

## STUDYING THE STRATEGY ON ZHANJIANG COASTAL TOURISM RESOURCES AND BRAND FOUNDING

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### 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