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SICHUAN TOURISM DEVELOPMENT AND RESEARCH

Bachelor's Thesis 2010

## ABSTRACT

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This thesis aims to provide a new way for the future development of tourism in Sichuan after 2008. Almost all the travel companies were went out of business after the 2008 earthquake, it combined case study to shows the company resume the business.

The theoretical part of this thesis gives basic knowledge of strategic marketing. It is to analyses the successful way of new product development, how to promotion new product and deal with the relationship with customers after Sichuan earthquake. The empirical part is based on case company (Spring Travel Service Company) to develop the new package tourism and how to deal with independent tourists.

The conclusions show the trends of Sichuan tourism after the 2008 earthquake and a good example for a travel company in Sichuan.

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## 1 INTRODUCTION

Sichuan tourism industry were suffered an unprecedented affection from Sichuan earthquake in 2008. The total disaster area of Sichuan province was approximately 500,000 square meters, the number of calamity-stricken people was more than 46,250,000. The direct economic losses were more than 845.1 billion RMBs (approximately 84.51 billion Euros) (Sichuan Provincial Tourism Bureau, n.d.). The thesis introduces the status of tourism in Sichuan, analyses the existencing strengths and weakness for the reconstruction and continued development process. They are proposed the opportunities and challenges that Sichuan tourism industry is facing in the current environment, also combined with the case company (Spring & Autumn travel Service Company) to present countermeasures and suggestions for the future development of tourism in Sichuan.

The purpose of this thesis is to develop new package tourism for Spring Travel Service Company after the 2008 earthquake. It shows the current situation in Sichuan tourism after 2008 earthquake, almost all the travel company suspension of business at that time. The thesis introduces the Spring Travel Service Company to alter the situation and develop the new product. The Backpack Tour become more and more popular, Spring & Autumn travel Service Company also utilizes this point to change disadvantage into advantage.

In the theoretical part of this thesis, Chapter 2 introduces the background of tourism in Sichuan. Chapter 3 shows the

problem facing before and after 2008 earthquake and an overall description of the Impact in 2008 earthquake. Then Chapter 4 introduce the marketing strategy for Sichuan tourism which is include three parts, first part is new product development, second part is promotion and the third is to deal the relationship with customers.

In the empirical part, Chapter 5 is about case company Spring Travel Service Company. From this case, it shows the current situations and problems, by developing new package tourism to alter the situation. It also combines the market research to analysis the new routing of travel. Facing more and more independent traveller, the thesis also explain the way to adjustment the marketing strategy.

Chapter 6 presents results of this study and give some recommendations and suggestions for further Sichuan tourism development.

## 2 BACKGROUND OF TOURISM IN SICHUAN

Sichuan is located in south-west China, with the existing land area of 485,000 square kilometers, and the population more than 8750 million. Jurisdiction over 21 municipal (prefecture), 181 counties (cities, districts). Sichuan is a multi-ethnic region of China, there are large numbers of multi-ethnic people who live here in the 56 ethnic groups, of which there are 14 resident ethnic peoples. Sichuan have complex geographical environment and a long history and culture. Also there are many strange natural landscape and cultural landscape. The numbers of landscape in China is unique. In addition, Jiuzhaigou, Huanglong, Emei - Leshan, Qingcheng Mountain – Dujiangyan and Sichuan Giant Panda Sanctuaries have been included in the list of the world's natural and cultural heritage. There are mysterious Sanxingdui and Jinsha cultural sites, scenic Qixiu of Qionghai, Lugu Lake and Shangri-La scenic areas, and the inclusion of world geological park Shunanshihai (Sichuan Provincial Tourism Bureau, 2005).

### 2.1 Geography of Sichuan

The east is the famous Sichuan basin, there are many hills spread everywhere. The west is a plateau. There is a variety of terrain including snow-capped mountains, glaciers, plateaus, swamps and grassland (Sichuan Provincial Tourism Bureau, 2005).

In the western of Sichuan, it is called Chuanxi plateau. It is the edge part of the Qinghai-Tibet plateau. The elevation is 4,000 – 4,900 meters. It is roughly divided into two parts: the northwest plateau of Sichuan and southwest mountains of Sichuan. The eastern part is Sichuan basin which covers an area of 16.2 million square kilometers, it is one of the famous basins in China. In the west of the basin is the Chuanxi plain. It is cover an area of 6000 square kilometers which is the largest plains of southwest, China. At the periphery of Sichuan basin, it is near Daba and Micang mountain to the north, Qionglai hill and Longmen mountain to the west, Dalou and Daliang mountain to the south and Wushan mountain to the east (Sichuan Provincial Tourism Bureau, 2005).

## 2.2 Culture landscape in Sichuan

Sichuan is a multi-ethnic area in China. At present, except the Han ethnic group, is still distributed 14 ethnic minorities. There are Yi, Zang, Tujia, Miao, Qiang, Hui, Mongolian, Lisu, Manchu, Naxi, Buyi, Bai, Dai, Zhuang; a total population are more than 300 million (Zhang, 2009).

Sichuan Cuisine is very famous in China which are make good use of spicy. Sichuan complex flavor type has more than 20 kinds, mainly spicy, spicy garlic, ginger, hot and sour, sweet and sour, mustard. Sichuan cuisine composed of four categories. There are banquet, homemade dishes, hot pot and local delicacies (Zhang, 2009) .

In addition to Sichuan Cuisine, the Sichuan wine and tea are also enjoy the high reputation in the world. Drink tea and tea growing are both Sichuanese invention. From antiquity to the Song dynasty, Sichuan is China's main tea producing areas. Sichuan wine like Wuliangye, Luzhoulaojiao, Jiannanchun are all popular in China.

### 2.3 Economy of Sichuan

The main pillar industries of Sichuan are electronic information, hydropower, mechanical metallurgy, medicine and chemical industry, beverages and foodstuffs and tourism. The GDP broke 5,000 billion yuan mark, reaching 545.6 billion yuan in 2003. The value of industry increase to 115.6 billion yuan, it is 21% increase over last year. In 1998, Sichuan government decided to cultivate tourism as a pillar industry (Sichuan Provincial Tourism Bureau, n.d).

### 2.4 Tourism resources of Sichuan

Sichuan has plenty of tourism resources. The province has five World Heritage Sites, is the province which has the largest number of world heritage in China. There is a world geological park, 15 national resort place, 16 national nature reserves, 31 national forest parks , 12 national geological parks, 128 national key cultural relics protection units, 105 state-level intangible cultural heritage, 7 historical and cultural cities of China. In addition, there are more than 550 types of provincial tourism attractions (Lei, 2008).

Sichuan has a very convenient traffic condition, from the provincial capital Chengdu to cities and states have high-speed or high-grade highways. Chengdu Shuangliu airport has now opened more than 30 international routes and more than 200 domestic routes. In 2007, the total tourism income is above 100 billion mark in Sichuan, which reaching 121.7 billion yuan. It is equivalent to 11.6% of the province's GDP (Lei, 2008).

As of October 2009, Sichuan Province had 533 star-rated hotels, 707 travel agencies, 137 national A-class tourist area (points), 36 national industrial and agricultural tourism demonstration sites, 24 of China's best tourist cities. The province's tourism and tourism-related employees has reached more than 70 million people (Sichuan department of Tourism, 2009).

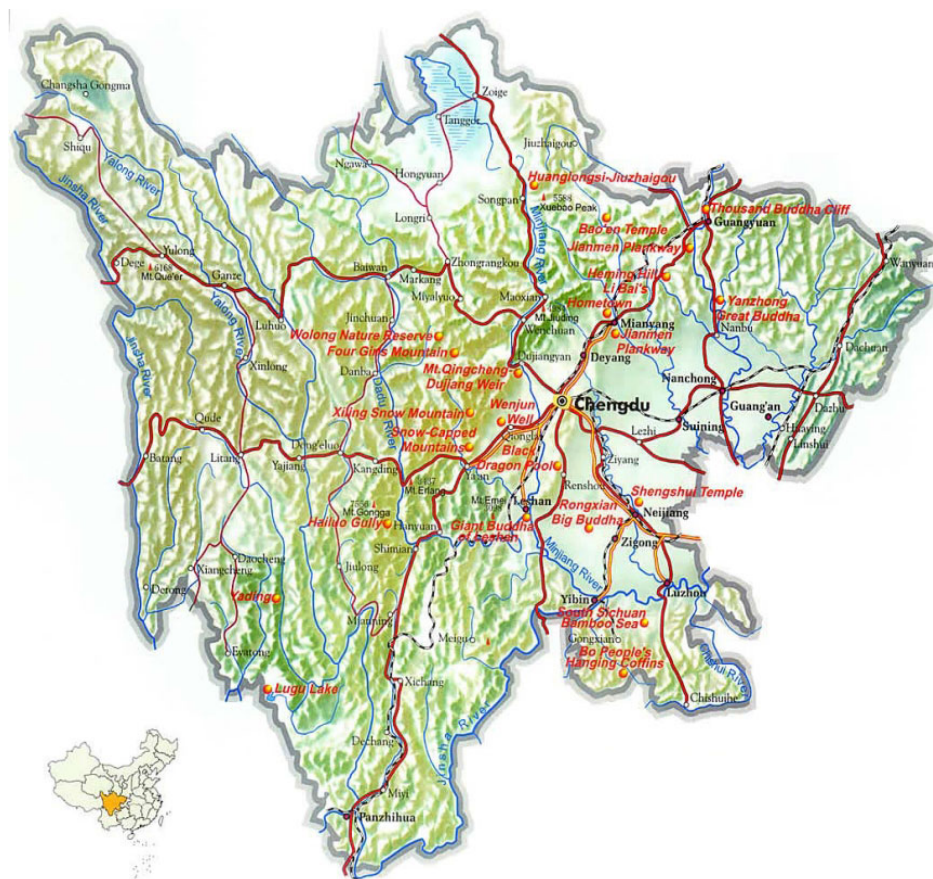


Figure 1, map of tourism resources in Sichuan (Sichuan department of Tourism, 2009)

## 2.5 The religion in Sichuan

Sichuan is a multi-religious province. There are Taoism, Buddhism, Islam, Catholicism, Christianity five main religions. In addition, Yi, Tujia, Qiang, Lisu, Naxi and other ethnic minorities were also preserved the original religion. In Sichuan, all the religions have a long history and culture and the general believers.

At present, there are more than 6 million people believe the religions of Taoism, Buddhism, Islam, Catholicism and Christianity, 63262 religious workers, 1459 sites for religious activities, 39 Taoist temples, 982 Buddhist monasteries (280

Han Buddhism, 702 Tibetan Buddhism), 131 mosque Department, 190 Church, 117 Gospel Church (Zhang, 2009).

### 3 SICHUAN EARTHQUAKE

At 14:28:04 on the May of 12, 2008, an 8.0-magnitude earthquake hit the town of Wenchuan County in Sichuan Province. This is the most destructive earthquake and affected the largest areas since China was founded. Earthquake hit about 50 million square kilometers of land of China.

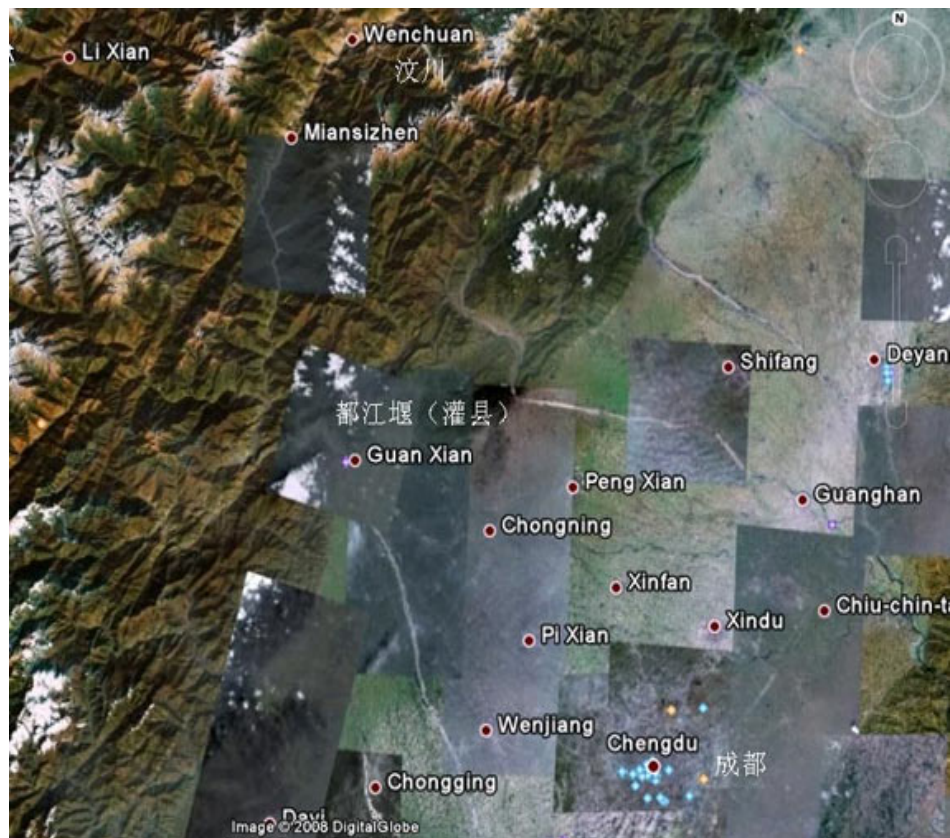


Figure 2, Satellite images of Sichuan Earthquake location (North-western polytechnic University, 2010)

### 3.1 Disaster of Sichuan earthquake

The damage caused by the earthquake is mainly nine aspects. The first is a wide range of disasters. The disaster areas were covered more than 19 cities in Sichuan Province (People, 1997). The second is heavy casualties. Huge number of people lost their viability, the state and society needs long-term relief. As at 10 o'clock on May 25th, 2009, according to official statistics, there are more than 68,712 people dead and more than 17,921 people are still missing and 374,649 were injured in Sichuan Province. Among them, more than 5,335 students were killed or missing (Baidu Encyclopaedias, 2010). The third is the severely damaged of capital stock. Lots of houses collapsed, roads, electricity, communications, water, gas, agricultural facilities and other infrastructure was seriously damaged. The Fourth is resources and environmental damage. Landslides, avalanches and landslides are broken the lands, reservoirs, mining and other natural resources, serious pollution of water resources in some areas. Fifth, production was seriously affected. Large enterprises stop production, some agricultural were damaged and a large number of livestock were dead. Sixth is the loss of basic production facilities. There were 5,461,900 houses collapsed and 5,932,500 houses were broken, nearly a thousand people homeless. Seventh is the frequent secondary disaster. After the earthquake, it is existing 34 barrier lakes, of which 8 barrier lakes were over 3 million cubic meters of water (People, 1997). There is also the possibility of large aftershocks. The eighth is the major destruction of cultural relics. There were 65 national key cultural relic protection units and 119 provincial-level cultural relics protection units suffered damage (Zhang, 2009). The ninth is a

direct economic loss. Estimated direct economic losses caused by the earthquake will reach 1500 to 1800 billion, about equal to the national GDP 0.6 ~ 0.7% in 2007; indirect economic losses could reach 1 trillion or more (Sichuan Provincial Tourism Bureau, n.d).

### 3.2 Sichuan earthquake impact on tourism

Tourism is one of the economic pillar industries in Sichuan. The earthquake severely affected tourist areas. Such as tourism highway, landscape, water supply, power supply facilities, communication facilities, travel cable, travel toilet, travel signs and other signs and houses. Travel agency is also affected fatal shock. After the Sichuan earthquake, due to the earthquake time as the tourist season, the National Tourism Administration asked travel agencies to stop travel to the region around or travel through affected areas. There are many attractions in the disaster areas of Sichuan. Many travel agencies relay these attractions to live. After earthquake, there were almost full closures. Tourist Hotel also is significantly affected. After the earthquake, scenic spots hotel and tourist centre within the city's hotel almost no guests. Earthquake makes tourist access facilities suffered serious losses. Many roads have been badly damaged. Also many tourist towns were broken. Among them, it is damaged 283 Tourist Information Centre, 8,259 travel shops and other facilities and 3213 service centre (Baidu Encyclopedias, 2010). The negative impact of tourism media was very deep. Tourism planning, comprehensive planning and other institutions closed down. Also the cause of travel-related suppliers was closed, such as tourism and transport companies, tour guide service company.

Table 1, Direct loss of Sichuan tourism in statistics in the 2008 earthquake (Million RMB) (Sichuan Provincial Tourism Bureau, n.d.)

Area	Attractions	Hotels and restaurants	Travel agencies	Total
Chengdu	1228880.67	209462.04	12.00	1438354.71
Deyang	444286.00	124922.00	289.00	569497
Mianyang	463694.14	119339.92	375.74	583409.8
Guangyuan	26651.00	14455.25	31.44	41137.69
Yaan	141160.00	5889.60	95.00	147144.6
Aba	946079.74	490285.68	3346.00	1439711.42
Suining	357.00	136.00	3.88	496.88
Nanchong	4227.93	85.00	18.00	4330.93
Meishan	3020.00	2120.00	10.00	5150
Other cities	126986.38	2042.67	0.00	129029.05
Total	3385342.86	968738.16	4181.06	4358262.08

Table 1 shows the direct loss of Sichuan tourism after the 2008 earthquake. Sichuan tourism industry suffered heavy losses of security image, to remodelling the later image and restoring the confidence of tourists is a long process.

### 3.3 Sichuan earthquake effects on tourism scenic spots

More than 4,000 scenic spots in Sichuan were damaged 568 (Sichuan Provincial Tourism Bureau, n.d.). Many scenic landscapes and cultural relics have been damaged.

Sichuan World Heritage Sites Dujiangyan-Qingcheng Mountain and Wolong Giant Panda habitat were severely damaged. Most buildings of ancient Second Temple in Dujiangyan scenic spot were collapsed, while all the roads leading to Wolong scenic spot were blocked (Sichuan Provincial Tourism Bureau, n.d.).

Yuanwangdong, Qianfo mountain and Douchui mountain also severely damaged, the scenic road are all the blocked. Yuanwangdong hotel main attractions were badly damaged, the mountain villa all cannot be used; Qianfo mountain scenic road into the mountains completely destroyed; one peak of Douchui mountain has collapsed, the basis of reception facilities cannot be used of the whole area (Sichuan Provincial Tourism Bureau, n.d.).

Sanxingdui Museum is slightly damaged; many artifacts have not been damaged. According to Cultural sector statistics, there were 56 national key cultural relic protection units and 79 provincial-level cultural relics protection units suffered heavy losses. It is loss of 758 collections of cultural relics, of which 85 precious relics and 9 Class A Heritage site under state protection (Sichuan Provincial Tourism Bureau, n.d.). Siguniang Mountain and Hailuoguo scenic infrastructure were subject to certain destruction, then the main landscape intact.

### 3.4 Sichuan earthquake impact on tour guide or related staff in Sichuan

#### 3.4.1 The plight of tour guides

Guide is a special trade, in addition to basic salary, the income depend entirely on number of reception travellers. After the

earthquake, China National Tourism Administration issued to stop travel to the region around or travel through affected areas, compounded by tourists' unsafe psychology, the number of tourists in Sichuan decreased suddenly. Travel business almost at a standstill, many travel agencies were suspension their business, most tour guides face "zero income" and the short-term unemployment.

Some travel agencies to deploy some staffs to other areas of the branch, such as Shanghai, Yunnan, Guangxi. It is offer the re-employment opportunities to the guide. However, the guide is a strong regional professional. When reception staff explanation a place, need to be prepare information, familiar with the route, this is a long process (Li, 2006). Many guides cannot immediately work due to the unfamiliar spots, routes and other areas.

#### 3.4.2 Tourist driver groups

Drivers are also a regional restricted travel trade. If the road to other places is not familiar with, it is not have the advantage and difficult development for the driver. For instance, the local drivers of Sichuan have a lot of experiences for driving with Sichuan Road, but not advantage to other places. Therefore, the choice selling cars and move to another place to carry out a new life, or stay in the local place and waiting for tourism industry restore, is a problem.

#### 3.4.3 Scenic spots practitioners

Sichuan Earthquake caused destruction to part of the landscape. These attractions and sights to rebuild or restore, not only will take a long time, and the source of funds is also a big problem. Therefore, the people who are relying on these scenic to alive were basically unemployed.

For travel agents, on the one hand they want to have guests; on the other hand, visitors under the shadow of Psychology will give travel agents a lot of pressure. Travel agents are low-profit industry; the ability to bear the economic compensation is not high. Because of the scarcity of tourists, then the hotel, amusement place and which are rely on tourism to survive were basically out of business. Even if they are open for business, due to the few customers, most of the employees were sent home to waiting for news.

## 4 RECONSTRUCT AFTER SICHUAN EARTHQUAKE

### 4.1 Dark tourism

#### 4.1.1 "Dark tourism" concept generation

Foley & Lennon (1996) first described the phenomenon of tourism activities that travel to the war, genocide, assassination or other tragic events called as "dark tourism". They think it is "partly or mainly of the order of display or symbolic of death and disaster tourism." On the other hand, Seaton (1996) is created another new term which called "Thana tourism". It is *wholly or in part, by real or symbolic of death driven by the motive of travel*. R. Stone (2006) was

made a related black tourism products research in black tourism destinations to make further introduction about dark tourism.

In China, disaster tourism or black tourism research is still in the exploration and primary stage. Wei and Wu (1999) were first involved with "disaster tourism". Li and Zheng (2006) were systematically describes the concept of dark tourism, status, content and problems facing. Chen has defined concept of disaster tourism as "an activity which tourists through disaster attractions or places and simulated disaster scenarios to get more travel experience" (Chen, 2006).

#### 4.1.2 "Dark Tourism" definition

Dark tourism is phenomenon for tourists travel to death, disaster, suffering, terrorism, or the tragedy places actuated by serious and different from traditional motives (Zhou & Fan, 2008).

Dark tourism has many values. Through tourism development, it could become a window to understanding and awareness of natural disasters, so that tourists' soul was shocked. Also, people can recognize the irresistible natural disasters and the cruelty of man-made disasters, to increase awareness and ability for disaster prevention and response.

#### 4.1.3 Earthquake museum of Taiwan case

Taiwan's "921 earthquake" occurred in the morning on Sept. 21, 1999, Nantou and Taichung County area, Taiwan. The Richter

magnitude of 7.6, resulting in 2,321 deaths, more than 8,000 people were injured and property damage estimated at NT 3 100 billion yuan (SC China news, n.d.). It is the biggest earthquake in Taiwan.

"921" earthquake education park in Taichung County's Wufengxiang Guangfuxin Village, Taiwan, originally is a junior high school called Guangfu Guomin. After the earthquake, the countries decided to build Earthquake Museum in Guangfu Guomin School (921 earthquake of Taiwan, 2010). To save the ruins after the earthquake, and to collect relevant cultural relics, images, books, etc., as a textbook to awareness, knowledge and experience the power of nature. The exhibition including earthquake sciences, earthquake experience and disaster education, it can be used for research or teaching, and to help people to establish the correct concept of earthquake disaster prevention in the future. Museum save earthquake records, promote prevention education, proceed overall planning with the concept of ecological museum. Use transport line to link the tourist attractions around, in order to form a network of ecological museum. Through participation by local residents and development of volunteer organizations, to show the earthquake disaster prevention knowledge to visitors, then strengthen the earthquake disaster response capacity.

Similarly, Sichuan can learn the experience from 9.12 earthquake of Taiwan, to carry out "dark tourism". To visit earthquake ruins for tourists to learn more knowledge of precautions against earthquakes. At the same time, regard earthquake ruins as a tourist attraction spots for the reconstruction of Sichuan Province can save a great amount of expenditure.

## 4.2 New product development

### 4.2.1 New product

The new products were not necessarily new invention of products. It is different from new products which manufactured with the scientific and technological. Marketing believes that any part of the innovation and improvement are all new product range (Han, 2002). So the "new" product has relative significance in the whole concept of all products. If we are from two different perspectives (enterprises and the market) to analysis new product, we can see the different meanings with "new" product. For example, some products already appear in the international market, but for the domestic market have not yet occurred. Then this product on the domestic market and consumers is a new product. From the business point of view, the company has never produced the product, now is produced, it is also the company's new products. Specifically, the marketing of new products can be divided into two categories. The one is completely new product the other one is Improvement of existing products.

Completely new product is invention of entirely new products. It means with the application of science and technology, to use new principles, new technology and new materials made of new products (Han, 2002). For example, the telephone, airplanes, television, nylon and other new products come to market. The entirely new products have to go through a long development time, while consumers have an accepted time and widely used process.

This new product requires businesses to spend a lot of manpower, funds and time. Most companies cannot offer this new product.

Improvement of existing products can be divided into three areas. The first is quality improvement. The quality improvement means the new material to replace the old materials, or use a better design and more sophisticated technology to increase product reliability and durability (Wang, 2007). Suppose after this change, the product shows important and significant differences about the quality, while there are enough consumers appreciate these differences. So to improve the quality can keep competitive advantage for the company.

Improving the quality of an enterprise may be different reasons. Some companies because of poor quality and suffer losses, which must be improved. Some enterprises are unwilling of imitation by competitors, then advance for the improvement. Some enterprises are regarding quality improvement as a basic marketing tool, the purpose is tried to use quality to dominate the mass market.

The second is the improved features. The objective of features improved is to increase physical or psychological interests of users, including product features and accessories of the re-design, so that they are more convenience, more secure, more efficient and more effective (Wang, 2007). For example, the ordinary umbrella into folding umbrella; black and white TV to colour TV, then remote control colour TV, etc.

The third is the pattern of improvement. The purpose for don't change the quality but the style, is to beautify the appearance of

products to meet the needs of fashion (Wang, 2007). Such as cars, refrigerators, television sets, many changes are refers to improve the competition of pattern improvement, not the competition of functional properties. Some consumer products are not improved the appearance of the style itself, but to its packaging. They treat the product packaging as an extension.

It is easy and cost less for corporate to improvement of existing products, but it is also easy to other companies to imitated as soon as possible. For completely new products, the development of cost is expensive. It would become the backbone of corporate profits and other firms are difficult to compete if the new product development successfully.

#### 4.2.2 The process of new product development

The development of new products in eight steps, this process includes new product strategy, idea generation, screening, concept testing, business analysis, product development, market testing and commercialization (Jobber, 2007).

##### 4.2.2.1 New product strategy

For new product development, senior management aware of companies interested in products and markets, then take a clear guidance to put forward the idea areas for create new products.

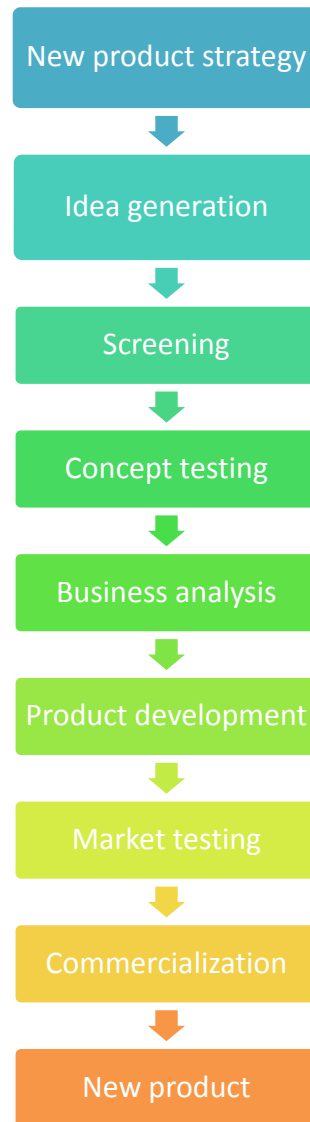


Figure 3, the eight-stage new product development process (Jobber, 2007).

#### 4.2.2.2 Idea generation

Idea is that companies want to offer a new vision of the possible products to meet the market demand. Each new product is formed at conception in the beginning, but most ideas cannot be turned into products (Wang, 2007). So we had to make a lot of ideas in order to make ensure that we can find some really good ideas.

New product ideas can come from within the enterprise, such as scientists, marketers and designers, etc. Some companies use brainstorming to stimulate new ideas, using incentives to persuade the staff to come up with the idea. New product ideas also can come from outside the company. Visit a competitor's product can provide clues to improve the new product. Another major source of new ideas is the customers (Wang, 2007). Sometimes companies can pay more attention to customer letters, you can collect useful new ideas. Companies can also arrange a group of consumers to discuss the pros and cons of a product, after discussion, the company can get new idea about improvement and new development.

#### 4.2.2.3 Screening

Screening aimed at further consideration, to remove the resources which do not match business objectives or new product ideas. First decide whether match the concept of corporate objectives, including: profit, sales stability, sales growth and corporate image. The second step determine whether match the concept of enterprise resources such as capital, technology and facilities (Wang, 2007).

#### 4.2.2.4 Concept testing

After the selection of new product ideas, you can do product concept testing at potential customers. The basic product concept will be extended into many product concepts, through testing in the target customers to comparison each of the concept (Wang, 2007).

Such as software development process, potential software buyers have to evaluate each concept to test which part is the most important part in software development.

#### 4.2.2.5 Business analysis

The purpose of business analysis is to expect future sales, profits and returns on investment and decides whether match the company's goals (Jobber, 2007). If the idea can meet the company's goals, it can be continued to develop this new product, otherwise to cancel it. Business analysis is not exclusive to this stage of the work. In fact, business analysis can be used when the company receive the new information products and markets in the development process at any stage (Wang, 2007).

#### 4.2.2.6 Product development

At this stage, the new product concept will be developed into a real product. The responsibility will from R & D department change to other departments, to complete the task of the product to market. Marketing plays an important role in the product development phase (Milton, 2005). For example, put detergent into to water will causing bubble, bubble have no functional value, a non-bubble detergent but as effective as normal detergent may be produced. However, the customer regards the bubble as a sign to prove the effectiveness of detergent. Therefore, to sale a non-bubble of the detergent is undoubtedly a failure.

#### 4.2.2.7 Market testing

Market testing is further than product testing to testing customer acceptance. The basic idea is to put new products into market with a restriction method, to assess the customer response in the market. There are two approaches: simulated market testing and test marketing. Simulated market testing is to establish a real market environment; the sampling survey consumers can purchase a range of products from the company. Test marketing is to launch new products to one or more target markets. Select some towns and television distribution area stores, sell the new product to them, it can compared the properties with competitor's product face to face (Wang, 2007).

#### 4.2.2.8 Commercialization

Developing a commercialization strategy for a new product is very important. The useful starting point for select a target market is to understand diffusion of innovation process. It is explained how a new product spread to the entire market with time.

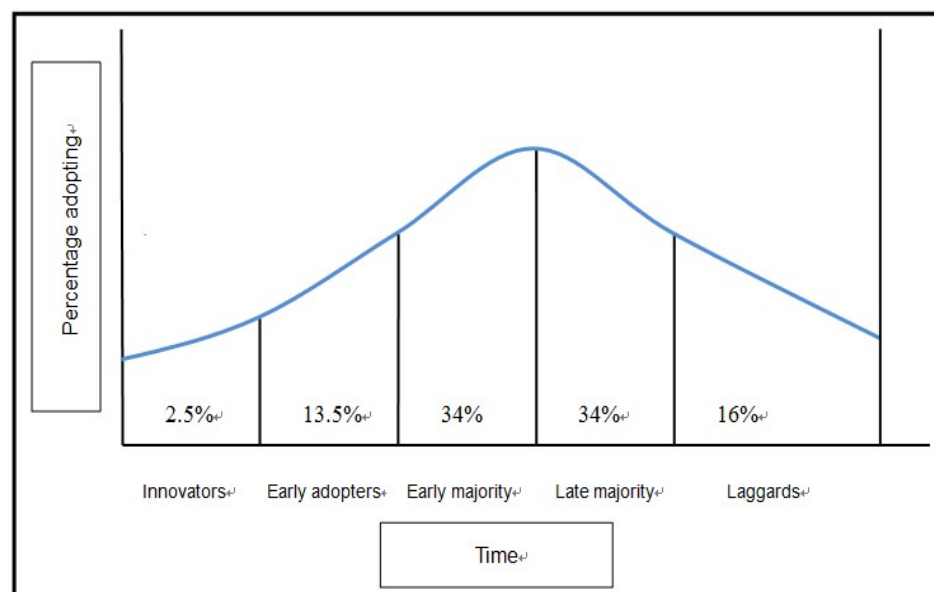


Figure 4, the diffusion of innovation process (Jobber, 2007)

The figure displayed the people who buy new products (innovator and early adopters) soon only occupied the small part of the people willing to buy the product after put the product in the market. When new products are gradually accepted and recognized by customers and the purchase decisions become less adventurous, most people (early majority and late majority) began to try the product. Finally, when the products have been accepted by the market, the laggards began to use new products. While the laggards began to buy product, innovators and early adopters may have turned to other new product (Jobber, 2007).

Innovators often adventurous and like to be different. They are like to trying untried product. Early adopters are not so adventurous, they need to know that other people have the first adventure, they soon followed it. Early majority and late majority these people constitute the majority customers in the market, they usually have the purpose and be cautious of buying products. Late majority are more cautious than early majority and have doubt on new products. Laggards were very traditional. When the Innovation product almost is considered the traditional product, they would consider buying it (Jobber, 2007).

#### 4.3.3 Tourism new products development

Tourism product is the summation of tourists to buy the necessary products and services in a whole tourism activity. Tourism is a comprehensive combination product, which consists of tourism resources, tourism facilities, tourism services, tourism shopping,

and other composition elements. Tourism new products development is the travel and tourism entrepreneurs to research, idea, design, production and promotion of new product, which aims to expand the tourism product variety, improve product quality, and further induction and meet the needs of the tourism market. Tourism can be expressed in three forms. They are improved new products, updating for new products and new tourism products. Improved new products means the new product after modified the structure and property of the original product. Updating for new products means the new product have a significant difference with the old product from type of content, features and performance. A new tourism product means the completely innovative tourism products (Hu, 1998).

Development of new tourism products should give expression to the local national characteristics. Development of new tourism products must be innovative, have characteristics, otherwise there would be no appeal and not competitive. In the developing of new tourism products, we need to protect tourism resources and maintain balance of ecological environment. It is necessary to achieve appropriate exploitation, to prevent predatory development. Also try to develop the tourism project that does not affect the ecological environment as much as possible. Development of new tourism products also focus on economic efficiency. Tourism business development for new products to meet their supply capacity, resources conditions and sale conditions, so that their human, material and financial resources are utilized to the fullest in order to achieve better economic enterprises (Hu, 1998).

#### 4.3.4 Sichuan earthquake tourism development strategy

##### 4.3.4.1 Establish earthquake tourism resources library

Sichuan earthquake hit Sichuan's tourism industry, but also formation the new tourism resources. If the new tourism resources developed properly, it could re-emergence new opportunities for the tourism industry in Sichuan after the earthquake. However, the new form of the tourism resources has a wide range of different features and different tourism value. Therefore, at the screening stage of earthquake tourism resources, should established seismic database, to make tourism resources systematic, in order to provide the basis for future development.

##### 4.3.4.2 Establish earthquake museum

Some cities were establishing a similar earthquake museum after the huge earthquake, such as Macedonia Earthquake Museum, Taiwan "9.21" Earthquake Museum, Tangshan Earthquake Museum (921 earthquake of Taiwan, 2010). Earthquake tourism product is a popular tourist product, with the public welfare property of the product, it should be guided by the government when developing to make full of social and cultural benefits. In addition, should also make full use of modern technology, virtual repeat of the situation, to improve the experience of tourism products, making the visitors suffered from the disaster prevention and mitigation disaster education, and the patriotic and humanitarian education.

#### 4.3.4.3 Establishing channels of tourism portfolio

Earthquake tourism has a special aesthetical and development commonweal (Cai, 2003). If regard earthquake tourism as a single tourism product to development, then create a single image of tourism destination, tourism economic benefits will be difficult to give full play, thereby affecting the local people's initiative for developing the tourism. In addition, Sichuan has rich tourism resources, this advantage create the conditions to combination effective tourism products. For example, you can coordinate with earthquakes tourism, religious tourism and eco-tourism, full use of the rich tourism resources in Sichuan, development of integrated tourism products, to create a new image of tourism in Sichuan.

### 4.4 Promotion

#### 4.4.1 Definition

Promotion is the enterprise use of various effective ways and means to enable consumers to understand and pay attention to enterprise products, stimulate the purchase desire of consumers, and to achieve the buying behaviour. Promotional is an important marketing strategy, the enterprise primarily through personal selling, advertising, sales promotion and other activities transmit the relevant product information to consumers, stimulate the consumer demand, or even create new demand for products by consumers (Standardization Management Application Centre, 2004). Through this strategy, to transmit information outside from the company, communication with consumers and the different social public to establish a good brand image and corporate image,

then to make consumer ultimately recognition the products company .

Promotional mix consists of five basic promotion patterns. They are advertising, personal selling, direct marketing, internet and on-line marketing, sales promotion and publicity (John J, n.d.). Promotional mix help enterprises to match maximize effect in all promotional activities, and thus successfully achieving business goals.

#### 4.4.2 Advertising strategy

Advertising in modern marketing plays an important role. It has become a leader in corporate promotion activities. Advertising is communication behaviour through the payment of some fees that publicly to transmit product or service information to target market and social public (John J, n.d.).

Transmission of information, communication the production's needs is the most basic effect for advertising in promotion. if enterprises want to shows their products as soon as possible to customers, they need to deliver their product performance, features, quality, use, purchase location, purchase procedures, and after-sales service information to consumers by advertising, then left a deep impression for company product to consumers, as customers, provide needed information to customer for purchase decision (Standardization Management Application Centre, 2004). Stimulate demand is the final goal of advertising. In the market, there are many types of goods. Advertising can help consumers to select merchandise.

Table 2, Media class options (Jobber, 2007)

Media class options
1 Television
2 Press National newspapers Regional newspapers Trade and technical Magazines
3 Outdoor
4 Cinema
5 Radio
6 The Internet

The table 1 shows the major media class options. There are six major media options: television, press, outdoor, cinema, radio and internet. TV with the colours, movements and sounds together, they can help building the brand image easily. Although TV ads it can be repeated many times, but once broadcast time are very short. Practical information can be displayed in the press ads, readers can control the length of spent time for understand the information. Newspaper advertising allows repeated reading, but lack of movement and sound. Outdoor is often used as supporting media. Billboards must be simple, because many people only look at once. Movies are some as TV ads, but only limited to cinema. The age of customers which from 15 to 25 are often go to theatre. Radio advertising can only transmission voice to the audience, but advertising production costs is relatively low. The internet cost is also relatively low. Advertising content can be changed quickly and

easily. The disadvantages of internet advertising are that it is impersonal and requires consumers to visit a website. It is inconvenient if there is no computer (Jobber, 2007).

Advertising must be choice right advertising media; otherwise it will affect advertising effect. Control the product characteristics is an important condition for choose advertising media (Mike, H, 2005). The main feature of the product means a product of demand characteristics and needs of the scope. Different products should take different advertising media. For example, women clothing should choose women's magazine for advertising media. A wide range demand of products should use the national radio, television and newspaper for advertising media.

The habits for consumer to contact the advertising media are different. Master this distinction can have targeted advertising and improves the advertising effect. For example, the products sold in rural areas should be selected broadcast media due to the farmers have the habit of listening to the radio. Adults like to read a newspaper, the products which needed for adults should choose newspaper advertising. Advertising products for women should be choose to women's magazine or TV, or display the window in the women's merchandise.

Different advertising content also need to choose different advertising media. For example, advertising is about "the big price cut tomorrow," then to select the Daily News, Evening News, TV and radio which is the timeliest advertising media. If it is a very technical, more complex product, advertisements should be in

professional journals or some advertising media which by printing or by mail.

#### 4.4.3 Advertising after Sichuan earthquake

After the Sichuan earthquake, the image of the Sichuan tourism industry was severely damaged. It should through heavily promote Sichuan tourism advertisement to recovery the image of Sichuan tourism. Such as TV (advertising or special), radio, newspapers, magazines, brochures, the Internet, through the establishment of home web page to publish all information of Sichuan tourism products all over the world in time. It can also invite the experts and media people who have the market appeal to visit Sichuan, to become more and more famous. At the same time, the marketers can promote the information of Sichuan tourism products to the consumer directly. Such as through tourism exhibition, or organized commemorate Sichuan earthquake activities.

#### 4.5 Customer relationship management

CRM is designed a new management model to improve the relationship between companies and customers. It also stressed that companies use information technology to restructuring the unreasonable source of the original business process based on customer demands, through meaningful communication to understand and influence customer's behaviour, to increase customer recruitment rates, customer satisfaction, customer loyalty and customer profitability (Rosemary & Craig, 2005). The core of CRM is to manage the customer's value, it can be increase

customer satisfaction, and reduce operating costs and increase competitive advantage.

After the Sichuan earthquake, the travel agencies should maintain the network of customer relationships, proactively to visit customers, communicate with regular customers and public positive and healthy attitude to the customers. The travel agencies try to help people walk out the haze of the earthquake and close contact with nature that the people in a happy mood.

#### 4.5.1 Customer pyramids

Customer pyramids is a very useful tool to help travel agencies to analysis the customer behaviour. It is divided the customer into different categories. To understanding different types of customer needs for and offer different services for different types of customers can significantly improve the enterprise's economic benefits.



Figure 5, the basic elements of a customer pyramid (Jay, Wil, Guido & Conny, 1998)

Active customers show the customers who have purchase products or services from your company within a given period. It is almost means last 12 mouths. Inactive customers have purchase products or services from your company but not within a given time. They have the potential to change into active customers. Also, they can be a source of information to remind you what you need to do to prevent the active customers becoming inactive customers. Prospects represent the customers whom you have some kind of relationship with them but they have not yet purchase any products or services from your company. The prospects are that the company expect to achieve active customer status in the future. Suspects represent the customer do not yet have a relationship even you serve with your products or services. The company

should try to begin a relationship with suspects and to develop into prospects. The rest of the world represents the customer which does not have need or desire to purchase the products or service from your company. The company maybe never make any money from this group. It is good for company to communicate with these customers, but it is important to understanding how much marketing time and money are worth to spend (Jay, Wil, Guido & Conny, 1998).

Know well about different customer groups, the enterprises can provide different products and services for different groups, to maximize customer satisfaction.

#### 4.5.2 The necessity of tourist enterprises to implementing CRM

The tourism enterprise to implementing customer relationship management is conducive to integrating the self resources to build the core competitiveness. CRM will integrate its resources to achieve operational efficiency. CRM can integrate originally distributed services, marketing, and management into a strong team which as the centre of "customer demand" of travel enterprise to satisfied the individual needs of customers. CRM also can optimize the functions of the organizational and system structure of tourism enterprise to formation the efficient operation management systems and information systems, and improve the capacity of development, innovation and marketing of tourism products, thereby to provide strong protection for build the core competitiveness of tourism enterprises (Tao, 2008).

CRM provides powerful technical support for the tourist information management. Non-transitive and non-storage of tourism products requires the tourism enterprise regard information as a major operating tactics, CRM for the travel suppliers, travel distributors and the comprehensive and efficient information interaction among tourists to provide a powerful technical support. Now days, with the rapid development of e-commerce, CRM can achieve record customer visit information, intelligence tracking, interactive and the capabilities of customization online product and service (Tao, 2008).

Good customer relationship management can improve customer satisfaction, reduce operating costs and increase competitive advantage. Enterprises can communicate with customers through CRM, accurate and timely to understanding customer needs, then providing entirety solutions to customers. According this information to provide more targeted products, services and information, then improve effective of communication and reduce marketing costs. When contact with customers, they will be to expose new information and new demands to enterprises, then the enterprises will understanding more about customers, in time companies will naturally increase ability of customer satisfaction.

#### 4.5.3 Use CRM system after the Sichuan earthquake

After the Sichuan earthquake, the Sichuan tourism market should pay attention to the overall strategy for the market, based on the market trends to make the suitable long-term planning and strategic framework. In the network economy, tourism enterprises will face unprecedented new challenges and opportunities.

Tourism enterprises should be customer-focused, carefully study the market, according to their own situation to establishing long-term planning and strategic framework. It is very important to ensure customers unified communication channels. The channel is the key to retain loyal customers when the tourism enterprises offer service to customers. Tourism enterprise should using advanced technology network to build a unified, diverse, coherent channel. It is also essential to establish a database with marketing functions of customer relationship. Through the establishment of customer relationship database, to put the files of every traveller's information into the database, and to maintain a long-term contract for every tourist, then to offer long service and promotion for them to achieve one to one marketing. Thereby, the company can establish a long-term and stable customer base. Also can regard scenic spots, hotels, restaurants, and travel agencies' computer management system as a base to expanding the industry networking, sharing resources and building a widely customer information resource (Qi & Li, 2009).

Travel agencies also need to develop a high-quality talent. In the market competition of today's society, the most fundamental is the competition for talent. Travel agencies should be applied for the different people who have different levels of management and application to carry out various training and education to improve the integrated capabilities of promote tourism information for enterprise, training a professional team who understand the information technology and familiar the business. After the earthquake, Sichuan tourism industry should adapt to the individual needs of tourism, enhance the tourism enterprises efficiency and increase the enterprises' revenue.

## 5 CASE STUDY

### 5.1 Spring Travel Service Corporation

Deyang spring travel service corporation was established in 1999. The tour guide of the company can speak Cantonese, Mandarin and fluent in English Japanese and other languages. Spring travel Service Company was located in Deyang City, Sichuan Province.

Travel agency based in the ninth floor with a professional tourist reception staff. The company has modern office facilities and a strong network background operating system. It can always offer the latest, most professional and complete travel Consultation to tourists.

Since its establishment, the company have no complaints of travel quality. the company including Individual Tourist Reception Centre, transfer centre, ticket centre and a network of the Tourism, Liaison Department, air travel, finance and other professional sectors. The company also set up a travel line department. It is Including Jiuzhaigou-Huanglong line, Siguniang Mountain line, Emei-Leshan line, Three Gorges on the Yangtze River line, Tibet line, Daocheng line, Lijiang line, Guilin line, and Hainan line. Before the Sichuan earthquake, the numbers of tourists were more than 2,600 per year.

### 5.2 Sichuan earthquake impact on travel agency

The main business for Spring Travel Service Corporation is the tourist routes within Sichuan province. After the Sichuan earthquake, many scenic spots were damaged in Sichuan. Also many hotels and restaurants cannot be used. Sichuan tourism market makes a substantial decline in consumer demand, the production of tourism were stagnated. All the travel agency in Sichuan meet with wide scale customers exit their travel, the vast majority of travel agencies were closed. Tourist attractions are all out of business after Sichuan earthquake. The average hotel occupancy rate was less than 20% after the earthquake. In the serious areas, almost all the hotel was closed.

Spring Travel Service Corporation were comprehensive suspend the business after the earthquake. 2009-2010, the company gradual recovery it business, but the economic capacity is still low. There are few Sichuan tourists want to travel. For the other province's tourists were increased slowly, because of the seriously damaged road, scenic spots and infrastructure, the possibilities for enter to the attractions is very low. For example, Jiuzhaigou is a famous scenic spot which called as "paradise", after the Sichuan earthquake, the main attractions did not receive damage, but the Sichuan earthquake destroyed the road leading to Jiuzhaigou, visitors can only enter the attractions by flight. But there are a limited number of daily flights, so that tourists are also very restrictive.

### 5.3 Marketing research for routing of travel

After the earthquake, many attractions were damaged, so the tourism industry suffered huge losses. It also brings some new

opportunities, so the development of new tourism routes need to a comprehensive market survey and research.

Sichuan earthquake caused huge loss for tourism industry. Many infrastructures of the scenic spot were almost destroyed. Development of new tourist routes, the local infrastructure is a very important condition. Meanwhile, the local view of the availability is also important, such as a unique folkways and customs. A scenic area of accessibility is also essential. It needs to consider the possibility of easy access to the scenic area. For example, Daocheng, it has very beautiful scenery, unique customs and the original ecological area, but because of poor accessibility, tourists only can ride into the scenic spots, it is spend a lot of time and very limited. Price is the key to creating profit. When to development of new tourist routes, the price is one of most important elements which customer focuses on. The reasonable prices can attract to customers, if reasonable prices combined with good service and itineraries, it will create customer loyalty.

### 5.3.1 Routing of travel

Routing of travel means travel agents or other travel department regard the tourist spots and city as destination node, basis on the traffic routes to designed for tourists, then series or combination all the clues (Wu, 2006 ).

A complete tourist routes should include travel time, travel destinations, tourist transportation, tourist accommodation, travel arrangements, travel services and prices (Wu, 2006).

After the Sichuan earthquake, as many tourist attractions were damaged, the environment has been seriously affected, so the travel time in disaster region should within two days. The objective for tourism travel in disaster region is that tourists can experience the terrible feeling from earthquake. Sichuan earthquake severely damaged many roads, so the traffic is a big problem for travel in disaster region. Selected tourist attractions are also very limited. The worst-hit area is inaccessible because of serious damage to all roads and there were many dangerous houses which easy to collapse. Travel to disaster area is different from general travel. Disaster tourism focus on the experience of persecution that natural disasters brought to people, so tourists were not ask for more about accommodation but emphasis on the significance of tourism. For travel agencies, they launch "disaster tourism" was not intended to obtain benefits, but they want to promote tourism development and resume as soon as possible at the overall stagnation of the tourism industry,.

### 5.3.2 Love Journey

The "Love journey" shows a new travel routing offered by Spring Travel Service Corporation after Sichuan earthquake. It is "Dark Tourism" which travels in disaster area to see the earthquake ruins.

Table 3, The menu of "Love journey"

The two days travel of "Love Journey" in Deyang earthquake ruins	
Accommodation place	Jinghu Hotel

Dining	Local box lunch
Price	390 RMB

The itinerary of “Love journey”:

- Day 1, Deyang shifang Ying Hua Town -Deyang

Meet the group in Deyang, drive to Shifang City which is the second largest worst-hit area in Sichuan, arrived in the town of Chuanxindian, Ying Hua Town (52KM, about 60 minutes by car). Visit a whole destroyed chemical plant of listed company Hongda Group. Here to maintain the original appearance of seismic moment that was listed as disaster theme park. Then to eat box lunch which offered from flood victims to experience post-disaster life. Then go to Deyang (52KM, about 60 minutes by car). Tour Asia's largest man-made gem stone art wall, East Lake Hill Park, Bell and Drum Tower. Check in hotel, after dinner to travel around the Jing Lake art gallery (26 km-long lakes), a taste of recovery image for post-earthquake of Deyang.

- Day 2, Deyang Mianzh Hanwang Town-New Year paintings town

After breakfast, go to the wine village Mianzhu that the fourth worst-hit areas in Sichuan, to arrive in Hanwang Town (47KM, about 50 minutes). Along the way of Mianzhu Bridge, to see the world's largest plastic housing areas (plastic housing more than 30,000 rooms, living more than 50,000 victims). Then to see East electrical plant that has been under control of military outside. Get to the east Plaza to visiting the Han-wang "5 • 12

Memorial Clock" and blessing the people in disaster areas. Go to Ching Dao town to visit the survivors of the earthquake New Year paintings Village, feeling one of China's four New Year paintings-Mianzhu New Year paintings' unique charms. Then back to Deyang.

## 5.4 Independent tourism

### 5.4.1 Definition

Independent tourism is a popular form of tourism in recent years. It means the tourists do not travel through the travel agency and other agencies to arrange the form of tourism (Baidu Encyclopedias, 2010).

Independent tourism to meet the strong desire of the people happy travel, adapt to the demand for the modern tourist wants to show individuality tourism.

Independent tourism is a new tourist way which completely independently chooses and arranges tourist activities, and no guide accompany all the way. The tourists can arrange their travel destination, travel itinerary, mode of transportation, accommodation standards and tours and so on by themselves. Independent tourism also has great flexibility. It can be adjusted or to change the itinerary provisionally according to personal preferences on the road. There is no tour guides accompanied on the road that the tourists need to take care of all the tourism activities by themselves in the independent tourism. Even if the

tourists have autonomy, but also must possess the necessary qualities and experience of travel.

#### 5.4.2 Travel agency's strategy for independent tourism

With the traffic and travel information technology self-service travel development, the condition of independent tourism is ripe which have a greater impact on travel agencies. Travel agency in response to independent tourism should make efforts in the design of travel routing, because of tourists are increasing the demand for personalized products and their consumption are creative (Chen & Zheng, 2007). They want to enjoy their creativity and spirit during the journey.

For the new forms of tourism, the travel agency can change the service mode. For instance, travel agency can help tourists to booking air tickets, accommodation, the dining, attractions' tickets and discount tickets. Travel agencies and car clubs can also be cooperating to have membership system. Travel agencies can also according to tourists' special request for service, to design their own line and targeted to assist planning and consultation that make tourist satisfaction.

## 6 CONCLUSIONS

On May 12th 2008, Sichuan earthquake happened which is the strongest earthquake since the country was founded. The seriously direct affected area covers more than hundred thousand square kilometres in China (Seismological Bureau of Sichuan,

n,d.). Sichuan earthquake have caused substantial damage to the social economy and people lives and property of the affected areas. The thesis centres on the impact of the earthquake to analyses to rebuild the affected areas of tourism and to go out of the woods for travel agencies.

Sichuan is a province with rich tourism resources. The tourism is one of the pillar industries in Sichuan. Sichuan has a special ethnic customs and the unique geographical location to form a unique landscape. Sichuan is also a province with frequency geological disaster. Tourism resources are often concentration of geological disaster-prone areas. After the Sichuan earthquake, it is shows seriously disaster in Sichuan and the tourism industry has been hit hard. Almost all the travel agencies have closed down, tour guides, drivers and scenic spots practitioners were suffered a significant influences.

Sichuan earthquake produced a large number of earthquake ruins. The thesis based on the experience of travel seismic site after "Taiwan 9.21 earthquake" to introduce "dark tourism." Due to the persecution of Sichuan earthquake, many tourist attractions were damaged and tourist routes were interrupted. But it is appears many new opportunities for Sichuan tourism industry. New product development has become an important part of post-disaster reconstruction. The thesis provides a theoretical concept on new product development, explained the detail about new product development process and combined with the actual situation after the earthquake in Sichuan, to shows the development strategy of tourism in Sichuan. Sichuan earthquake has seriously affected the image of the Sichuan tourism industry. To promote the tourism

industry in Sichuan is also very important. The thesis analyzes the advertising categories, strategy and the advertising of post-disaster tourism. Since many travel agencies closed, Sichuan tourism loss a lot of customers. It also analyzes the necessity of travel agencies to deal with customer relations through CRM and know the customer categories by customer pyramids, to provide better services to customers and create customer satisfaction.

The Spring Travel Service Corporation based on the situation after Sichuan earthquake to develop a new routing of travel for this company. It used marketing research and interview to know the tourists needs and to exploration the infrastructure in disaster areas. Because of earthquake they launch a new routing which named "love journey" to resume their business. Nowadays, more and more tourists prefer independent travel. For this particular situation, travel agencies change the service mode to turn a disadvantage into advantage. However, customer is the core value for the enterprise, to handling well about customer relationships to make customer satisfaction in order to create interest.

Overall, although the earthquake in Sichuan has caused tremendous damage to the tourism industry, but also brought new opportunities. Travel agencies based on customer needs to provide flexible targeted services to customers to make them satisfaction. Also they were through market research and analyses, to seize the opportunity to develop new tourist routes, in order to help promote the development of tourism in Sichuan. "Love journey" is a feasible tour itinerary that not only helps travel agencies to regain customers, also contributed to the recovery of the tourism industry in Sichuan, while promoting the consumption

power of the disaster areas. Sichuan tourism can continue to develop "Dark Tourism", to enhance the promotion of disaster tourism, to restore the image of a safe trip, then making the rapid development of the tourism industry in Sichuan.

And in the end, some recommendations and suggestions are given. First is to utilize the new opportunities from earthquake to establishment the earthquake museum and "dark tourism", to stimulate and enhance the economic development of disaster areas. Second, travel agents should improve the customer relationship management system, offer a more comprehensive and unique service to customers after the earthquake.

I believe that the tourism industry in Sichuan will soon be back to the level before, and because of the emergence of many new attractions, Sichuan tourism will become more attractive.

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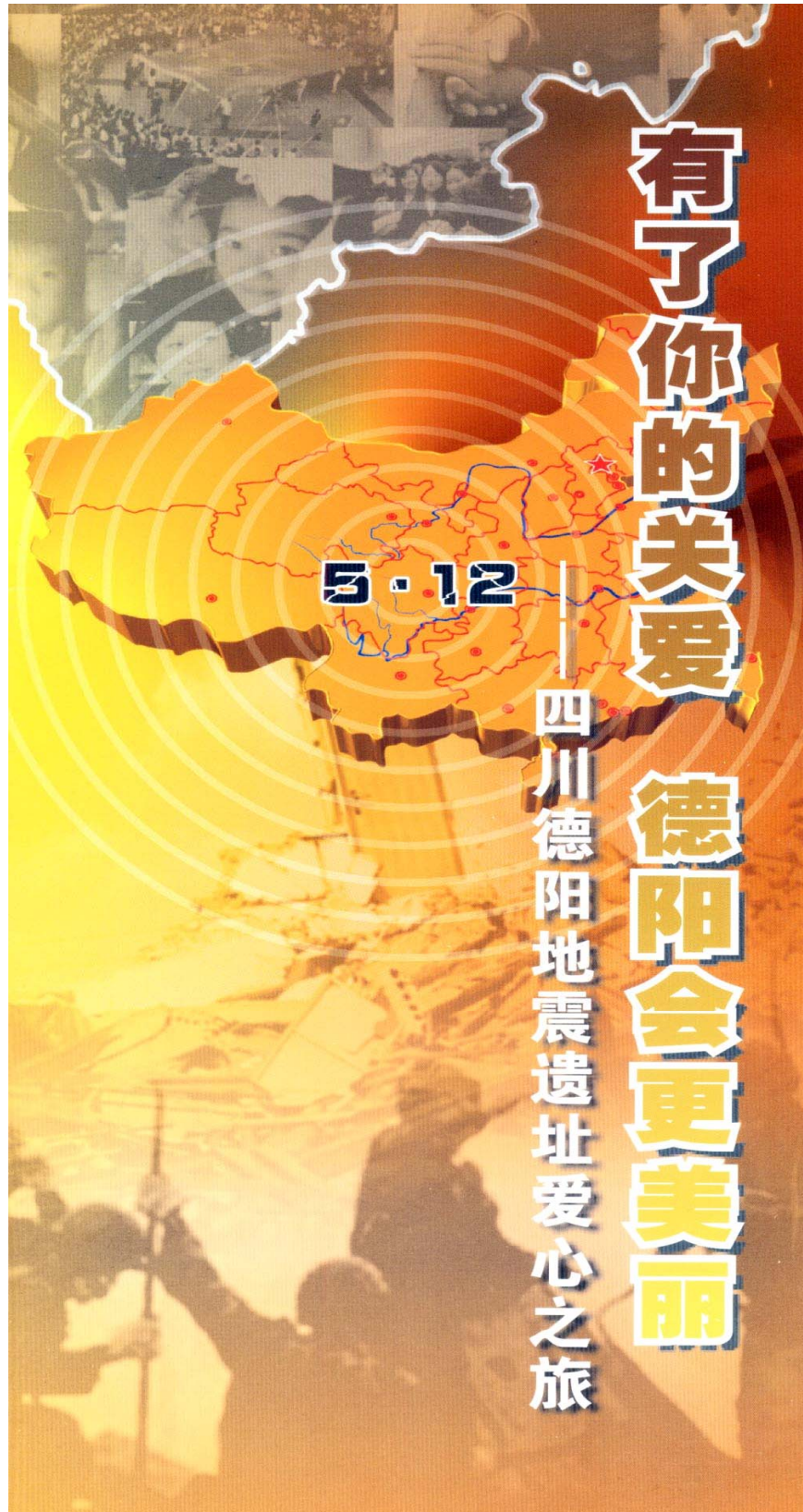
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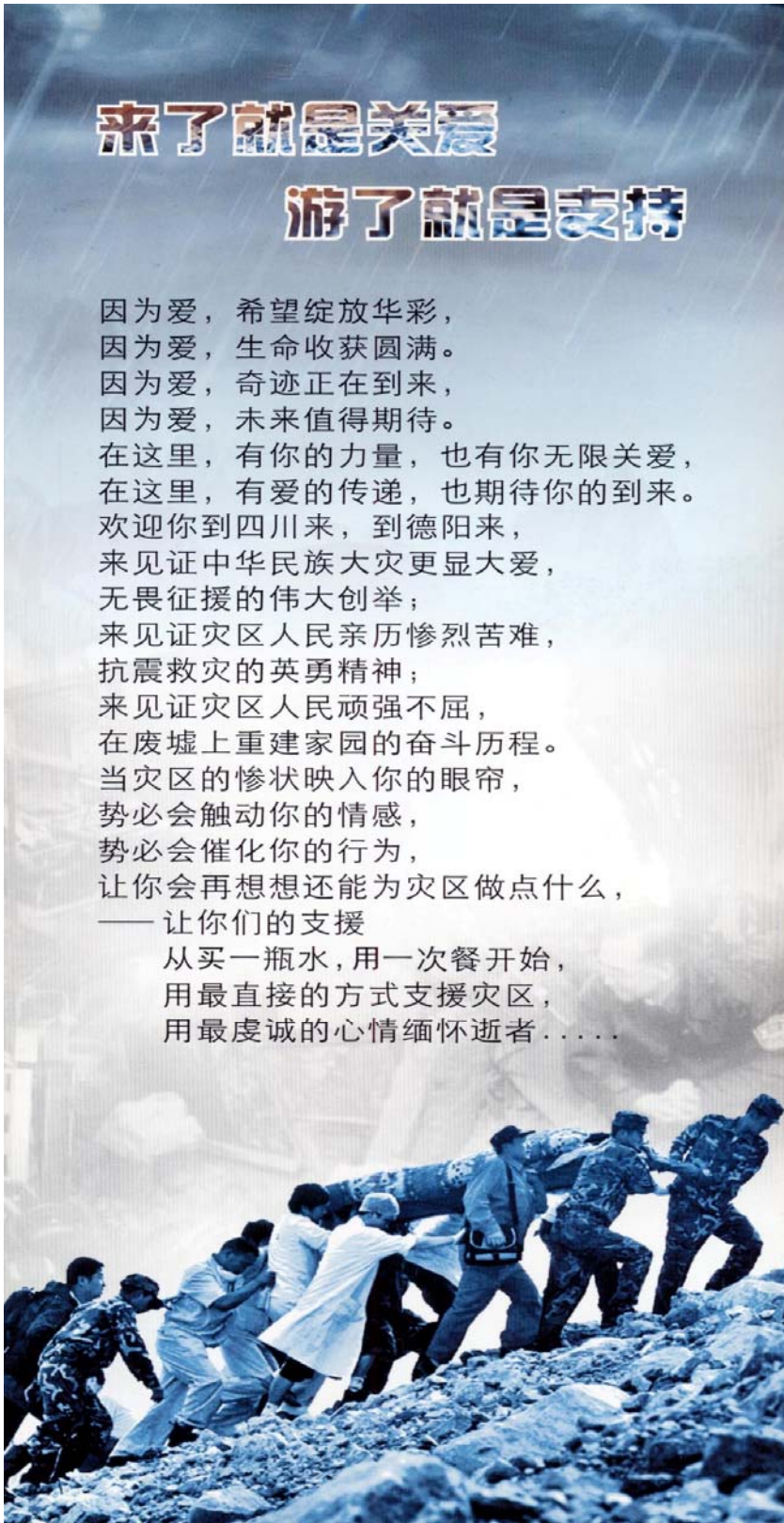
Appendix 1

Advertisement with Love Journey



## Appendix 2

## Advertisement with Love Journey



**来了就是关爱**  
**游了就是支持**

因为爱，希望绽放华彩，  
因为爱，生命收获圆满。  
因为爱，奇迹正在到来，  
因为爱，未来值得期待。  
在这里，有你的力量，也有你无限关爱，  
在这里，有爱的传递，也期待你的到来。  
欢迎你到四川来，到德阳来，  
来见证中华民族大灾更显大爱，  
无畏征援的伟大创举；  
来见证灾区人民亲历惨烈苦难，  
抗震救灾的英勇精神；  
来见证灾区人民顽强不屈，  
在废墟上重建家园的奋斗历程。  
当灾区的惨状映入你的眼帘，  
势必会触动你的情感，  
势必会催化你的行为，  
让你会再想想还能为灾区做些什么，  
—— 让你们的支援  
从买一瓶水，用一次餐开始，  
用最直接的方式支援灾区，  
用最虔诚的心情缅怀逝者……

## Appendix 3

## Advertisement with Love Journey (Tourists Routs)

**广汉、什邡、绵竹地震遗址参观行程**

**D1: 德阳/广汉三星堆/德阳 住: 德阳**

在德阳（或广汉）高速路口接团，午餐后参观长江文明之源、古蜀文化遗址三星堆。乘车赴德阳（25km, 约20分钟车程）。游览亚洲最大的人造石刻艺术墙，东湖山公园，德阳钟鼓楼。入住酒店。晚餐后可夜览荣获“中国人居环境奖”，环湖26公里长的旌湖艺术长廊，领略地震恢复正常后德阳人的精神面貌，欣欣向荣的生活气息。

**D2: 德阳/什邡/荥华镇穿心店/绵竹/汉旺镇**

早餐后乘车赴震前四川十强县排名第二的极重灾区什邡市，抵达荥华镇穿心店（52km, 约60分钟车程）。参观上市公司宏达集团整体被震毁的化工厂（厂区长约1 km），在巨型的废墟前感受灾难无情，生命可贵。当您身临其境，耳边仿佛还回响着胡锦涛总书记视察灾情时站在废墟上鼓舞士气的坚定的话语“任何困难都难不倒英雄的中国人民！”这里保持地震那一瞬间的原貌（当地的说法是：可以拍摄灾难大片），被政府列为灾难主题公园。午餐用灾民提供的爱心盒饭（10元/盒，自理），为灾民提供力所能及的帮助，尽一点绵薄之力。

乘车赴震前四川十强县排名第四的极重灾区绵竹市，前往汉旺镇（65km, 约80分钟车程）。途经绵竹二号桥，外观目前世界上最大的板房区（板房3万多间，约住有5万多灾民），领略举国上下为灾区人民排忧解难的场景。抵达汉旺镇，进入汉旺镇中心，参观在地震那一瞬间造成房屋栋栋歪斜、座座垮塌、瓦砾成堆的无人空城（约1.7平方公里）。外观已实行军事管制的东汽厂。到温家宝总理看望受灾群众的东汽广场，在时间永恒地定格在14时28分的汉旺“5·12纪念钟”前见证历史，留影纪念，举行万人签名活动，留下对遇难者的祈祷，对灾区人民的祝福。乘车返程。



## Appendix 4

## Advertisement with Love Journey (Tourists Routs)

有了你的关爱 德阳会更美丽

**德阳绵竹、什邡地震遗址参观行程**

**D1: 德阳 (或广汉) /什邡/菱华镇穿心店/德阳 住: 德阳**

在德阳 (或广汉北站) 高速路口接团, 乘车赴震前四川十强县排名第二的极重灾区什邡市, 抵达菱华镇穿心店 (50km, 约60分钟车程)。参观上市公司宏达集团整体被震毁的化工厂 (厂区长约1 km), 在巨型的废墟前感受灾难无情, 生命可贵。当您身临其境, 耳边仿佛还回响着胡锦涛总书记视察灾情时站在废墟上鼓舞士气的坚定的话语“任何困难都难不倒英雄的中国人民!” 这里保持地震那一瞬间的原貌 (当地的说法是: 可以拍摄灾难大片), 被政府列为灾难主题公园。午餐用灾民提供的爱心盒饭 (10元/盒, 自理), 为灾民提供力所能及的帮助, 尽一点绵薄之力。乘车赴德阳 (52km, 约60分钟车程)。游览亚洲最大的人造石刻艺术墙, 东湖山公园, 德阳钟鼓楼。入住酒店。晚餐后可夜览荣获“中国人居环境奖”, 环湖26公里长的旌湖艺术长廊, 领略地震恢复正常后德阳人的精神面貌, 欣欣向荣的生活气息。

**D2: 德阳/绵竹/汉旺镇/射箭台年画村**

早餐后乘车赴震前四川十强县排名第四的极重灾区绵竹市, 前往汉旺镇 (47km, 约50分钟车程)。途经绵竹二号桥, 外观目前世界上最大的板房区 (板房3万多间, 约住有5万多灾民), 领略举国上下为灾区人民排忧解难的场景。抵达汉旺镇, 进入汉旺镇中心, 参观在地震那一瞬间造成房屋栋栋歪斜、座座垮塌、瓦砾成堆的无人空城 (约1.7平方公里)。外观已实行军事管制的东汽厂。到温家宝总理看望受灾群众的东汽广场, 在时间永恒地定格在14时28分的汉旺“5·12纪念钟”前见证历史, 留影纪念, 举行万人签名活动, 留下对遇难者的祈祷, 对灾区人民的祝福。乘车前往震前被列为国家级全国农业旅游示范点的沿山乡村旅游地震遗址带, 这里地处龙门山断裂带, 地震那一瞬间沿山的房屋全部垮塌, 被夷为平地。在棚花村你会领略到灾后恢复重建, 欣欣向荣的景象。前往清道镇, 参观在地震中幸存的射箭台年画村, 感受中国四大年画之一绵竹年画的独特魅力。乘车返程。



茂县

汶川 绵竹 什邡 德阳 绵阳 都江堰

Appendix 5

Advertisement with Love Journey

