but also tourists from other areas in Guangdong Province and other areas outside the province. The questionnaire content involves tourists' specific feelings about coastal tourism in Zhanjiang City and suggestions on brand founding of coastal tourism. The study personally went to Zhanjiang to carry out on-the-spot investigation, and personally experienced the current situation of coastal tourism in Zhanjiang, so as to obtain first-hand research materials more directly and ensure the authenticity and availability of the investigation materials (Shu,1995).

In order to understand the experience, satisfaction and improvement suggestions of tourists on Zhanjiang coastal tourism, a questionnaire survey was used to obtain the real ideas of tourists. Using the statistical analysis method, the different ideas of tourists of different ages, different purposes and different tourist sources are counted, then the existing problems of Zhanjiang coastal tourism are summarized.

There are 19 questions in the questionnaire, which are divided into two parts. The first part is the basic description data of the respondents, including six demographic characteristics such as age, occupation, region and gender. The second part mainly wants to know the respondents' understanding and satisfaction with Zhanjiang coastal tourism. The 19 questions in the questionnaire are set as multiple-choice questions to ensure the effectiveness of the questionnaire. The questionnaire is sent and collected in the form of questionnaire stars, tourism forum posts, field visits, etc. The collected

questionnaires are screened, and the invalid questionnaires are eliminated. Finally, 320 valid questionnaires are obtained (Hao, 2003).

INVESTIGATION, ANALYSIS AND DISCUSSION

Problems of Coastal Tourism in Zhanjiang City

According to the data of investigation and analysis, the utilization of coastal tourism resources and brand building in Zhanjiang mainly show the following 4 problems, including low popularity, underdeveloped transportation and poor infrastructure, lack of local characteristics of tourist attractions, and weak enthusiasm for social participation, which are respectively describing as follows(Zhang, 2021).

Low Popularity

Nowadays, Zhanjiang's image of urban tourism is promoting "Blue Sea, Clouds and Waves", and the tourism propaganda slogan is: "Blue Sea, Blue Sky". Honestly, the slogan and propaganda are indeed in line with Zhanjiang's urban tourism image. However, after investigation of this study, it is found that such vivid propaganda slogans are not deepened in people's minds, but also little known.

As for the brand promotion of coastal tourism city, the survey results show that 40.31% of tourists think that "Zhanjiang is abundant in resources, but its popularity is not high, and its prospects are not very good", as shown in Figure 2. From this point of view, the brand image promotion of coastal tourism city in Zhanjiang is not in place. At present, the propaganda means of Zhanjiang's tourism city brand are mainly the tourism information published on the network by the official website in Zhanjiang Tourism Bureau and the propaganda of some local travel agency stores of Zhanjiang only. This kind of propaganda approaches not only spread slowly but also spreads in a narrow range, obviously it is difficult to attract the attention of tourists (Chen, et al., 2003).

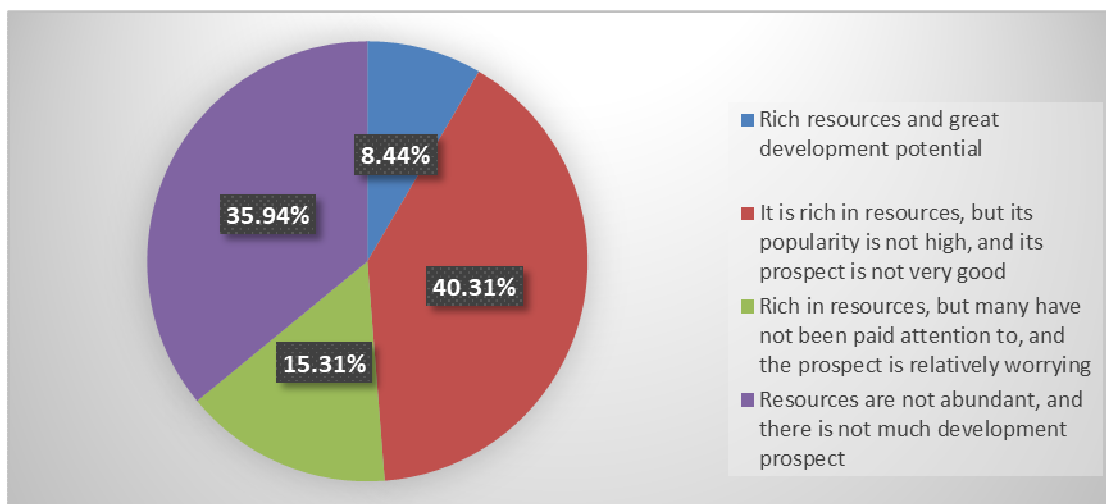


Figure 2: The Analysis Result of the Question "What do you Think of the Development Prospect of Coastal Tourism Resources in Zhanjiang?".

Underdeveloped Transportation and Poor Infrastructure

The developed tourism industry must be supported by developed transportation, but by March 24th, 2022, Zhanjiang old airport had only 21 air routes, which were open to 27 cities. Among them, there are 19 domestic routes and 2 international

and regional routes. Due to the small size of the airport, the small throughput of tourists, the high cost of air tickets and the small number of flights, it is not conducive for tourists from outside the province to take direct flights Zhanjiang. At present, it is understood that there is only one high-speed rail to Zhanjiang which is Guangzhou-Zhanjiang high-speed rail. For provincial and international tourists, if they want to get to Zhanjiang by high-speed railway, they must get to Guangzhou South Railway Station and transfer. As for ordinary trains, Zhanjiang Railway has opened Lizhan Line, Sanmao Line and Yuehai Railway, and only opened direct passenger trains with Beijing, Shanghai, Guangzhou, Wuhan, Nanjing and other cities (Chen, 2019).

As for the bus situation in Zhanjiang, it is known that the bus in Zhanjiang is divided into six districts, namely the city bus, bus lines, bus lines in Potou District, in Development Zone, in Suixi as well as in Wuchuan. Among them, there are 58 bus lines in the city, and the operation time is from 6: 00 to 23: 00, of which all bus lines are between 4 minutes and half an hour, and most bus lines are more than half an hour apart. As a tourist city without a subway, public transportation has become a popular choice. Compared with 1245 bus lines in Guangzhou, 58 bus lines in Zhanjiang obviously can't meet the demand of tourists.

For now, Zhanjiang's amusement infrastructure is poor, which can't meet the needs of tourists in terms of "food, lodging, transportation and entertainment". The tourist reception facilities in some scenic spots are gradually aging and not updated, the roads are damaged, and the number of high-class hotels is small¹³. The level and number of shopping malls cannot meet the needs of tourists. The survey results show that, as shown in Figure 3, 46.25% of tourists think that Zhanjiang's infrastructure is not perfect enough. For example, the shower facilities and the number of tents and cool chairs in Jinshawan Beach, the lighting facilities in island resorts, catering facilities, etc. It can't give tourists a high-quality sense of experience in quantity and quality, which affects the tourist's volume of Zhanjiang tourism, and thus goes against the brand founding of Zhanjiang coastal tourism city(La et al., 2012).

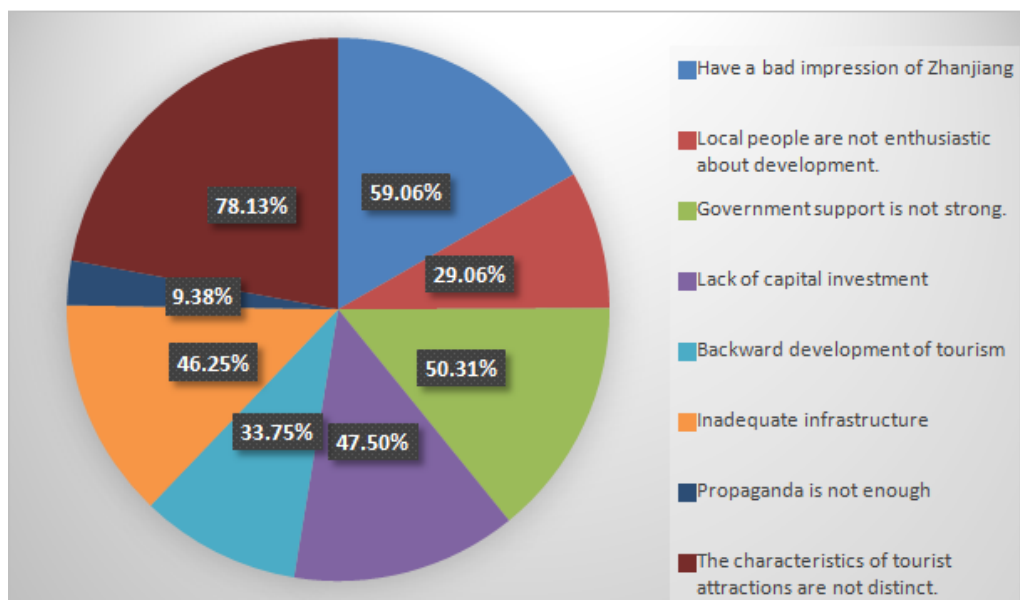


Figure 3: The Analysis Result of the Question "What Factors do you think Hinder the Development of Coastal Tourism in Zhanjiang?".

Lack of Local Characteristics of Tourist Attractions

As for the local characteristics of tourist attractions, the survey results show that 40.31% of tourists think that "Zhanjiang coastal tourism has too few tourist attractions and lacks local characteristics", as shown in Figure 4. The image of Zhanjiang's city tourism is marked as "blue sea and sky, clouds and waves are shining", which takes advantage of Zhanjiang's coastal merits and high-quality climate environment for publicity. However, such publicity slogans do not reflect the vivid cultural connotation and particular characters of Zhanjiang. For instance, there are numerous coastal tourist cities in China, such as Qingdao is known as the beer city of the world, Xiamen is the garden on the sea, Qinhuangdao is the backyard garden of Beijing and Tianjin, as well as Sanya is the Oriental Hawaii, and so on (Zhang, 2014).

From the above-mentioned famous coastal tourist cities, it can be seen that "coastal advantage" and "pleasant climate" are the common characteristics of these coastal tourist cities, however what they focus on promoting is not the commonness of coastal cities, but their unique characteristics, forming tourist attractions with local characteristics. Thus, from this point of view, Zhanjiang's promotion of coastal tourist city does not combine with local cultural characteristics, and does not form tourism products with local characteristics and brand effects, that's why it can't attract tourists.

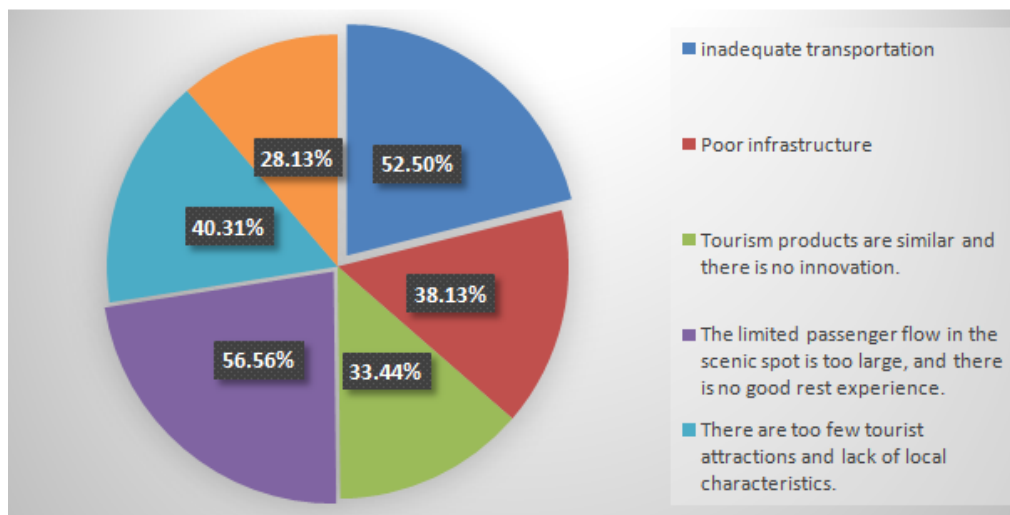


Figure 4: The Analysis Results of the Question "What Problems do you Think Exist in Zhanjiang Coastal Tourism at Present?".

Weak Enthusiasm of Social Participation

According to the survey results, the enthusiasm of social participation in brand founding of Zhanjiang coastal tourism city is not strong, and all social participants have no common goal, but their respective development lacks cohesion, forming a decentralized development state (Zhang, 2016). A city's tourism brand founding should be led by government departments to create brands, and all social subjects should participate in the brand actively to create a brand that is beneficial to multi-development. However, according to this study's understanding, the tourism of four districts, five counties and cities in Zhanjiang is in a state of their own development, without combination. For example, Suixi's theme is emphasis on "lion-awakening culture", Leizhou takes Leizhou culture as its theme, and Lei Ju and Xuwen are famous for their "pineapple sea".

In the study periods, when visiting the local residents of Zhanjiang and asked them if they knew the identity of Zhanjiang's tourism image, most of them didn't know what the identity of Zhanjiang's tourism image was "blue sea, clouds and waves". It can be seen that no matter the tourism developing departments of various regions in Zhanjiang or every individual involved in society, they are not very concerned about and energetic involved in brand founding of Zhanjiang coastal tourism city. Thus, I guess the main reason for this is that the relevant government's departments ignore the target audience, lack guidance and appeal to the target audience, and introduce relevant preferential policies to attract all social subjects to participate in the brand-founding strategy. Which leads to the low enthusiasm of the target audience to participate in the brand founding for Zhanjiang coastal tourism city (Zhang, 2021).

ANALYSIS OF THE CAUSES' PROBLEMS IN COASTAL TOURISM

Insufficient Exploitation of Coastal Tourism Resources

The brand founding for Zhanjiang's coastal tourism city is mainly based on the theme of "blue sky and blue sea", and featuring as the coastal tourism resources. However, the relevant departments of Zhanjiang's tourism development have not fully utilized the coastal tourism resources, especially the exploration of marine tourism resources, historical and cultural resources. The brand positioning of a city cannot be separated from the local culture, due to culture being the brand of a city. Thus, in terms of brand positioning it must better reflect the value of a city to the people. It contains practical and impractical values, such as experience, emotion and culture.

When developing coastal tourism in Zhanjiang, the municipal government failed to grasp the unique coastal tourism resources, such as unique mangrove resources, Huguangyan, the most typical Maar Lake in the world, abundant island resources, and unique history as well as culture of Guangzhou Bay. In the era of fierce competition in coastal tourism, the relevant departments of tourism development in Zhanjiang will inevitably lose out in the fierce competition if they don't pay more attention to the exploitation of available coastal tourism resources, formulate relevant development strategies, and mobilize various departments to help Zhanjiang coastal tourism city brand founding.

Lack of Sciengific Planning Guidance

For Zhanjiang city, the development of coastal tourism city brand lacks scientific planning guidance. To develop coastal tourism in Zhanjiang city, we should persist in promoting the development of coastal tourism city brand, attracting tourists as the development goal, and build our own cultural connotation as the focus. We need relevant government departments to formulate scientific planning guidance, grasp the development focus, contact the relevant tourism development departments in four districts, five counties and cities, stick to one development goal, and constantly promote the development of local coastal tourism, thus driving the six elements of tourism, namely, "food, lodging, transportation, traveling shopping, entertainment" and other related industries.

However, in the process of brand founding for Zhanjiang's coastal tourism city, there is a lack of scientific planning guidance, and the development ideas of coastal tourism city brands in the whole city are not consistent. Different regions have different tourism developing ideas, resulting in different developing priorities and developing plans in different regions. In the long run, it is not conducive to brand founding for Zhanjiang's coastal tourism city, meanwhile it is not conducive to spreading the stable and distinctive brand image for coastal tourism city to the outside world, and it is difficult to make the brand of coastal tourism city for leave a deep impression in the eyes of the public.

Lack of Capital Investment and Insufficient Government Support

As we all know, if you want to build a brand of a city tourism, first of all, the tourist destination must have tourist attractions that can attract tourists, triggering tourists' travelling desire. Secondly, the tourist destination has certain accessibility and perfect tourism infrastructure, including six aspects: "food, lodging, transportation, traveling shopping, and entertainment". However, according to the study's understanding, the government departments of tourism development of Zhanjiang are very scarce in funding for tourism development. As shown in Figure 3, 47.5% of tourists think that the factors hindering the development of coastal tourism in Zhanjiang include the lack of funding. The construction of basic facilities in scenic spots is backward, and most tourist service centers in scenic spots lack functions. The number of parking lots, the level and number of recreational facilities, and the number of rest functional areas are far from meeting the demand of tourists.

Implementing the brand war for the coastal tourism city of Zhanjiang depends on the joint participation and efforts by all Zhanjiang citizens and tourism development government departments. The government should take the initiative to guide all Zhanjiang citizens and introduce corresponding preferential policies to attract relevant investors to join in the brand founding activity. However, Zhanjiang municipal government's support for tourism development is far insufficient. As shown in Figure 3, 50.31% of tourists think that insufficient government support is one of the important reasons that restrict the development of Zhanjiang coastal tourism.

COUNTERMEASURES TO FOUND COASTAL TOURISM BRAND

Mining the Coastal Tourism Resources and Launch the Brand of Characteristic

To build the brand for Zhanjiang's coastal tourism city, we must find out the positioning of Zhanjiang city and its future development direction. Zhanjiang is a beautiful coastal city, facing the sea on three sides, with abundant coastal, ecological and cultural resources. The coastline is 2043.5 kilometers long, with 134 islands and 101 harbors. Zhanjiang Port has a unique resource advantage, especially the tourist resources are very abundant. Additionally, Such as Xuwen National Coral Reserve is the largest, most concentrated and best preserved coral reef in China. Zhanjiang is abundant in seafood, known as the seafood capital of China, the top ten tourist resorts in China, the first batch of national marine parks, and the South Three Islands, one of the top ten most beautiful islands in China. Jinsha Bay won one of the ten most beautiful beaches in Guangdong. The most beautiful wetland in Guangdong is Mangrove National Park. In 2021, it was listed as one of the top ten "comfortable cities" in 2020-2021 and one of the top 100 brand cities in China. Also, it was rated as a third-tier city in 2021, and ranked 29th in China's urban environmental comfort index in the first quarter of 2021. These unique advantages provide a broad space for the development of tourism.

In order to endow these natural resources with local cultural characteristics, it should combine Zhanjiang's cultural characteristics and launch a coastal tourism city brand with local characteristics (Peng, 2012). For example, Zhanjiang has 8 items in the national intangible cultural heritage list as follows: such as the traditional dances Zhanjiang People's Dragon Dance and Suixi Lion Dance; Traditional art Leizhou stone dog; The folk custom of Wuchuan floats; Folk literature Leizhou song; Traditional drama Lei Ju. Traditional drama Wuchuan cantonese opera southern school art with Zhanjiang's natural seaside scenery as the background and local cultural characteristics as the rendering, the brand of coastal tourism city with local characteristics will be launched, and developing the characteristic tourism industry will be accelerated. As shown in Figure 5, the survey results show that 37.81% of tourists are attracted to Zhanjiang's local scenic spots, thus which are more important for tourism in Zhanjiang.

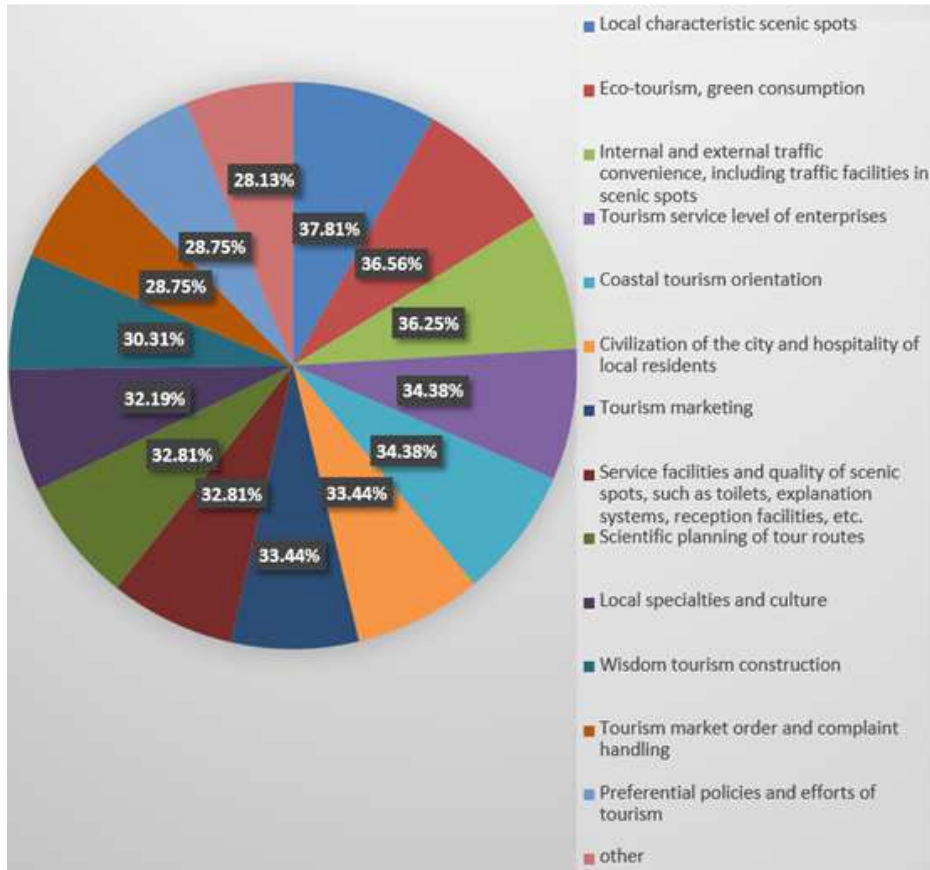


Figure 5: The Analysis Results of the Question "If you Travel to Zhanjiang, What do you Value or Care about Most?".

Strengthenintra-Regional Tourism Cooperation for Common Development

Regional tourism cooperation refers to the optimal allocation and combination of regional resources by economic organizations according to specific principles, so as to achieve maximum economic, social and ecological benefits (Bian, 2019). In view of the problem that the tourism of four districts, five counties and cities in Zhanjiang is developing independently, Zhanjiang Tourism Bureau should formulate a unified and long-term development plans, formulate a development concept to promote the common development of coastal tourism in the whole city. Meanwhile, strengthen the coastal tourism cooperation among regions, to promote the development of coastal tourism in various regions. For example, strengthen the cooperation between the coastal tourist attractions in Zhanjiang city and those in five other counties and cities, and develop with the same concept.

As we known, Jinshawan, Guanhai Promenade and Techeng Island Resort in Zhanjiang urban area will be built into a tourism group with Suixixian Islands Resort, East Island Resort, Nansandao Resort, Weizhou Island International Cultural Tourism Resort and Jizhaowan International Ocean Resort Cluster, etc., so as to realize traffic barrier-free between scenic spots. All regions aim at founding the brand of Zhanjiang coastal tourism city, which is more conducive to spreading the brand to the outside world and realizing the goal of all regions.

Enhance the Tourist Transportation and Basic Supporting Facilities

In order to attract more tourists and build Zhanjiang's brand as a coastal tourist city, an important step is to ensure the convenience of tourist transportation and the perfection of tourist supporting facilities. Zhanjiang should further promote the integrated development of transportation and tourism, speed up the construction of Zhanjiang section of Guangdong Binhai Highway, Zhanjiang Wuchuan International Airport and high-speed railways such as Hezhan, Zhanghai, Guangzhan Passenger Dedicated Line and Baohai, develop more flight routes, expand the airport, increase the throughput of airport tourists, and build a convenient, fast and comfortable tourist transportation network.

To form a comprehensive tourism transportation system with distinct levels, smooth connection, reasonable layout, safety and high efficiency, increase the departure frequency of buses in the city, set up more bus lines, shorten the distance between bus stops, meet the needs of tourists and citizens for public transportation, improve tourist buses, set up more tourist special lines between scenic spots, enhance the convenience of tourist transportation and enhance tourists' sense of experience, and realize the importance of city center, transportation hub and major scenic spots, greenways and transportation hubs. For example, do a good job in road construction from Huguangyan Scenic Area to Shugang Avenue, the southernmost point of Chinese mainland, Antarctic Village and other tourist attractions, so as to enhance the landscape experience of tourists entering the "last mile" of the scenic spot.

As a coastal tourist city, Zhanjiang should improve its supporting facilities in six aspects: "food, lodging, transportation, traveling shopping, entertainment", to bring tourists a good experience. Zhanjiang municipal government should improve the basic supporting facilities of tourist attractions, increase the amount of equipment to ensure the coverage in the scenic spots, such as the construction of lighting equipment, leisure and cool facilities, etc., and introduce preferential policies to attract investors to build tourist hotels in Zhanjiang, and build accommodation hotels of different grades to meet the different needs of different tourists. Naturally, there is no shortage of large-scale water amusement places in coastal tourism. Build large-scale water amusement parks along the sea, and build a coastal tourism city brand that combines viewing and playing.

Intensify Publicity and Expand Brand Awareness

In view of the low brand awareness of Zhanjiang's coastal tourism city, Zhanjiang Tourism Bureau should strengthen the publicity of tourism brands. The mode of communication can be through TV broadcast media, local travel agencies, paper media, internet, etc. As shown in Figure 6, 63.75% of tourists know about coastal tourism products in Zhanjiang through TV broadcasts. Therefore, the spread of Zhanjiang's coastal tourism products through TV broadcasting has achieved initial results. Also, Zhanjiang Tourism Bureau should invest more funds to cooperate with many TV stations, not only to buy advertisements in local TV stations, but also to promote Zhanjiang's coastal tourism city brand to audiences in Guangdong Satellite TV and tourism channels, etc., so as to attract more domestic or foreign tourists. As for offline marketing, as shown in Figure 6, 57.81% of tourists learn about coastal tourism products in Zhanjiang from local travel agencies. Thus, it is a good way to attract Zhanjiang citizens and willing tourists by increasing the frequency of official website push by travel agencies, and increasing the intensity of store marketing and poster leaflet sending by travel agencies.

In this information age, online video has become the favorite content of contemporary people, and the content of online video is all-encompassing. Therefore, the study thinks that online video is the best way to promote the brand of Zhanjiang coastal tourism city. However, the survey results show that as shown in Figure 5, only 20% of people know

about Zhanjiang through network media. Obviously, in order to make good use of the sharp weapon of the network, Zhanjiang Tourism Bureau, government departments should regard online video as the main force to promote Zhanjiang brand. For example, registering official accounts on Sina Weibo, WeChat WeChat official account, Tik Tok, Xiaohongshu, Aauto Quicker and other platforms to publish promotional videos can attract tourists from other provinces in China and even international tourists. In addition, the government can also cooperate with Zhanjiang citizens with traffic to guide them to actively publish videos and posts to promote Zhanjiang's tourism brands, which can stimulate people's sense of identity with Zhanjiang's coastal tourism city brands and achieve better brand promotion effect.

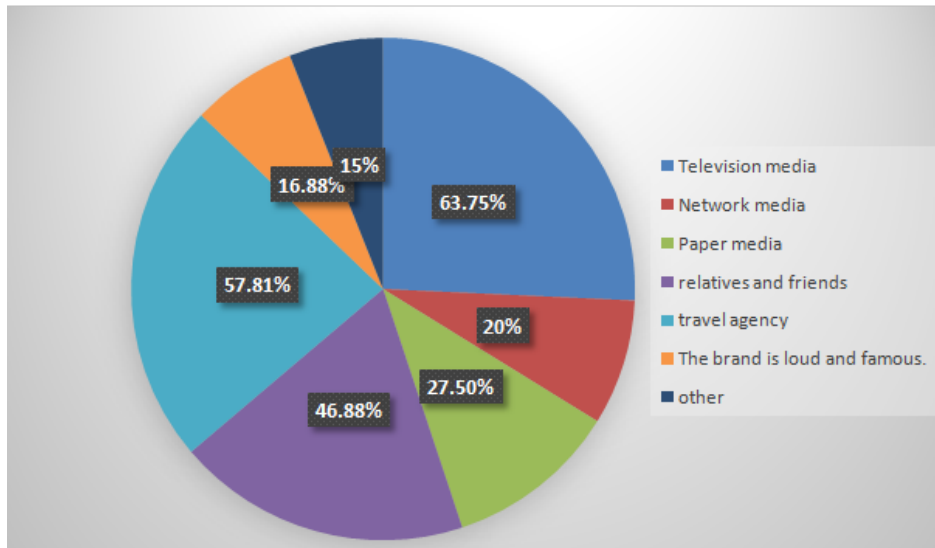


Figure 6: The Analysis Result of the Problem "How do you know about Zhanjiang Coastal Tourism Products?"

The Government Encourages Social Participation

Zhanjiang municipal government should unite social consensus and actively encourage social subjects to participate in the brand founding of Zhanjiang's coastal tourism city. Zhanjiang municipal government can spread the distinctive brand concept of coastal tourism city, mobilize the sense of ownership of local entrepreneurs, residents, social organizations, experts and scholars and other social subjects, and stimulate their enthusiasm for participating in the brand creation of coastal tourism city of Zhanjiang, so as to guide people to actively promote the brand of coastal tourism city, so as to attract more people to visit Zhanjiang.

Therefore, first of all, we should mobilize the enthusiasm of the citizens. In the process of brand founding of coastal tourism city, the government should always strengthen its leading position, making full use of its coastal tourism resources, using scientific theories and methods, formulating scientific development plans and managing them scientifically, and enhancing the self-confidence of social subjects in brand founding of Zhanjiang's coastal tourism city, so as to encourage every social subject to participate in the brand founding plan.

CONCLUSION

In this paper, through literature analysis, the preparatory work of field visits, relevant information is collected, and questionnaire survey is used to understand the satisfaction of tourists and suggestions. Finding out the problems existing in Zhanjiang's coastal tourism, analyzing the causes of the problems, and exploring the strategy of founding Zhanjiang's

coastal tourism city brand with relevant theoretical knowledge. Promoting the Zhanjiang's coastal tourism industry into developing new opportunities and attracting more tourists to visit Zhanjiang, so as to promote the economic development around Zhanjiang and promote the development of tourism. Therefore, this paper studies the brand founding of Zhanjiang's coastal tourism city and draws the following conclusions:

In order to founded a brand of coastal tourist city with unique Zhanjiang characteristics;

First of all, we should make full use of Zhanjiang's coastal tourism resources, taking Zhanjiang's regional culture as the foundation and its unique coastal tourism brand as the carrier.

Secondly, promoting the brand of coastal tourism of Zhanjiang, the government should first start with the local residents, and strengthen the publicity of the brand of coastal tourism in Zhanjiang through various ways, especially through online media, so that more people can come to the brand of coastal tourism in Zhanjiang.

Thirdly, ensuring the high-quality tourist experience of tourists, the government must increase investment, ensuring convenient transportation, improving supporting facilities, meeting the six needs of "food, lodging, transportation, traveling shopping, and entertainment" and providing high-quality tourist experience.

Fourthly, realizing the long-term development of Zhanjiang's coastal tourism brand, the local government should play a leading role in the construction of Zhanjiang's coastal tourism brand, formulating a long-term development plan, improving the talent introduction policy, establishing and improving the government's work incentive mechanism, and promoting the long-term development of Zhanjiang's coastal tourism city.

ACKNOWLEDGEMENTS

The author is grateful for the research grants given to Ruei-Yuan Wang from GDUPT Talents Recruitment (No.2019rc098), Peoples R China under Grant No.702-519208, and Academic Affairs in GDUPT for Goal Problem-Oriented Teaching Innovation and Practice Project Grant No.701-234660.

REFERENCE

1. *Bian, Z. Research on Brand Construction from the Perspective of Global Tourism. Institute of Management Science and Industrial Engineering. Proceedings of 2019 5th International Conference on Economics, Business, Finance, and Management (ICEBFM 2019). Institute of Management Science and Industrial Engineering, 2019:5.*
2. *Chen, L., Ding, H., Sun, H. Preliminary study on the development of coastal tourism resources in Maoming. Economic Geography, 2003,06:835-839.*
3. *Chen, Y. Research on Brand Building of Tourism Destination. East China Normal University, 2009.*
4. *Chen L. Research on the perception of urban tourism image from the perspective of global tourism. Jiangxi University of Finance and Economics, 2019.*
5. *Dai, Y., Guangxi, B. Gulf Coastal Tourism Brand Integration Research. Market Forum, 2011,08:27-28+10.*
6. *Hao, Y. Discussion on sustainable utilization of coastal tourism resources. Ocean Development and Management, 2003,01:47-51.*

7. Jane, L., Yang, Y. Review of the research on brand competitiveness of coastal tourist cities. *Special Economic Zone*, 2021,05:157-160.
8. La, L., Hong, L. L., Kun, P. D., Rui, Q. L. SWOT Analysis of Development and Utilization of Ecological-Cultural Holiday Tourism Resources in Yesanguan of West Hubei Province. *Advanced Materials Research*, 2012, 599:216-219. <https://doi.org/10.4028/www.scientific.net/AMR.599.216>
9. Liang, Y. *Research on brand marketing strategy of Zhanjiang city*. Central South University, 2013.
10. Peng, J. *Design and Communication Strategy of Hubei's Tourism Brand Ad*. Information Engineering Research Institute, USA. *Proceedings of 2012 2nd International Conference on Social Sciences and Society (ICSSS 2012) Volume 6*. Information Engineering Research Institute, USA, 2012:5.
11. Shu, L. Beihai, a coastal tourist city. *Urban and Rural Construction*, 1995,08:38-39.
12. Sun, J. *Research on the development of coastal tourism products based on tourist experience*. Jinan University, 2014.
13. Xie, X. Atmospheric characteristics of coastline based on remote sensing images and tourism brand construction in coastal areas. *Arabian Journal of Geosciences*, 2021, 14(7): 588. <https://doi.org/10.1007/s12517-021-06943-5>
14. Zhang, G., Tian, J. Review and prospect of coastal tourism research at home and abroad. *Journal of Ocean University of China (Social Science Edition)*, 2007,06:5-9.
15. Zhang, X. *Research on brand building of coastal tourist cities*. Hebei Normal University, 2021.
16. Zhang, Y., Tang, J., Yu, Z. Investigation and Development of Island Tourism Resources in Zhanjiang. *Guangxi Urban Construction*, 2021,10:10-14.
17. Zhang, W. Y. The Research of Digital Challenge to Tourism Destination Brand. *Applied Mechanics and Materials*, 2014,596:976-980. <https://doi.org/10.4028/www.scientific.net/AMM.596.976>
18. Zhang, J. *Discussion on Brand Image Design of Chinese Tourism City from Visual Symbol Management*. Information Technology & Industrial Engineering Research Center. *Results of 2016 International Conference on Tourism and Development (Tourism and Development)*. Information Technology & Industrial Engineering Research Center, 2016:5.

