

Marketing Strategies of Huangshan Hotel Homestay Industry in the Post-Epidemic Period

Ziyi Li*

Huangshan University

Abstract. In an increasingly competitive business environment, marketing strategy plays a very important role, providing the basis for marketing plans and indicating future courses of action. A systematic marketing strategy includes the organization's goals, policies, and actions to conduct business effectively. With the passage of time and the improvement of the transportation system, the tourism B&B industry in Huangshan City has made great progress and has played a vital role in enhancing the image of tourism in Huangshan. Tourism is one of the fastest growing and oldest industries; the marketing of available hotel services is critical at all levels and destinations. The new crown epidemic in recent years will also promote the role of innovative ideas that help to enhance the hospitality industry is developed and effective decision making strategies are followed and implemented by the industry in general and prominent hotel groups in particular to attract potential travelers. This paper highlights the challenges faced by the Huangshan hotel B&B industry in the post-epidemic period in terms of hardware facilities and services and future strategies to address these challenges through literature analysis and a study of the current situation of small and medium-sized hotels and B&Bs in Huangshan. It also proposes measures to improve operational efficiency to make this prestigious industry practical and feasible.

1 INTRODUCTION

With the growing demand of people's tourism consumption, more and more B&Bs continue to go hot. At present, B&Bs in China's mainland are concentrated in areas with developed tourism such as the southeast and west, while in Anhui, the development of B&Bs is still in its initial stage. Huangshan, as a 5A tourist attraction in China, is influenced by the strong Hui culture and has a bright future for B&Bs. However, there are still problems such as low visibility and immature development of B&B in Huangshan. The purpose of this thesis is to analyze the current situation of small and medium-sized hotels and B&B in Huangshan and create a new strategic marketing plan for them, which can solve the current problems such as lack of characteristics and single marketing channel for small and medium-sized wine industry and B&B, improve the hardware facilities while making full use of the Internet to improve their competitiveness and adapt to the post-epidemic period, leading to a more successful competitive business. The theoretical framework of the thesis contains definitions and general information about marketing and marketing analytics, especially in the hospitality industry. The theoretical analysis of the thesis uses SWOT and PEST as tools to create a clear picture of the current situation and to set the basic direction for the new marketing strategy.

2 Analysis of the current situation of the B&B industry in Huangshan

2.1 Macro environment PEST

Table 1. PEST analyses of the Homestay industry (edited by the author)

Politics: Government regulations on services, hygiene, food, and encouragement of B&B development.	Economy: Rising prices and higher taxes Decline in Gross Domestic Product (GDP)
Social : People's Thirst for Rural Leisure Vacation villagers' use of their own idle resources. Lack of business travelers in this area	Technology : Possibility of online booking Possibility of accessing hotel information through social networks and booking portals No wifi in the room

The second is to improve the water and electricity infrastructure, change the rural often stopped water, electricity, stop the network of the problem, strengthen the treatment of rural household garbage, sewage, and equip with rural special cleaning staff, full-time, to improve the

*Corresponding author: ziyili1130@163.com

environmental health of rural areas; third is to implement the traditional village protection project in each village, repairing collapsed, broken ancient dwellings, repairing the stone road, maintaining the construction of the top 100 photography points, the implementation of village lighting, greening, to create a harmonious appearance, beautiful environment of B&B points. Fourth, the introduction of relevant policies and norms to stimulate the development of B&B [1].

The financial and economic aspects have not been good in recent years due to the occasional outbreak of the New Crown epidemic. In particular, unemployment among young people has risen sharply and taxes have increased. All these factors have affected all aspects of people's lives and people have started to travel and spend less. At the same time, local financial institutions in Huangshan played a forward-looking role in the development of B&Bs. For Yixian County's B&B development boom and development direction, increase the injection of credit funds for B&B development. Although the B&B is small, it is the lever fulcrum to pry the second leap in tourism and rural tourism development in Yixian County. Because of the small, light, beautiful, it is easier to attract a large number of small and medium-sized social capital, a large number of investment and business crowd, revitalize a large number of idle resources in society, creating a fine, characteristic multi-experience products [1].

New technologies occupy an important place in contemporary life. The quality of WI-FI has a direct impact on the guest's impression of the hotel. Nowadays, the easiest way to get any information is to search for it on the Internet. Therefore, it is crucial for the hospitality industry to monitor travel and booking portals, as this may influence the guest's choice. Online marketing efforts and careful monitoring of portals may be an easy and inexpensive way to increase the number of customers.

2.2 SWOT analyses of the Homestay industry

SWOT analysis is a combination of internal and external factors involved in situation analysis. Strengths are usually considered as internal factors and are the company's resources and capabilities that can be used as a basis for competitive advantage. For example, a company's strengths may be a strong brand, a good reputation among customers and favorable access to the distribution network. The lack of certain strengths can be seen as weaknesses, and these weaknesses are also seen as internal factors. Not all weaknesses can be eliminated, but once identified, a company should try to minimize their impact or eliminate them altogether. Strengths and weaknesses are often a matter of perception, which makes them sometimes difficult to identify. Consumer research is a good way to understand these internal factors, so customer feedback should be understood and thoroughly addressed [2].

Table 2. SWOT analyses of the Homestay industry (edited by the author)

Strengths: Location (near the scenic spot)	Weaknesses: Small area, only a dozen rooms
---	---

Unique decoration style (Huizhou-style architectural features) Private Parking High evaluation scores on booking portals The presence of regulars	Location (walking distance from downtown, but no walking path) Limited range of additional services Most of the B&Bs have not yet made good use of Internet marketing tools, and the publicity channels are relatively single
Opportunities: Increase the variety of additional services Define the target market Improve the policy of improving the advertising campaign Establish a clear customer loyalty system Build a team of experienced and motivated employees	Threats: Price war with local competitors Lack of activities and entertainment in this area

Location is both an advantage and a disadvantage, as the hotel complex is located in the Hongcun scenic area, 10 km from the center of Huangshan City. It is a good location, but there is no convenient road to the city center, which causes some guests who want to visit the city to not choose this place as their accommodation [3].

The size of the hotel is also a point of inconsistency, as smaller hotels offer personalized service to each guest, but the limited number of rooms limits profits and during peak seasons, rooms can easily fill up. The hotel has a relatively regular customer base, but not a large one. Getting a high score on booking portals is an advantage.

Threats are important aspects that can be controlled. Control over competitors, price policy, market situation, domestic political and economic situation, booking sources, etc. are all very important.

3 Consumer analysis

In order to attract visitors, it is vital to understand who the current guests of the hotel are. Once the customers and their needs are identified, it is possible to create a target market. Once the hotel's target market has been identified, special pages can be designed on the hotel's website specifically for them. It is important to focus on the parts of the hotel's marketing mix that appeal to each specific segment and to create packages and special offers for that specific segment [3].

Defining a target customer means identifying specific characteristics of an individual or business, such as age, gender, income level, buying habits, occupation, family status, geographic location, ethnicity, hobbies and interests.

Couples, seniors, families with children, and nationals or foreigners who are mainly interested in Huizhou culture and Huangshan scenic vacations can be categorized as customers of Huangshan Yixian B&B. It is logical and efficient to focus on these people and create some points to make them our customers for a long time.

4 NEW MARKETING STRATEGIES

4.1 Objectives

The main goals of the new marketing plan are to increase profits, expand the number of regular customers and make the area a thriving business. The opportunities identified in the SWOT analysis have been taken into account in the marketing plan.

4.2 Marketing mix

Marketing Mix is an important part of a company's marketing strategy and refers to a holistic activity that combines the basic marketing measures under the company's control. The main purpose of marketing is to satisfy the needs of consumers. The marketing mix is defined by Kotler as a controlled set of tactical marketing tools that a company mixes in order to generate the response it wants in its target market. There are many such tools, but they are traditionally grouped into four sets of variables 4Ps - product, price, place, and promotion [3].

It is the basis for developing a company's marketing strategy, and a good marketing mix ensures that the company meets the needs of consumers as a whole.

It is logical to start the marketing mix with product analysis. The question that can be asked is what would be of interest to the target customer. All products have both tangible and intangible aspects. However, in service industries, such as hospitality and tourism, the product is largely intangible. The fact that products in the hospitality industry are primarily in the form of services makes the industry's offerings very unique relative to other industries.

Therefore, for a hotel to successfully implement its marketing strategy, it must develop a marketing mix [4].

4.2.1 Designing the Product:

The survey found that Huangshan B&Bs lack personalization and do not have their own business philosophy. Although B&Bs were initially developed slowly in the form of farmhouses in response to market changes, they are a concentrated expression of nostalgia culture and artisan spirit[5]. Most of the B&Bs in Huangshan are just ordinary hotels with good infrastructure but no sentiment. Considering the marketing strategy of differentiation, homogeneity limits the further development of B&B in Huangshan. Huangshan B&Bs could work on creating a unique service, such as offering a spa or spa services. There are currently no spa or spa-themed B&Bs in the area. Add a spa or hot spring service and open it all year round. It would be able to balance the traffic between the low and high tourist seasons.

In addition, Huangshan B&Bs can also integrate sightseeing, food, and accommodation to create a one-stop tourism service, changing the previous fatiguing way of travel and focusing on getting close to nature and enjoying life.

At the same time, Huangshan B&B and the hotel industry should realize the digital operation of hotel check-in and basic services as soon as possible. For

example, with the WeChat sweep function, various touch points such as user check-in, free borrowing of rechargeable batteries, free going to the gym, hotel screen casting, and opening electronic invoices after leaving the hotel can be integrated and completed online through one cell phone [6]; stores can also be equipped with robots that can provide services such as meal delivery, delivery, cleaning and disinfection. In the post-epidemic era, people are more concerned about hygiene, safety and health, so equipped with hotel robots can basically realize the whole process from check-in to departure without contact, which can ensure both privacy and health and safety, and further upgrade the service experience.

4.2.2 Selection of Place

Location is another important aspect of marketing distribution channels. Currently there are two ways to sell hotel accommodation: directly through the hotel phone or through three booking portals C.trip, Meituan and Feizhu. By searching for Huangshan B&Bs on different travel software, a total of over 700 were searched on Ctrip, over 200 on Meituan and over 500 on Feizhu, among which there are a small number of high-end B&Bs and the rest are mostly economical and ordinary B&Bs. Most of the high-end B&Bs online have complete infrastructure and provide many services such as transportation and sightseeing tours. Most of the other online B&Bs are privately owned, similar to the business model of farmhouses. According to the research on "Hongcun", "Xidi", "Tachuan", "Huangshan Scenic Area" and other places, it was found that these The existence of the B&B group in the scenic area, has not yet been well used the Internet marketing tools. In Hongcun, for example, only 60% of the stores use Internet publicity methods, and another 40% of the B&Bs do not use Internet booking, but still use tourists' local search, telephone booking, and friends' recommendations [5].

Therefore, Huangshan B&B owners can open their own WeChat and Weibo public numbers, write illustrated scenic travel guides and travelogues, or post well-produced B&B videos on major video websites. In addition to the popular marketing number publicity methods, Huangshan B&B can also be implanted in TV programs to promote the introduction of Huangshan B&B, or sponsor the filming location of variety shows. In response to the low coverage of online booking, Huangshan B&Bs should try their best to improve the information description and make full use of the app platform for introduction and promotion.

4.2.3 Strategies for Promotion:

It is not enough for a company to have a good product; it will not generate any sales unless the consumers are aware of the product's existence and also have access to the product.

The promotion here includes promotion, advertisement, public relations cooperation, discount, product experience activities, etc. With the development of mobile internet and internet of things, consumers are

paying more and more attention to the quality and experience of products, and the way of experience will become more and more efficient, so products will become the best connector between enterprises and consumer users. Through a more catchy and deep-rooted slogan for consumers to clearly perceive, it also establishes the core competitive advantage of the enterprise. In the era of the mobile Internet, it is imperative to pay attention to and utilize the connection function of the product itself.

4.2.4 Decision about Price

Price is not only a reflection of product positioning, but also a guarantee of corporate profitability, and moreover, a competitive tool. So it is important to make price adjustments based on strategic intent and to make good progress and retreat. B&B operators should consider how pricing can maximize profits when there is an oversupply, tough competition and a market downturn, as well as how to build a competitive advantage and establish a price standard. Be good at responding to price wars forcefully and focus on building value wars.

5 Conclusion

The purpose of this paper is to develop a new marketing plan for small and medium-sized hotels and B&Bs in Huangshan City. This paper successfully develops a theoretical framework for marketing, including the concepts of marketing and consumer analysis. Different sources of information such as books, articles and websites are used in the process. The current state of marketing is accurately analyzed. SWOT, PEST analysis and target group analysis were conducted. The hotel was evaluated in two internal categories such as strengths and weaknesses, and two external categories such as opportunities and threats.

Based on the market research, a new marketing strategy is proposed. The portfolio and marketing communication mix have been improved by correcting the current deficiencies in marketing for small and medium-sized hotels and B&Bs in Huangshan, such as how to use the Internet to enhance their competitiveness. The implementation of the new strategy is a dynamic and long-term process. During the implementation process, it is very important to pay close attention to the market conditions, trends and spontaneous leapfrogging changes in the hotel industry. Further future research will test, validate and improve the marketing strategy proposed in this paper. The results obtained will be presented in future studies.

References

1. Fang Jinhua, (2018), Survey on the Development of B&B in South Anhui Tourism, Chinese and foreign entrepreneurs, <https://www.meipian.cn/37nn42fh>
2. Maarit Karppinen, (2011), STRATEGIC MARKETING PLAN FOR A HOTEL, pp.32-34

3. Elizaveta Nazarova, (2014), A NEW STRATEGIC MARKETING PLAN FOR A HOTEL, pp.4-27
4. Mohd. Yameen, (2013), MARKETING STRATEGIES OF HOTEL INDUSTRY IN INDIA, Global J. of Arts & Mgmt., pp.147-150
5. Wu Haoyue, (2018), Research on Enhancing the Competitiveness of Huangshan B&B in the Context of "Internet +", pp.28-29
6. Li Monan, (2022) Where will the hotel industry go in the post-epidemic era? <https://www.zgswcn.com/article/202204/202204010947181021.html>