



**TOURISM PROMOTIONAL ACTIVITIES OF
WUZHISHAN, HAINAN PROVINCE, CHINA**

MS. LUYU ZHANG

**INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE
MASTER'S DEGREE OF BUSINESS ADMINISTRATION**

INTERNATIONAL COLLEGE,

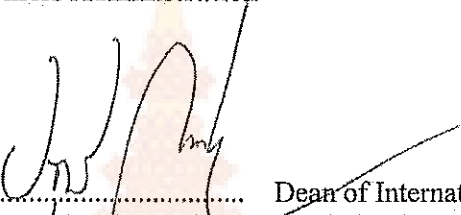
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP

ACADEMIC YEAR 2022

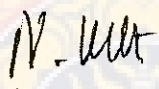
**COPYRIGHT OF RAJAMANGALA UNIVERSITY OF TECHNOLOGY
KRUNGTHEP**

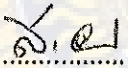
Thesis TOURISM PROMOTIONAL ACTIVITIES OF
WUZHISHAN, HAINAN PROVINCE, CHINA
Author Miss Luyu Zhang
Major Master of Business Administration (M.B.A)
Advisor Supot Rattanapun, Ph.D.

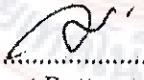
International College, Rajamangala University of Technology Krungthep
approved this Independent study as partial fulfillment of the requirements for
the degree of Master of Business Administration


..... Dean of International College
(Assoc. Prof. Arus Kongrungchok, Ph.D.)

Examination Committee


..... Committee Chairperson
(Assoc. Prof. Napaporn Khantanapha, Ph.D.)


..... Committee
(Suraphong Watcharajit, Ph.D.)


..... Committee and Advisor
(Supot Rattanapun, Ph.D.)

Independent Study	TOURISM PROMOTIONAL ACTIVITIES OF WUZHISHAN, HAINAN PROVINCE, CHINA
Author	LUYU ZHANG
Major	Master of Business Administration
Advisor	Supot Rattanapun, Ph.D.
Academic Year	2022

ABSTRACT

Wuzhishan city has become one of the major tourist cities of Hainan since the implementation of reform and development for almost 30 years. Therefore, tourism promotional modes advocated by the government of tourism administration have naturally become an important modes in developing tourism market sales of Wuzhishan city. Great attention will be paid and research will be offered to the government's tourism promotional modes , which deserves to be noted in terms of theoretical and practical levels.

The present situation and features of tourism promotion of Wuzhishan government were objects and the following problems were explored

1. The present situation of tourism promotion in Wuzhishan city.

In order to enhance the image of Wuzhishan city and enhance the competitiveness of Wuzhishan city,the govenrment of Wuzhishan city adopts various ways to promote tourism;for example advertisements、TV、newspapers、magazines、outdoor media、printing leaflets,etc.

2. Time distribution features of tourism promotion of the government

Wuzhishan city government tourism promotion in Annual Distribution of Time& Order、 Seasonal Distribution of Time&Order、 Monthly Time&Order Distribution.

3. The optimization strategy and measures of tourism promotion of the government.

Wuzhishan is the core ecological zone of Hainan, which is the greatest advantage. The protection of the local ecological zone is an important measure for the realization of high-quality and leap-frog development, which should not be passed on to others and should be considered the top priorities of the country.

Protection of the Original Looks of Scenic Spots、 Establishment of a Long-Term GTP Managenment Mechanism、 Proper Speed-up Formulation &Implementation Tourism Promotional Plan、 Strengthen the Coordination Work of Tourism Promotion、 Expanding Government's Toruism Promotional Channels、 Enhancement of Goverment's Ability、 for Tourism Promotion

Keywords: tourism industry; government promotion; time distribution structure; influential factors

ACKNOWLEDGMENT

My heartfelt thanks should firstly go to my tutor ,Dr Supot Rattanapun for his Kindness, patience, and strictness while coaching me in my writing of this independent study. His profound knowledge, rigorous scholarship ,quick thinking, and easiness to get along with left me with a deep impression, which will be beneficial and unforgettable for me.

I also would like to thank all the teachers involved in professional courses. From Them ,I not only acquired cutting-edge theoretical knowledge, but also learned about the research methods and rigorous academic attitudes, which have greatly helped and enlightened my writing.

Due to the constraints of academic level and practical experience, the content of the thesis is still imperfect. I hope that all teachers can criticize and correct me. Although the study will end, there is no end to learning, and I still hope to get the tutor's advice in the future.

Ms. Luyu Zhang



PREFACE

This article mainly discusses the tourism promotion of Wuzhishan Municipal Government in Hainan Province, China. The process of the discussion, the literature research method, and the digital research method are used to conduct specific analysis and research on the tourism promotion of Wuzhishan Municipal Government, based on analysis and research, the author excavates and summarizes the characteristics of tourism and some suggestions for the development of government tourism promotion.

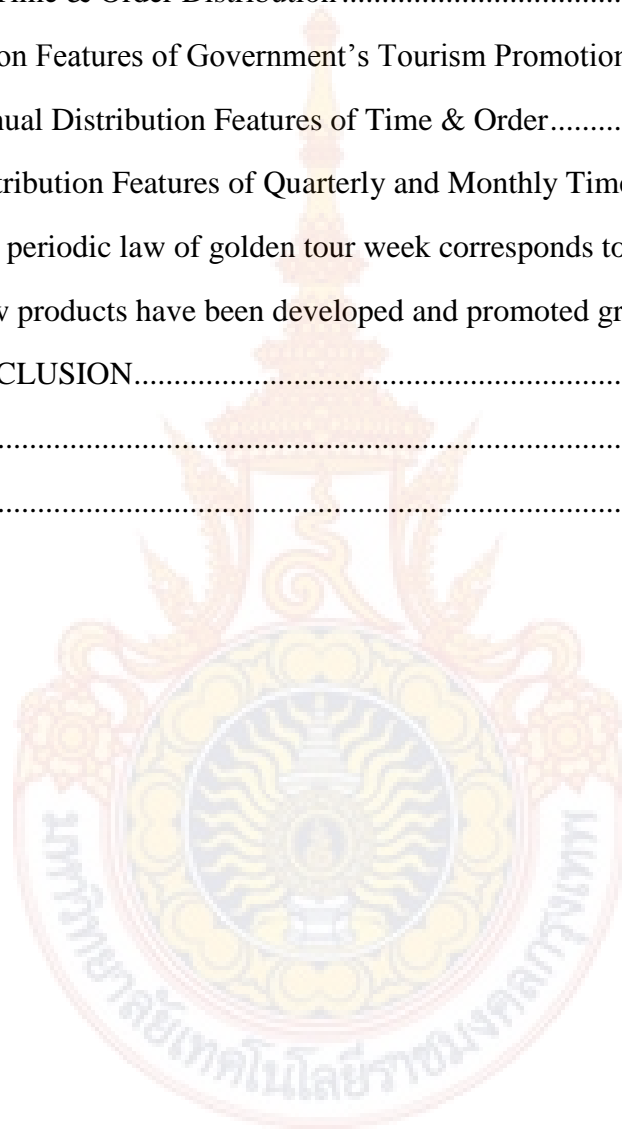
Ms. Luyu Zhang



LIST OF CONTENTS

	Page
APPROVAL PAGE.....	A
ABSTRACT.....	B
ACKNOWLEDGMENTS	C
PREFACE.....	D
LIST OF CONTENTS	E
LIST OF TABLES.....	G
LIST OF FIGURES	H
CHAPTER1 INTRODUCTION.....	1
1.1 Introduction.....	1
1.2 Background	2
1.2.1 Construction promotion of core city in central Hainan	2
1.2.2 Construction of the modern ecological system.....	2
1.2.3 Constantly Improve People’s Living Quality	3
1.3 The Statement of the Research Problem	5
1.4 Purpose of study	6
1.5 Research Hypothesis.....	6
1.6 Benefits of research.....	6
1.7 Scope of study	6
1.8 Further Research	6
CHAPTER 2 RELATED DOCUMENTS AND RESEARCH.....	7
2.1 Literature Review	7
2.2 Other articles around these concepts from what perspective.....	7
2.3 What are the starting points	8
CHAPTER 3 RESEARCH METHODS	10
3.1 The Conceptual Framework	10

3.2 Literature Research Method	11
CHAPTER 4 DATA ANALYSIS RESULTS	12
4.1 Data Collection	12
4.2 Annual Distribution of Time & Order	12
4.3 Seasonal Distribution of Time & Order	13
4.4 Monthly Time & Order Distribution	14
4.5 Distribution Features of Government's Tourism Promotion.....	15
4.5.1 Annual Distribution Features of Time & Order.....	15
4.5.2 Distribution Features of Quarterly and Monthly Time & Order.....	15
4.5.3 The periodic law of golden tour week corresponds to the climate factors	15
4.5.4 New products have been developed and promoted greatly	16
CHAPTER 5 CONCLUSION.....	17
BIBLIOGRAPHY	18
BIOGRAPHY	20



LIST OF TABLES

Table	Page
Table 4-1 2018-2021 Wuzhishan city Government Tourism Promotion Annual time Series Distribution.....	12
Table 4-2 Time and Order Distribution of Wuzhishan Government Promotional Quarter from 2018-2021.....	13
Table 4-3 :Monthly Time Series Distribution of Tourism Promotions in Wuzhishan city from 2018 to 2021.....	14



LIST OF FIGURES

Figure	Page
Figure 3-1 The Conceptual Framework.....	10



CHAPTER 1

INTRODUCTION

1.1 Introduction

Climbing Wuzhi Mountain is a must for your trip to Hainan, which can be described as praise to Wuzhishan from the locals.

The city enjoys a good name of Jade city in Hainan, which is located in the central and southern part, occupying an area of 1144 square km with a total population of 100600. The forest coverage of the city amounts to 86.44%, the average temperature is 22.4°C centigrade with over 50,000 negative oxygen ions per square km, which can be said to be a natural oxygen bar. Wuzhishan tropical rainforest is one of the well preserved forests in the world as well as the gene bank richest in species. It is also the origin place of many rivers on the island and is the core ecological protection area as well as the best summer resort. The city has won many honors such as the Greenest city and national forestation advanced city.

At present, there are 6 scenic spots in the city: among which there is one scenic spot of tropical rainforest at national level 3, 3 scenic spots focusing on the integration of sightseeing and drifting (namely Scenic Spot of Wuzhishan Protection Zone, Scenic Spot of Wuzhishan Grand Canyon Drifting and Tourist Spot of Wuzhishan Red Canyon Drifting); There is one classic revolutionary tourist spot (Memorial Garden of Wuzhishan Revolutionary Base); two exhibition halls are focusing on the promotion of local Li & Miao ethnic groups (namely Hainan Museum of Nationalities and Li Cultural Park of Wuzhishan).

Tourism promotion refers to the tourism enterprises to the target tourists pass through various media information about tourism enterprises and tourism products, know the benefits of tourism products can help tourists, attract the attention of tourists, the understanding and interest, stimulate the demand of tourists, affect the purchase behavior of tourists, so as to achieve the purpose of promoting tourism product sales. The action of tourism enterprises to promote tourists' consumption desire for tourism products is tourism promotion.

The government tourism promotion is organized by the government tourism promotion activities.

1.2 Background

With the rapid development of tourism nationwide, and the improvement of people's living standards, global tourism and rural tour has been developed rapidly. Many places in the country have practiced the concept of "Green mountain and clear water are equal to the mountain of gold and silver. The local governments have promoted greatly ecological tour and rural tour, which have played an important role in promoting local tourism. The 19th Party congress has set new development orientation and strategies , which has formed a new march for Hainan.

During the 14th Five-Year-Plan period, the Wuzhishan **government** will build the city into a city focusing on health care holidays at a very high level in the central part of Hainan island. The development blueprint of the city has been drawn and it is the right time for the city to rise rapidly.

On New Year's Day of 2021, the Wuzhishan party committee promulgated the 14th Five-Year-Plan, which can be interpreted as during the 14th Five-Year-Plan period, the city should focus on the strategic position of the "core ecological zone" ,and actively integrate it into the construction of Hainan free trade port, bring its natural resources and environmental advantages into full play, try to become a core city of central Hainan and speed up the construction of becoming the health care holiday resort of tropical rainforest. Government officials will work hard to build Wuzhishan city into a national park with the features of the Hainan tropical rainforest as well as a successful example of ecological civilization demonstration area at a national level.

1.2.1 Construction promotion of core city in central Hainan

The proposal mapped out by the Wuzhishan party committee points out that During the 14th Five-Year-Plan period, the city officials will optimize its layout, they try to build Shuiman township into a small town focusing on forest holidays plus tea tour, building Nansheng township into a place combining canyon drifting with green cycling, building Maoyang township into a small town combing revolutionary tour with idyllic scenery. The layout will be further interpreted to be a "medical health care holiday plus hiking of Tongzha. The space of the city will be extended gradually to another two nearby towns named Nansheng and Changhao townships.

1.2.2 Construction of the modern ecological system

Wuzhishan city should rely on the advantages of the environment and natural resources to speed up the modern system focusing on tourism, tropical mountains highly efficient agriculture, health care industry ,and takes high-tech as a supportive industry.

The promotion of local forest tours, revolutionary tours, sports tour , health care tours, etc. should be advocated. And the city itself should be actively integrated into the grand economic circle of Sanya. Such tourist projects as Shuiman Tropical Tourist

Holiday Resort, Red Canyon Sightseeing Area, Yahu Terrace, etc. should be constructed as national grade 4 and grade 5 sightseeing areas at a high standard.

Some famous competition brands such as canyon drifting, mountain hiking, mountain cycling ,and mountain marath should be created by the city officials. In addition, some cultural and entertainment festivals or activities should be organized at a higher standard , these events include “The Early Spring Tea-Picking Festival of China, Drifting Culture Festival, Rainforest Mountain Climbing Festival, and “Drifting, Cycling and Hiking “ challenging matches.

We should actively promote the construction of a holistic tourism demonstration area in Shuiman township, and intensify efforts to improve the personnel service related to the tourism industry to enhance the overall service level. Measures should be taken to introduce some high-end tourist hotels and to create a performance base for tourists. We should also intensify efforts to promote the development of tourists’ products such as building a shopping street for tourists to buy local souvenirs and building a food court. Anyhow, the local officials should plan and package some souvenirs and food courts full of Wuzhishan features.

We should actively promote the construction of a tourists consumption centers in central Hainan. We will also speed up the construction of the business center and focus on the construction of a symbolic business complex integrating conferences, exhibitions, leisure, and shopping. The development of the night market economy should be promoted and some night market streets such as Henan Road East should be built. We should promote the orderly development of the“ migrant elders” economy ,exhibition economy as well as the tour base construction of research and study of tropical rainforest.

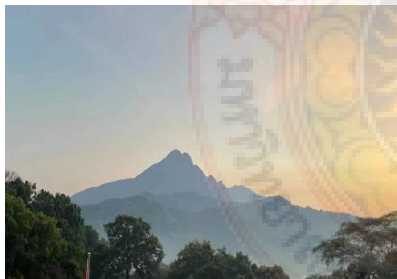
1.2.3 Constantly Improve People’s Living Quality

Measures should be taken to protect cultural relics and the preservation of intangible cultural heritage, promote the creative transformation of excellent local Li & Miao cultures, revolutionary culture, etc. We should also plan the base construction of Li &Miao cultural studies and tourists products research and development. We will cultivate the deep integration of culture and tour and try our best to build some important tourists sights in about to with concerning revolutionary tours and ethnic cultures, they are Revolutionary Base of Wuzhishan Memorial Park, Hainan Museum of Nationalities, and Li Cultural Park. Supported by “Sanyuesan” ,a traditional festive, we can make other festivals stronger and bigger by displaying festival culture, folk customs, singing ,and dancing to tourists. We should focus on the research and development of minority arts and crafts to expand the industry of Li brocade and Miao embroidery. Also, we will work on the construction of some ethnic villages such as New village, Zhabao village, and Maona. We will construct the leisure base for outdoor sports,an in-door stadium of bikes, and the base for bike training in Wuzhishan city.

Great efforts should be invested in the promotion of games and conferences and a recovery base for top sportsmen will be built to make famous brands of lifting and cycling.

Wuzhishan city boasts convenient transportation, a pleasant climate ,and regional advantages. In terms of transportation, there are three express ways are passing through the boundary, they are Qiongle Express Way, Wanyang Express Way, and Shanhai Express Way. It takes about 2 hours from Haikou to Wuzhishan and it will take about 25 minutes from Wuzhishan to Haitangwan, a Sanya city. Geographically, Wuzhishan city is located at the artery of transportation in the central part of Hainan. As an important part of the middle express way of Hainan, Qiongle Express Way passes through Wuzhishan and ledong county, which is connected with the West expressway . The expressway has a total length of 129 km and it also passes through such places as Changhua River, Nansheng River, National Nature Preservation Area, Tropical Agricultural Area, etc, forming the speedy artery of transportation of central Hainan island.

The construction of the stereoscopic transportation network has opened a new market for a rural tours. Since the three expressways have been open to traffic, there has emerged an advantage in the tour transportation framework of Wuzhishan city. With the completion of an efficient and speedy transportation hub, 2-hour eco tour economic circle among Haikou, Wuzhishan and Sanya have been formed. Especially the unique and classic a rural tours of Maoyang will add glamour to the city. There will be a great change in terms of tourists' consumption when they choose rural tour. Wuzhishan city will be No. One choice in Hainan or even nationwide when people choose the summer resort for leisure, which has greeted the golden era of developing rural tour.



1.3 The Statement of the Research Problem

China has adopted a strategy of tourism development oriented by the government since its implementation of the open-door policy and it has become one of the major tourist countries in the world with development of almost 30 years. On one hand, It is conforms with the developmental strategy oriented by the government and in recent years, governments at various levels have strengthened the focus and supportive degrees to develop tourism , striving to consider the tourism industry as a pillar industry to boost local economic development and a new adding point of the national economy. On the other hand, China's tourism has evolved from demanding exceeding supply to the balance of demand and supply and even to the developmental stage of relative saturation. As there has been fierce competition in tourism market, to adapt to the fast change of the internal environment and to promote a new round of tourism, development, the advantages, and functions played by the government will be brought into full play while sticking to the government-oriented strategy. Therefore, tourism promotional modes advocated by the government of tourism administration have naturally become an important mode in developing tourism market sales in Wuzhishan city. Great attention will be paid and research will be offered on to the government's tourism promotional modes , which deserves to be noted in terms of theoretical and practical levels.

The author of the paper chose the present situation of Wuzhishan tourism promotion to explore the following topics:

1. The present situation of Wuzhishan tourism promotion .
2. The time distribution features of Wuzhishan tourism promotion.
3. Optimization strategy and measures of Wuzhishan tourism promotion.

All in all ,the Wuzhishan party committee and municipal government have adopted various forms to promote tourism so to enhance the city's image and its competition. Such methods include advertisement, TV, newspaper, magazines, broadcasting, outdoor media, and the printing of publicity materials to promote tourism,

Because the local party committee and the city government have attached importance and offered tremendous support to the promotion of tourism in Wuzhishan city, in recent years, the number of tourists traveling to Wuzhishan has been on the increase annually. According to the official release, in 2018, the city received 1.97.39 million visitors a person time the whole year, an increase of 9.0% over the previous year., among whom the number of overnight tourists reached 87,1600 visitors person time , an increase of 12% over the previous year. The total tourism income amounted to 4.13 000000 yuan, an increase of 27% over the

previous year.

The proportion of overnight tourists has increased by 1.8 percentage points. The tourism income from receiving visitors has increased by 16.5% over the previous year. The quality of the city's tourism industry has been greatly improved with a sound developmental trend.

1.4 Purpose of the study

Purpose of the study: By reviewing and sorting out the government's tourism promotion and relevant theories both at home and abroad, taking empirical studies as a basis, the author makes a systematic analysis:

- (1) GTP features and time distribution of Wuzhishan City Government
- (2) Countermeasures and suggestions have been put forward to optimize the local government-oriented strategy and enrich the theory of GTP.

1.5 Research Hypothesis (None)

1.6 Benefits of Research

Purpose of the study: : The ultimate goal of the local government 's tourism promotion is to make the potential tourists in the target market choose Wuzhishan as their tour destination. Therefore, the government's role in tourism promotion is to strengthen and spread the local attraction.

1.7 Scope of Study

Scope of Study: The thesis mainly focuses on the studies of the Wuzhishan government's tourism promotion.

1.8 Future Research

Future Research: The author's research on GTP not only fills the gap in this field, but also enriches the theory of GTP, which will help to promote the tourism development of Wuzhishan city.

In the future, the author will conduct in-depth research on the training and innovation of tourism promotional talents.

CHAPTER 2

RELATED DOCUMENTS AND RESEARCH

2.1 Literature Review

2.2 Other articles around these concepts from what perspective

China has adopted a strategy of tourism development oriented by the government and the tourism industry also faced a new research topic in the construction of a tourism management system. In recent years, government's oriented promotion has gradually become a hot topic in the academic circle and certain theoretical research results have been achieved.

The government-oriented tourism promotional sales research done by foreign scholars mainly focuses on the image of tourist destination, government roles, and promotional tools.

For example, Gordon Waitt (1996) made a thorough exploration of the government's roles to promote sales, which was based on a detailed analysis of the promotion strategy and measures taken by the South Korean government's massive campaign to develop inbound tours. In addition, Eduar Fayos-Sola believed that with the increasing diversification of market demand, the government should constantly adjust tourism promotion policy to enhance its effectiveness and influence. J.R.P Hanna(1997) expounded on the feasibility of the government's reliance on the new model networking channel to promote tourism from the angle of networking's constant maturity and popularity. Bill Doolin(2002) and Virginia Gano conducted an empirical study on the government's management of tourism promotion taking New Zealand and Australia as examples. Chris Gibson (2004) expounded on the government's marketing capacity to promote and improve the image of tourist destinations taking Tamworth of Australia as an example.

Domestic research on government tourism promotion mainly focuses on the following aspects:

1) Chi Xiongbiao(2003) elaborated on the formation reasons, theoretical basis, and problems of government's tourism promotion from the angle of macroscopic and history. Jianjun(2005) made an exploration of the theoretical basis and methods of assessment system oriented by the government in tourism promotion. Fan Linlin(2004) made an in-depth analysis of the tourist image and strategy-oriented by the government. Cai Hong (2003) elaborated on the government's recommended tourist destination marketing plan and promotional strategies, in a case study of Suzhou. In addition, Guo Lufang(1991) expounded on the basis and points of tourist destination market choice.

2) Hu Jinwen (1992) and Zhao Xiaoyan (1996) made an analyzed of long-standing mistakes and problems faced by the government while conducting (GTP) Wang Jian (1992) elaborated on the attention points in the process of conducting (GTP). Xu Hong (1992) expounded on the channels and developmental trends of the government. Wang Luliang (1993) made an analyzed of the present situation and improved suggestions for China's sightseeing year. Zhou Hualing (1994) put forward some countermeasures for the promotion and development of tourism. State Tourism Administration (1989, 1991) introduced a series of tour newspapers and festival activities used as a mudium of publicity. Chi Jingcai (1991) and Ou Yang Zai San (1996) made an analysis of the roles and developmental situation of tourism advertisement. DengYiding (1991) expounded on the expansion of funding channels and sources of tourism promotion. Xu Jiansheng (1987) completely expounded on the developmental situation and perfecting strategies of China's film industry.

3) Shi Tiehua (1990) made an analyzed of promotional roles in the development of non-sightseeing products in China, taking Shanghai as an example. Chen Weimin (1999) analyzed of the relationship between the functional framework and promotion functions of State Tourism Administration from the perspective of administration management systematic dimension. Ru Guming (2000) Xie Chaowu (2002) etc. analyzed and studied the roles of the systematic image, organizing modes of government's city tour image ,taking such tourist cities as Beijing, Hong Kong and Dalian and Hangzhou as examples. In addition, some other scholars focused on the relations of GTP between domestic and foreign tourism market promotions, taking Japan, Singapore ,and German as foreign markets tourism destinations and taking Xian and Shenzhen as domestic tourist destinations.

This paper studied the status quo and characteristics of tourism promotion in Wuzhishan City government, and explained that the government tourism promotion is one of the important ways to promote the development of tourism industry, which not only filled in the blank of the Wuzhishan city government tourism promotion theory, but also enriched the theoretical research on the government tourism promotion and tourism industry. Of course, this paper has shortcomings, such as the lack of a spatial dimension of Wuzhishan City government tourism promotion to do a deep study.

2.3 What are the starting points

1) From the angle of research topic concentration and tendency, the discussion on the government's tourism promotion mainly focuses on the points of common concern both at home and abroad, which is in conforms with the real problems of a new round of development of tourism promotion advocated by the government.

2) In terms of the definition of research contents, Experts mainly focus on the interrelations between governments' tourism promotion and local tourism marketing and development.

3) In the application of research methods, the present research mainly focuses on the fields of marketing and tourism. From the angle of the technological path, there is some deviation in terms of qualitative and quantitative research as well as the application of macroscopic and microscopic. The present study has been conducted from the angle of macroscopic and overall analysis on qualitative analysis is conducted , therefore, quantitative and microscopic research in urgently needed.



CHAPTER 3
RESEARCH METHODS

3.1 The Conceptual Framework

The author, targeting the questions in terms of the Wuzhishan city government's tourism promotion, adopted the literature research method, and data analysis method and put forward countermeasures suitable for the city's tourism promotion.

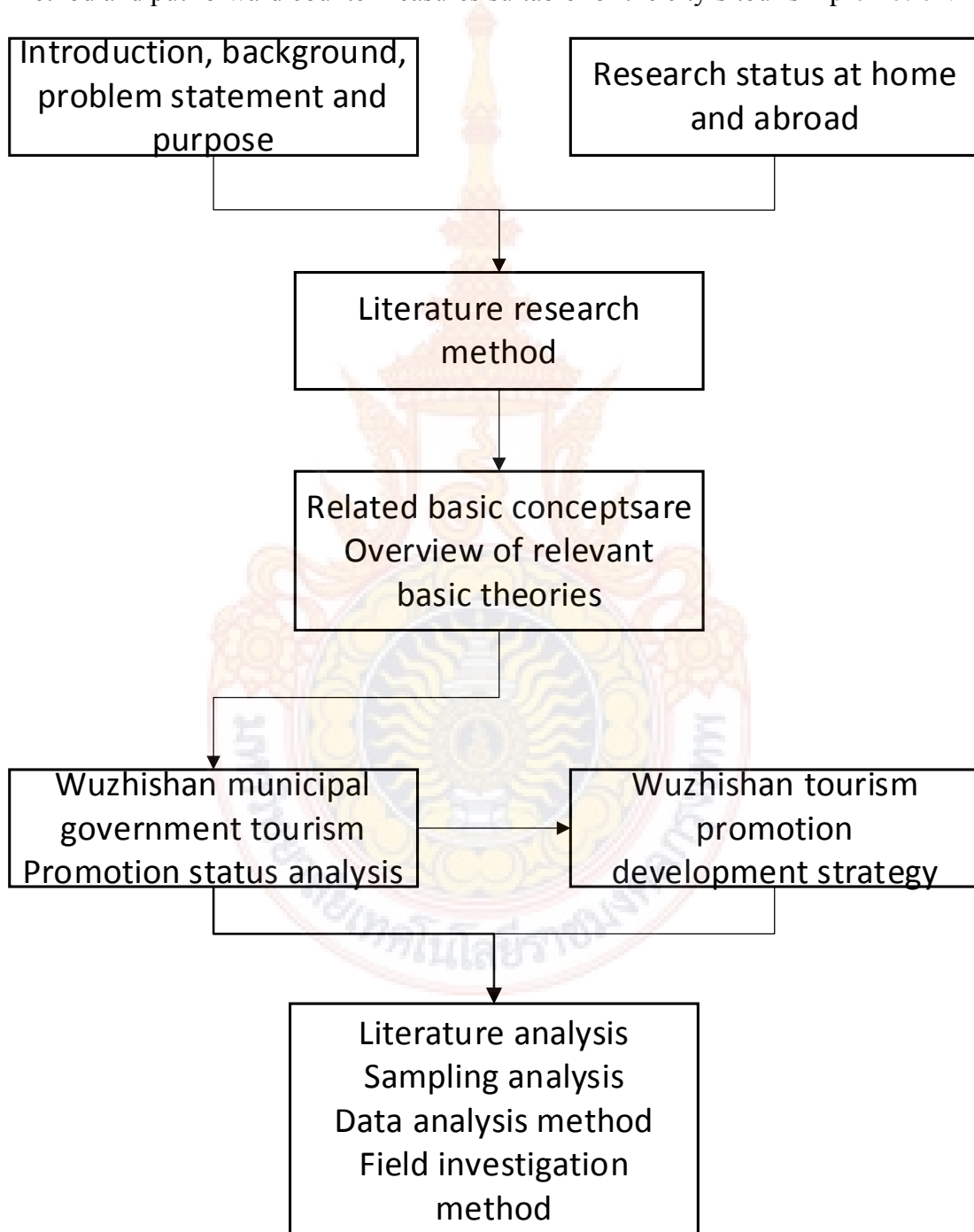


Figure 3-1 The Conceptual Framework

3.2 Literature Research Method

The Literature research method is one of the methods commonly used by Western and Chinese scholars, which provides a basic prerequisite for all research, including relevant knowledge and research method. By way of using the literature research method, the article conducts a general survey of literature both at home and abroad and lays a basic theoretical and material basis for research. In addition, By collecting newspapers , having access to the official website of Wuzhishan municipal government and Wuzhishan tour official WeChat as well as reading < A Guide to Wuzhishan Tour>, the author discovered that the tourism promotion of the city is not what it used to be. The previous tour promotion was single, and the present promotion modes are colorful.



CHAPTER 4

DATA ANALYSIS RESULTS

4.1 Data Collection

Two basic factors such as time and space have been generally included in GTP and are also influenced by the two factors. To know about some variation tendencies in the quantity of the local government's tourism promotion, I made a special trip to the local tourism bureau to conduct my interview. Through coordination, using time as a dimension and for analysis, I obtained some data from the bureau, which helped me to have a good grasp of the variation tendency of local GTP.

4.2 Annual Distribution of Time & Order

From 2018 to 2021 continuous increment in the quantity of tourism promotion of Wuzhishan government with a total amounting to 746 times. See table (1) below.

Table 4-1 2018-2021 Wuzhishan city Government Tourism Promotion Annual time Series Distribution

Year	2018	2019	2020	2021	Total
Times	200	253	38	255	746
Annual Increase Amount		53	-215	217	
Annual Increase Rate%		26.50	-84.98	571.05	

Notes: N= 746

Distribution of Time & Order of Wuzhishan Government's Tourism Promotion

Data Source: From Internal Statistical Information of Wuzhishan Tourism Bureau.

The table indicates that in 2019, there was a more rapid increase in the amount of Wuzhishan tourism promotional activities than in 2018. In 2020, because of the influence of the pandemic, the annual overall government tourism promotional

activities only amounted to 38 times. In 2021, as the local pandemic was controlled, the GTP returned to a normal level. This year, the local government adopted various kinds of supportive measures to restore tourism to the pre-pandemic situation in 2019 with a slightly more promotions than in 2019.

4.3 Seasonal Distribution of Time & Order

Taking quarter as a unit, we can discover that the tendency of Wuzhishan tourism promotional activities is changeable.

In general, the season with the most promotional activities arranged by the government is autumn with activities amounting to 82 times, and the season with the least activities is spring with promotional activities just amounting to 38 times, 2.15 times over the springtime.

Table 4-2 Time and Order Distribution of Wuzhishan Government Promotional Quarter from 2018-2021

Annual	Quarter	one		two		three		four	
		Times	Proportion	Times	Proportion	Times	Proportion	Times	Proportion
2018	200	42	21	55	27.50	62	31	41	20.50
2019	253	50	19.76	68	26.87	80	31.62	55	21.73
2020	38	38	1	0	0	0	0	0	0
2021	161	38	20.39	69	27.05	82	32.15	52	20.39
Total	746	182	24.39	192	25.73	224	30.02	148	19.83

Notes: N= 746

Data Source: From Internal Statistical Information of Wuzhishan Tourism Bureau.

We can see from the table that there are some differences in the number of tourism promotional activities, but from 2018 to 2021, except for the influence of covid 19 of 2020, there has been a tendency for an annual increase of GTP. The times of promotion for the first quarter increased from 38 times to 52 times. The times of promotion for the second quarter increased from 55 times to 69 times. The times of promotion for the third quarter increased from 62 times to 82 times. The times of promotion for the fourth quarter increased from 41 times to 52 times. If the table is analyzed year by year, we can see that the proportion for each quarter was on the decrease, but there was an overall approach. The proportion for the first and fourth quarter is close to 20%, the proportion for the second quarter is about 27%, the proportion for the third quarter accounts for 31%.

4.4 Monthly Time & Order Distribution

In the past 4 years, We have discovered that the month with the most promotional activities organized by the government is September with the number of activities amounting to 55 times(Sept. 2021) the least number of activities is February with just 7 times(Feb. 2018) The former is the 7.85 times over the latter. See the table below(3).

Table 4-3 :Monthly Time Series Distribution of Tourism Promotions in Wuzhishan city from2018 to 2021.

Annual	Frequency And propotion(%)	Annual	Monthly											
			Jay	Feb	Mar	Apr	May	Jun	July	Aug	Set	Oct	Nov	Dec
2018	Times	200	25	7	10	30	10	15	16	11	35	19	15	7
	Proportion	100	12.5	3.5	5	15	5	7.5	8	5.5	17.5	9.5	7.5	3.5
2019	Times	253	32	9	9	40	12	16	18	10	52	22	19	14
	Proportion	100	12.64	3.5	3.5	15.81	4.7	6.3	7.1	3.9	20.55	8.69	7.5	5.53
2020	Times	38	28	10	0	0	0	0	0	0	0	0	0	0
	Proportion	100	73.68	26.31	0	0	0	0	0	0	0	0	0	0
2021	Times	255	30	10	12	42	13	14	15	12	55	23	20	12
	Proportion	100	11.76	3.92	4.7	16.47	5.09	5.49	5.8	4.7	21.56	9.01	7.84	4.7
Total	Times	746	115	36	31	112	35	45	49	33	142	64	54	33
	Proportion	100	15.41	4.8	4.1	15.0	4.69	6.0	6.56	4.42	19.08	8.57	7.23	4.42

Notes: N= 746

Data Source: From Internal Statistical Information of Wuzhishan Tourism Bureau.

The above monthly variation data in the chart indicates apart from the influence of covid 19 since 2020 that the comparison between the years from 2018 to 2021 except for a few months, There was an upward tendency in the number of monthly tourism promotional activities.

4.5 Distribution Features of Government's Tourism Promotion

4.5.1 Annual Distribution Features of Time & Order

As seen from the distribution of time & order, firstly, despite of the influence of the pandemic, the overall volume of GTP has been very high. In the three years named respectively 2018, 2019, and 2021 except for the year 2020, There has been a continuous annual increase in terms of GTP with 0.8 times increase over the past three years. Secondly, seen from the angle of annual increased quantity and rate, the increase quantity in 2019 was 53% with an annual increase rate of 26.50. After stagnation for some time in 2020, the overall volume of GTP has been restored to the level of 2019 or even higher.

4.5.2 Distribution Features of Quarterly and Monthly Time & Order

As seen from the distribution of quarterly and monthly time and orders,

The promotional times have continuously increased per quarter. The proportion on the quarterly promotional times has been the same on the whole, among which the third quarter accounted for a higher rate of proportion. The vertical distribution of quarterly time & order is in perfect conformity with the distribution of annual time & order.

As seen from the distribution of monthly time & order, the promotional times have been continuously increased per month by a wide margin. Except for the year 2020 influenced by the pandemic, the proportion on the monthly promotional times has been almost the same. As seen from the time & order distribution vertically or horizontally, the monthly time & order distribution has been the same as the quarterly time & order distribution, but there is a relatively low indication level of monthly time & order distribution, which shows that they are affected by common factors with a difference of influence.

Besides, the summer and winter holidays are the time to arrange middle and long-term travel. Based on the family's consideration for their children, plus China's climate feature of the north temperate zone, many places have become tourist destinations the summer holidays, which has naturally become the peak season for governments to promote tourism.

4.5.3 The periodic law of golden four week corresponds to the climate factors.

The three golden four weeks are May, October, and December, therefore, the proportion of tourism promotion accounts for the first three places in the whole year's tourism promotion. Thus the golden four week and climate factors in September have

made the promotional activities far ahead. The implementation of golden tour week has provided tourists with time assurance with the formation of the peak season of tourism. The functional departments of the Wuzhishan municipal government conducted an extensive and highly intensified tour promotion one month before the peak season for tourism.

4.5.4 New products have been developed and promoted greatly.

Targeting the diversification of market needs, the Wuzhishan government has developed a series of tour products with the features of strong green ecology in the mountainous regions, such tours and cultural activities such as Water Splashing Challenge Match, Atuo Peak Hiking Match, SanYueSan Festival , Early Spring Tea Picking, etc have enhanced the reputation of Wuzhishan city.

Fourthly, the public relations effect of the government's dealing with emergencies and crises greatly promoted the tourism industry in 2020. Because of the comprehensiveness, vulnerability ,and volatility of the tourism industry, it suffered a heavy blow in 2020 on account of the covid-19 pandemic. Although Chinese people nationwide united as one to fight the pandemic, the government's tourism promotional activities decreased greatly almost up to zero. Within several months after the pandemic, the government conducted public relations greatly to revitalize the tourism industry.

In summary, the following conclusions can be drawn: Firstly seen from three kinds of the time dimensions in terms of years, quarters, and months, the same time and order distribution of the government's tourism promotion can be seen vertically. Seen from the angle of quarters and months, the time & order distribution of the government's tourism promotion shows identical features horizontally. In addition, a greater dimension in time, a more remarkable feature in time and order. Secondly, tourism possesses vulnerability, it also has a strong feature of fast revitalization with the government's strong promotion. The effective origin of force from the government is its tourism promotion. On the other hand, after the covid-19 pandemic, China's tourism industry has been rapidly revitalized, which testified that the Chinese government, especially the relevant tourism administrations have strong rallying points and organizational abilities as well as experience in dealing with an emergency. What is more, During the new era of new century, the reorientation of tourism by the Chinese government has added propellant to the government's tourism promotion, which will surely lead to the rapid increase of the Wuzhishan government's tourism promotion.

CHAPTER 5

CONCLUSION

The author will put forward some suggestions for GTP based on the previous studies: The Original Looks of Scenic Spots Should Be Protected to Make Tourists Enjoy the Real Tropical Forest Scene; Establishment of a Long-Term GTP Management Mechanism; Proper Speed-up Formulation & Implementation of Tourism Promotional Plan; Strengthen the Coordination Work of Tourism Promotion; Expanding Government's Tourism Promotional Channel; Enhancement of Government's Ability for Tourism Promotion.



BIBLIOGRAPHY

- Analysis of the marketing connotation of Fan Linlin's tourism government products (J) Journal of Beijing International Studies University 2005,5:1-6
- Bill Doolin, Evaluating the use of the web for Tourism Marketing: a case study from New Zealand(J), Tourism Management 23(2002)557-561
- Cai Hong, Research on Promotion Strategy of Tourist Destinations (J) Journal of Capital University of Economics and Business, 2003, 1:68
- Chen Min, Journal of Understanding on the Behavior and Characteristics of Chinese Administrative Management (J), Tourism Science, 1999.4:14-17
- Chen Qinlan, Analysis and Strategies of the Advantages and Disadvantages of the Japanese Market (J), Tourism Tribune, 1992,2,3:10-12
- Chi Jingcai, Overview of Hong Kong Tourism Advertising (J), Tourism Tribune, 1991, 3:40-42
- Chi Xiongbiao, on the theory of government tourism marketing behavior (J) Tourism Tribune. 2003.3:58.
- Chris Gibson, Tamworth, Australia's "Country Music Capital": Local Marketing Country and Resident Responses (J) Journal of Country Studies 20 (2004) 387-404.
- Deng Yiding, Thoughts on Expanding the Sources of Tourism Stimulus (J), Tourism Tribune, 1991, 2:24
- Eduardo Fayos-Sola, Tourism Policy: A Midsummer Night's Dream? (J), Tourism Management, 1996, 17(6): 405-412
- Gu Ming, Dalian City Tourism Image Planning and Overall Planning (J) Tourism Tribune, 2000,5:63-67
- Guo Lufang, A Preliminary Study on the Implementation of Abstract Marketing of Tourism Real Estate (J), Tourism Tribune, 1992, 2:34-35
- Hu Jinwen, on several misunderstandings in tourism publicity work (J) Tourism Tribune, 1992, 5:27-28
- Hualing Zhou, Talking about the Problems and Routes in the Development of Guilin Exhibition (J) Tourism Tribune, 1994, 1:27
- Huang Juge, Research on the Route of Singapore Market Redevelopment (J) Tourism Tribune, 1991, 4:17-19

- International Development Department, National Tourism Administration, China
Market Development Prospects and Tourism Administration (J) 1996, 1:28-33
- J.R.P. Hannah, Internet Tourism Promotion (J), *Tourism Management*, 1997, 18(7):
486-470
- Jiang Jun, Exploring the effect of government tourism marketing promotion (J),
theoretical exploration. 2005, 1:82
- National Tourism Administration, Introduction to National Tourism Newspapers (J)
Tourism Tribune, 1989, 1:71
- National Tourism Administration, Overview of Chinese Tourism Ethnic Festivals (J),
Tourism Tribune, 1991, 1:13-14
- Ouyang Zai San, how to advertise later (J), *Tourism Tribune*, 1996, 5:46
- Resident travel agency, West German tourism market characteristics and travel to
China (J), *Tourism Survey*, 1993, 3:9-10
- Shi Tiehua, Adjust product structure and develop Shanghai non-tourism tourism (J),
Tourism Tribune, 1990, 3:16-19
- Virginia Cano, "Visit" www homepage through electronic "access" to get favorite
opportunities and tourism promotion in Scotland (J), *Tourism Management*
1998,19(1):67-73
- Wang Jian, Several Legal Issues in International Tourism Promotion (J), *Tourism*
Tribune, 1992, 2:22-24
- Wang Luliang, Rethinking in the Tourism Year (J), *Tourism Tribune*, 1993, 1:16-18
- Xiaoyan, Issues and Guidelines for Tourism External Promotion Activities (J)
Tourism Tribune, 1996, 5: 42-45
- Xie Chaowu, On the Participatory Organization Model of Tourism Planning (J)
Tourism Tribune, 2002, 5: 63-67
- Xu Hong, on the promotion and tourism award in the marketing mix, 1992, 2:23
- Xu Jiansheng, On Tourism Films (J), *Tourism Tribune*, 1987, 1:50-55

BIOGRAPHY

NAME LUYU ZHANG

ACADEMIC BACKGROUND Education:She received the Bachelor's degree in Business Administration from ZhengZhou Oriental Further Education college in 2016

EXPERIENCE October 9, 2017.to June 30, 2019, I worked at the Student Office of Hainan Tropical Ocean University

