

Research on Marketing Strategy Optimization of Beijing Cultural Museum Based on Tourist Experience

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Abstract: This study investigates the optimization of marketing strategies for the Beijing Cultural Museum by focusing on enhancing tourist experience. The research aims to identify key factors influencing visitor satisfaction and engagement, utilizing both qualitative and quantitative methods to gather comprehensive insights. Through surveys and interviews with tourists, coupled with an analysis of current marketing practices, the study highlights the gaps and opportunities in the museum's promotional efforts. Findings reveal that personalized experiences, interactive exhibits, and targeted digital marketing significantly impact visitor perception and repeat visitation rates. Recommendations include the implementation of advanced digital technologies to create immersive experiences, the development of tailored marketing campaigns to different tourist segments, and the enhancement of social media engagement to foster a community of museum advocates. By optimizing these strategies, the Beijing Cultural Museum can improve its competitive edge, attract a broader audience, and enrich the cultural experience for both local and international tourists. The study's outcomes offer valuable insights for cultural institutions aiming to align their marketing strategies with visitor expectations and market trends.

Keywords: Marketing Strategy, Tourist Experience, Cultural Museum, Digital Marketing, Visitor Satisfaction.

I. INTRODUCTION

Cultural institutions such as museums play a crucial role in preserving and promoting cultural heritage, education, and tourism. The Beijing Cultural Museum, as a prominent cultural landmark, attracts a diverse audience, including local visitors and international tourists. However, the competitive landscape of cultural tourism necessitates continuous improvement and adaptation of marketing strategies to meet and exceed visitor expectations.

Marketing strategy is a vital component for cultural institutions to enhance their visibility, engage with their audience, and foster sustainable growth. Effective marketing can significantly influence tourist experiences, shaping their perceptions and satisfaction. For the Beijing Cultural Museum, optimizing its marketing approach is essential to attract a broader audience, increase visitor retention, and enhance overall visitor experience.

This research aims to explore the optimization of marketing strategies for the Beijing Cultural Museum by focusing on tourist experience. By identifying key factors that influence visitor satisfaction and engagement, the study seeks to offer actionable recommendations for the museum to refine its promotional efforts. The research questions guiding this study include: What are the current marketing practices of the Beijing Cultural Museum? How do these practices affect tourist experiences? What strategies can be implemented to optimize marketing efforts based on visitor feedback?

The significance of this study lies in its potential to provide valuable insights for the Beijing Cultural Museum and other cultural institutions seeking to align their marketing strategies with visitor expectations and market trends. By enhancing the tourist experience through targeted marketing efforts, the museum can not only improve its competitive edge but also contribute to the cultural enrichment of its audience.

II. LITERATURE REVIEW

Marketing strategies in the cultural sector are essential for attracting visitors, promoting events, and ensuring the financial sustainability of cultural institutions. Museums, theaters, and cultural heritage sites employ a variety of marketing tactics to engage audiences, ranging from traditional advertising and public relations to more contemporary approaches like digital marketing and social media engagement. Successful marketing strategies in this sector often focus on storytelling, creating emotional connections with audiences, and leveraging the unique cultural and educational value of the institution.

Tourist experience is a critical factor in the success of cultural marketing strategies. According to Pine and Gilmore's experience economy framework, visitors seek memorable and meaningful experiences that go beyond mere consumption of cultural artifacts. In the context of museums, tourist experiences can be enhanced through interactive exhibits, educational programs, and personalized tours. Research has shown that positive tourist experiences lead to higher levels of satisfaction, repeat visitation, and positive word-of-mouth recommendations. Understanding and improving the tourist experience is therefore central to optimizing marketing strategies.

Previous studies have explored various aspects of museum marketing and tourist behavior. Falk and Dierking's contextual model of learning emphasizes the importance of the personal, sociocultural, and physical contexts in shaping visitor experiences. Similarly, Kotler and Kotler's work on museum marketing highlights the need for museums to adopt a visitor-centered approach, focusing on the needs and preferences of their audiences. Empirical research has identified key factors influencing visitor satisfaction, such as exhibit quality, staff interaction, and facility amenities. Additionally, studies have examined the impact of digital marketing tools, such as social media and mobile apps, on visitor engagement and museum branding.

The theoretical foundation for this study is grounded in the principles of experiential marketing and the customer experience management (CEM) framework. Experiential marketing emphasizes the creation of immersive and engaging experiences that resonate with visitors on an emotional level. The CEM framework provides a structured approach to understanding and managing the entire customer journey, from initial awareness to post-visit engagement. By integrating these theories, the study aims to develop a comprehensive understanding of how marketing strategies can be optimized to enhance tourist experiences at the Beijing Cultural Museum.

The literature review underscores the importance of aligning marketing strategies with visitor expectations and experiences in the cultural sector. It highlights the need for a visitor-centered approach that prioritizes the creation of memorable and meaningful experiences. The review also identifies gaps in the existing research, particularly in the context of Chinese cultural institutions, and sets the stage for the subsequent empirical investigation. By building on the insights from previous studies and applying relevant theoretical frameworks, this research aims to contribute to the optimization of marketing strategies for the Beijing Cultural Museum, ultimately enhancing its appeal and visitor satisfaction.

III. CURRENT MARKETING PRACTICES OF BEIJING CULTURAL MUSEUM

The Beijing Cultural Museum utilizes a range of marketing strategies to attract and engage visitors. These strategies include traditional advertising, digital marketing, and public relations efforts. The museum's marketing mix encompasses print media, outdoor advertisements, social media campaigns, and collaborations with travel agencies and cultural organizations. The primary goals are to increase visibility, promote special exhibitions and events, and enhance overall brand recognition.

The museum advertises through brochures, posters, and magazine ads, which are distributed in local and international publications. These materials highlight major exhibitions, educational programs, and visitor information. Billboards and transit ads are placed in high-traffic areas to capture the attention of potential visitors. These ads typically feature eye-catching visuals and key details about upcoming events.

The museum's website serves as a central hub for information, offering details on exhibitions, ticketing, and visitor services. It also includes multimedia content such as virtual tours and interactive exhibits. The museum maintains active profiles on platforms like WeChat, Weibo, Facebook, and Instagram. Social media is used to share updates, engage with followers, and

promote events through posts, stories, and live streams. Regular newsletters are sent to subscribers, providing updates on museum activities, special offers, and exclusive content.

The museum engages with journalists and influencers to generate media coverage and feature articles about exhibitions and events. Press releases are issued to announce major developments and attract media attention. Collaborations with cultural institutions, educational organizations, and tourism boards help to broaden the museum's reach and attract diverse visitor groups.

Visitor engagement is measured through various means, including feedback forms, online reviews, and direct interactions at the museum. The museum collects data on visitor satisfaction, preferences, and suggestions via comment cards, online surveys, and social media interactions. Additionally, visitor feedback is analyzed to assess the effectiveness of marketing campaigns and identify areas for improvement.

Despite the comprehensive range of marketing strategies employed, several gaps have been identified: Marketing efforts often lack personalization, failing to target specific audience segments with tailored messages and offers. This can result in less effective engagement with potential visitors who have distinct interests and needs. While the museum maintains a presence on multiple digital platforms, the quality and frequency of content updates vary. Some platforms receive more attention than others, leading to inconsistent messaging and engagement. The current digital marketing efforts could benefit from more interactive and immersive elements, such as virtual reality experiences or interactive online exhibitions, to better capture visitor interest and enhance online engagement. There is an opportunity to strengthen community engagement through localized marketing efforts and partnerships with local businesses and community organizations. This could foster a stronger connection with the local audience and encourage repeat visits.

The Beijing Cultural Museum employs a diverse array of marketing strategies to attract and engage visitors. While these efforts have achieved some success, there are notable areas for improvement. Addressing gaps such as personalization, digital consistency, interactive content, and community engagement can enhance the effectiveness of the museum's marketing practices and contribute to a more compelling and satisfying visitor experience. The subsequent sections will explore how these insights can be used to develop optimized marketing strategies.

IV. TOURIST EXPERIENCE ANALYSIS

Tourist satisfaction and engagement at the Beijing Cultural Museum are influenced by various factors, which can be categorized into the following key areas: The relevance, accuracy, and presentation of exhibits significantly impact visitor satisfaction. High-quality exhibits that are informative, engaging, and well-curated enhance the overall experience. Interactive and multimedia elements further contribute to a more immersive experience. Easy access to exhibits, including clear signage and information, ensures that visitors can navigate the museum effortlessly and fully appreciate the displayed content.

Friendly, knowledgeable, and helpful staff play a crucial role in enriching the visitor experience. Staff interactions, including guided tours and informative conversations, add value and contribute to a positive impression of the museum. Prompt and effective handling of visitor inquiries and concerns, both at the museum and through digital channels, is essential for maintaining high satisfaction levels.

The availability of amenities such as clean restrooms, seating areas, and refreshment options affects overall visitor comfort. Well-maintained facilities contribute to a more pleasant and enjoyable visit. Efficient ticketing processes, including online booking options and streamlined entry procedures, enhance visitor convenience and reduce wait times.

The impact of marketing materials and campaigns on visitor expectations and awareness is a key factor. Clear, accurate, and compelling promotions help set realistic expectations and attract interested audiences. The quality and usability of the museum's website and social media platforms influence visitor engagement before, during, and after the visit. A well-designed digital presence enhances accessibility to information and facilitates interaction with the museum.

Data from surveys and interviews reveal several insights into visitor experiences at the Beijing Cultural Museum: Many visitors appreciate interactive and educational elements within exhibits, such as touchscreens, augmented reality features, and hands-on activities. These elements are seen as enhancing the engagement and educational value of their visit. There is a strong preference for personalized experiences, including customized tours or special events tailored to specific interests or demographics.

Strengths identified include the museum's diverse range of exhibits and the professionalism of the staff. Positive feedback highlights the informative and visually appealing nature of the exhibits. Weaknesses include occasional issues with signage clarity, the need for more interactive elements, and a desire for improved digital engagement. Some visitors noted that certain areas of the museum could benefit from better maintenance and updates.

Recommendations for improvement include the introduction of more immersive and technology-driven experiences, enhanced signage and navigation aids, and greater emphasis on community and local culture in exhibitions. Visitors also suggested increased use of social media and digital platforms to engage with potential visitors, provide updates, and offer interactive content.

Museums that have integrated virtual reality (VR) technology have successfully enhanced visitor engagement by offering immersive experiences that complement physical exhibits. This approach has been effective in providing deeper insights and creating memorable interactions. Institutions that feature interactive exhibits, such as touchscreens and gamified elements, have reported increased visitor satisfaction. These interactive components not only engage visitors but also facilitate learning and retention.

The relationship between marketing efforts and visitor perceptions is significant. Effective marketing campaigns that accurately represent the museum's offerings and highlight unique aspects can attract visitors who are more likely to have positive experiences. Conversely, marketing that sets unrealistic expectations or fails to align with the actual visitor experience can lead to dissatisfaction.

The analysis of tourist experience at the Beijing Cultural Museum reveals that exhibit quality, staff interaction, facility amenities, and marketing efforts play crucial roles in shaping visitor satisfaction and engagement. By addressing identified strengths and weaknesses, incorporating visitor suggestions, and learning from successful case studies, the museum can enhance its marketing strategies to improve overall visitor experiences and achieve greater impact.

V. OPTIMIZATION STRATEGIES

Personalized and Immersive Experiences. Implement customized tour options based on visitor interests and demographics. Offer themed tours or guided experiences that cater to specific groups, such as families, students, or art enthusiasts. Utilize visitor data and preferences to provide personalized content and recommendations. This can include targeted emails, personalized exhibit suggestions, and custom experiences based on past visits. Integrate AR and VR technologies to create immersive and interactive experiences. These technologies can offer virtual walkthroughs of exhibits, 3D reconstructions, and enhanced storytelling elements. Develop exhibits with interactive features such as touchscreens, multimedia elements, and gamified components. These enhancements can engage visitors more deeply and provide a richer learning experience.

Targeted Digital Marketing Campaigns. Develop marketing campaigns tailored to different visitor segments, such as local residents, international tourists, school groups, and cultural enthusiasts. Use demographic and behavioral data to design targeted messages and promotions. Create special offers and discounts based on visitor segments. For example, offer group rates for schools or exclusive previews for members and frequent visitors. Utilize social media platforms to engage with different audience segments. Share interactive content, behind-the-scenes glimpses, and visitor testimonials to create a sense of community and excitement. Develop engaging digital content, including blog posts, videos, and virtual tours, to attract and inform potential visitors. Highlight unique aspects of the museum and provide valuable insights into exhibitions and events.

Strengthening Social Media Presence and Engagement. Post regularly on social media platforms to keep followers informed about upcoming events, exhibitions, and museum news. Use a consistent and engaging tone to maintain interest and interaction. Leverage interactive features such as polls, Q&A sessions, and live streams to engage with followers and encourage participation. Partner with influencers, bloggers, and local community organizations to reach new audiences and generate buzz about the museum. Collaborations can include sponsored posts, guest blogs, and joint events. Foster relationships with local businesses and cultural institutions to create joint promotions and cross-promotional opportunities. This can enhance local visibility and attract more community members to the museum.

Innovative Promotional Activities and Events. Organize exclusive events such as members-only previews, VIP receptions, and special thematic nights. These events can create a sense of exclusivity and offer unique experiences to attract high-

value visitors. Develop and promote educational programs, workshops, and lectures that align with current exhibitions. These programs can attract educational groups and provide additional value to visitors. Implement seasonal marketing campaigns that highlight special exhibitions or events relevant to holidays, festivals, or cultural celebrations. Tailor promotional materials to reflect seasonal themes and attract seasonal visitors. Create thematic marketing campaigns around specific exhibits or museum milestones. Use storytelling and engaging visuals to generate interest and excitement.

Implementation and Evaluation. Develop a detailed action plan outlining the steps required to implement each optimization strategy. Include timelines, responsible teams, and resource allocation to ensure effective execution. Allocate appropriate budgets for each strategy, considering costs associated with technology, content creation, marketing campaigns, and staff training. Establish key performance indicators (KPIs) to measure the success of marketing optimization efforts. Metrics may include visitor satisfaction scores, engagement rates, social media reach, and ticket sales. Continuously collect and analyze visitor feedback to assess the effectiveness of implemented strategies. Use this feedback to make iterative improvements and refine marketing approaches.

By focusing on personalized and immersive experiences, targeted digital marketing campaigns, enhanced social media engagement, and innovative promotional activities, the Beijing Cultural Museum can optimize its marketing strategies to better meet visitor expectations and enhance overall satisfaction. Implementing these strategies, supported by a strategic action plan and rigorous evaluation, will help the museum strengthen its market position, attract a diverse audience, and create memorable and meaningful visitor experiences.

VI. IMPLEMENTATION AND RECOMMENDATIONS

6.1 Strategic Roadmap for Marketing Optimization

6.1.1. Action Plan: Short-Term Initiatives (0-6 Months). Design and pilot personalized tour options based on visitor feedback and preferences. Test with selected visitor groups and adjust based on initial responses. Update and optimize the museum's website and social media platforms to ensure consistency and relevance. Implement basic interactive elements, such as virtual exhibit previews. Initiate segmented marketing campaigns focusing on local residents and specific tourist demographics. Develop promotional materials tailored to these segments.

6.1.2 Medium-Term Initiatives (6-12 Months): Begin integrating AR and VR technologies into select exhibits. Develop and test immersive experiences that can be gradually rolled out across the museum. Increase engagement through regular interactive content, such as live streams and polls. Collaborate with influencers and local community partners to boost visibility. Plan and execute exclusive events, educational programs, and thematic campaigns. Monitor attendance and engagement to evaluate the effectiveness of these initiatives.

6.1.3 Long-Term Initiatives (12-24 Months): Based on feedback and performance data, refine and expand personalized tour options and interactive features. Integrate additional elements as technology and resources allow. Strengthen relationships with local businesses and cultural institutions. Explore opportunities for joint promotions and community-based events. Conduct a comprehensive review of all implemented strategies. Assess their impact on visitor satisfaction, engagement, and overall museum performance. Make adjustments as needed to continuously improve marketing efforts.

6.2 Resource Allocation and Management

6.2.1. Budget Planning: Allocate funds for AR/VR technology, interactive exhibit development, and website enhancements. Consider potential partnerships or sponsorships to offset costs. Budget for digital and traditional marketing campaigns, including social media ads, influencer collaborations, and print materials. Invest in training for staff to effectively manage new technologies, interact with visitors, and implement personalized experiences.

6.2.2. Team Responsibilities: Oversee the development and execution of marketing campaigns, digital content, and social media engagement. Coordinate with external partners and influencers. Implement and manage personalized tours, interactive exhibits, and special events. Collect and analyze visitor feedback to inform ongoing improvements. Handle the integration and maintenance of AR/VR technologies and interactive features. Ensure the museum's digital platforms are up-to-date and functioning optimally.

6.3 Monitoring and Evaluation Framework

6.3.1. Performance Metrics: Track changes in visitor satisfaction scores through surveys and feedback forms. Measure improvements in overall satisfaction and specific aspects related to new marketing strategies. Monitor engagement metrics on digital platforms, including social media interactions, website traffic, and virtual exhibit participation. Analyze changes in museum attendance and ticket sales, particularly in response to targeted marketing campaigns and special events.

6.3.2. Feedback Mechanisms: Conduct regular surveys to gather visitor feedback on new features, experiences, and marketing materials. Use this data to make data-driven adjustments. Organize focus groups with a diverse range of visitors to gain deeper insights into their experiences and preferences. Use these insights to refine marketing strategies and visitor experiences.

6.4 Potential Challenges and Mitigation Strategies

Technology Integration Issues: Start with pilot programs and phased rollouts for new technologies. Provide thorough training for staff and ensure technical support is available to address any issues promptly. Budget Constraints: Prioritize high-impact initiatives and seek external funding opportunities, such as grants or sponsorships. Allocate resources strategically to maximize the return on investment. Visitor Preferences: Stay updated on industry trends and visitor preferences through continuous research. Be flexible and willing to adapt strategies based on evolving visitor needs and market conditions.

The implementation of optimized marketing strategies for the Beijing Cultural Museum requires a structured approach with clear action plans, resource allocation, and performance monitoring. By focusing on personalized and immersive experiences, targeted digital marketing, and enhanced community engagement, the museum can improve visitor satisfaction and achieve its marketing goals. Regular evaluation and adjustment of strategies will ensure that the museum remains responsive to visitor needs and continues to enhance its position in the cultural tourism market.

VII. CONCLUSION

The Beijing Cultural Museum stands at a pivotal moment where optimizing its marketing strategies can significantly enhance visitor engagement and satisfaction. This study has identified key areas where current marketing practices can be refined to better meet the needs and expectations of diverse visitor segments.

By focusing on personalized and immersive experiences, the museum can create more meaningful interactions that resonate with visitors on an individual level. Implementing advanced technologies such as augmented reality (AR) and virtual reality (VR), alongside interactive exhibits, will offer enriched experiences that align with contemporary visitor preferences for engaging and participatory content.

Targeted digital marketing campaigns and enhanced social media strategies are crucial for reaching specific audience segments effectively. By utilizing segmented marketing efforts and leveraging social media platforms for interactive and engaging content, the museum can attract a broader audience and build stronger connections with potential visitors.

Strengthening community partnerships and organizing special events will further boost local engagement and foster a sense of connection with the museum. Collaborative efforts with local businesses and cultural organizations, along with innovative promotional activities, will enhance the museum's visibility and appeal.

To ensure successful implementation, the museum must adopt a strategic roadmap with clear action plans, budget considerations, and team responsibilities. Ongoing monitoring and evaluation will be essential for assessing the impact of these strategies and making necessary adjustments. By continuously gathering visitor feedback and analyzing performance metrics, the museum can refine its approaches and achieve its marketing objectives.

In conclusion, the optimization of marketing strategies for the Beijing Cultural Museum presents a valuable opportunity to elevate the visitor experience, increase satisfaction, and strengthen the museum's position in the cultural tourism landscape. Through a combination of personalized experiences, targeted marketing, and community engagement, the museum can create a more compelling and memorable experience for all visitors, ultimately driving increased interest and support for its cultural mission.

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