

**ANALYSIS OF PRODUCTS IN BEIJING CULTURAL TOURISM MARKET**

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**Abstract**

*Through the analysis of the market mix, especially the products and promotion components, we can notice that Beijing’s cultural tourism provide tourists with cultural attractions, events, big quantity of accommodation choices and quite well-built infrastructures with different means of promotion, such as social media, large-scale event (mostly for overseas promotion), online websites and mobile, collaborating with other institutions and organizations, etc. The USP of Beijing cultural tourism is suggested to be the cultural heritages and “Peking” elements, which represent the unique identity of Beijing and differentiate it from other destinations.*

**Key Words:** *Beijing, cultural tourism, marketing mix*

**JEL Classification:** *M31, L83*

According to Morrison, “marketing is a continuous, sequential process through which a DMO plans, researches, implements, controls and evaluates programs aimed at satisfying traveller’s needs and wants as well as the destination’s and DMO’s visions, goals and objectives.” (Morrison, 2013) As the most official DMO in Beijing city, Beijing Tourism Development Committee’s goal is to realize the “diversification of resources, facilitation of services, refinement of management and internationalization of markets” of tourism for building an internationally first-class tourism city and key pillar industries. By 2020, the number of tourists will receive 320 million, total tourism revenue will reach over 700 billion RMB, and the tourism industry added value will account for 8% of GDP. 1.1 million People will be involved in Tourism related jobs. (BTDC, 2016)

Considering the components of Marketing Mix, among which the 7Ps of marketing, products, place and promotion are the vital elements. And the current situations of these 3P are simply summarized:

**I. WE PRESENT AN ANALYSIS OF PRODUCTS IN BEIJING CULTURAL TOURISM MARKET:**

• *Cultural Attractions* Beijing cultural tourism products are very rich ranging from physical, emotional components to experiential ones. It has 6 World Cultural Heritages (the Great Wall, the Forbidden City, the Summer Palace, the Temple of Heaven, Zhoukoudian Ruins and the Ming Tombs) which attract mass of domestic and foreign visitors. Here is a table of the key cultural tourism Attractions of Beijing:

Categories	Names of Tourist Attractions
<b>World Cultural Heritage</b>	The Imperial Palace Museum
	The Great Wall
	Peking Man Site at Zhoukoudian
	Temple of Heaven
	The Summer Palace
	The Ming Dynasty Tombs
<b>Famous Historical and Cultural Street in China</b>	Guozijian Street
	Yandai Street
	Dashilan
	Di’an Men Nei Street
<b>Famous Historical and Cultural Town in China</b>	Gubeikou Town, Miyun County
	Jiuduhe Town
	Ancient Town at Dongba
	Wangsiying
	Cuandixai Village, Zhaitang Town



北京旅行社排行榜

(排名不分先后)



Fig 3 Top 10 Travel Agencies in Beijing

Source: Qunar.com

Name of Hotel	Number of Comments	Mark
Beijing Rosewood Hotel	392	9.4
Four Seasons Beijing	225	9.3
Beijing NUO Hotel	853	9.2
Hotel ECLAT Beijing	544	9.2
Beijing Shichahai Sandalwood Boutique Hotel	334	9.2
Beijing Waldorf Astoria Hotels & Resorts	303	9.2
Beijing New World Hotel	2,209	9.1
Beijing CHAO Hotel Sanlitun	540	9.0
Beijing Pan Pacific Hotel Groups	242	9.0
Beijing Intercontinental Hotels & Resorts	139	9.0

Fig. 4. Statistics about Top 10 Hotels in Beijing

Source: Booking.com

Summarizing the development of hotels, travel agencies and tourist attractions, the chart below can easily show the trend of the market. The statistics that can be found only till the year of 2015.

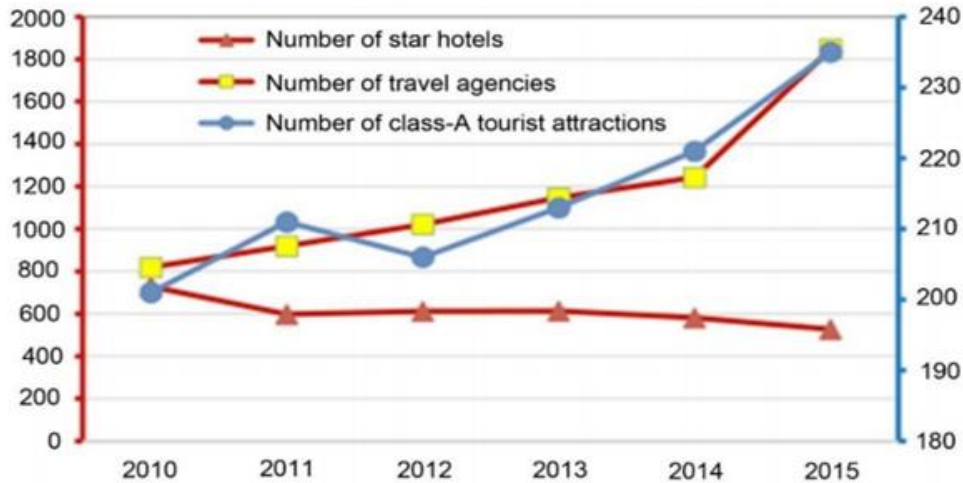


Fig 5 Beijing star hotels, travel agencies, A-level scenic spot changes (2010-2015)

Source: Beijing Municipal Commission of Tourism Development

It is obvious that the star hotels decrease. According to the report for Beijing tourism development, the increase of various other kinds of accommodations such as the budget hotels, motels, rural homestay and so on also affect the growth of star hotels.

Category	Numbers	Proportion
2- star and below	9,053	61.5%
High-end Chain Hotel	1,311	8.9%
Hotel Apartment	1,130	7.7%
Budget Chain Hotel	1,073	7.3%
3-star	753	5.1%
Inn	499	3.4%
4-star	442	3.0%
5-star	196	1.3%
Boutique Hotel	163	1.1%
Youth Hostel	103	0.7%
<b>Total</b>	<b>14,723</b>	<b>100.00%</b>

**Fig 6 Accommodation Supplies in Beijing**

Source: POI Information Point Data. Beijing Tourism Development Report (2017)

• *Transportation.* The convenient transportation and multiple accommodation choices allow Beijing to accept millions of visitors every year. It is northern China's main transportation hub. Beijing Capital International Airport has flight connections to some 88 domestic and 69 foreign cities. 4 modern railway stations operate 700 trains per day including high-speed trains connect Beijing with almost every corner of the country.

Index		Unit	2014	2015	2016
<b>Investment</b>	Fixed Assets Investment in Transportation Industry	Billion Yuan	98.8	112.23	88.4
	Municipal Fixed Assets Investment in Transportation	Billion Yuan	50.82	50.75	61.02
<b>Railways</b>	Operating Lines Mileage	Kilometer	1248.1	1268.6	1269
	Passenger Special Lines	Kilometer	139.1	139.1	139.1
<b>Airlines</b>	Runways of Capital International Airport	/	3	3	3
	Airport stands of Capital International Airport	/	362	353	338
<b>Roads</b>	Total Mileage	Kilometer	22,025.6	21,885.0	21,848.5
	Highway	Kilometer	1,012.9	981.9	981.9
<b>City Roads</b>	Roads in the City Zone	Kilometer	6, 373.5	6, 423.3	6, 425.9
	Urban Freeway	Kilometer	390.3	383.2	383.2
	Urban Main Roads	Kilometer	970.3	969.3	965.3
	Bus Lanes	Kilometer	851	740.7	394.8
<b>Passenger Terminals</b>	Passenger Terminal Stations	/	9	9	9
	Bus Terminals	/	8	8	8

**Fig. 7 2014-2016 Beijing Transportation Supply Statistics**

Source: Beijing Transport Institute. Beijing Transportation Report (2017)

• *Entertainment Services.* On the whole, accommodation and catering service facilities accounted for the largest proportion, accounting for more than 64% of the total, which laid a solid foundation for the Beijing tourism service system; tourism and entertainment service facilities accounted for 19% and 13% respectively (Wang, 2017). Recently, Beijing has been dedicated into exploring and developing the tourism consumption services. Tourist Consumption is one of the main incomes of profits in tourism industry. Beijing focused on what the tourists must buy, must eat, must see and must stay and is cultivating various kinds of tourist products. In gastronomy, Beijing developed “The Taste of Beijing” Festivals in local restaurants.

Dimension	Category	Number	Proportion
	Snack and Fast Food	1, 251	8.6%
	Beijing Cuisine	741	5.1%
	Northeast China Cuisine	740	5.1%
	Xinjiang Cuisine	728	5.0%

<b>Catering</b>	Sichuan Cuisine	728	5.0%	
	Jiangsu and Zhejiang Cuisine	726	5.0%	
	Hunan Cuisine	714	4.9%	
	Western Food	706	4.9%	
	Northwest China Cuisine	698	4.8%	
	Muslin Food	687	4.7%	
	Buffet	683	4.7%	
	Cantonese Cuisine	677	4.7%	
	BBQ	638	4.4%	
	Home Cooking	635	4.4%	
	Korean Food	621	4.3%	
	Other Minor Food	/	24.4%	
	<b>Shopping</b>	Shopping Mall	148	33.1%
		Gift and Souvenir Shop	82	18.3%
Chain Supermarket		77	17.2%	
Antique Store		55	12.3%	
Walking Street		44	9.8%	
Flee Market and Bazar		41	9.2	
Internet Café		748	12.4%	
Billiards Club		746	12.3%	
<b>Entertainment</b>	Bath Center	718	11.9%	
	DIY handicraft studio	709	11.7%	
	Bar	696	11.5%	
	Foot massage	687	11.4%	
	KTV	670	11.1%	
	Arcade	623	10.3%	
	Other Minor Services	449	7.5%	

**Fig. 8 Tourist Entertainment Service Supplies in Beijing**

Source: POI Information Point Data. Beijing Tourism Development Report (2017),

Viewed from all dimensions, the number of fast food in catering services is the largest, and Beijing Restaurant, Sichuan Restaurant, and Northeast China Restaurant are at the second level. Other tastes and cuisines belong to the third level. The taste of dishes basically covers all kinds of needs. Tourist shopping is still dominated by large shopping centers, and the number of special gifts and specialty stores opened by tourists is second. In the entertainment dimension, there are not a number of prominent supply players, and entertainment facilities such as Internet cafes, billiards, baths, bars, amusement and entertainment facilities account for a considerable proportion.

In addition, Beijing also launched the program of “Beijing Gift” with chain operations of franchise stories in different corner of Beijing. A mount of new souvenirs and specialties have been created to attract visitors. Most of them are blended with Chinese royal and Beijing traditional elements.



**Fig. 9 Souvenir and Specialties in Beijing Tourism Market**

Source: www.vcg.com

## II. CONCLUSIONS

In the monitoring cycle for the nine concerns related to Beijing tourism (attractions, restaurants, hotels, etc.), and through the overseas Internet related content analysis found that overseas users of Beijing tourism is most concerned about the attractions, diet, history and Culture, more than 88% of the discussion, far ahead of other concerns, which reflects the rich history, culture and other elements of the attractions can trigger overseas visitors to Beijing to travel behavior.

Through the analysis of the market mix, especially the products and promotion components, we can notice that Beijing's cultural tourism provide tourists with cultural attractions, events, big quantity of accommodation choices and quite well-built infrastructures with different means of promotion, such as social media, large-scale event (mostly for overseas promotion), online websites and mobile, collaborating with other institutions and organizations, etc. The USP of Beijing cultural tourism is suggested to be the cultural heritages and "Peking" elements, which represent the unique identity of Beijing and differentiate it from other destinations.

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