

Research on the network marketing strategy of improving Chinese tourists' travel to Mongolia

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ABSTRACT: *As a sunrise industry recognized by people, tourism industry brings remarkable wealth to the people of the world. At present, the rapid development of Internet marketing in the world has become a key means to attract Chinese tourists to travel to other countries. Tourism Internet marketing around the world is evaluating the amazing development. There is still a gap between Mongolia and western developed countries in the process of Internet marketing for Chinese tourists. Mongolia is surrounded by China and Russia, the main economic source of its tourism industry is Chinese and Russian tourists, so whether it can attract more Chinese tourists to go sightseeing or not plays a key role in the development and construction of Mongolia's tourism industry. The most important part of this paper is to analyze the willingness and influence of Chinese tourists to travel to Mongolia by means of data statistics and questionnaire. On the basis of combing and analyzing the willingness and influence of Chinese tourists to travel to Mongolia, this paper puts forward corresponding online marketing strategies.*

KEY WORD: *Mongolia ; Attract ; Chinese tourists ; Network marketing*

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I. INTRODUCTION AND LITERATURE REVIEW

Since entering the 21st century, the influence of the Internet on us has become more and more important, and people's lives begin to be inseparable from the Internet. As the Internet can effectively connect enterprises and consumers around the world, network marketing has replaced most of the traditional sales model. Compared with the traditional sales mode, the network marketing can highlight its advantages. In its sales platform, sales channels, sales groups and sales profits, it has brought intuitive improvements and changes.

China's vast region and rich climate tourism resources provide a good environment for the growth of tourism. In different regions, tourism has its own characteristics. As a whole, China's tourism is very rich. Sufficient tourism resources will inevitably bring more business opportunities under the expansion of network marketing. Through the network marketing mode, it can improve the personal and organizational trading activities. Internet technology has broken the time and space restrictions of network marketing. The free and flexible trading mode has been recognized by modern consumers. The process of E-marketing is more abundant, bringing better consumer experience to both sides of the transaction.

First, Internet marketing is conducive to reducing costs and improving efficiency

Network marketing can make full use of Internet technology to carry out the whole process of product publicity, marketing and sales in the virtual network world, minus the store cost, channel cost and a large number of labor costs in the physical sales, etc., and can provide convenience for modern people's fast-paced lifestyle, improve people's consumption efficiency, which is inevitable in the information society. Products. Network marketing can not only provide a broader platform to attract larger consumer groups, but also better establish the brand image and increase the competitiveness of peers.

Second, Internet marketing is conducive to more fair competition opportunities for enterprises

The network platform enables the large and medium-sized enterprises to gather at the same starting point, saves a lot of advertising costs, and fairly faces to the vast number of consumers to choose by themselves. As long as we rely on our own tourism quality and consumers' good purchasing experience, we can increase the sales volume and reduce the fixed thinking mode that is not affected by consumers because of the size of the enterprise. This is also more conducive to small and medium-sized farmers to better let everyone know, and even have the opportunity to establish a brand image, establish a good reputation.

Third, network marketing is conducive to enterprises to obtain a larger living space

Through the network marketing, we can break through the restrictions of tourism countries and products, make better regional countries understand our tourism, and even make tourism go to the international

market. The space of tourism publicity in the network is larger, and make more people understand our tourism by using the efficient communication of the network, and expand the sales channels of products more intuitively. Farmers can better publicize their own characteristic products, take tourism out of the gate of their hometown, and let people in more areas contact and buy.

Fourth, meet the development requirements of low-carbon and sustainable agricultural law

Tourism marketing is an important link in the development of agricultural economy in China. Network marketing is not only in line with the characteristics of modern agricultural sustainable development and low-carbon marketing, but also the best way of tourism marketing. It is an important way to improve the living standard of rural people and increase their income. In the long-term development, network marketing can continuously promote the sustainable development of tourism in China.

1.2 Research Objectives

The objective of the research is to improve the online marketing strategy of Chinese tourists' travel to Mongolia.

1.3. Research Methodology and Data Analysis

1.3.1 Establishment of online marketing index model for Chinese tourists to Mongolia

1.3.1.1. Influencing factors of tourism network marketing index model

Network influencing factors: The most essential principle of traditional tourism network marketing management is the principle of tourist satisfaction, which is the current needs of tourists. The traditional tourism marketing concept only considers providing its own services to tourists. In the tourism network marketing evaluation, the network influence factors play a key role in the tourism network marketing. The first level of tourism marketing is to play a good role in the Internet. The factors that affect the Internet are as follows:

First, customers: the online marketing of Chinese tourists to Mongolia is basically based on the needs of tourists, and the long-term consumption of tourists is the core of the online marketing of tourism. In addition, because the tourism network marketing adopts the form of network personalized evaluation, and some application point-to-point marketing concepts have methods, there is a close relationship between network marketing and tourists' consumption demand, tourists can also build a long-term information relationship with tourists, tourism enterprises can also recognize the long-term value of tourists, and then provide personalized services for tourists, soft Marketing Institute The target is customers. Personalized consumption demands make tourists become the active party in terms of psychology, but the Internet has real-time and interactive nature, which makes it possible to reprogram the active party.

Second, website. First of all, the influence factors of website construction, at present, more and more tourism enterprises, regardless of their own development scale, most of them have their own websites. But if the lack of professional network marketing personnel under the guidance of building a corresponding website to effectively meet the needs of the network marketing century. However, most of the construction companies often carry out design and planning at a very common or even single level, but it is difficult to effectively respond to rapid marketing and communication from the relevant perspective, so only relying on the specialized mode to promote the steady development of tourism industry;

Third, transformation mode. Transformation mode is the key factor of conversion rate. Now, how to implement this goal is divided into three parts: the early stage, the middle stage and the later stage. The early stage is mainly to make plans and projects, analyze relevant plans, and lay a foundation for normal marketing; the middle stage is to improve the sales system and after-sales customer service system; and the later stage is to increase the sales volume.

1.3.1.2 Analysis of intermediate influence factors

The marketing intermediary mainly provides a long-term service for the marketing activities of enterprises, thus helping enterprises to promote products. The role of the distribution products in the marketing of enterprises can not be ignored, or even have a driving role. First of all, for travel agencies, travel agencies have the role of middlemen in marketing. Middlemen can effectively hunt for potential target customers, so as to provide customers with better services. Tourism network marketing evaluation needs to effectively consider the role of travel agencies, master and study relevant business activities, and take some incentive measures to promote the effective development of relevant business activities. Secondly, a series of related professional service network marketing service institutions, such as tourist hotels, tourist car rental companies, etc., will have a significant impact on tourism network marketing. Its main task is to help tourism destinations reasonably determine their own market positioning, carry out market promotion, and facilitate the development of related activities. Finally, in financial institutions, basically all enterprises and business cooperation as a link to provide corresponding financing and insurance services.

1.3.1.3 Service impact factors

The service has the characteristics of non storage, but the tourism network marketing service occupies a very critical position, and the service can not determine the final result with the help of evaluation, and can use different quantitative service factor indicators, but this understanding does not mean that the service is difficult to carry out quantitative research, because tourists can also intuitively reflect with other feelings. The relevant quantitative indicators are mainly customer complaint rate, customer preference, customer satisfaction, etc. In the traditional marketing mode, marketing is mainly manifested in the product, not focusing on service. However, the current competition has shifted to another level, that is, product and service elements. The product shape and mode are easy to copy, and the patent only provides restrictions for copying. Therefore, it is difficult for tourism developers to innovate new forms of products on their own, and products differentiate themselves and their competitors. Therefore, they seek their own sources of differentiation, provide key competitive strategies for high-quality services, and then stay in the forefront of competitive elements.

1.3.2 Analysis on the construction of tourism network marketing evaluation

1.3.2.1. Assumptions of the model

This paper holds that the main variables influencing tourism network marketing are tourism website, customer perception, enterprise strategy, marketing effect and social effect. These five variables are the five angles of index screening. In the evaluation, they will be the main index source of tourism network marketing evaluation. According to BSC evaluation model and 360 Degree evaluation model, combined with the actual situation of tourism network marketing, describes the assumptions before the establishment of the model as follows:

(1) The indicators of tourism websites include the images of local tourism websites and individual tourism companies; (2) Marketing effect includes tourism industry marketing effect and tourism enterprise marketing effect; (3) The social effect includes the function of local government to the whole tourism industry, the service quality provided by infrastructure, policy environment, information construction and public welfare activity rate; (4) It is assumed that tourists are in an information environment and can provide feedback to all departments.

1.3.2.2 Analysis of model evaluation objects

These special aspects must be taken into account in the establishment of model indicators, so as to adapt to the tourism industry. The main analysis of each evaluation object is as follows:

(1) The intermediary nature of the website produces multiple sellers. The seller is no longer an independent travel agency and tourist commodity seller, but a seller integrating travel agency, tourist commodity seller, tourist hotel and tourist guide service center.(2) Multi channel booking system. The reservation system of tourism network marketing is similar to the hotel reservation system. If the transaction can occur within the specified time, the system will automatically keep it without prepayment, so as to provide convenience for the tourists with close source.(3) The travel commodity company realizes the convenient sale of the field transaction express delivery. Tourists can select tourism commodities in the physical tourism commodity store, and transport the commodities to the designated place by the express company entrusted by the tourism commodity sales point. In this way, tourists can directly pay by cash and bank card on the spot. There is no risk of online shopping, and the payment method does not use the transfer of online banking, which enhances the interests of consumers and increased the safety of shopping.

1.3.2.3 Model establishment and description

In the model established in this paper, it is a comprehensive study of the Balanced Scorecard and 360 degree assessment model, combined with the reality of the tourism industry. At the same time, through the questionnaire survey of Yan'an tourists, some indexes of evaluation are summed up, and the index model of evaluation is established. After the index screening of travel agencies, it lays the foundation for the data accumulation of AHP later. Finally, the evaluation index model of tourism network marketing is established.

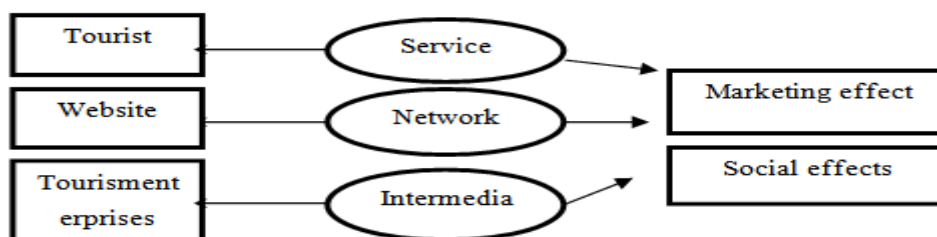


Figure 1: three factor impact index model of tourism online marketing evaluation

After analyzing the five aspects of quantitative indicators, according to BSC With the establishment of the five-star map model, the five aspects of tourism network marketing evaluation have internal relations: (1) the website is the basis of tourism network marketing evaluation. Tourism enterprises obtain information resources through the website, tourists realize consumption demand through the website, and finally feed back information to the service providers, which is conducive to the service providers to find problems in marketing and improve business management. (2) From the perspective of a tourism destination, the social effect and marketing effect analyze the support and influence of local government on the tourism sector, so as to evaluate the marketing effect of the tourism destination as a whole. (3) In terms of the relationship from independent variable to dependent variable, website, tourism enterprise and social effect belong to independent variable in the whole marketing evaluation system, while tourist and marketing effect belong to dependent variable. That is = f (website, tourists, tourism enterprises, social effect, marketing effect). The five-dimensional evaluation model is shown in the following figure:

1.3.3. Empirical research design

1.3.3.1. Data source and respondents

In this paper, the research on the evaluation of China's tourism network marketing to Mongolia mainly involves the establishment of the network, tourists' perception and tourism related content. Meanwhile, it also makes a detailed description of the communication and exchange among different tourism institutions, internal and external organizations, which is a very wide range of topics. Therefore, this paper analyzes data collection as a challenge. Finally, in order to obtain the data processing needs, the questionnaire survey situation is applied. The main respondents are: tourism companies, tourists, tourism websites and Mongolian tourism related parties. As far as the geographical distribution of the respondents is concerned, this survey is mainly concentrated in the northeast region. According to the characteristics of the respondents' industries, even though the analysis of this paper focuses on the Mongolian tourism network, it also helps customers feel.

1.3.3.2 Sample number and questionnaire recovery

In the process of selecting samples, according to the opinions of relevant scholars, correlation analysis, causal comparative analysis and experimental analysis, the number of subjects is at least 30. There are two questionnaires in the empirical analysis of this paper. The first one is mainly based on Chinese tourists traveling to Mongolia, and then the evaluation indicators are selected reasonably. The first one is based on 200 questionnaires, both written and e-mail. 200 questionnaires are collected, 175 of which are valid questionnaires, with an efficiency of 87.5%. The second one is based on the travel agency's proposal In total, 200 written and e-mail questionnaires were distributed, 100 written questionnaires were collected, 87 effective questionnaires were collected, 75 email effective questionnaires were collected, 162 questionnaires were collected, and the effective rate of the questionnaire was 81%. The number of samples is consistent with the requirement of correlation analysis.

1.3.4. Data analysis

1.3.4.1 Description statistics

Describing the statistical function can grasp the empirical analysis of the research, understand the source of the questionnaire questions and relevant information, and also can grasp some basic variable information of the questionnaire. The statistical description results of this questionnaire can show that the sample distribution range is very wide, including personnel in multiple posts, and 90% of Chinese tourists to Mongolia agree with tourism online marketing, and different levels of income groups have, so there will not be too biased data sources, and the relevant data is shown in table 1.

Table 1: Statistical table of survey data

Characteristic	Classify	Number of people	Proportion
Gender	Male	121	0.61
	Female	79	0.39
Tourists engaged in industry	Personnel of administrative organs and institutions	34	0.17
	Personnel of public institutions	37	0.18
	Enterprise staff	32	0.16
	Student	23	0.1
	Police, military	7	0.04
	Businessman	35	0.18
	Worker	8	0.04
	Citizen	2	0.01
	Professional	14	0.07
	Other	8	0.04

Tourism mode	Online public opinion group tour	122	0.61
	Self driving for online booking	54	0.27
	Other	24	0.12
Monthly income	Under 1000 yuan	17	0.08
	1000-2000yuan	44	0.22
	2000-3000yuan	85	0.42
	Over 3000 yuan	54	0.27
Attitude towards online tourism	Sure	180	0.9
	Negative	20	0.1

1.3.4.2 determination and analysis of invalid indicators

The method of item analysis applied in the empirical analysis of this paper is that, with the help of questionnaire survey and statistics, the index value of zero is classified as invalid index, so this item needs to be deleted.

(1) Analysis of reaction independent variable items

Table 2: project analysis of network characteristics

Website	Page views
	Time users stay on the website
	Online community subscription point
	Number of links with similar websites
	Internet booking information intermediary
	Promotion effect of online advertising
	Feedback rate of online booking
	Growth rate of registered users

The index value of online booking intermediary is equal to 0. More and more travel agencies consider it fuzzy and general in the process of selecting the index. Therefore, in the process of original data screening, they choose to delete the data.

Table 3: Tourism Enterprises

Tourism Enterprises	Growth rate of network sales C_{11}
	Network sales expense rate C_{12}
	Diversified network marketing means C_{13}
	Tourism enterprise visibility C_{14}
	Tourism hotel and car rental satisfaction C_{15}
	The cost for tourism enterprises to obtain customers

There are many ways to obtain the source cost of tourism enterprises. Some of them use some additional economic methods, so this index is also an abnormal index.

Table 4: Social effects

Social effects	Tourism policy environment C_{20}
	Infrastructure construction C_{21}
	Tourism information construction C_{22}
	Public welfare activity rate C_{23}

(2) Item analysis of response dependent variable

Table 5: Customers

Customers	Customer preference C_1
	Customer satisfaction C_8
	Customer complaint rate C_9
	Customer communication C_{10}

Table 6: Marketing effect

Marketing effect	Market share C_{16}
	Market expansion rate C_{11}
	Customer number growth rate C_{16}
	Information utilization C_{19}

There is repeatability between market expansion rate and market share index, so this item is deleted.

1.3.5. Evaluation process of AHP

Weight calculation of the first level evaluation index:U1, U2, U3, U4 and U5 are adopted for the weight of the first level evaluation index website, customer perception, tourism enterprises, marketing effect and social effect, and the corresponding judgment matrix is constructed as follows:

Table 7: Weight calculation of the first level evaluation index

U	U ₁	U ₂	U ₃	U ₄	U ₅
U ₁	1	3	5	8	5
U ₂	1/3	1	3	7	5
U ₃	1/5	1/3	1	3	1
U ₄	1/8	1/7	1/3	1	2
U ₅	1/5	1/5	1	1/2	1

(1) According to the above judgment matrix, the first level evaluation index weight:

$$\sum_{j=1}^n a_{ij} \text{ (i为行号, j为列号)}$$

$$w_i = \frac{1}{n} \sum_{i=1}^n (a_{ij} / \sum_{j=1}^n a_{ij})$$

$$w_1 = \frac{1}{5} \left(\frac{1}{1.9} + \frac{3}{4.67} + \frac{5}{10.33} + \frac{8}{19.5} + \frac{5}{14} \right) = 0.49$$

$$w_2 = 0.28; w_3 = 0.1; w_4 = 0.06; w_5 = 0.07$$

The calculation results of the same determined index layer are as follows:

Table 8: Website index layer calculation results

C ₁	C ₂	C ₃	C ₄	C ₅	C ₆
0.2	0.26	0.09	0.07	0.09	0.29

Table 9: calculation results of customer index level

C ₁	C ₈	C ₉	C ₁₀
0.21	0.24	0.27	0.3

Table 10: calculation results of indicator level of tourism enterprises

C ₁₁	C ₁₂	C ₁₃	C ₁₄	C ₁₅
0.14	0.21	0.22	0.22	0.21

Table 11: calculation results of marketing effect index layer

C ₁₆	C ₁₇	C ₁₈	C ₁₉
0.43	0	0.37	0.2

Table 12: calculation results of social effect index layer

C ₂₀	C ₂₁	C ₂₂	C ₂₃
0.29	0.26	0.27	0.18

According to the same method, calculate the evaluation index value of Chinese tourists' online tourism marketing to Mongolia, and determine the internal research problems of Mongolian tourism online marketing by index comparison and analysis.

(2) Consistency test for different indicators

$$CI = (\lambda_{\max} - n) / (n - 1)$$

According to the above research, the consistency test is $0.032 < 0.1$, and the comparison matrix has satisfactory consistency. According to the calculation results, different index weights can be determined. Finally, the corresponding evaluation table is constructed.

Table 13: evaluation form

Target layer	Criterion level	Index level	X _i
Tourism network marketing evaluation form	Website B ₁ =0.49	Page views C ₁	20.4
		User's stay time on the website C ₂	26.3
		Online reservation feedback rate C ₃	8.5
		Number of links with similar websites C ₄	7
		Growth rate of registered users C ₅	9.2
		Promotion effect of online advertising C ₆	28.6
	Customer B ₂ =0.28	Customer preference C ₇	20.6
		Customer satisfaction C ₈	3.5
		Customer complaint rate C ₉	26.8
		Customer communication C ₁₀	29.1
	Tourism enterprises B ₃ =0.1	Growth rate of network sales C ₁₁	14
		Network sales expense rate C ₁₂	21.2
		Diversified network marketing means C ₁₃	22.1
		Tourism enterprise visibility C ₁₄	21.8
		Tourism hotel and car rental satisfaction C ₁₅	20.9
	Marketing effect B ₄ =0.06	Market share C ₁₆	42.5
		Market expansion rate C ₁₇	0
		Customer number growth rate C ₁₈	37.1
		Information utilization C ₁₉	20.4
	Social effects B ₅ =0.07	Tourism policy environment C ₂₀	29.1
		Infrastructure construction C ₂₁	26.3
		Tourism information construction C ₂₂	27.1
		Public welfare activity rate C ₂₃	17.5

1.4 Findings and Interpretation

According to the evaluation results, we can effectively see the actual proportion of different indicators, and the relevant figures can show the certain deficiencies and problems that need to be solved in Mongolia's tourism network marketing. What can be determined is that if some indicators in the tourism network marketing can reflect the problems and make improvements, the tourism network marketing can also be recognized by more people. This evaluation of online tourism marketing can show:

(1) There is a large gap between the secondary indicators

In the five secondary indicators, the website score is 0.49, which means that tourists are more attractive to live with you when choosing the network mode, which brings strong visual impact to tourists, and thus tourism desire; the customer score is 0.28, and tourists pay more attention to the complaint rate, which means that people have uncertainty about the network transaction itself, if the complaint rate is too high, the website will After Mongolia's tourism network marketing, the value of tourism enterprises is 0.1, which can fully show that the network makes tourists more convenient. Tourism enterprises only play a small role in this process. Tourists attach great importance to the correlation between them and related industries, so that local tourism has high convenience and high corporate awareness.

(2) The third level indicators are focused

In the evaluation system, the relevant indicators such as the promotion effect of online advertising, the stay time of users in making websites, the number of page views, the rate of customer complaints, customer satisfaction and so on occupy a very critical position. The quality of the promotion effect of online advertising will directly affect the marketing effect, and it also means that tourists are relatively cautious in choosing the destination, while the page views and the stay time of tourists in websites are also reflected Tourists have a better understanding of tourism destination publicity, and the selection of tourism websites is relatively improved, which brings competition between the same industry for tourism purposes. Tourists' complaints and tourists' satisfaction are mainly based on the feedback system of the network. Tourists can find the problems and deficiencies in Mongolia's tourism network marketing. If the tourism website does not properly handle tourists' complaints, it will cause tourists' dissatisfaction.

According to the logical relationship of the whole indicator, the five-dimensional indicator can be divided into two types: the first is an independent variable, the second is a dependent variable, in which the independent variable includes website, tourism enterprise and social effect, and the second is a tourism perception and marketing effect. Independent variables play a key role in the overall evaluation system, accounting for more than half of the indicators in the evaluation system, which can be shown in the figure below.

The above analyzes the environmental impact of Mongolia's marketing from the aspects of the opportunities and challenges faced by Mongolia's online marketing and the development trend of tourism marketing. Through the analysis, we conclude that Mongolia island enjoys unique regional and resource advantages, and is affected by the support policies of the state and local relevant departments. There are major business opportunities in the development of scenic spots. However, with the strong homogenization of products and the prevalence of new activities, the development of scenic spot tourism has brought great pressure. Network marketing needs to find a breakthrough and explore a unique and innovative way. At the same time, due to the prevalence of individual tourism, consumers actively participate in the realization of tourism activities, hoping to obtain relevant information about travel in time, so as to facilitate the development of satisfactory itinerary. Mongolia hopes to build up a set of its own marketing strategy, i.e. online marketing, and aspires to establish a nationwide marketing network system radiating China. According to the head of Tourism Department of Mongolia, only by building its own network marketing system, can it achieve better business results and truly realize the marketing mode of "private customization"; it can shorten the distance with tourists, more directly and conveniently get valuable feedback information and solve the bottleneck problem of tourism marketing in Mongolia in recent years. Therefore, Mongolia is opening a new chapter of online marketing in 2010, among which the construction of scenic spot website platform is the most important one. According to the comparison between the evaluation index table of Chinese tourists' online tourism marketing to Mongolia and the evaluation of Mongolian tourism online marketing, the practical problems in Mongolian tourism online marketing are mainly manifested in the following aspects:

(1) Problems in website construction

There is a big gap between the website construction and the actual tourism network marketing index in Mongolia tourism network marketing. The promotion effect of network marketing advertising is not ideal, and the number of links with the same type of website is poor. Mongolia tourism network marketing and the number of links with the same type of website show a semi network marketing trend. Only according to the actual needs of the group, and then based on the The name of the travel agency and the destination carry out online transactions. At the same time, the lack of specialized tourism websites to effectively meet the actual needs of tourists. As for the feedback of online booking, after inquiring the online marketing booking service of Chinese tourists to Mongolia, it is found that the problem of online marketing booking system of Chinese tourists to Mongolia is very serious, lacking the corresponding online guidance service, the scenic spot does not have the corresponding virtual performance, lacking the team network information, so it is difficult for tourists to make a choice to go to Mongolia Ancient tourism.

(2) Problems in tourism enterprises

The most critical problem of tourism enterprises is the lag of marketing consciousness, which is reflected in the diversification and singleness of online marketing means in terms of indicators, and the transformation of traditional tourism forms explored by most tourism enterprises. Mongolia's tourism online marketing is seriously affected by traditional marketing. With the help of their own road signs, the major tourism agencies publicize themselves, which results in local tourism The way of propaganda is relatively simple.

(3) Problems in social effects

In terms of social effects, the rate of information construction and technological activities is relatively low, and information dissemination can build a good image for tourism destinations, but the rate of public welfare activities can effectively broaden the tourism radius, and Chinese tourists to Mongolia show weaknesses in both aspects.

II. CONCLUSION:

In the 21st century, the tourism market will take on the trend of popularity and popularization, brand and sensibility, quality and enjoyment, multi-layer and differentiation, popularization and socialization. The Mongolian tourism market will develop into a new era of experience economy and industrial chain economy from tourism marketing; The transformation of tourism marketing from product centered to consumer centered, from the subdivision change of consumer demand, in tourism marketing, it has changed from the former "advertising" mode to the new consumption era with the keywords of "communication" and "communication"; tourism marketing has changed from the product marketing era to the brand marketing era; From the marketing of tourist attractions to the overall marketing of tourist destinations, from extensive marketing to refined marketing. With the advantages of Mongolia and China in terms of geographical location, in order to attract more Chinese tourists in the early stage of tourism, Mongolia tourism has established a network marketing mode that conforms to the trend of the times and is suitable for the development of tourism market in our region, and

combined with the feasibility analysis of various network marketing means, summed up the theoretical basis for it. In theory and practice, we should advance step by step, so as to achieve the circular information dissemination and sharing value of "paying attention to experience and sharing more attention", which is of key significance for promoting the development and construction of Mongolian tourism industry.

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