

# Research on Tourism Short Video Marketing Strategy Based on STP Theory

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**Abstract.** In recent years, major social platforms have launched short video applications, which not only add a lot of fun to people's lives, but also provide effective marketing opportunities for businesses in all walks of life. Affected by the COVID-19 epidemic, the global tourism industry suffered heavy losses. Short video marketing of tourism brings new opportunities for the recovery of tourism. Based on STP theory, this research studies the marketing strategy of short video in tourism. Specifically, this study analyzes the current situation, strategies and existing problems of short video marketing of tourist destination merchants from three dimensions: market segmentation, target market and market positioning. Finally, the research conclusion is drawn, and the corresponding innovative development suggestions are put forward for the future prospects of tourist destinations.

**Keywords:** tourism marketing; Short video marketing; STP theory.

## 1. Introduction

Due to the joining of 4G network and the development of intelligent terminals, in the general trend of network socialization, people's social mode gradually shifts from text and voice to short video socialization. Short video, that is, the video that is spread from individual users or professional production teams to the Internet and then promoted within 5 minutes by using new Internet media, belongs to Internet content dissemination. Short video marketing is very different from traditional marketing methods. Short video has immediacy, and it can carry more information and data, so it has greater marketing value. In September, 2016, a creative short video social software for all ages, Vibrato Short Video, appeared in the public eye and quickly occupied the market. Nowadays, under the background of media convergence, social softwares like Tik Tok and Volcano Vision enter the market with their advantages of low cost and low threshold.

With the arrival of internet plus times, people's quality of life has been continuously improved, and entertainment items have become more abundant. Affected by the global epidemic of COVID-19, the public's demand for entertainment has gradually shifted from offline to online, which is a very important development opportunity for the short video industry. Compared with the tourism industry, it is facing a huge challenge of industrial recovery. Tik Tok, as a very popular social software, can not only provide advertising channels for tourism enterprises, but also provide them with new marketing ideas. Based on STP theory, this study discusses the short video marketing strategy of tourism industry, and analyzes its marketing status and existing problems from three aspects: market segmentation, target market and market positioning. Finally, it draws a research conclusion and puts forward corresponding suggestions.

## 2. Literature review

There are many researches on short video marketing abroad, and their focus is on the realization of short video marketing. First of all, foreign scholars Debra Schepp and Brad Scheep(2009) studied the development trend and current situation of short video marketing from a macro perspective. They pointed out that YouTube's huge users and traffic are "natural marketing soil", and creators and merchants of short video content can use Google, eBay and other platforms to show marketing to consumers to create commercial realization. Sheldon and Kerrin(2012) scholars qualitatively analyzed the development status and commercial realization mode of different mobile short video

apps, and thought that the short video industry in the future would become the popular trend of the times, and the marketing prospect would be bright. Subsequently, Jason Rich(2013) made an in-depth study on how brands use short videos to establish their own image, promote products and services, attract more customers and make profits from them.

Comparatively speaking, the related research in China started late. Guo Quanzhong (2016) believes that the popularization of 4G mobile network and the substantial increase in the number of Internet users have promoted the rapid development of short video market. Ouyang (2016) proposed that short video content marketing is the core part of the marketing situation, and brand owners should use rich short video content to collect more users. Chu Junjie (2016) said that there are many profitable forms of short video in operation, such as native advertising, intellectual property of short video, etc. At the same time, he made a comparative analysis of the characteristics, types and reasons for the rise of short video marketing, and concluded that the native advertisements of short videos will be more attractive and have better marketing effects, both in terms of product information and brand image, by using various visual presentation forms.

Subsequently, Ren Shijie (2019) believes that the business model of short video has the following characteristics: First, native advertising; The second is to attract users through online celebrity effect or star effect; Third, the development of domestic products, combining the popular elements with users' psychology to create products that citizens like, thus creating business opportunities; Finally, the practice of short film marketing is carried out from different ways and social platforms. Tang Xujun (2020) proposed that the short video "online celebrity with goods" will become a major way to realize marketing, and the rise of content e-commerce will become the norm in the market. Scholars Xu Xinxin and Liu Bing (2021) conducted a questionnaire survey on the satisfaction of users of short video app, so as to find out the possible problems in short video marketing, and summarized the improvement suggestions according to the survey results.

To sum up, at present, domestic and foreign scholars' research on short video marketing is relatively mature, but the research on introducing short video marketing mode into tourism industry is still in the minority. Therefore, the research on tourism short video marketing strategy is still in the exploratory stage, and this issue has certain research significance and value.

### **3. Literature References**

Based on ——STP theory, the core theory of marketing strategy, this study analyzes the marketing situation and existing problems of short video marketing in tourism industry from three aspects: market segmentation, target market and market positioning.

#### **3.1 Market segmentation**

At present, there are three social platforms for short video marketing in China's tourism industry, namely: Tik Tok app, Kwai app and Watermelon app. These three platforms are mainly engaged in promoting corporate brands and search engines of other platforms to the advertising media of popular websites, as well as marketing and promotion for mainstream methods such as B2B, short video platform and Weibo, so that they have a comprehensive promotion effect. Based on the popularity of short video marketing, the tourism industry can take advantage of the convenience of the whole network marketing mode and network promotion mode, and establish a brand-new network marketing promotion mechanism in combination with the development trend of the tourism product sales market.

First of all, by improving the content quality of short videos, we can create online celebrity scenic spots. Now that China has entered a new stage of excellent tourism development, consumers need better tourism products and will choose tourism enterprises with better service quality. Therefore, tourism enterprises should pay attention to the planning of tourism products and scene content while adopting short video marketing. At present, some tourism enterprises publish short videos that incorporate historical stories or traditional culture on social platforms to create online

celebrity scenic spots or tourism products with thematic characteristics, so as to achieve the effect of online marketing.

Secondly, expand marketing channels by cultivating fan communities. One of the main features of the Internet is that the fragmented lifestyle has gradually become the mainstream, and short films and short articles have become the main communication channels. Short videos need precise and clear product positioning for travel destinations or scenic spots. Tourism market also applies the famous 28/20 law, that is, 20% customers can create 80% value. Make clear product market segmentation for 20% customers, and then use them to develop the market. At the same time, marketers can flexibly use a variety of short video media communication devices, such as Tik Tok, WeChat and Weibo, to publish more traffic topics and create more interaction opportunities for potential and actual consumers.

### **3.2 target market**

Based on the rise of the Internet age, American scholar Chris Anderson (2004) put forward the long tail theory, that is, due to the cost and efficiency factors, when the places and channels for the storage, circulation and display of commodities are wide enough, the production cost of commodities drops sharply so that individuals can produce them, and the selling cost of commodities drops sharply, almost any product that seems to have extremely low demand before will be bought as long as it is sold. The common market share of these products with low demand and sales can be equal to or even larger than that of mainstream products. With the rapid development of digitalization, the marketing channels of tourism industry are becoming more and more diversified, and short video marketing has become an important way to choose the target market.

At present, most tourism businesses attract users' attention through short video content marketing, and subdivide the tourism market according to different tourism products and different short video realization modes. The target market should have a certain market scale and development potential, and there are countless short videos that only publish tourist scenery content, which leads to the lack of core competitiveness of tourism businesses. Therefore, when creating short video content, tourism businesses should match the history and culture of tourist destinations and increase the uniqueness and richness of short videos. For example, for tourist destinations with cultural heritage, merchants can incorporate local cultural customs elements in short videos, or shoot some short historical stories in tourist destinations to give users an immersive experience. Besides, when choosing the target market, merchants can also consider the resources of tourist destinations and innovate their marketing models. For example, for tourist destinations with rich natural resources, merchants can introduce local tourism products or services in short videos to attract more users' attention.

### **3.3 Market positioning**

The core of STP lies in choosing and determining the target consumers or customers, that is, defining the market positioning. As for tourist businesses, according to their own resources and related attributes of tourist destinations, they can choose market segments with a certain scale and development prospects, which are in line with the company's goals and capabilities, as the company's target market. Subsequently, the merchants need to position the tourism products in the position preferred by the target users, and convey the positioning information to the target users through a series of marketing activities, so as to stimulate consumer demand.

The rise of short tourism video marketing has brought new business opportunities to tourism destinations, and many similar short tourism videos have flooded into major social platforms for a time. Some travel businesses will collect relevant data of similar travel short videos, and summarize their respective advantages and disadvantages by comparing their marketing models. Finally, establish an exclusive short video production template for tourism. In the process of content creation, we should try our best to combine the current hot topics and popular elements. For

example, blind box is very popular recently. Some tourist attractions adopt the form of blind box when selling tickets, which not only sells a large number of tickets, but also creates a topic degree, thus driving the short video traffic to increase greatly.

Clear market positioning is a prerequisite for short video creation. When creating a short video, a tourist must first choose a theme that conforms to the characteristics of the destination. Short videos have themes suitable for their own characteristics, so that viewers will not feel detached. And when choosing creative materials, businesses should also consider matching with their theme. Merchants can summarize short videos on various social platforms by establishing short video analysis portraits, distinguish different kinds of short videos, and count the user visits and broadcast integrity of different kinds of short videos. In this way, we can not only intuitively know the user's liking for short tourism videos with different contents, but also provide reference suggestions for short video producers to choose their creative themes.

### **3.4 Existing problems**

To sum up, it can be seen that the existing tourist destination merchants have the following problems in short video marketing. Firstly, although relevant government departments have been advocating "high-quality integrated development of culture and tourism" and many colleges and universities have started theoretical research on cultural tourism, there are few theoretical practices on integrated development of cultural tourism. At present, the tourism merchants who use short video marketing are mostly individuals or small teams, and the cultural literacy level of their team members is uneven, and the quality of the created short video content of tourism is uneven. Second, the original intention of tourism merchants to create short videos is mostly marketing realization. There are many marketing elements and information asymmetry in short video content, which ignores users' aesthetic feeling and consumption experience. Thirdly, there is a serious phenomenon of homogenization of video content in the existing tourism short video marketing. For example, Tik Tok, Aauto Quicker app and other major social platforms often recommend the same type of short travel videos, and the video content is roughly the same, lacking new ideas. In the long run, it will not only lead to users' aesthetic fatigue, but also be detrimental to the marketing promotion of tourist destinations.

## **4. Conclusions and suggestions**

### **4.1 Conclusion**

Based on STP theory, this study analyzes short video marketing in tourism industry. The results show that most of the merchants who use short video marketing of tourism are individuals or small teams, lacking the corresponding network marketing skills. Many tourist destination businesses can clearly segment the market according to the different needs of tourists. Then, according to the tourism destination's own resources and development prospects, the merchants choose the market segment that conforms to their own goals and capabilities as the target market. At present, most tourist destination businesses can subdivide the market and choose their own target market. Because some merchants have shortcomings in product positioning and target consumer matching, online marketing videos and offline marketing activities lack their own characteristics, so they can't make a clear market positioning. Based on the above research results, this study will put forward the following suggestions for the innovative development of tourist destinations.

### **4.2 Suggestions**

Encourage enterprises to cooperate with the government. Tourism advertising and network marketing can't be separated from high-quality tourism market environment. The government attaches importance to the construction and development of tourism industry, which can not only create a good image of tourism destination, but also provide a good marketing environment for tourism businesses. Government tourism enterprises are organized to carry out offline tourism

promotion activities with local characteristics and culture, and tourism enterprises use various social platforms to carry out short video topic marketing, so as to establish high-quality tourism destinations.

And high-quality integration and development of culture and tourism. For tourist destinations, we should integrate local history and culture, and fully seek the connotation and characteristics of tourism resources. Through short video marketing on the history, culture, geographical location, local conditions and customs of tourist destinations, the unique image of tourist destinations in users' minds can be deepened. At the same time, tourist destinations need to build their diversified characteristics and develop new tourism products and services to meet the needs of more and more tourists.

Focus on customer group relations. When marketing short videos, destination merchants should pay attention to cultivating user groups to make them loyal fans. First of all, keep in touch with fans in short videos, and create short videos with targeted content according to fans' travel interests. Secondly, pay attention to effective user feedback. Through the continuous innovation of tourism short video content, the cumulative benefits will be generated.

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