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INSTITUTE OF SOCIAL SCIENCES

INTERNATIONAL TOURISM MARKETING STRATEGIES:

A STUDY IN CHINA'S XINJIANG MINORITY AREAS

THESIS

DILIDAER MULATI
(Y1412.130094)

Department of Business

Business Management Program

Thesis Advisor: Prof. Dr. İlkay KARADUMAN

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1) Tez Danışmanı: Yrd. Doç. Dr. İlkay KARADUMAN

2) Jüri Üyesi : Yrd. Doç. Dr. Nurgün KOMŞUOĞLU YILMAZ

3) Jüri Üyesi : Yrd. Doç. Dr. Özge BARUÖNÜ LATİF

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The master's thesis, "INTERNATIONAL TOURISM MARKETING STRATEGIES:A STUDY IN CHINA'S XINJIANG MINORITY AREAS", indicates that the works are written in all processes without resorting to any help which is contrary to scientific ethics and traditions, and that the works I make use of them are shown in Bibliography And I declare with honor. (01.02.2017)

Dilidaer MULATI

FOREWORD

At the moment when I am about to finish the writing of this paper, my mind is filled with grateful thoughts. Many people have helped in writing this paper, but none more than my mentor, Asst. Prof. Dr. İlkay Karaduman, whose serious attitude towards science and teaching and excelsior working style has influenced and encouraged me.

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February2017   **Dılıdaer MULATI**

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ABBREVIATIONS

ITTC	**:** International Tourism and Travel Council
UNWTO	**:** United Nations World Tourism Organization
XUAR	**:** Xinjiang Uygur Autonomous Region
WTTC	**:** World Tourism and Travel Council
CIS	**:** Commonwealth of Independent States

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ULUSLARARASI TURİZM PAZARLAMA STRATEJİLERİ: ÇİN'İN XINJIANG AZINLIK ALANLARINA BİR ÇALIŞMA

ÖZET

Turizm aktiviteleri, insanların ihtiyaçlarının ve sosyalleşmesinin gelişmesi ile yavaş yavaş günlük hayatımızın ayrılmaz bir parçası haline geldi. Sürekli olarak değişen turizm ihtiyaçları turizm ürünlerini benzersiz ve farklı yaptı. Zengin turizm kaynaklar ve karakteristiklerine sahip etnik azınlık bölgeleri, yavaş yavaş turizmin geliştiği ve ziyaretçiler için de daha çekiçi yerler haline geldi. XUAR Avrasya'da 5600 kilometreden fazla sınırlar içinde bulunan, Rusya, Kazakistan, Tacikistan, Pakistan, Moğolistan, Hindistan ve Afganistan'a sınırı olan bir yerdir. çok eski zamandan beri İpek Yolu olmuştur.

Günümüzde küreselleşmenin ve teknolojide ilerlemenin nedenile, dünya turizminin yanı sıra XINJIANG'ın turizm endüstrileri de sürekli artması ancak bunun hakkında düşünülmesi gereken bazısorunlar var. Bunun için turizm değerlerini kullanmayı, onları geliştirmeyi ve fırsatlar yaratmayı öğrenmesi gerekir. Bu problemin çözümünün temelinde uluslararası pazarlamanın üzerinde çalışılması gerekir. Bu tez üç bölüm den oluşmaktadır.

Tezin birinci parçası iki bölümden oluşmaktadır. İçeriğinde seçilen konunun geçmişi, literatür araştırmaları vardır. Tezin ikinci parçası çalışmanın ana temasının belirlenmesi ve sorulması gereken soruları, öneminin araştırılması ve ortaya atılan hipotezleri içerir. Üçüncü bölüm, bu bölüm aynı zamanda tezin en önemli parçasıdır, biz veri ve istatistik modeller yoluyla, mesela yıllık değişim endeksi Shift Hisse analizi, Temel bileşenler analizi kapsamlı xinjiang turizm pazarı analiz etmektedir. Xinjiang uluslararası turizm pazar araştırma ve analiz yoluyla. Xinjiang uluslararası turizm piyasasının gelecekteki gelişimine tedbirleri öneriler bulunmaktadır.

Anahtar Kelimeler: *Turizm Stratejileri, Uluslararası Pazarlama, XUAR Turizm, Uygun Pazarlama Öneriler.*

INTERNATIONAL TOURISM MARKETING STRATEGIES: A STUDY IN CHINA'S XINJIANG MINORITY AREAS

ABSTRACT

With the improvement of social progress and people's demand, tourism activity has gradually become a mass activity and an integral part of daily life. The ethnic minority areas which have rich characteristics of tourism resources and rich type of tourism products are becoming more and more attractive for customers, and they are gradually becoming the key areas in the development of tourism. Xinjiang Uygur Autonomous Region (XUAR) is located in the northwest of China which is in the hinterland of the Euroasian land with a borderline of more than 5600 kilometers, bordering with Russia, Kazakhstan, Kyrgyzstan, Tajikistan, Pakistan, Mongolia, India, and Afghanistan. It has been silk Road since ancient time.

Because of globalization and advancing in technology, so world tourism repetitively increasing, as well as Xinjiang's tourism industries, but there are problems worth to think about that, XUAR needs to know how to use these tourism resources, seize the various development opportunities, and develop the tourism industry. Based on consideration of the problems above this article is studied in a perspective of international marketing.

This thesis is divided into three parts altogether. The first part of the thesis is the basis, including chapter one and two. Mainly to introduce background of the selected topic, research significance and literature. Chapter 3 is the second part of this paper that draws the layout of the key concept of this study, including raising the questions, research significance, research objectives and putting forward hypothesis. In the third part, This is also the most important part of whole thesis. Analysis Xinjiang tourism market based on inbound tourist data and statistical models like inter-annual variation index, Shift-Share-Analysis, Principal component analysis and etc. Through all this research and analysis of Xinjiang international tourism market to determine measures to the future development of Xinjiang international tourism market.

Keywords: *Tourism Strategies, International Marketing, Tourism in XUAR, Optimal Suggestions.*

1   INTRODUCTION

Since the early 90s, tourism industry has become the world's largest industry, exceeding oil industry and automobile industry, and a comprehensive pillar industry with rapid and stable growth as well as strategic importance in global economy.

The Report on Tourism Economic Impact 2011-2021.It remarked that despite many challenges and uncertainties in global economic growth, tourism has been one of the sectors with rapid growth, and the main force to promote economic growth and employment opportunities. It is estimated that in the next decade the international tourism industry will contribute average 4.2% to global GDP annually and create 370 million jobs (Travel &Tourism Economic Impact, 2016)

It can be said that the world is now in the booming period of rapid development tourism, and with China is entering the era of mass tourism. Tourism and related industries have ushered in the golden age of development. According to Tourism Statistics Report of the First Half of 2016, the size of tourism market has been steadily expanding and continued to take the leading position of the macroeconomic. Around 127 million persons of inbound and outbound tourists gained an increase of 4.1%. The total tourism revenue is $2.25 trillion with an increase of 12.4%. With the rapid development of tourism industry, as a province with various tourism resources, Xinjiang has gained an increasingly important role in economic development of Xinjiang (Xin, 2016).

As the concept of new Silk Road has been proposed, Xinjiang has taken actions in their own specialties-the success organization of International Conference on Tourism Development on the Silk Road, and Urumqi Declaration with 14 other countries along the Silk Road. Xinjiang has set up six oversea sales centers in Kazakhstan, Russia, Dubai and other countries. Xinjiang have cooperated closely with Kazakhstan and other neighboring countries for tourism exchanges and more convenient visa policy-the policy of visa free for tourism team of 3-50

persons will soon be implemented. First seminar on Silk Road Tourism in Tajikistan has been held. Chartered flights of Urumqi-Frankfurt, Urumqi-Kaohsiung (Taiwan) have been operated. Tour of Altay Mountains for four countries and six regions has been officially started up. Medical Tourism Alliance has been established with the integration of tourism resources and development of international medical tourism (Liu, 2016).

However, compared with the rapid development of the global tourism industry, growth of Xinjiang international tourism industry is left far behind. Therefore, at the moment, it is of great significance to grasp development characteristics, trends and source markets, to establish marketing strategy and to enhance the international competitiveness of Xinjiang.

1.1   Research Background

With the strong momentum of economic globalization, tourism has evolved from an ordinary service industry to one of the strongest and largest industries in global economy. The rapid development of tourism can make tremendous contribution to the economy acceleration, employment, and the publicity of culture and history of cities, and meanwhile it occupies a dominant position in the economy of cities as well as the whole country.

International tourism is an important part of tourism industry and international service trade which plays a more important role in promoting global economic development, so the development of international tourism has gained more attention around the world. According to the latest World Tourism Barometer the number of international visitors in 2015 increased by 4.4% to 1.184 billion compared with the number of 2014.In 2014, more than 50 million tourists (overnight visitors) traveled abroad. Many countries and cities are well-known for their tourism industry and the development of these areas rely on tourism industry, so the currently tourism industry has become one of pillar industries in the world's economic development (Tourism Highlights, 2016).

The United Nations General Assembly adopted a resolution that 2017 had been considered as the International Year of Sustainable Tourism Development (Sobrono, 2017).

This is the first time that the United Nations has given a title to a year in the theme of tourism since the emergence of modern tourism industry. The connection between tourism and sustainable development is a sign that tourism and tourism industry have become an important component in the world's economic, social and environmental sustainable development.

UNWTO has released other highlights edition about tourism (Tourism Highlights, 2015). This edition shows that World Tourism Organization is very concerned about the emerging destinations, and economies and destinations are mentioned frequently. Chinese elements continue to be the focus of attention.

In September 2013, Xi Jinping, President of the People's Republic of China, visited the Four Central Asian States and proposed to jointly build the Silk Road Economic Belt. In the same visit to Malaysia, the president made a proposal of building Maritime Silk Road of the 21 Century with the ASEAN countries, APEC Informal Leadership Meeting was held in Beijing. On November 9, during the meeting with talks on enhancing the interconnection partnership, President Xi presented a paper 'Communication Leads to Development and Partnership Focuses on Cooperation'.

He stressed that we need to focus on Asian countries, rely on economic corridors, strengthen communication infrastructure construction, build financing platforms, enhance cultural exchange, and strengthen cooperation by the Belt and Road initiative. We also need to deepen interconnection partnership among Asian countries and build a community of development and common destiny. In addition, President Xi said China will spend 40 billion US dollars to set up the Silk Road Fund for the interconnection between China and countries along the Silk Road (Szczudlik, 2013).

Xinjiang used to be the key area of the ancient Silk Road. The proposal of the Silk Road Economic Zone will bring great opportunities for the development of Xinjiang. The construction of railways, highways and airways between China and Central Asian countries will also serve as a bridge between Xinjiang tourism industry and the world.

1.2 Current condition of Global International Tourism

The Secretary General of UNWTO, said *"the number of international tourists reached the highest in history"* (Rifai, 2015). The strong performance of tourism has led to economic growth and more employment opportunities in many areas of the world, therefore the UNWTO calls upon states to take actions to keep tourism growth which includes tourism facility construction, human resource development and sustainable development.

Despite the difficulties experienced by international tourism in the past few years such as the "international financial crisis", the overall growth of tourism has not been significantly disrupted and affected. The amount of international tourist arrivals increased from 25 million in 1950 to 278 million in 1980, then 527 million in 1995, and 1.133 billion in 2014. Worldwide tourism expenditure on the travel destinations increased from 20 billion to 1040 billion US dollars during 1950 to 1980, $415 billion in 1995, and reached $1,245 billion in 2014 (Tourism Highlights, 2016).

The total revenue generated by international travelers for accommodation, catering, entertainment, shopping and other services in 2015 was approximately $1.232 billion (€1.11 billion), increasing by 3.6% due to the foreign exchange rate fluctuations and inflation. International tourist arrivals increased by 4.4 % or 1.184 million in 2015. In addition to international tourism revenue (travel expenses of international balance of payments), international tourism also generated $210 billion in international export transport services for non-residential visitors, bringing tourism exports revenues of $1.4 trillion or an average daily income of $4 billion (Tourism Highlights, 2016).

1.3 Current Condition of Chinese International Tourism

China is a vast, multi-ethnic country with a long history of thousands of years. It has beautiful natural scenery, numerous places of historic interest and splendid culture with rich tourism resources. With reform and opening up, Chinese economy has been growing at an average rate of nearly 10% per year (Li, 2008).

The vigorous development of various undertakings and the increasing living standards has laid a solid foundation for the prosperity of the tourism industry. The political stability, economic development, market prosperity, the consistent opening up to the world, and improving relations with other countries also created extremely favorable conditions for the development of tourism.

The seventh session of the G20 Tourism Ministerial Conference was held in China for the first time. G20 Tourism Council of Ministers is an important platform for strengthening tourism cooperation of the Group of Twenty. This meeting will help to promote tourism development cooperation among the twenty countries, effectively publicize the achievements of Chinese tourism industry development, display the image of vigorous development of tourism of China, and also enhance China's power and influence in the international tourism (Bai, 2015).

According to Annual Report on China's Inbound Tourism Development 2016 by Dr. Li Chuangxin from China Tourism Research Institute. In 2015 China received 13.382.04 million inbound tourists, an increase of 4.14%. In the same year, foreign exchange revenue of inbound tourism reached $113.65 billion and tourism service trade surplus reached $9.15 billion. Still in that same year, China receives 568.857 billion overnight visitors, an increase of 2.30% with the gross market size ranked fourth in the world, following France, United States and Spain (Li, 2016).

1.4   Current Condition of International Tourism in Xinjiang

Xinjiang is rich in tourism resources especially its geographical advantages of many neighboring countries in Europe and Asia which has great potential and broad prospects. At present, Xinjiang has gradually gained reputation in international tourism with some well-known and popular destinations like Kanas, Kashgar, the Heavenly Lake, Grape Valley, Nalat Prairie, and Sayram Lake. Thematic tourism such as the Silk Road tourism, special tourism, undeveloped natural spot tourism, photographic tourism, folk customs tourism, winter tourism are showing their attractiveness in the international tourism market by its unique charm.

The strategic vision of Belt and Road Initiative is under the background of globalization and the new era of cooperation and development. China will build regional cooperation platform based on existed cooperation and win-win situation as well as Multilateral and cooperation mechanisms (Liu, 2015).

The Belt and Road Initiative has promoted Xinjiang's tourism industry and the tertiary industry spurred on infrastructure construction, and promoted the exchange of different cultures. In addition, the policy also led to the development of the traditional tourism elements as clothing, food, housing, transportation, shopping and entertainment, and created new factors as business, health, learning, leisure, delight, and exoticism. Xinjiang is the core area of new Silk Road economic belt, and its economy and culture will achieve great-leap-forward development. The government attaches great importance to tourism, and considers tourism industry as a pillar of the national economy, an industry to improve people's livelihood, a modern service industry to raise people's sense of satisfaction. Xinjiang will be built into a Silk Road economic belt tourism hub to achieve a good start of the Belt and Road Initiative.(Yan, 2016).

In March 2015, Tourists in Xinjiang were divided into several parts. Out of 94644 foreign tourists 65628 were ports visitors with an increase of 10.09%. There were 137 visitors from Hong Kong, 64 visitors from Macao, and 471 visitors from Taiwan. By the first quota of 2015, Xinjiang had received 255.208 foreign tourists with an increase of 7.19%. From Honkong, there were 189 visitors, 98 from Macao and 760 from Taiwan. From January to March, the top three tourist source countries were Kazakhstan, Russia and Mongolia (Statistics of Inbound Tourism, 2015).

2 LITERATURE REVIEW

For literature review this chapter can be divided in seven parts inclued international marketing theory of tourism,marketing theory of tourism service, sustainable development of tourism marketing, and characteristics, type and development of tourism in Xinjiang region.

2.1 International Marketing Theory of Tourism

International marketing is defined as, at its simplest level, international marketing involves the firm in making one or more marketing mix decisions across national boundaries. At its most complex level, it involves the firm in establishing manufacturing facilities overseas and coordinating marketing strategies across the globe (Doole & Lowe 2001).

The object of international marketing is no longer aiming at domestic consumers or users but the vast number of foreign consumers or users and consumer as well as their needs and purchase behaviors. Due to the difference of countries and regions, the value of products is different and we need to break through the borders into other countries.

The international market and other indirect environment are more complex and changeable than the domestic marketing environment, and when the enterprise's international marketing activities are involving multiple regions and countries, its marketing environment performance is multi-level with uncertainties.

One of the most prestigious international marketing experts in the United States, Cateora Gilly and Graham (2009) has made a brilliant summary- International marketing faces a tougher task that marketers need to deal with is not just one, but two or more uncontrollable factors, which include the domestic marketing environment and when the enterprise entered foreign marketing environment.

Culliton (1948) first proposed the concept of marketing mix, Borden (1965) identified 12 elements- product planning, pricing, brand, supply and marketing

routes, personnel sales, advertising, promotion, packaging, display, support, physical distribution and market research.

McCarthy (1960) proposed the famous 4Ps Marketing Strategy Combination Theory which include Product, Price, Place and Promotion. The 4Ps is also known as overall marketing and he believes a successful and complete marketing campaign means to bring the appropriate prices, place, promotions, appropriate products and services to specific market. It laid the important position of combined marketing strategy in the marketing theory.

Levitt (1983) proposed that enterprises should ignore the differences between countries and regions and should consider the whole world as a unified large market. Therefore they should pay more attention to the similarity of the national market in the context of globalization, implement marketing behaviors in global standards.

Kotler (1986) proposed a marketing strategy with more comprehensive conceptions, the 6P strategy. He added Power and Public Relations to the 4P theory. He pointed out that in the context of the resurgence of trade protectionism and the strengthening of government intervention, in order to successfully enter a particular market, we need to make more concessions and use 6P theory.

Later, he also developed 10P theory, adding Probe, Partition (Segmentation), Prioritization (Targeting), and positioning (Position). Since then, he also recommended adding people to be an element, and then 11P marketing concept is formed. The 11P consists of three parts. These include Tactical 4P, Strategy 4P, and 3P of People, Right, and Public Relations. Tactics 4P refers to the product, pricing, channel and promotion, strategic 4P refers to the exploration, segmentation, priority and positioning. Large marketing theory believes that under the support of tactical 4P and strategic 4P as well as 3P, companies can clear the obstacles to the target market (Kotler, 1986).

2.2 Research on Marketing Theory of Tourism

Tourism has become a global industry and is widely regarded as one of the fastest growing industries. It is also the most important source of employment in the world (one in every 16 employees in the world is working in the tourism industry) and according to statistics it is almost in top three industries in each country (Mowlana & Smith 1993). As a result, tourism and tourism industry have become the major contributors to the GNP of countries.

Tourism marketing is the planning and implementation process of tourism enterprises or other organizations on the concept of tourism products, pricing, promotion and distribution in order to meet customer needs and achieve the objectives of tourism enterprises. Tourism is a special service industry and tourism product is a special product.

Therefore, the tourism marketing must be different from the general product marketing with the following characteristics:

Firstly, tourism products are imperceptible which means they are not actual objects, but travel experiences and personal feelings.

Secondly, tourism products have the characteristics of both production and consumption. Tourism service is the process of interaction between employees and customers, and the customers are involved in the whole process of tourism product output.

Thirdly, the products in the tourism market are diversified and have more distribution channels, tangible products are mainly delivered through the logistics channel to consumers, while tourism companies rely on a series of independent intermediaries.

Fourth, tourism demand include transportation, sightseeing, accommodation, catering, commodity sales and entertainment and different people have different needs. These industries and departments have formed an interrelated, interdependent and coordinated unity (Lickorish & Jenkins, 1997).

In fact, compared with general marketing, international tourism marketing may need to focus more on strategic approaches (Boyd et al, 1995; Haywood, 1990; Papadopoulos, 1987; Mazanec, 1994).

Booms and Bitner (1981) proposed a marketing mix that can be adapted to service industry products, which is to add the following 3P to the marketing mix based on the traditional marketing theory of 4P. In addition to the four factors of Product, Price, Place and Promotion, the two scholars added People, Process and Physical Evidence, making a 7Ps marketing strategy combination. 7Ps marketing strategy mix is often used in the tourism marketing strategy.

Philip Kotler (1999) believes that the marketing mix is a set of tools that have a common impact on the market. Tourism is subordinate to the service industry, so it has the characteristics of service industry–a combination of production, consumption and marketing. But more importantly, it is different from other trades. Therefore, its marketing strategy on the specific applications should be different.

In the promotion of tourism, promotion is not only a key part of tourism marketing, but also is an important way for tourism destination and tourism enterprises to promote their products to the world. The essence of tourism promotion is to achieve the exchange of information between tourism marketers and potential consumers of tourism products. Tourism promotion strategy should involve some promotional activities with experience flash back, emotional investment to meet consumer requirements Seaton (1996).

Crouch, Schultz and Valerio (1992), forecast potential important factors of elasticity of demand from five countries through multivariate regression analysis. The result of the study shows that marketing activity has been a significant contributor in all cases.

Do Thi Dua (2012) conducted a study on the marketing strategies of Vietnamese tourism products for Chinese tourists. He divided Chinese tourists into three market segments that include the border travel segments, the mainland travel segments and business travel segments, and he pointed out the international marketing strategy of Vietnamese tourism products should adopt the characteristic product strategy, price strategy, channel strategy, and advertising promotion strategy. And for the three market segments above, he proposed other strategies such as personnel, process management, and tangible display marketing mix strategy.

2.3   Research on Marketing Theory of Tourism service

Service marketing is a series of activities that under the premise of a full understanding of meeting the needs of consumers to meet consumer demand. Service as a kind of marketing mix element attracted our attention from the late 1980s. During this period, due to scientific and technological progress and the significant improvement of social productivity, the upgrading of industrial and production of professional development is accelerating. On the one hand, products service intensity increased and on the other hand, with the improvement of labor productivity, the market turns to the buyer's market and as consumers' income level rises, their consumer demand also increased and diversified (Kulcsar 2011).

American Marketing Association was define a service, which is a sales activity or satisfaction with a product. It defined the service as an activity that can be distinguished, not perceptible, but desires can be met. The production and sales of such activities may also be linked with or independent to the production or sale of other products or services. Where tangible products are required to assist in the production of services, there is no transfer of ownership of tangible products the (AMA Dictionary, 2017).

Rathmell (1966) believes that marketers should pay more attention to the service area and his definition of service has been in use ever since. In her article, Shostack (1977) made the following controversial claim:

"The service industry is not able to establish the relevant marketing theory and I think it's related with the marketing lacking of foresight, because the marketing lack sectors that are closely related to services such as guidance, terminology, or operational guidelines, and the service industry tends to be slow in the process of integrating key activities of Marketing and Decision and control" (Shostack 1977).

In 1978, Thomas proposed that for service enterprises, the strategy is different from the production-oriented enterprises. Specifically, traditional strategies for tangible goods are no longer appropriate for service companies and managers in the service industries should take full advantage of their own unique strategies (Thomas, 1978).

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Early marketing Bartels (1988) focused on the sale of agricultural products. It then expanded its scope to the marketing of tangible goods. The original literatures are mainly text description the characteristics of service, these characteristics, intangibility, indivisibility, pluralism and perishable, constitute a solid and stable foundation, proved that service marketing is different from the marketing of goods.

Getz (1997) pointed out that tourism service is an important part of tourism, and it is also a key part of making destination marketing strategy, so every society and destination can successfully use the Event Marketing in Tourism Marketing.

In recent years, scholars had also conducted in-depth studies from different angles on the connotation of tourism. First, tourism is a service industry, of which the mission is to provide tourism services to customers within the process of travel. Second, tourism is a comprehensive industry, consisting of a series of industries that associated with. Third, the tourism services are developed by meeting the needs of customers.

In fact, the services can be divided into four categories by nature: circulation services, production and life services, spiritual and quality services, and public services. Tourism can thus be the living services section of the production and living services. The tourism industry is the 4P marketing mix of physical marketing, as well as, other 3P marketing mix expanded by the service marketing mix in order to targeted solve the marketing and service management issues that derived from the characteristics of service products. People, Process and Tangible Evidence reflects the characteristics of Service Marketing Combination in Tourism Industry (Hoffman&Bateson, 2010).

2.4   Research on Sustainable Development of Tourism Marketing

The World Tourism Organization defined tourism sustainable development as a means of satisfying the current needs of tourism destinations and tourists, while satisfying the future needs of tourism destinations and tourists. The United Nations Environment Programme was concerned that sustainable development of tourism should be developed. Development should be in such a way, and scaled in an area that the way will remain vitality for a long time without

deterring other activities and processes to degenerate or change the environment, human beings or material world. (UNEP&UNWTO, 2005).

Of course, many scholars believe that these official concepts are too general, so there are interpretations for these researches from a variety of perspective. For example, Miller G (2001) pointed out that sustainable tourism development refers to the state of development that achieved coordinated development of the government, business, community, scenic spots, and various interest groups, as well as the expected life quality, environmental quality, government and business efficiency(Ahn, Lee & Shafer, 2002).

This concept is the overall perspective of the tourism industry from the perspective of resources and the environment, emphasizing the possibility of achieving a fair, integrated, coordinated and efficient development and utilization. There are also some scholars who understood tourism sustainable development as a way of tourism activities, or called sustainable development of tourism.

For example, Tepelus (2005) and Budeanu (2005) all pointed out that most of the negative impact of tourism activities or adverse reactions are caused by the mass tourism. Sustainable development is guided by the theory that tourism is a "small-scale solution". The study indicated that eco-tourism operators can achieve the purpose of long-term effective protection of bad behavior of tourists through the process of tourism activities and the implementation of sustainable tourism concept.

Forsyth (1997) argued that tourism enterprises' efforts in environmental protection can not only enhance the competitive advantage but also increase the business performance. Therefore, enterprises should take the initiative to adapt to the requirement of tourism development to environmental protection. Budeanu (2005) emphasized that tourism service providers, especially the industry leaders, should take advantage of their dominant position in the industry to promote the publicity and implementation of the principle of sustainable development in the overall tourism industry. Also, they should be the advocates of tourism sustainable development.

Rivera & Leon (2005) studied the education, environmental expertise and ethnic characteristics of CEOs from different tourism enterprises, and the relevance attitudes of tourism enterprises for sustainable development. Fortanier & Wijk (2010) studied the relationship between non-local hotel enterprises and local tourism sustainability in terms of the number of jobs that locally promoted and the quality of employment.

However, with the change of tourism development goals, the tourism resources have been developing constantly. Due to the differences in the tourism resources of different countries, the tourism researchers have developed many different development theories. In general, four schools of ontology development concept are formed through researches on the theories and methods of tourism resources development and analyses of the characteristics of the subject itself.

The geographical division of resource zoning is the benefit management based on economic discipline, the garden landscape based on architecture and the resource based on cultural studies. From the dominant ideological analysis of development of tourism resources, the concept of the four ontologies can be summed up as two kinds of guiding principles.

One is the tourism development concept based on resource which is the development orientation based on the resources of regional potential for Tourism Area Development. This is to establish tourist sites around the resources forming an adventure and resource-based tourist place. Another kind of tourism development concept based on resource displacement, which is the tourist area development based on the tourism market demand-oriented, both in the city or the original tourist destination (Howie, 2003).

Transplanting and creating tourist sites mainly form cultural tourism, landscape school and benefit management school is between the two of them, the former can be called pan-resource-oriented theory, and the latter can be called a Pan-market-oriented theory.

However, at the beginning, the study of tourism mainly focused on the impact of tourism on the economy and the environment. Someone has tried to use tourism multiplier factor to measure the direct and indirect economic and

inductive effects of tourism. The variables used for such measurements did not take into account the relevance of macroeconomic variables in national economic accounting system, thus making the credibility of the results are affected (Crompton & Mckay, 1994).

In fact, the economic impact of tourism is constrained by a variety of factors, in which Mathieson & Wall (1982) have pointed out that tourism has a positive or negative economic impact. Five kinds of constraint factors:

1. Logistics facilities and the type of attraction.
2. The number and level of tourist consumption
3. The level of regional economic development
4. The region of new tourism consumption funds and re-use
5. Regional seasonal differences

Mathieson & Wall (1982) argue that due to the impact of tourism and the impact of human survival are intertwined, as well as the complexity of tourism supply and details, it is difficult to estimate the extent of tourism damage to the environment. Each researcher is trying to find a breakthrough to solve problems.

The impact of tourism on the environment is not entirely negative. Positive impact is mainly reflected in the development of tourism and it can help to bring about the protection and repair of historical buildings and other heritage. Tourism can potentially reinforce its national architectural style.(Hall& Page, 2002).

The development of tourism resources can contribute to improve the local environment and to protect wildlife. Since the 20th century, the study on the impact of tourism economy and environment has made great progress in terms of methods and contents. At the same time, more and more scholars began to pay attention to the balance and coordination of economic, ecological and social benefits of tourism, and the sustainable development of tourism has been given more attention.

2.5 Research on the Development of Xinjiang International Tourism Marketing

International tourism in Xinjiang started officially in 1978 and only received 88 visitors in that year. Until 2010, the number of oversea tourists has reached 30 million with the foreign exchange earnings of 4.8 billion US dollars. The development of Xinjiang international tourism is becoming more mature, but it should also be seen that there are serious problems in its industrial structure (Li, 2016)

With the development of tourism in Xinjiang, the research on the development of Xinjiang tourism resources and tourism problems have gradually increased. Overall, the articles mostly describe the distribution of tourism resources in Xinjiang, analysis the advantages and disadvantages of tourism resources development, the strategy and planning of the development of tourism in Xinjiang.

According to the similarity and the development direction of Xinjiang tourism resources, Xu (1994) proposed that the Xinjiang region should be divided into three regions to develop the tourism resources. Song & Meng(1998) had an analysis of the favorable and unfavorable conditions of tourism resources in Xinjiang, put forward that the development of tourism in Xinjiang should start from the aspects of improving traffic conditions, attracting social capital extensively and characteristics of Tourism Resources.

Liao, & Zhou & Zhong (2007) analyzed the current development situation of international tourism in Xinjiang from the angle of income composition. Using statistical regression method, the multiple regression model was established to quantitatively analyze the influence level of the components of international tourism revenue on tourism income (Liao, Zhou & Zhong, 2007).

Tian (2010) opined that the development of international tourism in Xinjiang can take full advantage of the superiorities of resources and also in accordance with the development policy of China's industrial structure adjustment under the condition of low-carbon economy.

Therefore, the development of international tourism trade in Xinjiang will greatly enhance the industrial level, improve and perfect the structure of

Xinjiang's export commodity structure, enrich the content of Xinjiang's international trade in services.

Nan& Zhao (2012) conducted a research in that through analysis, applying the evaluation index system of tourist market and due to the data of time, space, consumption and demand structure, and a large number of relevant data, they quantitatively calculated and analyzed the data from 1999 to 2009. That of geospatial structure of Xinjiang international tourism market, tourism preference, and space-time succession characteristics of market competition state, which include a dynamic evolution model of Xinjiang's competitive destinations.

Tourism preference-competition matrix model, made a comparative analysis on the structural characteristics of Xinjiang inbound tourists market. The conclusion is that the growth trend of inbound tourists and foreign exchange earnings are obviously increasing. Overall development is slow, competitiveness weakened, but the market structure is relatively reasonable and there should be a reasonable spatial layout as well as optimize the structure of tourism consumption.

2.6   Characteristics, Type and Development of Tourism in Xinjiang Region

Xinjiang is located in the northwest of China, covering 1.66 million square meters or one-sixth of the total area of China. It is one of the five ethnic minorities' autonomous regions as well as the largest provincial administration region. Occupying the central region of the Eurasia Continent, Xinjiang has a border line of more than 5.600 kilometers and it is neighboring region with Russia, Kazakhstan, Kyrgyzstan, Tajikistan, Pakistan, Mongolia, India and Afghanistan.

It was the crucial passage of the ancient silk Road and is now the only pass way of the second Eurasian Continental Bridge which has a very important strategic role. Xinjiang is also home to many ethnic groups such as Uyghur, Kazakh, Mongolian, Kyrgyz, Xibo, Tajik, Uzbek, Manchu, Daur, the Tatar and Russian (Tan, 2009).

2.6.1 Physiography and scenery

Xinjiang has a reputation of the land of mountains with Tianshan Mountains stretching in the center, Pamirs, Kunlun and Altun Mountains in the south and Altay Mountains in the north. Mount Chogory (K2) in Karakorum with the altitude of 8611 meters above the sea level and Aydingkol Lake in Turpan, the land of fire, with the altitude of 154.43 below the sea level are the highest and lowest points of Xinjiang.

Among all 14 mounts above 8000 meters in the world, Xinjiang has four of them – besides Chogory (K2), they are Gasherbrum Peak (8068 meters), Gasherbrum II (8034), and Broad Peak (8047). There are 12 peaks with altitudes between 7000-8000 meters including Muztagh Ata, Kongur Tagh and Mushi and other hundreds of peaks with altitudes between 6000-7000 meters. Among which 40 some are located in the western regions of the Tianshan Mountains including the well-known Khan Tengri and Begedaban.

Some mountains are not so high relatively but also well-known for their special locations and historical background like Mount Bogda, Khulten Peak and the Flaming Mountains. At the present, there are 11 mountains opened for tourists, attracting foreign visitors to explore and do scientific research here (Feng, 2012).

Fossils exposed on the earth's surface are also attractive to tourists and the most recommended marvelous spectacle is located in Qitai County-more than 1000 silicified woods with the height of 20-30 meters and the width of 2-3 meters form a stone forest, covering 3.5 square kilometers, which is also geographic relics from late Jurassic Period 140 million years ago.

Yardang landform is formed from the wash of wind, snow and the sun burns, which can be found in Loulan Kingdom area in Ruoqiang County, Urho of Karamay, the Multicolored Bay in Qitai County, Huoshaoshan Mountains in Jimsar County. Some of them are in vivid shapes of demons and some are lively dragons (Wang, Yan & Zao, 2009)

The largest geographic sceneries in Xinjiang are the deserts-Takla Makan, Gurbantunggut and other medium and small sized deserts have a total area of 710,000 square kilometers. Standing in deserts, you can see sands stretch away

like waves, some high and some low with various shapes, some like the new moon, while some like crouching dragons. There are also some hundred-meter fixed deserts, sand-dinging mountains and sand-therapy areas, valuable in tourism and sand treatment (Han, Wu & Aizimu, 2005).

2.6.2   Water landscape

Xinjiang processes the biggest glacier in China, and moreover, it has more than 19,000 glaciers with the total area of 26,500 square kilometers and capacity of 2853.15 billion steres, which take up 45% of the total area of glaciers of China and 53.8% of the total capacity. There are glaciers in Kunlun Mountains, Tianshan Mountains, Kunlun and Altun Mountains, Pamier Plateau and Altay Mountains, most of which can be found in Kunlun and Tianshan Mountains.

In typical glacier areas, ice crowns cluster around, forming a crystal forest. On the northern slope of Kunlun Altun Mountains, Insukati Valley glacier stretches 42 kilometers with the headwater from Chogory (K2), which is the most famous mountain glacier in the world.

The South Inilchek Glacier in West Tianshan Mountains has a length of 63.5 kilometers and an area of 392.84 square meters in Chinese territory, which is considered as the largest glacier of China. Kongur Tagh of Pamier Plateau, Kongur Tobe, Muztagh Ata Glacier and the Snow peak stand around Lake Karakuri forming a scenery in glaciated area (Chen, 2016)

Another glacier area with various glacier types and value of both scientific research and appreciation is located in Khan Tengri-Jengish Chokusu. There are glacier types of cirque, valley cirque, hanging glacier, capped glacier and spotted glacier, and Glacier No.1 in Urumqi (the capital city of Xinjiang) has become a tourist destination.

Other glaciers have been developed as resources for exploration, scientific research and sightseeing. In addition, several Snow Park and field in Xinjiang also have development value. Another feature of the water landscape in Xinjiang is lakes.

There are altogether 100 odd lakes of different types and with a total area of more than 10,000 sq. Km. Classified by the formation, there are glacier lakes,

barrier lakes, wind-erosion lakes, Sedimentation Lake, Diastrophic Lake and blocked lake. Classified by water quality, there are fresh water lakes, brackish water lakes, salt water lakes, and salt marsh lakes. Classified by stability, there are wandering lakes, dying lakes and habitus lakes (Yan, 2001).

Kanas is one of the rare Coldwater lakes in China, with splendid sceneries and an appalling legend of massive water monsters (proven as a kind of giant red fish called Hucho taimen). Other lakes with scientific research and tourism values include Lop Nur, Aydingkol Lake and mountain lakes such as Ayakekumu Lake, Aqikekule Lake and Aksai Chin Lake.

Also, there is water landscape of Xinjiang. This includes Tarim Lake-the longest inland river of China and Eerqisi River- the only Chinese river that flows into the Arctic Ocean as well as streams formed by melted snow and ice descending from Tianshan, Altay and Kunlun Mountains. With no pollution and unique shoreside sceneries, some of those rivers can be perfect spots for drifting and exploring (Chen, 2010).

2.6.3 Plants and animals

Forest landscape and prairie landscape counts as the competitive tourism resource of Xinjiang. The total area of forests is about 1.599 million Hectares, which are mainly mountain forests with woods from Central Asia, Qinghai-Tibet Plateau, Seberia and Mongolia. Forests of spruces and firs cover the central part and the northern slope of Tianshan Mountains while the larch tree forests cover the snow slow capped slope of Altay Mountains Populus euphratica forests grow in Tarim Basin along Tarim River and Dongerchen River green belt.

Besides, a number of wild fruit forests have been preserved in Tianshan Mountains such as Chinese walnut forests in Gongliu County, wild apple and apricot forests (10,000 hectares) in southern Kunes Valley in Xinyuan County. They have are valuable plants being preserved from the Tertiary and are natural wild fruit parks. In addition to those natural forests, artificial forests especially protection forests for farming and shelter forests against winds are also green treasures. Wandering through them, one can not only be absorbed by the strong contrast of yellow sands and green vegetation, but also the power of people of

all ethnics in Xinjiang to change undesirable environment by planting trees (Yan, 2001).

The plant resources also include the Grape Valley in Turpan, Thousand Miles Grape Corridor in Hotan (750 kilometers/ 466 miles), Fig orchards in Atux, peento orchards in Fukang, King Fruit tree in Abraxa in Xinyuan County. The King Walnut and King Fig trees in Bagchi in Hotan as well as 400-year-old aspen tree in Cele County. All of which are important resources for studies and researches. (Bai et al, 2006)

On the 80-million-hectare prairies of Xinjiang are running white sheep and brownish horses, echoed with green grass and colorful yurts, making people feel like shaking off worldly pressure. Xinjiang is also home to various kinds of wild animals.

In this group of animals, 20 are under first class protection, including mustangs, wild camels, wild yak, snow leopard, Tibetan antelopes, black-necked cranes, eastern imperial eagles, lammergeiers, four claws tortoises and other endangered animals, as well as 43 animals under secondary protection and 27 third protection.

Among natural conservation areas, there are Altun Mountains conservation area (biggest in China, 45,000 sq. km), Bayanbulak swan protection area (1000 sq. km), Kalamaili Mountain Ungulate Reserve (17,000 sq. km), Taxkorgan Nature Reserve (15,000 sq. km), and besides 12 other reserves of wild plants and natural landscapes.(Chen & Luo, 2008).

2.6.4 Historic sites and architectures

Xinjiang's richest historic cultural relics lie in economic and cultural exchange on the Ancient Silk Road, which was divided into four branches as it entered in Xinjiang-southern route, northern route, central route and new northern route that later went through the northern Tianshan Mountains. On those routes, one can easily find cultural relics from ancient Kingdom of Khotan, Shache, Shule, Qiuci, Wusun, Cheshi and Gaochang that assembled the cultural essence of western and eastern world.

One can also find historic ruins everywhere along the Road such as military organizations and general residence from Han, Jin, Sui and Tang Dynasties. Undergone tremendous changes through the past two thousand years, some city-states and ancient cities have become ruins, while some have been covered under deserts, leaving mysteries for modern people and scientists to wonder and explore (Fu, Zhang & Zhang, 2002).

Among those relics, Jiaohe Ruins has been entitled as Human Cultural Heritage as well as Loulan Ruins, Niya Ruins, Milan Ruins and Gaochang Ruins. Cities and temples recorded in Han and Tang historical documents and Dandan Oilik Ruins found by archaeology experts have become dilapidated walls and tomb complex for academics and archaeology amateur to study and explore.

Many religions have disseminated in Xinjiang such as Buddhism, Manicheism, Nestorianism, Taoism, Confucianism, Islamism, Christianity and the Orthodox Eastern Church, so religious culture and architectures can be found here. Islamism had gained its popularity here by Song Dynasty.

Therefore, most religious buildings in Xinjiang are Islamic with a grand scale, including Mosques, the Holy Land, the Holy Tombs, Mazars and tombs of famous figures. Such a complete system of religious architectures and culture helps to build the solid foundation of tourism for Muslim group (Tang & Li, 2009).

The grassland stone figures and stone sculptures along hills are rich in numbers and widespread, showing the pictures of people's life, production and worship in the ancient Western Regions, which process high cultural values. They can be found in Altay, Tianshan and Kunlun Mountains, and can be developed as new cultural tourist sites.

Xinjiang is also the cradle of grotto art that more than ten Thousand-Buddha Caves have been found here and most of which are located in southern part of the Tianshan Mountains. The style of paintings changed gradually from western style to eastern style and was influenced greatly by the Central Plains culture. Grottos show the essence of ancient art and are like historical books of the silk Road, which have high value of tourism and scientific research (Chen & Luo, 2008).

Among many grottos, Kizil caves are recommended to tourists that there are delicate murals in 74 caves and the murals are famous for concave-convex techniques. Grottos have been found in Turpan as well and the most valuable ones are Bezeklik caves which have murals of Buddhism pictures outside layers and Manichean pictures covered beneath.

Another wonder in Xinjiang is karez (an irrigation system of wells connected by underground channels) which is located in desert oasis in Tupan, Shanshan, Toksun, Kuqa, Fukang and Hami, with total amount of 1200 and total length of 5,000 kilometers. Besides, Urumqi is the center of Eurasia Continent (87°20′ E and 43°41′ N); Turpan city is situated on the level of altitude and Aydingkol Lake has the lowest altitude in China-154.43 meters (Wang, 2001).

2.6.5　Folk custom

Xinjiang is home to various ethnic minority groups that people from 47 ethnic minority groups live there for generations and there are 13 native groups. These include: Uyghur, Han, Kazak, Hui, Mongolian, Kirgiz, Tajik, Xibe, Uzbek, Manchu, Daur, Tartar and Russian. Uyghurs mainly live in southern Xinjiang, while Kazaks live in northern and eastern Xinjiang.

Mongolian in Bayingolin Mongol Autonomous Prefecture, Bortala and Hoboksar, Hui in Changji and Yanqi Hui Autonomous Prefecture, Kirgiz in Kizilsu, Tajik. Tajiks are descendants of Caucasians who speak Indo-European languages, and now mainly live in the Pamir Plateau; Xibe people live in Chabuchar County, Huochen County and Gongliu County. (Xu&Niu 2008)

People from Xinjiang are hardworking and good at singing and dancing, and in the meantime, arts, cultures, architectures and customs of each ethnic group mingle together in Xinjiang. Folksy costumes and decorations have their unique features as well as traditional folksy cuisines such as lamb pilaf, roast lamb, lamb chops, baked samosa, nann and Borsak (a kind of fried food). Horse meat and mare's milk is the most precious food for guests in Kazak and Kirgiz tradition (Wang, 2015).

To people who believe Islamic, Corban and Rozah are the biggest festivals. In addition to those festivals mentioned before, there is Kabak Festival for

Uyghurs, Nadam Fair for Mongolians, Nosuz Festival for Kirgiz people, and Memorial Day of the West Movement for Xibe people.

2.6.6 Specialties

Specialties for tourists to shop are mainly jades, carpets, silk and folksy art ware. With recent development of general merchandise and textile, they have become the main commodities for border exchanges and transit region tourism. Yining, Urumqi and Kashgar are the best destinations for tourism shopping (Xu&Niu 2008).

2.6.7 Development of Tourism in Xinjiang

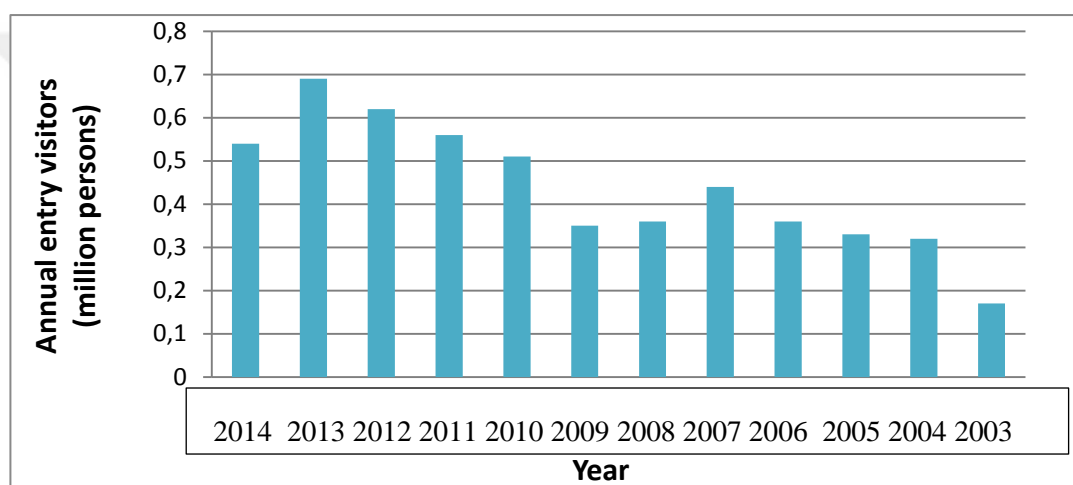**Figure 2.1:** Annual entry visitors (million persons) from 2003 to 2014

Data source: Website of National Bureau of Statistics of China (2016)

Comparing annual figures in the past decade, tourism of Xinjiang has gained rapid development. The number of inbound international visitors has increased three times from 170,000 persons in 2003 to 540,000 persons in 2014, with an average annual increase of 15.7%;
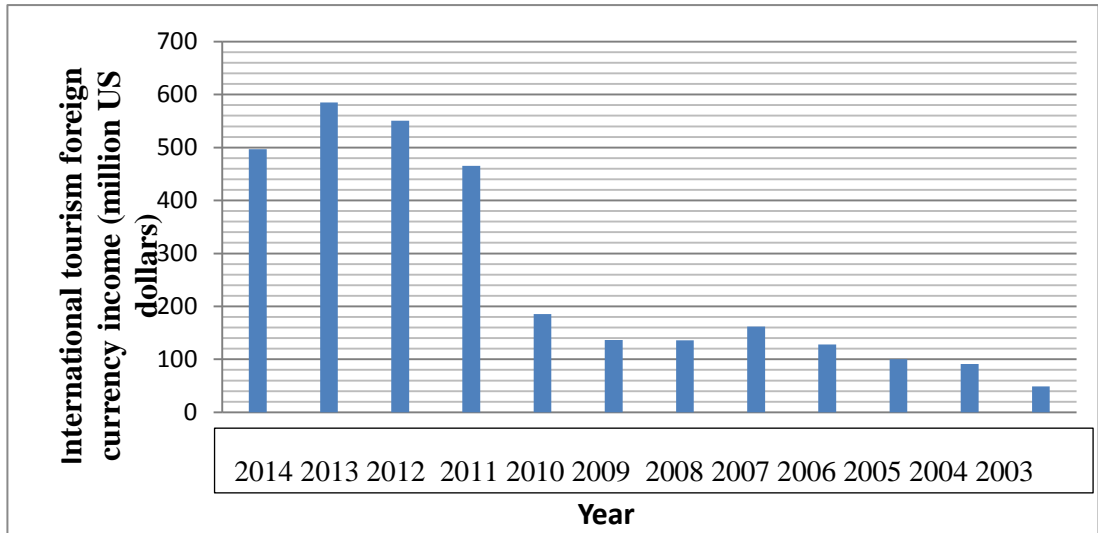
Figure 2.1: International tourism foreign currency income of Xinjiang from 2003-2014 (million US dollars)

Data source: Website of National Bureau of Statistics of China (2016)

Total income of tourism has increase about 10 times from $485,800 to $4.9704 million.

3 RESEARCH METHODOLOGY

3.1 Methodology of the Study

In this study, mostly a exploratory qualitative approach have been used to analyse the data provided tourism reports of the area. As a limitation, Kenneth and James (2014) mentioned that this type of studies can be accepted as a precursor to further quantitative studies.

To conduct the qualitative research, academic publications were extensively used, while data for this qualitative research was collected from six principal industries in the tourism sector, China statistics Yearbook of 2015, and these data would be explained.,

3.2 Sampling Method of the Study

As a part of this research an in-depth survey has been conducted with officials in tourism industry. The sample size of this part of research was typically small in numbers. It consisted of eight individuals who were interviewed. These individuals were officials of the tourism industries in Xinjiang, Xinjiang Regional Directorate of China Statistics Press which gave information on China Yearbook of 2015, and the department of civil service collecting state revenue in Xinjiang to fulfil a given quota that provided accurate information and data needed for this research.

The officials were asked the same question:

1. What are your marketing strategies to boost the tourism industry in Xinjiang?
2. Do you have readily available data of the number of tourists?
3. How much revenue does the tourism sector generate?

Their responses to these questions provided accurate information and data needed to be explained and get good results of tourism marketing strategies in China's Xinjiang minority areas.

3.3 Problem Statement

Compared with other industries, tourism has advantages of low resource consumption and low environmental cost. Acceleration of tourism development can help economic growth convert from traditional resource consumption to a new mode of low energy cost and high profit to realize harmony of natural and cultural resources and sustainable development of ecology.

Meanwhile, to promote tourism will accelerate the development of service industry and service trade, and will convert export from the mode of energy and pollution intensive to a mode of trading intensive so as to promote low carbon economy and construct a low carbon society.

The economic development of Xinjiang has gained remarkable achievement and is now in the phase of rapid growth. Tourism is a new highlight of development and is striding forward, which is a potential power of economic development of Xinjiang.

Therefore, how to use our knowledge to make the best of the current tourism situation and with the growing number of tourists worldwide, how to attract more people to travel in Xinjiang using marketing skills are questions that need to be given profound thoughts.

Through studies on international marketing theories, tourism service theories, and sustainable marketing theories, international tourist structure of Xinjiang have been analyzed as well as the stability of visitors from the aspect of time and space structures. Also, the advantages of tourism industry of Xinjiang, foreign exchange income, main visitors' resource and market types have been analyzed.

3.4 The Significance of the Study

The development of tourism is closely related to economic development especially in the situation of the worldwide economic downturn in 2009. To promote tourism can motivate consumption, stimulate domestic demand and reduce fluctuation from economic crisis.

Tourism can also help mutual understanding among people from different places and increase recognition to cultural heritage and respect for intrinsic value of culture which can also contribute to world peace.

This research is also helpful to choose proper variables for market segmentation and to determine target markets, as well as to develop characteristic tourism products based on the need of target markets.

It is also sufficiently great or important to raise competitiveness of international tourism of Xinjiang, set up its image and promote its products. For specific target market, there is need to highlight the characteristics and features of Xinjiang tourism products and create ecotourism.

Finally, tourism marketing strategies have a crucial meaning to the rapid growth of international tourism in Xinjiang.

3.5   Research Objectives

As explained by Thomas and Hodges (2010) research objectives should be set for qualitative researches. With the development of tourism and increasing competition in this field, marketing skills are playing more important role in international tourism industry.

The research objectives include:

> ➢ To achieve the best marketing effect with limited funds in the tourism industry.
> ➢ To get accurate market positioning strategy and various marketing skills necessary for successful sales.
> ➢ To analyze the tourism market structure through research on market segmentation and marketing strategy of Xinjiang international tourism.
> ➢ To enrich tourism products and clearly define its market position.
> ➢ To clearly define the developed momentum of the tourism industry.
> ➢ To integrate tourism resources and determine developing goals through scientific analysis on guests' resource countries, their positions and potentials on the tourism market and build models through analysis on international visitor resources

4 RESEARCH FINDINGS

4.1 Introduction

All information and references in the previous chapters have already given a general understanding of resources and marketing emphasis of Xinjiang tourism and under the background of tourism heat worldwide, the competition in tourism has become increasingly fierce with the emphasis on seizing customer source.

Before giving some advice on marketing strategies, there is need to adapt to the ever changing market environment and obtain development and vitality in competition. Therefore, analysis on customer market has become the principal point of this thesis. Before finding accurate market position and promoting strategy, target market has to be clarified, make practical plans, integrate products, set up reasonable prizing policy and choose the optimal publicity channels.

4.2 Findings on Xingjiang International Tourism

Tourism is a social activity of the economy and culture which is a process of regular changes in a long term. It has randomness in a short term like in a month or a season but also has some regularity and stability to trace as there are peak seasons and off seasons. Such monthly changes are somehow related to historical elements and if the historical elements change the monthly changes will be different accordingly.

Studies on the changing market and understanding of the regularity of such changes will provide theoretical and practical foundation to reinforce tourism management, raise utility of tourism facility, increase benefit of tourism enterprises operation and strengthen internationalism and feasibility of tourism resource development and planning.

A face-to-face meeting with some officials of the tourism industry and China Yearbook of 2015 was hold at which accurate information and data on tourism marketing strategies was obtained.

Officials interviewed during this meeting were as follow:

A. A staff of Transportation industry
B. Assistant Account Manager of Accommodation industry
C. Assistant Account Manager of Sightseeing industry
D. Assistant Manager of Catering industry
E. Assistant Manager of Commodity industry
F. Assistant Manager of Entertainment industry
G. Xinjiang Assistant Regional Director of China Statistics Press
H. Assistant Manager of the department of the civil service collecting state revenue in Xinjiang.

The questions were:

1. What are your marketing strategies to boost the tourism industry in Xinjiang?
2. Do you have data to show number of tourists?
3. How much revenue does the tourism sector generate?

Respondents were willing and actually gave valid information and data on tourism marketing strategies in Xinjiang tourism sector.

Respondents A-F were asked question (1), respondent G was asked question (2), and Respondent H was asked question (3).

Similar responses were given by respondents A-F, while respondent G and Respondent H provided data showing number of tourists and revenue levels in the tourism sector?

The responses from Respondents A-F show that their industries have effective marketing plans and marketing strategies but more needs to be done to attract more tourists so as to improve tourism sector in Xinjiang minority areas.

The response from Respondent G shows that there are readily available data showing numbers of tourists from difficult countries. The data shows that there is fluctuation in the numbers of tourists.

The response from Respondent H shows the that government collects revenue from tourism and that the government's priority was to raise more government revenue from tourism

As an addition to the qualitative survey conducted, some mathematical analysis have been conducted to maket he situation clear. The inter-annual variation of tourist source market is caused by the national policy of the tourist source, the inter-annual difference of the national income level and some mutation factors. In order to explain the annual differences in tourism market, we can introduce the annual tourism change index "Y" (Shang, He & Yi, 2003).

$$Y = \frac{N_i}{\dfrac{\sum_{i=1}^{n} N_i}{n}}$$

In the equation: Y represents the annual passenger flow index – the relative number of the annual passenger flow relative to the average annual passenger flow; N_i represents annual passenger flow volume, n represents the total annual gross value (here used 9 years). Obviously the greater or smaller the value of Y indicates the greater the intensity of the annual passenger flow changes; if the value of Y is close to 100%, it means the intensity of the annual passenger flow changes is small.

Table 4.1: The statistics on the number of tourists arrived in Xinjiang from 2006-2014.

Year	Inbound tourist	Foreign tourist	Tourist from Hongkong Taiwan and Macao
2006	362499	313101	49398
2007	438436	402673	35763
2008	363157	327688	35469
2009	354895	318400	36495
2010	1065261	1010294	54967
2011	1324989	1248983	76006
2012	1498025	1363266	135119
2013	1567283	1479467	87816
2014	1501690	1438259	63431

Source: Xinjiang Statistical Yearbook 2007-2015

Inbound tourist statistics of Xinjiang are divided into three parts:

Inbound tourists: all inbound tourists

Foreign tourists: all inbound tourists excluding tourists from Hong Kong, Macao and Taiwan

In order to reflect the changes of international tourists, the annual variation index of inbound tourists, foreign tourists, tourists from Hong Kong, Macao and Taiwan(Table4.2) was calculate according to annual tourism change index "Y" formula and data in Table 4.1

Table 4.2: Tourist Annual Variation Index of the Inbound Tourist (%).

Year	Inbound tourist	Foreign tourist	Tourist from Hongkong Taiwan and Macao
2006	38.49	35.66	77.39
2007	46.55	45.86	56.03
2008	38.56	37.32	55.57
2009	37.68	36.26	57.18
2010	113.11	115.07	86.12
2011	140.69	142.25	119.08
2012	159.06	155.27	211.69
2013	166.41	168.5	137.58
2014	159.45	163.81	99.38

According to the results obtained in table 4.2 above, a graph showing tourist annual variation index has been drawn below.
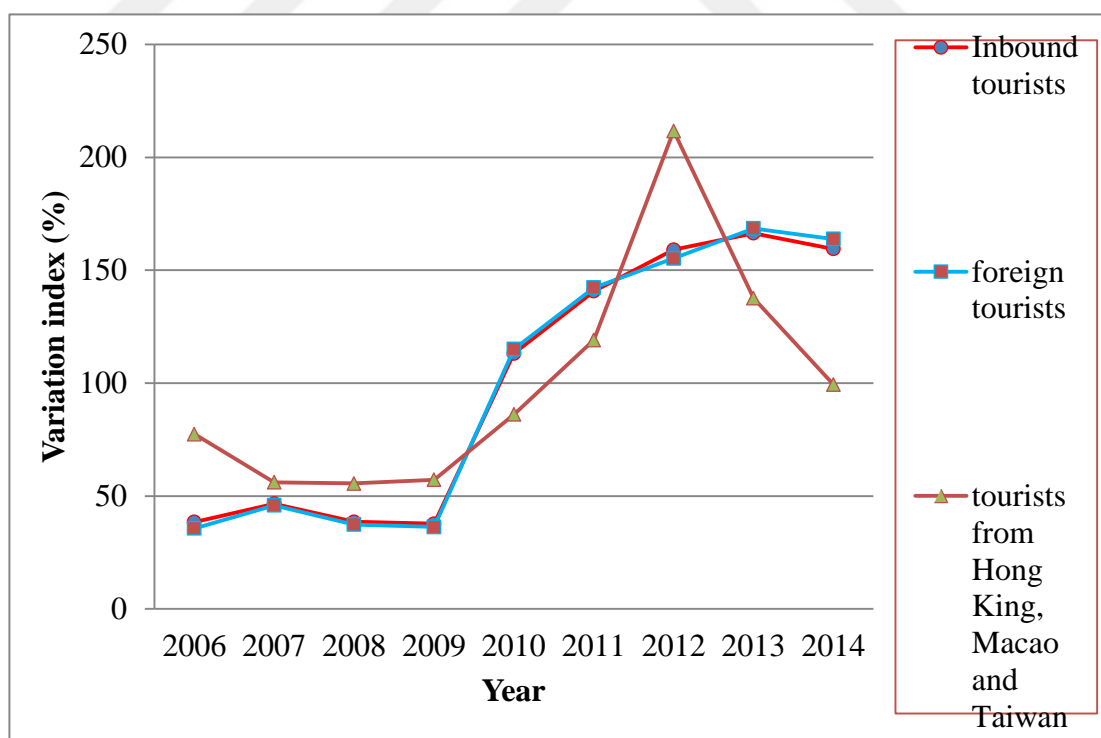

Figure 4.1: Tourist annual variation index

According graph 4.1.Firstly, during the period of 2006 - 2009, the annual change index of inbound tourists, foreign tourists, and tourists from Hong Kong

and Macao showed an overall decline, which meant the number of visitors were relatively small at that time; during the period of 2010 - 2014, the exponential curve trend showed a steady increase which reflects the state of the steady growth of tourists.

Secondly, the annual change index curve of the total number of inbound tourists and foreign tourists are similar, which reflects that Xinjiang international tourism is greatly influenced by international tourists. Foreign visitors are the main inbound tourists in Xinjiang.

Thirdly, from the annual change index chart of tourists from Hong Kong, Macao and Taiwan, we can see the annual change index showing irregular fluctuation that tourists market of Hong Kong, Macao and Taiwan had not stabilized. Overall, from 2009 to 2012, the index has witnessed a substantial growth while in recent years, but in 2013 and 2014 it began to decline.

At the end, Through equation of the inter-annual variation index of tourism and the great fluctuation of the annual change index of all inbound tourists from graph 4-2, we can conclude that the Time structure of Xinjiang international tourist market is not stable.

The seasonal change of tourist market means for a certain tourism destination, the climate in different seasons is not the same and there are some social factors affecting tourist seasonal changes (such as holidays, customs, etc.) so that peak seasons and off seasons will appear.

Xinjiang is located in the center of Eurasia continent, so a large proportion of tourism resources are natural landscape, therefore tourism activities are obviously affected by seasons, and the statistics of international tourists change significantly from season to season. July, August and September are the peak seasons of a year in Xinjiang because of the pleasant weather while there are relatively less international tourists in December, January and February due to the cold weather in winter.

The number of international tourists in peak seasons is at least two times of the number in off seasons according to the statistics released by Xinjiang Tourism Bureau. For the first 9 months of 2014, the international tourist to Xinjiang had

reached 1.5017 million, among which 152231 passengers came in July, 189440 passengers in August, 193870 in September and 178666 in October.

The number of inbound tourists in those four months counts nearly the half of the total number of the whole year (Tourism Bureau of Xinjiang Uygur Autonomous Region, 2015).

Simply, tourism can be defined as the practice of traveling for recreation (Merriam Webster Dictionary, 2017) and with a point of management the definition can be such as the management process of tourists and tourism related businesses.

In the literature, tourism marketing has been researched in detail from its past (Towner & Wall, 1991; Walton, 2009)to its present (Cooper & Hall, 2008; Dolnicar & Ring, 2014; Volo, 2014) and future (Dwyer, Edwards, Mistilis, Roman, & Scott, 2009; Tsiotsou & Ratten, 2010).

Dwyer, et al. (2010) found tourism has been commonly recognized that it is neither a single industry nor a single market. In Tourism is a social industry with strong integrity and intrinsic relevance which composed of elements of sightseeing, catering, accommodation, entertainment, and Commodity sales.

An analysis on consumption structure of international tourist market is instructive and meaningful to take effective measures to solve tough problems, optimize the structure of the tourism industry and improve economic level of tourism industry.

Shift-share analysis is a relatively simple and widely used technique for describing regional economic growth and measuring policy effects over time (Sirakaya, Uysal & Toepper, 1995).

Using the shift share analysis of the international tourism industry (based on figures of 2013) and principal component analysis (PCA) method, this paper will analyze the consumption structure of Xinjiang international tourism.

Distance, transportation, sightseeing, accommodation, catering, commodity sales and entertainment are considered as the influencing factors of foreign exchange earnings of international tourism. (Statistical Bureau of Xinjiang Uygur Autonomous Region, 2006-15).

According to the shift-share method the equation of Xinjiang tourism economic growth rate is shown as follows:

Y_{iO} is foreign exchange income of Xinjiang tourism industry (i) in base-period

Y_{it} is foreign exchange income of Xinjiang tourism industry (i) in a certain period (t)

C_{io} is the cumulative foreign exchange earnings of the whole tourism industry (i) from the base period

C_{it} is foreign exchange income of Xinjiang tourism industry (i) in period (t)

Co is tourism foreign exchange earnings of the entire Chinese tourism industry in base period;

C_t is foreign exchange income of Chinese tourism industry in a certain period (t);

so R_i, foreign exchange earnings growth rate of Xinjiang tourism industry (i) is shown as follow:

$$R_i = (Y_{it} - Y_{iO}) / Y_{iO} = U_i + V_i + W_i$$

$$U_i = (C_t - C_o) / C_o \times 100\%$$

$$V_i = (C_{it}/C_{io} - C_t/C_o) / \times 100\%$$

$$W_i = (Y_{it}/Y_{iO} - C_{it}/C_{io}) / \times 100\%$$

In those equations:

U_i reflects the tourism industry growth rate;

V_i reflects the efficiency in the tourism industry (i):

When Vi>0, the tourism industry sector is growing faster than the average growth rate of the whole Chinese tourism industry, and the efficiency of the sector is advantageous

W_i is the advantage of Xinjiang tourism industry (i) compared with the sector (i) nationwide.

When W_i>0, the greater the value of Xinjiang tourism industry the more advantages it has

When $W_i < 0$, the smaller the value is the advantages it has

Take year 2013 as the base period and source from Xinjiang statistical Yearbook 2007-2015 and The year book of China tourism statistic2006-2015. The values of Ui, Vi, Wi of the international tourism industry in 2014 can be calculated in (table 4.3) below (China National Tourism Administration, 2006-15).

Table 4.3: Structural benefit deviation of international tourism industry-shift-share analysis (Base period 2013).

Sector	Tourism income structure of China (Billion USD)		Tourism income structure of Xinjiang (Million USD)		Industry component of China Ui（%）	Industry structure component Vi（%）	Competitiveness component Wi（%）
Year	2013	2014	2013	2014		2014	2014
Tourism	51.664	56.915	585.02	497.04		−	−
Transportation	17.457	19.595	210.02	195.83		2.0835	-19.0037
Sightseeing	3.092	3.254	37.44	34.79		-4.9244	-12.3173
Accommodation	5.976	6.95	71.96	59.15	10.16	6.1348	-34.1001
Catering	4.128	4.828	35.69	36.28		6.7936	-15.3042
Commodity sales	11.182	11.328	115.83	78.04		-8.8581	-33.9311
Entertainment	3.591	3.674	36.27	31.81		-7.8524	-14.6080

According to data in table 4.3, for industry structure component Vi（%） catering, accommodation and transportation are bigger than zero the others all minus it can be concluded that in tourism industry of China, sectors with better revenue include catering, accommodation and transportation.

Competitiveness component (Wi %) all smaller than zero. However, there are no advantages of the tourism sector in Xinjiang compared with the whole industry of China. At the same time it can also be shown that Xinjiang tourism industry has no advantages compared with the tourism industry of China.

4.2.1 Principal component analysis

Principal component analysis (PCA) is an algorithm to simplify the original data set by reducing the dimension of data sets. The main idea of the algorithm is to repeatedly observe an object and do comprehensive process of several correlated random variables, and then the obtained one or several comprehensive indexes can replace the original variables.

The indexes can represent characteristics of the object independently and, at the same time, can retain the integrity of the original information (Davis, 1986). Results of principal component analysis:

Source: The Yearbook of China Tourism Statistic 2006-2015 and Xinjiang statistical yearbook 2007-2015

This analysis takes 9 years foreign exchange income from 6 different departments:

1. Transportation

2. Visiting

3. Accommodation

4. Catering

5. Commodity Sales

6. Entertainment

- KMO and Bartlett test. When doing principal component analysis, we must first carry out KMO test and Bartlett test, which are the applicable conditions of the principal component analysis. KMO is the indicator to check the sample adequacy, which should be generally greater than 0.5. SPSS is used here for data processing, and KMO and Bartlett test results are shown in the following table.

Table 4.4: KMO and Bartlett's Test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.690
Bartlett's Test of Sphericity	**Approx. Chi-Square**	84.789
	df	15
	Sig.	0.000

The spherical Bartlett test is to test whether the correlation matrix is a unit matrix, which indicates whether the factor model is appropriate. Through the Bartlett test, it is showed that Bartlett value is 84.798 and P is smaller than 0.0001, which means the correlation matrix is not a unit matrix, so factor analysis should be considered. The value of KMO is 0.690 which is smaller than 0.5, indicating that factor analysis results are acceptable based on the statistical test.

- Correlation coefficient matrix eigenvalue and variance contribution rate of each

factor. To input the data into SPSS, and after rotation, the figures of factors are as follow:

Table 4.5: Total Variance Explained.

Component	Initial Eigenvalues			Extraction Sums of Squared Loading		
	Total	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	4.807	80.116	80.116	4.807	80.116	80.116
2	1.066	17.772	97.888	1.066	17.772	97.888
3	0.105	1.752	99.64			
4	0.016	0.26	99.899			
5	0.003	0.058	99.957			
6	0.003	0.043	100			
Extraction Method: Principal Component Analysis.						

From table 4.5 it can be seen that the cumulative contribution rate of the first two common factors has reached 97.888%, so it can represent the change of the correlation variables of the whole sample, and the cumulative contribution rate of the first principal component has reached 80.116%.

Table 4.6: Communalities.

	Initial	Extraction
Transportation	1	0.988
Visiting	1	0.98
Accommodation	1	0.989
Catering	1	0.954
Commodity Sales	1	0.993
Entertainment	1	0.968
Extraction Method: Principal Component Analysis.		

According to table 4.6, the common variance of each index variable is greater than 0.9, which means that these two common factors can practically reflect the most information of the original index variables.

Table 4.7: Component Matrix.

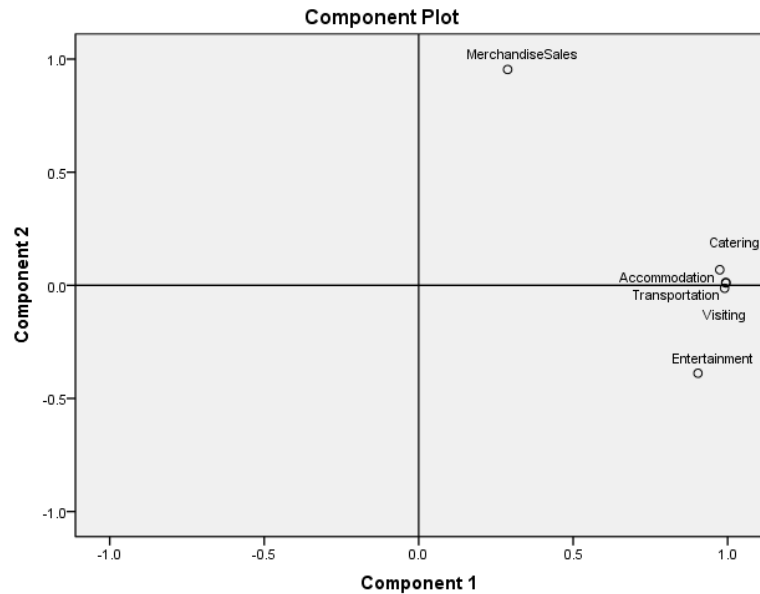|	Component	
	1	**2**
Transportation	0.994	0.012
Visiting	0.99	-0.013
Accommodation	0.995	0.011
Catering	0.975	0.069
Commodity Sales	0.288	0.954
Entertainment	0.904	-0.389
Extraction Method: Principal Component Analysis.		
2 components extracted.		

Figure 4.2: Principal component plot

According to table 4.7 and figure 4.2, the first principal component has a greater positive load in Transportation, sightseeing, accommodation, catering and entertainment, which is positively correlated to the foreign exchange earnings of international tourism industry. The second principal component has a greater positive load in commodity sales, mainly reflecting the condition of tourism consumption.

- Calculation of the scores of each principal component and the comprehensive score.

Each principal component is a linear combination of the original index, so the scores of the two principal components can be calculated according to index of each original coefficient provided by coefficient matrix. Z1 and Z2 represent scores of the two principal component.

Principal component weight: $W_i = \lambda_i \Big/ \sum_{i=1}^{2} \lambda_i$. The result of calculation is shown in table 4-8:

Table 4.8: Weight of Principal Factors.

Principal factor（Z）	Eigenvalue（λ）	Contribution rate（%）	Cumulative contribution（%）	Weight of principal factor（W）
First factor	4.807	80.116	80.116	0.818
Second factor	1.066	17.772	97.888	0.182

To calculate the comprehensive score of each region (Z) according to the linear weighted summation of weight of each principal factor:

$$Z = 0.818Z1 + 0.182Z2$$

Table 4.9: Evaluation of foreign Exchange income of Xinjiang international tourism Industry.

Sector	The first principal component	The second principal component	Comprehensive result	Ranking
Accommodation	0.995	0.011	0.816	1
Transportation	0.994	0.012	0.816	2
Catering	0.975	0.069	0.811	3
Sightseeing	0.99	-0.013	0.808	4
Entertainment	0.904	-0.389	0.669	5
Commodity Sales	0.288	0.954	0.409	6

The evaluation of foreign exchange income of Xinjiang international tourism industry is shown in table 4.9 and the comprehensive scores reflect the foreign exchange income of each department. According to the table, accommodation, catering, transportation and sightseeing have better income benefit and more competitive while entertainment and commodity sales have less foreign exchange income.

Study on the tourist source is the priority of the study on spatiotemporal dynamics of tourists especially in an increasingly competitive situation of the international tourism market.

Therefore, to understand the characteristics and changes of the source is crucial and meaningful to determine the tourism development strategy, explore the market, enlarge market share and promote rapid, sustained and stable development of tourism.

Statistics of international tourism market of China show that foreign tourists to China come from 22 countries. These include including Indonesia, Japan, Malaysia, Mongolia, Philippines, Singapore, South Korea, Thailand, Britain, Germany, France, Italy, Holland, Portugal, Sweden, Switzerland, Kazakhstan, Russia, Canada, the United States Australia and New Zealand, taking up a share in the market of more than 90%.

According to statistics of Xinjiang international tourism market, there had been 22 new customer countries from the beginning of 1999, namely, Indonesia, Japan, Malaysia, Mongolia, Philippines, Singapore, South Korea, Thailand, Britain, Germany, France, Italy, Holland, Spain, Sweden, Switzerland, Kazakhstan, Russia, Canada, America, Australia and New Zealand.

It is notable that Portugal was in the list of national statistics while Spain was in statistics of Xinjiang. Before 2010, Kazakhstan, Uzbekistan and some other countries were included into the CIS in statistics of Xinjiang, but since 2011, Kazakhstan and Russia have been listed separately. So in this statistics, Portugal, Spain and Kazakhstan have been omitted, and the other nineteen countries are considered as the objects of analysis. (Xinjiang statistic yearbook, 2007-2015).

Market deviation index is used to measure the size of a specific market in the destination market. Its calculation is shown in the equation as follow. Indicating the deviation of the source country from the whole market in the destination. Here, the market deviation index refers to the degree of deviation of the market share of i in Xinjiang from the market share in China (Fan, Shi & Cheng, 2008).

 In the equation:

$$B_{ik} = [X_{ik} / \sum_i X_{ik}]/[C_{ik} / \sum_i C_{ik}] - 1$$

B_{ik} represents the market deviation index of customer country i in Xinjiang deviating from overall market of China in the year of "k";

X_{ik} represents the number of tourists from source country "i" arriving in Xinjiang in year of "k";

$\sum X_{ik}$ represents the total number of tourists arriving in Xinjiang in the year of "k";

C_{ik} represents the number of tourists from source country "i" arriving in China in year of "k";

$\sum C_{ik}$ represents the total number of tourists arriving in China in the year of "k"

In year of "k",

When B_{ik} =0 the market share of source country "i" in Xinjiang equals with it is in China;

When B_{ik} <0, the market share of source country "i" in Xinjiang is smaller than it is in China;

When B_{ik} >0, the market share of source country "i" in Xinjiang is larger than it is in China;

Table 4.10 shows market deviation indexes of 19 source countries in Xinjiang international tourism based on data from the year book of China tourism statistic, 2007-2015 and Xinjiang tourism statistic year book, 2007-2015.

Table 4.10: Market Deviation Index of Source Countries in Xinjiang International Tourist Market.

Year Country	2006	2007	2008	2009	2010	2011	2012	2013	2014
Indonesia	-0.871	-0.879	-0.886	-0.844	-0.848	-0.910	-0.867	-0.876	-0.915
Japan	-0.305	-0.541	-0.654	-0.670	-0.652	-0.555	-0.629	-0.627	-0.840
Malaysia	-0.714	-0.769	-0.781	-0.872	-0.874	-0.755	-0.533	-0.552	-0.531
Mongolia	-0.973	-0.977	1.853	1.955	1.961	1.405	1.979	1.898	3.615
Philippines	-0.967	-0.974	-0.977	-0.936	-0.935	-0.979	-0.973	-0.968	-0.938
Singapore	-0.608	-0.708	-0.653	-0.774	-0.751	-0.619	-0.514	-0.535	-0.675
South Korea	-0.783	-0.830	-0.770	-0.860	-0.867	-0.753	-0.718	-0.726	-0.865
Thailand	-0.874	-0.838	-0.437	-0.635	-0.711	-0.704	-0.736	-0.762	-0.854
UK	-0.487	-0.629	-0.307	0.138	0.267	-0.145	-0.191	-0.294	-0.446
Germany	-0.283	-0.217	0.083	-0.336	-0.310	-0.325	-0.333	-0.256	-0.339
France	0.241	0.210	0.398	-0.156	-0.160	0.199	0.167	-0.007	-0.178
Italy	-0.185	-0.374	-0.463	-0.021	-0.027	-0.354	-0.228	-0.380	-0.595
Sweden	-0.812	-0.733	-0.633	0.497	0.437	-0.479	-0.550	-0.328	-0.503
Switzerland	0.387	0.427	1.664	2.520	2.487	0.685	0.605	0.490	1.069
CIS	3.939	4.182	2.581	4.655	3.975	3.515	3.231	3.491	4.081
Canada	-0.522	-0.689	-0.582	-0.422	-0.512	-0.467	-0.373	-0.412	-0.645
US	-0.524	-0.626	-0.411	-0.459	-0.453	-0.289	-0.333	-0.386	-0.796
Australia	-0.493	-0.549	-0.282	-0.467	-0.526	-0.510	-0.393	-0.376	-0.487
New Zealand	-0.690	-0.741	-0.512	0.155	0.176	-0.310	0.481	0.434	-0.077

Conclusions can be drawn from table 4.10; first, after observation of nine years, the trend of market deviation index of the 19 countries lack regularity. It can be

concluded that the index in most countries changed year by year with ups and downs, which also indicates that the foreign market is not stable, nor getting closer to the structure of Chinese market.

Second, we can see from the table that except the CIS, Mongolia and Switzerland, other countries' market share in Xinjiang are lower than the level of it in Chinese market, and this state hadn't changed much after nine years. However, the market share of some European countries such as Switzerland, France, CIS and Mongolia in Xinjiang is higher than it in Chinese market.

This shows that Xinjiang's international competitiveness still lies in some European countries and CIS countries, but not in other countries of other continents. Compared with other provinces and cities, Xinjiang tourism competitiveness in the world market is very weak, and the only attraction is its geographical advantages to CIS countries and some of European countries. It is difficult to compete with other provinces and cities to gain tourists from places far away from Xinjiang, such as Asia, America and Oceania. This result also tell us the main source of Xinjiang international tourists is still in the CIS.

Market development index refers to the comparison of market change in a particular market in a destination with it in all destination markets at a certain time. Here it refers to the market change of source countries in Xinjiang compared with it in Chinese market. The equation is(Fan,Shi&Cheng 2008):

$$D_i = [(X_k / X_g) - 1] - [(C_k / C_g) - 1]$$

D_i represents development index of the market change of the source country i in Xinjiang relating to it in China;

X_k、X_g respectively represent the number of tourists from source country i arrived in Xinjiang in year of k and g;

C_k、C_g respectively represent the number of tourists from source country i arrived in China in year of k and g;

When D_i >0, the growth rate of the source country i in Xinjiang is bigger than it is in Chinese market;

When $D_i = 0$, the growth rate of the source country i in Xinjiang equals with it in Chinese market;

When $D_i < 0$, the growth rate of the source country i in Xinjiang is smaller than it is in Chinese market;

According to the year book of China Tourism Statistics (2006-2015) and Xinjiang Statistical Yearbook (2006-2015), the development of the 19 countries in periods of 2005-2006, 2007-2008, 2009-2010, 2011-2012, and 2013-2014 can be calculated. The results are shown in table 4.11.

Table 4.11: The Market Development Index of the Source County of Xinjiang International Tourism.

Year / Country	2005-2006	2007-2008	2009-2010	2011-2012	2013-2014
Indonesia	1.273	-0.245	0.184	0.784	-0.495
Japan	-0.339	-0.362	0.273	-0.001	-0.663
Malaysia	-0.005	-0.263	0.192	1.277	-0.258
Mongolia	-0.122	96.024	0.246	0.494	0.105
Philippines	0.145	-0.300	0.206	0.594	0.347
Singapore	0.129	-0.079	0.334	0.511	-0.519
South Korea	0.272	0.036	0.149	0.360	-0.695
Thailand	0.158	1.518	-0.080	0.074	-0.542
UK	-0.001	0.403	0.337	0.139	-0.442
Germany	0.233	0.063	0.260	0.192	-0.393
France	0.329	-0.101	0.206	0.178	-0.414
Italy	0.276	-0.306	0.203	0.466	-0.552
Sweden	0.064	0.055	0.159	0.037	-0.436
Switzerland	0.274	0.431	0.197	0.157	-0.039
CIS	0.083	-0.486	0.048	0.119	-0.203
Canada	0.203	0.033	-0.008	0.388	-0.568
US	0.118	0.203	0.222	0.125	-0.773
Australia	-0.185	0.213	0.055	0.520	-0.401
New Zealand	-0.700	0.440	0.230	1.672	-0.546

According to the result above, during the period of 2005-2014, growth rate of most Asian countries had gradually reduced in Xinjiang market, and most of them are higher than the average growth level in Chinese market. During the period 2005-2006, except Oceania countries, European countries, UK, Malaysia, Japan and Mongolia, growth rate of other countries in Xinjiang market is generally high.

Most countries during the period of 2007-2008 had a growth rate higher than the average level in Chinese market, but slightly declined compared with the period of 2005-2006.

During 2009-2010, except Thailand and Canada, growth rate of all countries in Xinjiang was higher than average growth rate in Chinese market. During 2011-2012, only Japan had a growth rate lower than the average level but still with a small margin.

In 2013-2014, except Mongolia and Philippines, growth rate of other countries was lower than the average level probably because of the international economic downturn. Less distance travels from Europe, tremendous drop of visitors from Japan and South Korea and appreciation of RMB.

It is notable the growth rate of the CIS which used to be Xinjiang's favorable source country had dropped dramatically in Xinjiang and much lower than it was in Chinese market, which might be caused by Russian Ruble depreciation crisis in 2014.

In general, several countries in Oceania and America developed rapidly in Xinjiang. Growth rate of some countries in periods of 2005-2006, 2007-2008 and 2009-2010 was still lower than the average growth rate of the whole Chinese market, but 95% of the growth rate was higher than the average level in 2011-2012.

In order to obtain a comprehensive understanding of the Xinjiang tourist market, Joint analysis of market deviation index and market development index. Analysis on the two indexes will be carried out based on the independent analysis of the deviation index and market development index of source countries(Fan, Shi&Cheng 2008). Data of 2011-2012 (table 4.11) is used in the development index while data of 2012 (table 4.10) is used in the deviation

index. Market deviation index "B" is the vertical axis and the market development index "D" is the horizontal axis. The 19 countries are divided into four types.

(1) Prosperous market (B>0, D>0)

In this region, market share of the source country in Xinjiang exceeds the market share in China, while the country's growth rate in Xinjiang is higher than the country's overall growth rate. This type of countries includes Mongolia, France, Switzerland, CIS and New Zealand

(2) Developing market (B<0, D>0)

In this region the market share of the source country in Xinjiang is relatively low, lower than the average level of the whole China. But market growth rate of these countries is high, higher than the average level of the whole China, so this type of market is ready to be developed. This type of countries includes Indonesia, Malaysia, Philippines, Singapore, South Korea, Thailand, the United Kingdom, Germany, Italy, Sweden, Canada, the United States and Australia,

(3) Mature market (B>0, D<0) and prosperous markets (B>0, D>0)

In this area, market share of source countries in Xinjiang exceeds it in the whole Chinese market, which means development has reached a mature stage, so the market growth has reached the limit, and the growth rate is lower than the average level of China. This type of countries includes:

(4) The stagnant market (B<0, D<0)

In the region, not only the market share in Xinjiang is lower than the average level in China, and the growth rate of the market in Xinjiang is very low, lower than the average level of China. Japan falls into this area.

Through the joint analysis of the market deviation index and market development index, we can draw the conclusion that the developing market takes up the largest proportion that 13 out of 19 source countries belong to this part, followed by 5 prosperous markets. Currently there is no mature market in Xinjiang and one stagnant market in Japan. This result shows us that most source countries of Xinjiang international tourism belong to developing market.

5 CONCLUSION, LIMITATIONS OF THE STUDY AND RECOMMENDATIONS FOR FUTURE STUDIES

In this study, tourism marketing strategies in Xinjiang minority areas has been the center of attention. Looking at the tourism sector in Xinjiang, tourism contributes enormously to the socio-economic and political development of these minority areas. That is not all. The surveys, data analysis and suatainable development have shown that more attention has to be given to the tourism sector.

This study was subject to examination and it was observed that Xinjiang international tourism market still mainly depends on sightseeing and tourism products target low income groups and the amount of repeating customers is very low and needs to be improved.

In order to improve the economic benefits of tourism and promote tourism consumption, interest should be to the changes in the trend of international tourism market and making efforts in adjusting the structure of tourism products. Also to add cultural elements into natural sceneries and activities for tourists to participate in sightseeing to meet the international visitors expectation of experiencing the exotic culture.

Also, based on sightseeing tourism, it was determined that tourism should be combined with travels of vacation, entertainment and shopping tourism products to improve the quality of tourism products. According to the different needs of different levels of tourists, timely adjustment of product structure should be made as well as addition of new content such as tourism with distinctive local characteristics, holiday tourism, folk culture tourism, ecological tourism and conference tourism.

The principal component method analyzed the influence between the various departments of the tourism industry and the international tourism income of Xinjiang. It was examined that that accommodation, transportation, catering,

sightseeing, entertainment, commodity sales, are sectors which solely contribute to boosting the tourism industry. As a result, assistance is needed to be given to these sectors.

It can be seen from this study that during the period of 2006-2014, accommodation, transportation, sightseeing and catering accounted for a larger proportion in Xinjiang tourism foreign exchange earnings, while entertainment and Commodity Sales accounted for a relatively small proportion. This shows that the structure of local tourism products is sole without outstanding features that can attract visitors to buy products.

The whole product line is relatively backward while the entertainment industry lags behind. This study examines that improving the service and quality of these sectors is a problem that should be addressed. So, to optimize the industrial structure and improve foreign exchange income is a good option.

However, entertainment and shopping does not contribute much to Xinjiang international tourism, indicating that these departments should be the future focuse industry structural adjustment. Therefore, product development, entertainment and commodity shopping has to be looked into to improve the tourism market structure so that the tourism market can gain tremendous development.

Considering the situation in Xinjiang and in China to make accurate positioning of marketing, this study investigated that Xinjiang has great advantages in European market because Urumqi is about 30% nearer to Europe than Beijing, Shanghai and Guangzhou, which indicates that Xinjiang has big potential to develop European market. Therefore, Switzerland, France and other European countries should be the main targets of Xinjiang. Because of long distance, the marketing expense will be very high in countries like Canada, Australia, America, and countries in Oceania so we need to take opportunities to do market promotions.

With the trend of global economic integration, globalization and the trend of intercontinent, the disadvantage of the long distance from Xinjiang to North America, Asia, Europe and Oceania will gradually be weakened. Not withstanding this drawback, the proposal of the Belt and Road Initiative in

Xinjiang will attract more tourists from those countries and will devote more energy into their markets.

Xinjiang is neighboring with Kazakhstan, Russia, Tajikistan, Uzbekistan, Kyrgyzstan, Mongolia, Pakistan and India with 17 national ports and 12 provincial ports, providing geographical advantages of multinational trade tourism and potential of becoming the tourism center of Central Asia.

With economic globalization, rapid economic growth of China and the Belt and Road Initiative, Xinjiang tourism industry has become one of the best industries with highest growth potential and development prospects. As a resut, it is inevitable that a large amount of investment will go to tourism industry. However, without sufficient competition, the low efficient use of funds is not conducive to long-term development of tourism.

Main results of the study indicate that making good surveys, embarking on sustainable development and keeping accurate data are noteworthy. Tourists can be involved in life of ethnic minorities and religious cultures. Through the organization of Ethnic Tourism Culture Festival and Experiencing, the New Silk Road as well as other tourism activities, tourists will have a better understanding of the origin of folk cultures in Xinjiang, which is the best publicity of tourism in this minority areas.

According to the analysis of the number of tourists from source countries, market development index and market index deviation show that the prosperous markets of Xinjiang international tourism market include Mongolia, France, Switzerland, the CIS and New Zealand. Among these countries, the first four are relatively close to Xinjiang and keep economic and cultural connection with Xinjiang, especially CIS. These are the main source of inbound tourist market of Xinjiang.

Although the growth of these countries is very limited, it is still the main tourist market in Xinjiang. In addition, Xinjiang should gain customers from Indonesia, Malaysia, Philippines, Singapore, South Korea, Thailand, Britain, Germany, Italy, Sweden, Canada, America, Australia, though these countries do not fall into prosperous market. But the absolute number of tourists from these countries is relatively large, they should be considered as target market.

The target of Xinjiang international marketing should be prosperous market and developing market, and should research their demand characteristics, preferences, cultures and fashion to expand its market. Before 2013, most countries' market development index was higher than that of China, but in 2013-2014, except Mongolia and Philippines, China had a higher market development index, which shows that Xinjiang has less and unstable attraction to those countries.

Carrying out this research in Xinjiang minority areas will present some limitations. Xinjiang and its environs being minority areas has underdeveloped tourism sector and has less and unstable attraction to source countries. The beauty of the environment and other tourist sites are still to be well developed to attract millions of tourists.

Both secondary and primary data constitute sources of this research. Secondary sources include extensive use of books, magazines, data from tourism industries and web pages, journals, and articles relevant to this research.

Primary data were collected for this research using all affordable means of communication. Also, a face-to-face meeting was held with officials and exact information and data were collected mainly to evaluate international tourism marketing strategies in China's Xinjiang minority areas.

In conclusion, the tourism sector contributes its own quota to the socio-economic and political development of every country. In the China's Xinjiang minority areas the contribution of tourism to development should not be undermined. In spite of the beauty of the environment and the underdeveloped tourist sites to attract millions of tourists, officials of the tourism industry should try to make these areas a center of attention because Xinjiang still has the tourism potential.

A qualitative approach was used to conduct this research study in which a face-to-face interview was conducted, the sample size was typically small and respondents were selected to fulfil a given quota.

Until recently, designing a good plan of action to achieve international tourism marketing strategies is what all governments are focusing on. Therefore, academics in universities or other institute of higher education should make in-

depth research on tourism marketing strategies. This will add to the solutions researchers of other fields of study like Economics, International Relations, Political Economy, Human Resource and History have already found to give the society a good facelift.

This reseaarch should provide insights into the problem or helps to develop ideas or hypothesis for potential quantitative researchers of all fields of study.

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	Dilidaer MULATI
Date of Birth:	01.09.1986
Email:	dildar0901@hotmail.com
University: **Level:** **Department:** **Date:**	Istanbul Aydın University, Turkey Masters Degree Business Administration 2015 - 2017
University: **Level / Grade:** **Date:**	Istanbul Aydın University, Turkey Turkish Language – C 2015 - 2017
University: **Level:** **Date:**	Dalian Nationalities University China Undergraduate 2014 – 2015
Work Experiece **Institution:** **Position:**	SEPA International Business Strategy & Communication Group, China Senior Account Executive.
Published Article(s):	International Tourism Marketing: An Analysis on Xinjiang Uygur Autonomous Region (XUAR) of China