

# Optimization of the Internet marketing strategy in the middle and high-end hotel industry in Yunnan province in the post-epidemic era

**Xinrui Tian**

College of Foreign Chinese, Yunnan Normal University, Kunming, Yunnan, 650000, China

E-mail: 1539980181@qq.com

## Abstract:

During the epidemic period, the real economy industry, such as the domestic hotel industry, was severely impacted, and the sector accelerated the elimination of enterprises and the restructuring of resources. After entering the post-epidemic era, the economy picked up and the desire for consumption increased. Taking Yunnan Province as an example, this article uses PESTLE and Porter's five-force analysis model to analyze the industry environment and precise market positioning to clarify the advantages and disadvantages of the middle and high-end hotel industry in Yunnan Province. Then, combined with the Internet, a platform with high speed, low cost, popular and popular trends, and many derivative social media, it aims to promote strengths and circumvent weaknesses, highlight advantages, provide more personalized products and services, improve the competitiveness of enterprises, and simultaneously achieve brand promotion and resource absorption. Finally, 4P, 4C, and other models are used to formulate effective Internet marketing strategies suitable for the high-end hotel industry in Yunnan province to adapt to the industry changes.

**Keywords:** Internet marketing strategy, post-epidemic era, the hotel industry, Yunnan Province

## 1. Introduction

As a province with the advantages of natural resources, Yunnan province not only has unique biodiversity, and rich ethnic culture but also has a special geographical location, bordering many Southeast Asian countries, so it shoulders the responsibility from Chi-

na to Southeast Asia.

An important export and passageway for regional opening and development. These outstanding advantages have contributed to the rapid development of the tourism industry and the hotel industry in Yunnan Province, and they have evolved into a pillar industry to promote the GDP growth of Yunnan Province.

On the one hand, although the tourism industry in Yunnan province has developed rapidly, its overall development cannot meet the standard of equal tourism development, and there is still a huge gap, such as residents' income and urban development. This imbalance makes its apparent disadvantages as prominent as its advantages. Therefore, with the booming tourism industry in other provinces, solving or making up for macro deficiency and avoiding weaknesses is an important issue in the strategy formulation process. On the other hand, with the rapid development of the Internet and the constant changes in upgrading and development, This is further a reminder of the hotel industry based on tourism, based on the real estate industry: the Internet has become the most powerful tool to promote the development of the sector, and many enterprises are actively changing their marketing ideas and direction to adapt to such a rapid market and industry information update. This paper analyzes the development status and industry environment of the national and middle and high-end hotel industry in Yunnan Province; emphasizes the importance and maturity of the Internet marketing strategy of the hotel industry, and formulates the Internet marketing strategy suitable for the middle and high-end hotel enterprises in Yunnan Province.

## 2. The development status of tourism in Yunnan province and the impact of the epidemic

From 2015 to 2019, the tourism industry in Yunnan province continued to develop. The total tourism revenue increased from 328.179 billion yuan in 2015 to 1103.52 billion yuan in 2019, an increase of 2.36 times. However, due to the pandemic, the tourism industry in Yunnan province has almost stalled. In 2020, the tourism industry of Yunnan province declined rapidly, and the total revenue of the tourism industry was 647.703 billion yuan, 455.817 billion yuan less than that of the previous year, and the annual growth rate decreased by 41.3%. [1]. In the long run, Yunnan province still has a strong competitiveness in the domestic tourism market, and can gradually get rid of the shadow of the epidemic, grasp the opportunity of the explosive rebound of tourism demand after the epidemic, and resume its development. In the first half of 2022, the province received a total of 359 million tourists, and achieved a total tourism revenue of 395.1 billion yuan, up 3.2% and 1.2% respectively from the same period last year, and recovered to 89.8% and 75.5% of the same period in 2019, respectively. Yunnan ranked sixth in the 2021 national tourism provinces. [2]

## 3. Development status of the hotel industry in Yunnan province and supplementary analysis

### 3.1 . *The current situation of the middle and high-end hotel industry in Yunnan Province under the Porter five-force model*

#### 3.1.1 . *The bargaining ability of the hotel industry suppliers*

For the hotel industry, the products available for consumers cover many areas. In addition to enjoying the accommodation provided by the hotel and other parts of the public entertainment and leisure facilities, consumers also enjoy the quality service of the hotel service staff. At the same time, due to the uncertainty of the industry itself and the obvious peak season, the hotel industry needs most of the time to prepare the necessary hotel consumables and energy fixed expenses for customers who are still not ready to arrive. These are the main components of the hotel industry's cost expenditure. With the gradual stability of the real estate industry, as well as the solidification of the procurement channels of decoration and furniture, the hotel industry does not have much room for the price to negotiate. But the volatile spending is still in the number and salary of service staff, as well as the usual fixed expenses. After the epidemic, many labor resources caused by unemployment or bankruptcy of enterprises increased, and hotels are more selective in recruiting human resources, to a certain extent, can improve the bargaining power of the hotel, but also improve the quality and cost performance of the human resources recruited. At the same time, with the gradual development of science and technology and the improvement of the awareness of environmental protection and conservation, the procurement of some automatic intelligent equipment in the daily operation process, in the long run, can not only reduce the usual energy expenditure, but also replace labor to a certain extent, and then improve the bargaining power of enterprises.

#### 3.1.2 . *Bargaining power of hotel industry consumers*

With the development of society and the improvement of mass consumption power, more consumers are willing to increase their entertainment spending in tourism. Because of this development trend, more and more enterprises are joining the competition in the hotel industry, which also increases the diversity of consumer choices. In the process of increasingly fierce competition in the hotel industry, the sudden arrival of the epidemic has also brought about unpredictable changes. Because of the high cost of hotel operations and dismal revenue, companies with less liquidity

or faulty operating strategies have left the industry in this big shakeout. However, after the pandemic, the public’s enthusiasm for the tourism industry has still not reduced, so the development prospect of the industry is still clear, but relatively speaking, consumers will have more strict requirements on products and services, and consumers’ bargaining power is still strong.

**3.1.3 . Threats of potential entrants**

The threshold of entering the hotel industry is high, because of the high-cost investment of the industry in the early stage the long-term income feedback in the later stage, and the requirements for enterprise operation strategy and personnel. If the competitiveness of the enterprise cannot be improved, it is difficult to be in the upstream in such an industry. However, due to the change in consumers ‘consumption concept, they are also willing to try customized, personalized, and ecological tourism modes, so small-scale hotels are also within the scope of consumers’ choice. In addition, now the continuous decline of housing prices, some investors who originally chose to invest in real estate feel that the cost performance is too low, and then turn to the investment gradually warming, the development prospects of the hotel industry are also good people.

**3.1.4 . Threats of alternatives**

In Yunnan province, which is rich in natural tourism resources, tourists will pursue more diversified tourism modes, and the epidemic has increased their attention to health. Therefore, compared with the high-end hotels in the city center or airport, the tourist model; the proportion of tourists with a better ecological environment, lower price, more personalized homestay or farmhouse, and near-natural “health tour” and “budget travel” is gradually increasing, which further highlights the geographical restrictions of hotel enterprises will have a greater impact on their income, and even determine the upper limit of their development.

**3.1.5 . Threats of existing competitors in the industry**

In the middle and high-end hotel industry, there are many competitors: foreign enterprises with more advanced ideas, technology, operation strategies, more sufficient investment, affordable and low operating costs, and even characteristic hotels combined with parks, scenic spots, or theme parks. However, after the outbreak of the epidemic, a certain proportion of these enterprises are forced to sell, transfer, or withdraw from the market due to the current development status. In the process of elimination, middle and high-end hotel enterprises have gradually become the mainstay of the development of the industry. However, as the “bridgehead” of foreign development in southwest China, Southeast Asian hotel enterprises are increasingly entering the competitive market with the gradual improvement of transportation and the landing of overseas visa-free policy.

**3.2 . Supplementary analysis of the hotel industry profile in Yunnan Province under the PESTLE model**

Yunnan province has become an important and important part of the implementation of the “Belt and Road” initiative. It has received policy support (such as the visa-free policy in Singapore, Malaysia, and Thailand). Its infrastructure has been further improved and improved, and its backward transportation has been gradually improved due to the construction of high-speed rail and other facilities. Economically, because of the unique strategic position of Yunnan Province, it has broadened the channels of domestic and foreign trade, driving the economic growth and internationalization of Yunnan Province. The gradually enhanced regional integration also improves the development space of tourism in Yunnan Province, and the hotel industry also benefits a lot. Before the epidemic, international tourism showed a good development trend, which could seize the opportunity to further expand the international market.

**Table 1 Foreign exchange income of international tourism and number of inbound passengers in Yunnan Province from 2015 to 2020 [3]**

Year	2015	2016	2017	2018	2019	2020
Foreign exchange earnings from tourism (US\$ 100 million)	28.76	30.75	35.5	44.18	51.47	4.03
Annual growth rate (%)	18.79%	6.92%	15.45%	24.45%	16.50%	—92.17%
Number of Tourist Arrivals (10,000 person-times)	1075.32	1199.42	1364.66	1416.46	1484.93	148.69
Foreign tourists (10,000 visitors)	420.00	450.69	507.52	549.94	586.50	51.36

On the other hand, the excessive development of tourism resources in Yunnan Province has also caused the destruc-

tion of culture and ecology, the chaotic management of tourism has not been completely regulated, and the overall reputation of tourism in Yunnan Province is still poor, which hinders the improvement of the internationalization of Yunnan Province.

#### **4. The advantages and importance of the hotel industry's Internet marketing**

The development of the Internet marketing strategy in the hotel industry has been relatively mature. Although it started late in China, the strategy has strong advantages and is a powerful tool in the process of enterprise development. First, network marketing can improve brand publicity and promotion. Compared with the traditional marketing methods, Internet marketing its pertinence, timeliness, interactivity, and universality make the hotel network marketing have unique advantages; secondly, the Internet marketing strategy can reduce operating costs and increase market opportunities. It can not only update the management mode and management system, remove redundant departments and personnel, but also reduce the sales channel cost; finally, it can improve after-sales service, improve satisfaction, and accurately collect market information to adapt to consumer changes and meet consumer needs. However, in Yunnan Province, the most important reason that hinders the practice and promotion of Internet marketing strategy is that the enterprise leaders are not strong in awareness, and the importance of marketing means, technological innovation, and network brand and product promotion for the development of enterprises is rarely examined in the hotel industry from the height of business strategy.

#### **5. The Internet marketing strategy of middle and high-end hotels in Yunnan Province under the 4P and 4C models**

##### **5.1 .Product&Customer**

Analyze market changes, identify the enterprise positioning, make products and services as far as possible to cover more consumer groups; create hotel IP or enterprise personalized service page on various popular social media platforms, and hire relevant talents or even marketing teams for professional operation and management. Provide multiple product portfolios and detailed introductions in the publicity interface, divide customer groups, recommend more targeted products and services (for example, more diversified when formulating publicity themes, face different customer groups: tourists, business people, etc.,

and even provide bilingual content for foreign customers). Secondly, it can provide places for some activities with a certain audience: such as some well-known lectures or small-scale competitions, training sessions, etc., which can not only expand the market group, fill the off-season sales to a certain extent, but also bring publicity effect for the construction of brand image.

##### **5.2 . Promotion&Convenience**

Take advantage of the low cost and high publicity of the Internet to design marketing activities, highlight differentiated design or characteristic services, and interweave various ways to have better results:

Invite well-known Internet celebrities on various platforms to explore stores or live broadcasts, and use their popularity to expand the effect and scope of publicity. Through a variety of means to show the characteristics of the hotel, the hotel products from the tangible goods, environment, and intangible services and experience of the two dimensions to give consumers the most real experience.

Secondly, the theme and content should be promoted regularly and updated on major social video platforms to enhance comprehensive competitiveness, but attention should be paid to its effectiveness in the process, and not let the marketing be superficial. Especially in Yunnan province, which is such a big tourism province with sufficient natural resources and cultural resources. Marketing content should not only be rich in diversity but also combine each time Yunnan seasonal tourism publicity, regularly change content and theme, in addition to the accommodation of other diverse services (such as: for visitors to Kunming jacaranda, can provide play related guide and atlas), improve freshness and personalized degree.

##### **5.3 . Price**

Cooperate with various booking platforms to consciously extend the product line: make regular promotions and discounts according to the customer flow, and bundle sales with scenic spot tickets, air tickets, and other discounts. However, in the process of promotion and marketing, we should also pay attention to the transmission of brand concept and culture, which can not only leave a deep impression on customers but also enhance the sense of social responsibility and participation;

##### **5.4 . Cost**

Dredging the technical channels can not only enable consumers to experience convenient and fast service in the hotel but also promote the integration of enterprise management and information openness. At the same time, introduce more energy-saving equipment, reduce operating costs and unnecessary expenses, promote the development

of environmental protection; actively strive for policy subsidies, and use policy advantages to create characteristic projects. Actively cooperate with overseas enterprises to develop regional tourism routes, promote regional economic integration, enhance the internationalization degree of Yunnan and the tourism development space of Yunnan Province, and respond to national strategies.

### 5.5. *Communication&Place*

Regularly collecting the evaluation and feedback of hotel IP and network booking apps, not only strengthens the interaction with consumers, and increases customer stickiness, but also more accurately locates the market groups. At the same time, it improves customer reputation, satisfaction, and return rate. In terms of service personnel, enterprises should carry out regular staff training to improve staff quality, enhance brand and service awareness;

## 6. Conclusion

Affected by the epidemic and the changes in the industry environment, China's hotel industry is at an important point of upgrading and optimization. And in Yunnan province, an important development region of enterprises, to accept more stringent tests. Only by making good use of the tool of network marketing strategy, seizing the opportunity of the recovery of industry demand after the epidemic, improving visibility, establishing a good brand image, and laying a solid foundation for promotion, can enterprises strengthen their position in the industry, absorb more abundant high-quality resources, and promote the development of enterprises and the industry.

## References

Deng Junhua.(2019).Analysis of hotel marketing strategy under the background of "Internet plus". Internationalization of Yunnan's Tourism Industry under the Guidance of

the Gateway Strategy,39(1),35-38.

Feng Wanmei,Li Zhumei. (2023).Yunnan Tourism Marketing Strategy Based on the AIDA Model.China's Collective Economy,29,80-83.

Lv Wangqing, Dou Zhiping, Zhang Dong. (2020).Analysis and Research on the Impact of COVID-19 on Regional Tourism Development and the Countermeasures for Recovery and Development: A Case Study of Yunnan Province. Tourism Research,12(03),1-12.

Ma Jie.(2020).Research on Marketing Innovation in the Hotel Industry in the Post-Pandemic Era.Business Economics,7,99-100+112.

Sun Lei.(2012).Internationalization of Yunnan's Tourism Industry under the Guidance of the Gateway Strategy. Analysis and Discussion on the Characteristics of Tourism Transformation and Upgradation: A Case Study of Yunnan Province,1,133-138.

Tan Si, Ming Qingzhong, Liu Hongfang. (2020).Analysis and Discussion on the Characteristics of Tourism Transformation and Upgradation: A Case Study of Yunnan Province. Journal of Wenshan University,33(03),59-65.

Wang Guocai,Li Yang.(2019).Analysis of Yunnan Tourism Development Based on SWOT-PEST Model.Business Analysis,10,48-51+71.

Wang Lu.(2019).Analysis of the Development of Yunnan Tourism under the Belt and Road Initiative.Regional and Local Tourism Planning,1, 95-98.

Wu Dongmei,Hong Yi,Wei Wang,Li Jiao.(2022).Measurement and Evaluation of the Competitiveness of Yunnan Province's Tourism Industry.Operation and Management,5,170-177.

Yang Wei.(2022).Analysis of Competitiveness in Tourism Service Trade: A Case Study of Yunnan Province.Administrative Assets and Finance,23,114-116.

Zhu mingjiao.(2020).Measurement and Evaluation of the Competitiveness of Yunnan Province's Tourism Industry. Business and Management Science,41(19),3-4.