

Case name

Tamdrin + Litang County: Innovative Marketing of Tourist Destination in the Internet Age

Theory

Internet viral marketing; Influencer marketing; Agenda-setting theory

Keywords

KOL; Social media communication; Internet trending topic

Background information

On November 11, 2020, a Chinese photographer uploaded a seven-second video to the Chinese version's TikTok. In the video, an ethnic Tibetan young herder, Tamdrin (also known by his Mandarin name Dingzhen), from Litang County, Garzê Tibetan Autonomous Prefecture, Sichuan Province, is strolling in his mountainous hometown village with a brilliant smile. The photographer accidentally captured this scene. The short video soon went viral as people were touched by Tamdrin's guileless smiling face and the astonishing scenery in the background. Tik-tok videos with Tamdrin's hashtags have been viewed over 1.2 billion times in only four weeks. Chinese netizens then noticed Tamdrin's hometown Litang, a sparsely populated small county with a fascinating landscape and Xanadu-style culture. Thereby, the public's travel interests surged exponentially.

Marketing Strategy

Tamdrin's popularity made many netizens pay attention to his hometown Litang, and the local tourism authority also took advantage of the situation to cooperate with Tamdrin. Subsequently, destination marketers successfully shifted the tourism marketing strategy from short-lived viral marketing to long-lasting Internet celebrity marketing and further boosted the surge of public travel interests.

1. Official media co-communication and agenda-setting to guide public opinion

After Tamdrin's explosion, the local mainstream media "Sichuan Watch" quickly conducted interviews and communications with Tamdrin many times. Under the guidance of the mainstream media, Tamdrin's image of "innocence" and "simplicity" was widely publicized. Subsequently, on November 18, the hashtag #Tamdrin Joined a state-owned enterprise # climbed into trend again, and the page views exceeded 400 million. Sichuan Garzê government cooperated with Tamdrin and made him the tourism image ambassador of Litang. At the same time, other official media co-communication on different social platforms (see Table 1) attracted the attention of many netizens. Various media agenda-setting successfully shifted netizens' attention to Litang county.

Time	Media	Headline	Agenda-setting
2020. 11.28	CCTV News	"Sweet Wild Boy" a TV series triggered by Tamdrin	Sort out the whole process of Tamdrin going viral
2020. 12.01	People's Daily	Tamdrin's beauty, beauty and common	Define Tamdrin as a national cultural symbol and establish the character image
2020. 12.01	Beijing News	In addition to signing Tamdrin, the local tourism strategy is also great	Commends the local government for its quick action on tourism marketing strategies
2020. 12.05	Xinhua News	Tamdrin's hometown——poetic pastoral	Introduced Tamdrin's hometown Litang
2020. 12.05	New Weekly	Tamdrin's hometown, is a low-key poverty-stricken county.	Demonstrate the process of poverty alleviation in Litang County

Table 1 Agenda-setting and Mainstream Media Headline for these events.

2. Viral marketing, making trending topics

In an interview with Sichuan Watch, Tamdrin said he wanted to visit Tibet the most. This statement triggered a strong reaction from netizens because they thought Litang was in Tibet instead of Garzê, Sichuan.

This cognitive contrast has a comedy effect. Subsequently, this trending topic kept bubbling up, and netizens began to spread and forward it on the Internet jokingly. The Tourism Bureau of the two places took advantage of the situation to conduct viral marketing campaigns. "Sichuan Daily" and "Tibet Daily" interacted with emoticons and started the battle to poach Tamdrin, attracting many netizens to discuss. This marketing method helps Tamdrin to maintain its popularity and promote tourism in various places.

3. Turn to influencer marketing, and deeply explore Litang's connotation

Viral marketing attracts attention and achieves initial success. However, the ephemeral nature of viral marketing calls for effective transition approaches to sustain and increase its marketing profits. On November 25, Litang Tourism Bureau released a promotional video, "The World of Tamdrin," introducing Litang from Tamdrin's perspective. Once the video was released, it immediately received 380,000 likes. This video is a promotion for Tamdrin and a valuable extension of the attractiveness of tourist destinations. Since then, Litang has transitioned from viral marketing to influencer marketing. At the same time, Garzê's authority announced they would roll out massive tourism promotions, including ticket fee exemption and hotel discounts for all tourists. Those promotions boosted Litang and Garzê's tourism surge even further.

Outcomes

According to multiple OTA platforms, compared with the last year, the number of hotel reservations in Garzê in 2020 increased by 89%. The local government's tourism statistics show since 2021, Litang has achieved a total tourism revenue of 1.76 billion, rising 6.4% compared with last year. During the same period, 1.602 million tourists

visited Litang. In general, the tourism marketing of "Tamdrin + Litang" has achieved great success, turning Litang from an obscure small county into a coveted paradise. Moreover, the booming tourism industry in Litang has also significantly contributed to local poverty alleviation.

Implications & Challenges

By cooperating with influencer Tamdrin, the local government successfully promoted Litang. At the same time, it brought many new ideas for tourism marketing in the Internet era. First, according to the characteristics of social media, Litang Tourism Bureau took efficient actions to support local influencer Tamdrin to drive traffic. Surprisingly, since Tamdrin went viral, it only took a few days for the Litang government to adopt a series of tourism marketing strategies. It suggests that we must respond quickly and move forward decisively in the ever-changing Internet age. Secondly, the Litang government overcomes the drawbacks of short-term viral marketing to explore the tourism destination's attractiveness and uniqueness consistently. It inspires us that we need to dig deeply into the unique beauty of tourist destinations and actively explore high-quality content marketing so that tourist destinations can develop sustainably. To sum up, the "Tamdrin + Litang" model has achieved initial success in destination marketing. However, due to the fast update frequency of the Internet, netizens would always attract by new things. Therefore, the local government should consider and solve the issues of how to further promote tourism destinations and maintain the trendiness for the development of Litang.

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Micro Hotspot Big Data Research Institute. (2020). 2020 China Tourism Industry Network Attention Analysis Report. <https://www.wrd.cn/infoData.shtml>

Garzê Daily. (2021). A summary of tourism during the National Day holiday in Ganzi Prefecture Retrieved 08 Oct 2022 from <http://www.gzz.gov.cn/gzzrmzf/c100005/202110/27c711b29b8044a986310c5371ab1793.shtml>

案例名称

谭德林+理塘县-互联网时代旅游目的地的创新营销

理论依据

互联网病毒式营销；影响者营销；议程设置理论

关键字

KOL；社会媒体传播；网络流行话题

背景资料

2020年11月11日，一位中国摄影师在中国版`TikTok上传了一段7秒钟的视频。视频中，四川省甘孜藏族自治州理塘县的藏族青年牧民谭德林（普通话名字也叫丁珍）正带着灿烂的笑容在家乡的山村漫步。摄影师无意中捕捉到这一幕。由于人们被他毫无顾忌的笑脸和背景中令人惊叹的风景所感动，这段短视频很快就被传开了。带有谭德林标签的抖音视频在短短四周内被浏览了12亿多次。中国网民随后注意到谭德林的家乡理塘，一个人口稀少的小县城，有着迷人的风景和仙都式的文化。由此，公众对理塘的旅游兴趣成倍增长。

营销策略

谭德林的知名度使许多网民关注他的家乡理塘，当地旅游部门也趁势与谭德林合作。随后，目的地营销人员成功地将旅游营销策略从短暂的病毒式营销转变为持久的网络名人营销，并进一步推动了公众旅游兴趣的激增。

1. 官方媒体联合传播，设置议程引导舆论

谭德麟爆红后，当地主流媒体《四川观察》迅速对谭德麟进行了多次采访和沟通。在主流媒体的引导下，谭德林的“纯真”、“朴实”形象被广泛宣传。随后，11月18日，#谭德林加入国企#的话题再次攀上热搜，页面浏览量突破4亿。四川省甘孜州政府与谭德林合作，让他成为理塘的旅游形象大使。同时，其他官方媒体在不同社交平台上的联合传播（见表1）也吸引了众多网民的关注。各种媒体的议程设置成功地将网民的注意力转移到了理塘县。

时间	媒体	媒体新闻标题	活动流程
2020. 11. 28	央视新闻	“理塘男孩”-对丁真的系列报道	全面梳理了丁真成为网络热点的过程。
2020. 12. 01	人民日报	迷人的理塘	将丁真定义为当地的文化符号，树立旅游人物形象。
2020. 12. 01	北京新闻	除了丁真，理塘也同样美丽	对当地政府快速抓住热点并进行旅游营销推广的行动大加赞赏。
2020. 12. 05	新华社	丁真的故乡-理塘	介绍丁真的家乡-理塘县。
2020. 12. 05	每周新报	成功脱贫致富的贫困县-理塘	展示理塘县脱贫致富的过程。

表格 1 此次营销活动的主流媒体新闻标题以及活动流程。

2. 病毒式营销，制造潮流话题

在接受《四川观察》采访时，谭德林说他最想去的是西藏。这句话引发了网民的强烈反应，因为他们认为理塘在西藏，而不是四川的嘎洒。这种认知上的对比具有喜剧效果。随后，这个热门话题不断发酵，人们开始在网

上玩笑般地传播和转发。两地的旅游局趁势开展病毒式营销活动。“四川日报”和“西藏日报”用表情包互动，打响了挖角谭德林的战役，吸引了众多网友的讨论。这种营销方式有助于塔姆林保持其知名度，促进各地的旅游发展。

3. 转向影响力营销，深入挖掘理塘内涵

病毒式营销吸引了人们的注意力，取得了初步成功。然而，病毒式营销短暂性的特点使我们需要采取更有效的过渡方式来维持和提高其营销利润。11月25日，理塘旅游局发布了一个宣传视频《塔姆林的世界》，从塔姆林的角度介绍理塘。视频一经发布，立即收到38万个赞。这个视频是对谭德林的宣传，也是对旅游目的地吸引力的宝贵延伸。从那时起，理塘已经从病毒式营销过渡到影响者营销。与此同时，当地政府宣布他们将推出大规模的旅游促销活动，包括对所有游客免除门票费用和酒店折扣。这些促销活动进一步推动了理塘的旅游热潮。

成果

根据多个OTA平台的数据，与去年相比，2020年的酒店预订数量增加了89%。当地政府的旅游统计数据显示，自2021年以来，理塘实现旅游总收入17.6亿，与去年相比增长6.4%。同期，有160.2万名游客来到理塘。总的来说，“谭德林+理塘”的旅游营销取得了巨大的成功，将理塘从一个不起眼的小县城变成了一个令人垂涎的天堂。此外，理塘旅游业的蓬勃发展也大大促进了当地的扶贫工作。

反思与挑战

通过与谭德林的合作，当地政府成功地推广了理塘。同时，它也为互联网时代的旅游营销带来了许多新思路。

首先，根据社会化媒体的特点，理塘旅游局采取了有效的行动来支持当地的影响者谭德林来带动流量。令人惊讶的是，自从谭德林走红后，仅用了几天时间，理塘政府就采取了一系列的旅游营销策略。这表明，在瞬息万变的互联网时代，我们必须快速反应，果断前行。

其次，理塘政府克服了短期病毒式营销的弊端，持续地挖掘旅游目的地的吸引力和独特性。这启示我们，要深入挖掘旅游目的地的独特魅力，积极探索高质量的内容营销，使旅游目的地可持续发展。

综上所述，“塔姆林+理塘”模式在目的地营销方面取得了初步成功。但是，由于互联网的快速更新频率，网民总是会被新事物所吸引。因此，当地政府应该考虑和解决如何进一步促进旅游目的地的发展，保持理塘发展的潮流性。