Destination Management about Tuscany Tourism

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Abstract: With the development of technology and globalization, tourism has become an important balanced method between work and recreation. Destination management provides the mission and vision statement with stakeholders, using strategical planning to achieve the goals that attracts more visitors in this process. This report as a part of destination management in Tuscany focus on the communication plan, mainly studying how to attract visitors. It includes many sections and methods: on the one hand, this report uses SWOT analysis in the internal and external analysis of the position about the Tuscany. On the other hand, it is crucial to communicate with visitors in social media, the report talks about how to use different channels to communicate with different people. Thus, in the last section, it can be found social media has positive and significance relationship with tourism attraction by doing an empirical analysis with 206 questionnaire about Chinese people, who are the targeting group in marketing segmentation of STP model that divides marketing into five parts, according to Hofstede six cultural dimensions theory.

Key words: Destination Management; Social Media; STP Model; Hofstede Six Cultural Dimensions

1. Introduction

In order to introduce the research purpose of the report and the necessity of the research,First of all,it can be attached the importance of tourism to Tuscany,the complex is the impact of tourism on the growth of a regional economy (Gauzy and Nijkamp 2006).tourism accounts for 8-10% of the local GDP of Tuscany (Regione Toscana 2010).in addition, it comprehensively exceeds the confirmation standards of industries in terms of industrial strength coefficient,comparative strengths coefficient, full employment coefficient and industrial correlation coefficient.

Destination management plays a critical role in promoting Tuscany tourism.When establishing strategic vision and mission statements, the future development direction is constantly facing new challenges.Tourism and hospitality industry employees fail to make successful use of social media.This is related to the lack of practical skills (Shen, S.; sotiriadis, M.; Zhou, q.2020)[1] however, the social media platform provides a digital exploration mode, and destination managers can manage stakeholders through the network platform.Therefore, the role of mass media in tourism can not be underestimated. It is against the background that this report studies how social media can be used as a destination marketing tool to enhance the sustainable attractiveness of tourism destination.

In 2011 Tuscany welcomes for the first time as many foreign tourists as domestic ones (IRPET 2012).So far,however,according to the most recent official data (MAE-ENIT 2012), Italy takes only a very small share of the overall flows of Chinese tourists (Nicola BELLINI, Anna LOFFREDO, Serena ROVAI 2012, however, Chinese group, as the huge number of tourists in the world,it should be payed attention to their travel flow,because the country tries tomaximize profits from the tourism industry(G. Feichtinger, R. F. Hartl, P. M. Kort &A. J. Novak 2001).

The unique feature of this report is that after the internal and external analysis of Tuscan tourism, it uses STP model to carry out specific market segmentation, mainly focusing on the Tuscan tourism experience of Chinese groups and exploring how to use social networking.

2. Literature Review

In the 21st century, social media has developed into an indispensable part of Tourism Organization publicity and communication technology（Felix, R.; Rauschnabel, P.A.; Hinsch, C.2017)[2]·According to global estimates, by 2022, the total number of social media users will increase to 3.29 billion, accounting for 42.3% of the world population (Ngai, E.W.; Tao, S.S.; Moon, K.K.2015)[3] .Social media in the

21st century seems to be the most relevant means of communication and interaction between tourism destinations and consumers (Peppard, J.; Ward, J.2016)[4]

A tourism destination is regarded as a place where individuals travel and decide to stay for a specific period of time (Alghizzawi, M.; Salloum, S.A.; Habes, M.2018).[5]

Some scholars believe after the people know and understand the topographic image of the tourism destination through the media, the tourism destination can carry out image publicity through the media to make it attractive and infectious.(Hays, S.; Page, S.J.; Buhalis, D.2013)[6]

From the perspective of social media, tourism has become an important part of media content.social media has the following characteristics.Firstly, there are a wide range of information recipients Cover different social groups listening to different voices; Secondly, the dissemination of information is fast and fast ; Thirdly, information dissemination has broken the restrictions of time and space.(Zeng, B.; Gerritsen, R.2014)[7] It is a worldwide social phenomenon, expressing a new way of life and entertainment sprite(Zhang Wenrui.2014).[8]

3. External and Internal Analyses of Tuscany Tourism

SWOT analysis mainly considers the impact of the external environment on the destination. S is the strengths, W is the weakness, O is the opportunity and t is the threat. After the analysis of the internal and external environment, the enterprise lists the key factors to find out the strengths, weakness, opportunities and threats faced by the enterprise, so as to conduct comprehensive combination and evaluation. SWOT analysis is based on the comprehensive evaluation results of sufficient information, industry experts and company experts. It is a combination of rationality and experience. It can fully show these external impacts, including opportunities or threats, and measure the actual situation of the destination itself: strengths or weaknesses. The analysis shows its strengths and weakness, opportunities and threats, so as to facilitate destination managers to formulate prospect strategies and determine tasks.

The main strengths of Tuscany tourism include the infrastructure that can provide convenience for tourists. It is a good choice not only to arrive in Tuscany by train and plane, but also to take bus and light rail in the region. As well as the appropriate price, the hotel service in Tuscany has always had a reasonable price range compared with the tourist resorts in various states of the United States.

The weakness lies in the lack of large-scale entertainment facilities, such as theme parks, haunted houses and other entertainment projects that attract young people to travel. Similarly, compared with Milan, another popular tourist city in Italy, social events is not rich enough in Tuscany.

More importantly, Tuscany has many external opportunities for tourism. Tuscany is famous for its beautiful scenery and rich artistic heritage. The most remarkable point is that Tuscany occupies a place in the field of international tourism. Six places have been listed as world heritage sites: Florence historical center (1982), Pisa Cathedral Square (1987), San Gimignano historical center (1990), Siena historical center (1995), Pinza historical center (1996) and Orca Valley (2004)

The threats mainly focus on the challenge of facing many alternatives, which refer to many tourist resorts from Europe, such as Barcelona, which has a social event of football, Budapest, which attracts Asian tourists with beautiful scenery, and Prague and Vienna promoted by music.

On the whole, Tuscany faces more opportunities and strengths than threats and weakness.

4. How to Attract Customers

It is the main chapter that this report discuss, after analyzing the position of Tuscany, that how to attract customers is becoming an important question that should be focused on .in this chapter, the report uses STP model to know who are the potential customers, and divide it into five groups according to their geographical characteristics.moreover, hofstede six cultural dimensions theory can be added as a tool to target concentrated groups after analyzing whole continents, Chinese group, because there are the huge number of visitors coming from china and they tend to have a family tour and grand tour overseas.

4.1 STP Model

Target marketing means that enterprises identify different groups of buyers, select one or more of them as the target market, use appropriate

marketing mix, focus on serving the target market and meet the needs of the target market.

Target marketing (STP marketing) consists of three steps: ① segmentation. ② target market selection. ③ positioning.

4.1.1 Five continents in Tuscany tourism segmentation

Segmentation means dividing customers into different group of people with their characters and needs. this gives all customers needs instead of one size fits all strategy from competitors. there are some ways to do segmentation, such as demographics, behaviors, and geographical. this report choose geographical segmentation to do analyze, including Asian market ,European market, American market, Australian market, African market, with hofstede six cultural theory judging their national behavior in tourism.

4.1.2 Hofstede six cultural dimensions theory

American market： Setting America as an example in American market, it can be seen that the people there have a high tendency of individualism, which means they prefer Personalized and professional products and services in tourism

European market： when choosing Italy as an example in domestic tourism, It represents residents both have higher long term orientation. Thus, they are willing to invest in tourism. high degree in long term orientation shows elderly people in Europe love tourism consumption after retirement.

Australian market：Australian have high degree in indulgence, it result in the tattach importance to the balance between life and work, and they enjoy natural tourism settings. and they have high value in masculinity degree. it means after competitive works finishing, they need to find some place to release their pressure.

African market：Different cultural differences in South Africa and Egypt tell us the particularity of the African market. there is no doubt that some counties still in famine and war in African, they are in the basic needing of maslow's theory and they do not have ability to consider tourism. but for south Africa, they have high value in indulgence, which means they want to enjoy some natural settings.

Asian market ： Compared with Japan, there are high power distance, low individualism and uncertainty avoidance in culture, it decide they have the high desire of purchasing, and accept the occurrence of uncertainty. what is more, the Chinese have a large tourist population.

4.2 An Empirical Analysis About Chinese Group

In this part, this report uses an empirical study to explore the relationship between social media and tourism attraction. The target is the Chinese group, because the Chinese group has a huge population base and consumption capacity. However, at present, the research on the tourism attraction of Tuscany towards the Chinese group in this field is almost blank. Therefore, this report is of practical significance to actually promote the tourism development of Tuscany

4.2.1 Hypothesis

Research shows that social media plays an important role in the whole process of tourism, whether it is hotel reservation before tourism, tourism strategy, using the Internet to find relevant infrastructure and services during tourism, or impression sharing on social media after tourism. Undoubtedly, the social media has played a positive and intentional role in the whole process, so we assume that: social media has a positive and significant relationship with tourism attraction

4.2.2 Methodology

This report takes the form of questionnaire survey. A total of 206 questionnaires are distributed, and about 150 valid questionnaires are recovered. The reliability and validity of the questionnaire are analyzed by KMO test in SPSS. The result is that the KMO value is greater than 0.6. The relationship between factors can be analyzed.

The questionnaire presents the social media in the form of questions, asking Chinese groups what channels they know about Tuscany, and concreting the tourism attraction into tourism experience and tourism willing.

Pearson test with SPSS is used in this hypothesis. the p is 0.04，less than 0.05 and the Correlation coefficient is 0.291，more than 0.2, it indicates there are positive and significant relationship between these two factors.

4.2.3 Result and discussion

From this study ,it can be seen that there are positive and significant relationship between social media and tourism attraction.but,0.291 shows that there is only weak correlation between the two. There are still many deficiencies in this study. For example, the

source of the questionnaire does not cover all provinces and regions in China. And the reliability and validity of the questionnaire design are not very high.

5. Conclusion

Based on a questionnaire survey, this report examines the relationship between social media and destination attractiveness. Pearson regression was used. The report provides evidence that social media has a positive correlation with tourism attraction. Internet is an important factor affecting tourists' willingness to revisit. In addition, the study also found that regional security, as one of variables of tourism attraction, has a positive correlation with advertising media. Therefore, it must be pointed out that a social media plays a positive and significant role in promoting a safe destination.

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