

Xinyue Chen

MARKETING KOUVOLA REGION TO CHINESE TOURISTS THROUGH WEIBO

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Author (authors) Xinyue Chen	Degree Bachelor of Business Administration	Time April 2016
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<p>Abstract</p> <p>The topic of the thesis was made based on previous working experience, three months internship in a travel agency in China. Kouvola region was chosen to be promoted to Chinese tourists as an ideal outbound traveling destination. Outbound traveling has gained its popularity in China. In order to boost the development of tourism and economy in Kouvola region or Finland, the Chinese tourism market has the significant effect. Another objective is the Chinese social media which is called Weibo. Weibo, one of the most welcomed social media in China, is an effective way to promote Kouvola region or Finland to Chinese tourists. Social media marketing is the main part of this thesis.</p> <p>Qualitative research was used to collect the data. There were several interviews done to collect the information through Skype and e-mail about Kouvola region or Finland as an ideal outbound traveling destination from Chinese tourists' views. The findings were to draw a Chinese tourists profile and find the best solution to market Kouvola region to Chinese tourists.</p> <p>Weibo, as one of the most powerful social media in China, is an excellent platform to promote Kouvola region to the Chinese tourists. All the tourism details of Kouvola region can be shared in the home page of Weibo to broadcast to the Chinese tourists. In addition, the interview result turned out well that the majority of interviewees they knew something about Finland and they would love to choose Finland or Kouvola region as outbound traveling destination. This year happens to be the 65th anniversary of the establishment of diplomatic relations between China and Finland. Thus, it is a precious opportunity to advertise Kouvola region or Finland to China. There is a bright future of developing tourism in Kouvola region, attracting an increasing number of Chinese tourists through Weibo.</p>		
<p>Keywords Kouvola, Chinese tourists, Weibo, social media marketing, content marketing</p>		

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1 INTRODUCTION

1.1 Background of the thesis

In modern society, people search for new things that can add some flavor to their lives. With the booming of the economy and the remarkable improvement of living standard, people not only focus on substance aspect, but also pay more attention on the mental aspect, which is then becoming significant and meaningful. That is why tourism gains popularity in contemporary society.

Since 2012, China is the biggest tourism source market in the world. It is not surprising that for many countries and regions close to Mainland China this country provides by far the biggest group of visitors, including direct neighbors Hong Kong, Macau, Taiwan, and Vietnam and short-haul destinations like Japan, South Korea, and the Maldives. (China ready news 2015.)

With the open and reform policy in China, the tourism started to grow gradually. Due to the history and policy issues, there are three different types of tourism which are traveling Hong Kong, Macao and Taiwan, traveling within the border of China and traveling abroad. In order to meet the growing demands of Chinese citizens traveling abroad, meanwhile, with the continuous expansion of international tourism cooperation, there are an increasing number of destinations confirmed by Chinese government. By the end of 2005, there were already over 100 countries had agreement and approved by government as traveling abroad destination. (Barnett 2011.)

Since the relaxation of Chinese government's policy of outbound tourism, after the 1990s, the population of China's outbound traveling has continued to expand as well as the traveling to outbound tourism destinations. In 2000, the number of Chinese outbound tourism, for the first time, was more than 10 million. From 2000 to 2003, just over three years, the number was more than 20 million and by 2005, in just two years, the number was over 30 million. (Barnett 2011.)

The rapid expansion of Chinese outbound tourism population caused great concern not only for the Chinese government, but also for the tourism industry

and the public, as well as a huge potential market, Chinese outbound tourism is increasingly catching attention from the international community.

When it comes to the booming of aboard traveling in China, the reason for this phenomenon maybe complicated, but we can most ascribe it into related factors as follows. First and foremost, with the swollen wallets, Chinese people have more money and they are willing to spend money on traveling, especially traveling abroad. People are leading better lives. Meanwhile, they are eager to learn the culture or taste the food of foreign countries to fulfill their dreams and enrich the life experience. Secondly, it is the increased leisure time that can make people decide to travel abroad. There are many public holidays in China and there are vacations for students, teachers and the people work in companies at the same time. Last but not least, the changed policies can not be ignored. The policies of Chinese government and relevant national government have been changed in a direction of increasing the size of China outbound tourism which has become an important reason for substantial growth in Chinese outbound travel population. (Georg 2015.)

Kouvola is a municipality in southeastern Finland. It is located 134 kilometers (83 mi) northeast of the capital, Helsinki. The city has a population of 86,302 (Population Register Center of Finland, 2015) and covers an area of 2,883.30 square kilometers (1,113.25 sq. mi) of which 325.06 km² (125.51 sq. mi) is water (Land Survey of Finland, 2011). The town originally grew up around the junction of the north-south and east-west rail tracks. It was also a major road transport junction. In January 2009, the six municipalities of Kouvola, Kuusankoski, Elimäki, Anjalankoski, Valkeala and Jaala were consolidated, forming the new municipality of Kouvola. Kouvola can now claim the natural beauty of Valkeala and Jaala as well as the cultural heritage of Elimäki and Anjalankoski as its own, the town itself being infamous for its Soviet-like Brutalist architecture and allegedly high crime rate. Kouvola has also assumed the slogan Kymijoen kaupunki (the town of Kymijoki) previously used by Anjalankoski. (City of Kouvola 2010.)

Weibo is the most popular social media in China launched by Sina, a micro blog site and similar to Twitter. Users can post messages via the web, WAP page, SMS / MMS or upload pictures. Sina Weibo can be understood as "micro blog" or "word blog." The users can see, hear, think of anything and

write words about it, or send a picture via computer or mobile phone to share with friends anytime and anywhere. Friends may be the first time you see the information published at any time to share with you to discuss. The users can follow your friends, instantly see friends published information.

1.2 Research objective

The main objective of this thesis is to find out how to promote Kouvola region to Chinese tourists through Chinese social media via Weibo. The result would be presented based on market analysis, customer analysis, social media marketing, content marketing and making a market plan.

The research will focus on analyzing the Chinese tourism market and pointing out the target group customer to travel abroad and attract them to Finland as well as making a marketing plan through products, customer, and channels. The suggestions and advice for Chinese outbound tourism will be given as well.

1.3 Research questions

The objective and purpose of the project are analyzing Chinese outbound tourism market and make a suitable market plan to attract Chinese tourists to visit Kouvola region in order to promote Kouvola region through Chinese social media via Weibo and contribute the tourism and economy development in Kouvola region.

In order to complete objective of this thesis, the following questions are going to be answered:

The main question is:

- How to promote Kouvola region to Chinese tourists through Weibo?

The sub questions are:

- How to use Weibo in content marketing?

- What are the needs or demands of Chinese tourists?

- What are the features of Chinese outbound tourism and Chinese tourists?
- How to market Kouvola region especially to Chinese tourists?

1.4. Research methodology

Qualitative research will be used by conducting interviews through Skype and e-mail with different interviewees with different jobs. The key concepts are market analysis, social media marketing and customer satisfaction.

The overall methodological approach is qualitative methods. The approach is relevant to the research question as I want to get different lessons from Chinese tourism companies, Chinese tourists, and restaurants in Kouvola and hotel in Kouvola region. The data collected is collected as non-numerical.

The method of data collection is interviewing with a prepared set of questions; the interview might be taken through Skype and e-mail as I have 10 interviews to do. The data collected from different objects will be classified into different sections such as market fact and customer demand. The theory part will be combined with the results.

2 KYMENLAKSO AREA FROM THE TOURISTIC POINT OF VIEW

2.1 Introduction of main attractions in Kouvola region

Kouvola is municipality in southeastern Finland. It is located 134 kilometres northeast of the capital Helsinki. The city has a population of 86,302 and covers an area of 2,883.30 square kilometres of which 325.06 km² is water (Population Register Center of Finland 2015). The population density is 33.73 inhabitants per square kilometre. The town originally grew up around the junction of the north-south and east-west rail tracks. It was also a major road transport junction. In January 2009, the six municipalities of Kouvola, Kuusankoski, Elimäki, Anjalankoski, Valkeala and Jaala were consolidated, forming the new municipality of Kouvola. Kouvola can now claim the natural beauty of Valkeala and Jaala as well as the cultural heritage of Elimäki and Anjalankoski as its own, the town itself being infamous for its Soviet-like Brutalist architecture and allegedly high crime rate. Kouvola has

also assumed the slogan *Kymijoen kaupunki* (the town of Kymijoki) previously used by Anjalankoski. (Land Survey of Finland 2011.)

In Kouvola, the urban and the rural live side by side. The Kymi River winding through the region provides the local population and tourists with a setting for recreation, serves local forest industry companies and provides a unique landscape. Industry is still a major employer in Kouvola, although the region's forest industry has declined drastically in recent years. These days, an increasing number of people in the city are employed in commercial services. The largest employer in Kouvola is the Finnish Defence Forces, as the Karelian Brigade and the Utti Jaeger Regiment are stationed in Kouvola. (City of Kouvola 2010.)

Kouvola is also a well-known railway city. It is the western terminal of the Trans-Siberian Railway that goes from Europe to Asia, as well as a significant junction in Finland. The Allegro train takes tourists and business travellers between Kouvola and St Petersburg in just 2h 20min. (City of Kouvola 2010.)

As far as road traffic is concerned, Kouvola is situated along Highways 6 and 15. The journey from Kouvola to the Helsinki region takes a little over an hour by train and 1.5hours by car. (City of Kouvola 2010.)

Kouvola is a city where urban and rural blend seamlessly. There are over 450 lakes and over 7,500 summer cottages here. The municipality is home to the foremost forest park in Scandinavia, the Repovesi National Park, and to the Verla Mill Museum which is a UNESCO World Heritage site. Arboretum Mustila, to the south of Kouvola, was founded in 1902 as a test site for exotic conifers, and is today a unique area of introduced horticulture in Scandinavia, with almost 100 conifer species, 120 broad-leaved tree species, and numerous vines and perennial plants growing in an area covering 120 hectares. Arboretum Mustila is especially famous for its rhododendrons. In June a colourful sea of flowers can be observed in the Rhododendron Valley when hundreds of these beautiful evergreen shrubs with more than 50 species from around the world are blooming. Previously the park was open only to scientists and invited horticulturists, but today its beauty can be enjoyed by everyone. (Discovering Finland no date.)

Just north of Kouvola is the Repovesi National Park and Aarnikotka Forest Nature Reserve, a rugged backwoods comprised of vast uninhabited forests, tens of lakes and ponds, steep cliffs, and the region's highest summits. Repovesi has a long tradition of being one of Finland's top hiking destinations, no doubt because there are great differences in altitude to challenge hikers. The Verla Groundwood and Board Mill is a living monument to the history of the Finnish forest industry. Verla Mill Museum was included on the UNESCO World Heritage List in 1996. Right beside the museum, on a sheer rock surface above the rapids, are rare prehistoric rock paintings, mainly from around 7,000 BCE. (Discovering Finland no date.)



Figure 1. Repovesi National Park (Nationalparks 2016)

Repovesi's rugged forests are dotted with blue lakes and ponds. The park offers accessible adventures for everyone. Its hills and cliffs challenge keen hikers and climbers. Highlights for families include a hanging bridge, the hand-operated Fox's Ferry, cosy Lapp-style huts for rent, and fine views over the treetops from the park's high spots. Repovesi is just a couple of hours from Helsinki, but when you sit round a campfire listening to the eerie calls of red-throated divers echoing over the lake the city feels a million miles away (Nationalparks 2016.)



Figure 2. Kouvola Museum of Arts (visitKouvola No date)

The city has an abundance of museums, the most impressive of which is Kouvola Museum of Arts, in the city's cultural centre Kouvola House, one of Finland's most beautiful post-modern buildings. The museum holds the art collections of the towns of Kouvola, Kuusankoski and Anjalankoski, and the municipalities of Elimäki, Jaala and Valkeala, exhibited on two floors. The Kouvola City museum it made up of ten local museums; there are four specialised museums in the Finnish Puotimuseo, the Fire Museum, the Museum of Pharmacy, and the School Museum; three homestead museums in Elimäki, Sippola and Valkeala; and the three living museums of Puolakka House, Railway House, and the Worker Housing Museum. Between them, the City Museum's collections include about 35,000 objects. (Discovering Finland no date.)

The Kouvola region is a very popular destination with outdoors enthusiasts and adventurers, just as it is with people seeking to relax and get away from it all. The lakes, rivers, ponds, forests, and numerous hills ensure there is plenty to do, or not do, as the case may be. The hiking trails here are among the best in the country. Besides, the forests are home to bears, deer, and lots of other animals and birds, the rivers and lakes are perfect for kayaking and canning, and fishing. In addition, there are numerous adventure centers where you can try paint balling, rock climbing, cross-country skiing, and motor sports, such as rally, Formula K, or mini racing. The region is also known for Tykkimäki, the third largest amusement park in Finland, with plenty to do for children and adults. Tykkimäki contains over 40 rides and games and there are fun shows on the outdoor stage throughout the summer. There is also an animal farm where children may pet the animals. (Discovering Finland no date.)

This city was founded in 1922 so that makes it historical. Meanwhile, the literature and music make it full of culture. What is worth to be mentioned is that the sports in Kouvola. There exist a number of sports clubs have been successful in recent years, especially basketball, soccer and American football. Also Kymenlaakso pride PCS has come back to the competitions kick the brightest tip. Hockey is also the duration of favorites Kouvola represented KooKoo. Besides, skiing and snowboarding are welcomed as well. Kouvola Ice Rink is one of Finland's largest ice halls. Near the center of Ravi village is located in Kouvola racetrack and Gunner The hill Speedway. In addition, next to the fire department are located in Kouvola ski jumping hills. They are all perfect for winter sports. If you a fan of sports, then you definitely can not miss Kouvola. (Discovering Finland no date.)

The most exciting part is the places to visit the city center. There are a great number of places worth visiting for example Central Church, City hall, Kouvola Theater and so on. They are all in great design and of history. (Discovering Finland no date.)

In Kouvola, nature offers the best landscape in southern Finland to enjoy outdoor activities and cottage life. The region is home to the Repovesi National Park, where you can enjoy the changing landscape after just a short trek into the countryside. Kouvola also has the UNESCO World Heritage site, the Verla Groundwood and Board Mill, where you can learn about the operations and stories of the old mill. In summer, the Tykkimäki Amusement Park is a great attraction, both for the young and the young at heart. (Discovering Finland no date.)

2.2 Where do the tourists to Kouvola region come from

The countries which the tourists come from should be analyze in details, in order to know the information about the tourists and predict the future trend of the tourism development.

Table 1. Nights spent in Finland by country of residence 2009-2015 (VisitFinland no date)

WHOLE COUNTRY							
	Nights spent						
	2009	2010	2011	2012	2013	2014	2015
Total	18,567,338	19,248,057	19,987,871	20,317,582	20,241,057	19,785,412	19,751,368
Domestic	13,677,332	14,242,989	14,480,403	14,514,623	14,380,610	14,075,072	14,244,808
Foreign	4,890,006	5,005,068	5,507,468	5,802,959	5,860,447	5,710,340	5,506,560
Foreign excluding Russia	3,910,480	3,948,644	4,220,870	4,296,059	4,240,028	4,370,814	4,723,678
Europe	4,033,708	4,112,427	4,501,036	4,703,927	4,699,318	4,486,065	4,125,756
EU-28	2,759,468	2,748,811	2,878,849	2,829,777	2,728,286	2,783,398	2,943,159
Scandinavia	740,278	771,678	831,128	816,468	796,935	814,064	845,507
Asia	375,174	406,708	459,446	504,328	584,668	591,342	727,250
Oceania	43,679	43,575	49,618	52,926	56,356	61,744	63,214
Africa	20,226	22,169	22,902	24,924	23,133	23,844	25,247
America	228,390	239,187	276,093	275,908	259,675	281,175	294,439
Russian Federation	979,526	1,056,424	1,286,598	1,506,900	1,620,419	1,339,526	782,882
Sweden	494,002	517,849	552,129	537,002	531,375	534,358	549,826
Germany	525,880	510,280	541,031	534,239	501,650	500,057	543,321
United Kingdom	464,292	406,272	389,037	405,541	454,604	446,792	471,728
France	212,887	213,414	213,588	217,886	214,248	215,393	228,460
China and Hong Kong	73,701	83,037	101,891	112,591	142,802	150,271	210,530
Japan	134,363	136,804	146,433	176,919	205,988	192,007	203,384
United States	166,893	178,482	201,854	198,725	187,245	204,036	202,515
Estonia	167,816	205,429	228,187	235,482	187,295	196,277	189,071
Norway	149,279	159,377	173,254	182,639	174,147	178,956	185,929
Netherlands	169,213	165,779	164,593	164,918	158,668	158,801	159,556
Switzerland	107,621	107,859	118,009	132,900	128,771	131,076	158,841
Italy	151,658	142,389	156,509	130,847	115,681	123,145	127,574
Spain	109,240	113,804	130,046	96,820	96,876	104,451	106,475

As it is depicted in table 1, the nights spent in Finland by tourists from different countries presents a fluctuant situation. It reached the peak in 2012 which is 20,317,582. In 2015, the nights spend was 19,751,368, which decreased 566,214. It is can be seen that the majority of visitors are domestic. Except for domestic visitors, Russian visitors take the most part. As for China, it has the least population of visitors. However the trend is rising. In 2015, it reached the top, which was 203,384.

In general, the tourism presents a promising trend in Finland. In addition, there will be an increasing number of Chinese tourists flooding in Finland to boost the development of tourism in Finland.

Table 2. Nights spent in Kouvola by country of residence 2009-2015 (VisitFinland no date)

	Nights spent						
	2009	2010	2011	2012	2013	2014	2015
Total	163,776	163,961	157,240	158,710	150,558	144,993	138,064
Domestic	141,224	141,991	131,532	128,775	116,805	115,492	115,419
Foreign	22,552	21,970	25,708	29,935	33,753	29,501	22,645
Foreign excluding Russia	12,599	10,390	9,952	13,253	10,258	10,945	14,226
Europe	21,038	20,967	24,674	28,138	32,561	28,431	21,318
EU-28	10,340	8,537	8,288	10,573	8,401	9,357	12,297
Scandinavia	2,002	1,971	1,809	1,853	2,055	1,854	1,721
Asia	735	385	349	1,020	439	434	502
Oceania	158	82	124	67	160	47	49
Africa	40	38	27	29	45	94	25
America	489	468	515	669	299	447	743
Russian Federation	9,953	11,580	15,756	16,682	23,495	18,556	8,419
Sweden	1,430	1,324	1,219	1,434	1,517	1,357	1,313
Germany	2,721	1,910	2,029	2,908	1,691	1,501	2,250
United Kingdom	530	394	760	639	815	912	425
France	779	306	464	786	445	707	854
China and Hong Kong	210	70	142	203	120	132	160
Japan	103	112	56	62	104	56	107
United States	322	369	355	509	175	247	555
Estonia	1,214	2,096	1,388	1,574	1,616	1,477	1,370
Norway	395	437	325	289	386	263	250
Netherlands	1,191	309	255	259	262	247	280
Switzerland	177	305	219	133	149	129	283
Italy	249	471	316	699	365	261	355
Spain	180	252	219	229	169	243	674

Table 2 presents the nights spent in Kouvola by different countries in 2009-2015. On the whole, it presents a waving trend. Moreover, it reached a peak in 2010 which was 163,961. In 2015, the number was 138,064 which decreased but still surprisingly high. The majority of tourists are still domestic and Russian. China accounted for a great part of the Asian tourists. In addition, the number was 160 for China in 2015, but it presents a fluctual trend.

Although Kouvola is a small city, the data is still surprising. It can be predicted that the visitors will increase vigorously especially Chinese tourists.

To draw a conclusion from these two tables, the number of Chinese tourists to Finland is increasing. However, the number of Chinese tourists to Kouvola is dropping. It is necessary to figure out how to make the number of Chinese tourists to Kouvola increase as the number of Chinese tourists to Finland.

Weibo marketing could be used to boost the development of tourism both in Kouvola and Finland.

3 SOCIAL MEDIA MARKETING--WEIBO

3.1 Social media marketing

Social media marketing is the process of gaining website traffic or attention through social media sites (Dave and Susan 2008, 31). Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth (EWOM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company (Linda 2014, 4-6). When the underlying message spreads from users to users and presumably resonates between each other because it comes from a trusted, third-party source, not the brand or company itself (Linda 2014, 4-6). This form of marketing results in earned media rather than paid media.

Despite the great potential of social media, companies should develop an effective online strategy to approach and attract consumers. To take advantage of social media marketing, it is necessary to change the original thinking for enterprises. The original method is focusing on the consumer on the one-way advertising, but the social media is to encourage having communication between the parties, to encourage consumers to provide feedback about the brand. Moreover, social media is to promote communication between consumers. Companies can have more in-depth understanding about the consumer response to their products. However everything has two sides, these tools are very effective, but it must be managed carefully so that weaknesses the Weibo should be avoided.

Making good use of social media marketing should follow the following basic principles: Social marketing is not a stand-alone can support from the corporate branding of the channel, but a means to aid and assist. In fact, social media marketing is to empower the consumers. Consumers online communication has an important influence on the brand equity of a corporate, whether it is positive or negative way (Robert, Nick& Catherine 2010, 71-72).

However, if there is some bad news happens, the situation will be very dangerous. Overall, social media marketing has the following disadvantages:

It is not easy to control. Once a virus enters the social media, it is difficult to artificially control its direction, speed, results, etc. Blog, Weibo, video sites, Twitter, MySpace, and SNS are the most valuable tools for interactive communication, influence and reputation value (Sinocismblog 2011). Since there is interactive and positive communication between for parties, positive interaction can enhance the brand value. However, it can turn out in a negative way; negative interactions can only make the brand value devaluation. How to guide a good positive interaction and control negative interactions is eternal the topic in social media marketing. In general, there is no business that can handle it perfectly. Even well-known companies can make mistake.

It is not easy to detect any advertising or public relations service which needs to have a result data to the client, but the data provided by the social media influence can only be reproduced in quantity, comments volume and search volume. It is difficult to monitor and inconclusive the quality, effectiveness and reputation. (Sinocismblog 2011.)

It is so easy to cheat. There are so many Weibo accounts ordering follower on Taobao which is very cheap (Sinocismblog 2011). It can cost 10 RMB for 1,000 followers. This is very similar to the click farm where a large group of low-paid workers are hired to click on paid advertising links for the click fraudster. Faking phenomenon in social Media marketing has become an indisputable fact. So even when customers look at the data also unconsciously they do not trust the data that much. That social media marketing authenticity and the effect have been greatly reduced.

The online marketing activities are easy to participate. In designing the network marketing activities, ideas, content and dissemination must be creative, but also simple and easy to participate. We need to design a good activity for your business objectives and target audience behavior has a careful analysis beforehand. The way to convey information must have be simple, efficient and fun. Scan Digital (an online photo scanning and video digitization services) wanted to build fans group, driven by Facebook to its users interact, they made a simple little game, was a day to send two slightly

different photos, allowing users to point out the differences, and the winner would get a \$ 25 Scan Digital gift card. Besides VeeV Vodka Company, they have a lot of surplus office inside the canvas bag. They came up with a good idea. They give a standard price for each package, the user in order to get these packages, you need to upload your own drink vodka VeeV photos on Facebook page, and soon the rest of the canvas bag were given away so quick, their brand awareness also increased. VeeV office becomes even broader. Through user participation in product design to improve customer loyalty. Vitamin Water (a beverage company) wanted to launch a new product, they identified their audience, build brand expert group, and then taking action on social media, throughout the summer of 2009, Vitamin Water are in interaction with the user, so that provide ideas for brand names and product packaging area. In this game, nearly ten thousand fans participated, including some of celebrities which are to improve the user's interest and eventually when "connect" with the new product shelves, there were already thousands of potential buyers.

The more focused the more powerful brand appeal. The more focused the brand appeal to attract "attention" to achieve eyeball economy. Setting a higher goal to build brand equity, expressing brand appeal, brand marketing effect was better. Taking TOM'S, the shoes company for example, they have an activity, that is, the sale of every pair of shoes; give Third World child with a free pair of shoes. In order to maximize their contribution, TOM'S initiative consumers that if they buy a pair of TOM's shoes, ask them immediately FACEBOOK upload photos. TOM's courses, this strategy was successful. For example, if I bought online TOM'S shoes, I just want to tell my friends I therefore did a good thing, I will let my friends to buy, so as to provide a pair of shoes for the Third World children.

Be content-oriented and creative. Enterprises in the social media marketing concepts, content of network marketing has not changed. Maybe change is required highly as well as the content and the way they present. In today's society with various SNS, good content will be more conducive to the spread of these features are widely spread in the form of convenience and dissemination (video or text, pictures or games, etc.) range of options. However the origin of replication and dissemination of content will eventually have to return to the content itself. From this point, it have been found that

content creation is that there may not be on how powerful content creation, but whether to produce a sufficiently creative point, which is being described today, the era of grassroots the network, the seriousness of its own brand Internet users already can not meet the characteristics of the way it is.

Interaction with real content. As for successful social media activities, the basic principle is that the content of interactive and real (Robert, Nick & Catherine 2010, 142). Companies are not for sale, companies are trying to communicate and get along with customers. If the social media marketing will be sold as the ultimate goal, then customers will eventually find the plot, companies will eventually be overlooked. In other words, the message on social media must be true and not fabricated. Interact with users on content, share useful information, provide full customer service, to offer incentives like discounts or activities completely free, but these all need perseverance to do it. If companies talk to a spokesman for the brand, and have a good long-term relationship, then they will naturally promote this brand to the world. The message to consistence (persistence, perseverance update), authentic (authenticity), meaningful (interesting), this continued for a long time, then customers will remain loyal, and ultimately get a good word of mouth effect. This is social media can bring tangible benefits.

Be in conjunction with the subsequent extension of online and offline. The use of social media marketing is the essence of "relationship" marketing. It takes time to build relationships, come and go. Relationship marketing enterprises should pay more attention to the process of communication with consumers, in addition to the establishment of relations copy mode; you can also build relationships between businesses and consumers. Get through these two points, the effect can be produced almost a subsequent extension.

Set up a special agency responsible for social media marketing. Starbucks set up a social media marketing group, with six members. If a company has six dedicated social media marketing staff in China, then the company can be really successful in social media marketing. It is not an exaggeration; after all, this one is still enlightenment in China. Starbucks participated in 11 channels, visible Starbucks is social media marketing very seriously.

3.2 What is Weibo

Weibo is the most popular social media in China launched by Sina, a micro blog site and similar to Twitter. Users can post messages via the web, WAP page, SMS / MMS or upload pictures. Sina Weibo can be understood as "micro blog" or "word blog." You can see, hear, think of things written word, or send a picture via computer or mobile phone to share with friends anytime and anywhere. Your friends may be the first time you see the information published at any time to share with you to discuss. You can follow your friends, instantly see friends published information. (Belinda 2012.)

There are several main functions of Weibo as follows:

- (1) Publish function: Users can publish content like blog or chat application.
- (2) Forwarding function: Users can forward their favorite content to their own Weibo meanwhile you add your own comments. (forwarding function is an improvement of twitter RT function , to retain the original post, to avoid being tampered with in the communication process)
- (3) Follow function: Users can follow their favorite users, to become the user's attention (i.e. "fans").
- (4) Comment function: Users can comment on any of Weibo. (This is a special feature is based on Chinese users their own habits, after Yahoo Meme and Google Buzz also have a comments feature)
- (5) Search function: Users can use two # sign to insert a topic. Like this, a topic # XXX # is issued on Weibo, you can click this, all the information contains this topic will be searched automatically. You can join the discussion to achieve aggregation of information.
- (6) Private message function: Users can click private messages on Weibo and send private messages to any user. This message will only be seen by the other side to achieve intimate exchange.

Features and advantages of Weibo:

- (1) Freestyle: you can share everything on Weibo within 140 characters.

- (2) Convenience: Users can publish information and receive information any time via the Internet, the client, SMS MMS, WAP and other means.
- (3) Rapid spread: the information posted on Weibo can be directly seen by followers.
- (4) In time search: user can find other Weibo users or information by searching for a few seconds, which is more timely and vivid than traditional search engines.
- (5) Share to Sina Weibo: "Share to Sina Weibo" button is added to the following Baidu encyclopedia entry, the user can directly share the entry into Weibo.

3.3 The concept and characteristics of Weibo marketing

Weibo marketing is the use of micro-blog this emerging social media influence their audiences through the rapid dissemination of information on Weibo, sharing, feedback, interaction, in order to achieve market research, product promotion, customer relationship management, brand communication, marketing, public relations crisis behavior and other functions (Kenneth 2011). It has the following characteristics:

Various and diverse interface: Weibo is a relationship based on user information sharing, dissemination and access platform. Users can WEB (Internet), mobile WAP (Wireless Application Protocol), and the formation of various clients' individual community. Users can make use of advanced multimedia technology, from text, pictures, video and other forms of the product description so that potential customers can directly receive information.

Update and spread rapidly: Publishing process of Weibo compared with television, newspapers and other traditional media is greatly simplified, fast and direct. It with timely information dissemination characteristics may be the first time to deliver marketing information to target consumers, and to keep updated. In addition, another feature of Weibo is its rapid spread. After a high degree of concern Weibo issued on the Internet and mobile phone WAP

platform associated with short interaction can forwards reach every corner of the world of Weibo, the most in a short time the number reached sightings.

Easy operation and low cost: Compared with the blog, SNS and other network applications, Weibo is easier to operate. It can be done through mobile phones, computers immediately. There is the limit of the number of words which is 140 words or less, reducing the difficulty of the operation for ordinary Internet users. At the same time with respect to the website, online advertising, search engines and other online marketing tools, Weibo marketing has a lower cost. Weibo marketing without having to invest a lot of money for business website development and advertising, only the relevant staff salaries, lower input costs dramatically reducing the threshold of enterprises to carry out micro-blog marketing, so that all types of enterprises can use Weibo implement marketing activities.

Two-way communication and extensive interaction: Video, advertising and other marketing tools are unidirectional presented in the form of content. Dissemination of information is indoctrination methods, the audience can not participate in the discussion. Weibo is the best form of two-way communication, the publisher and the reader can exchange the position which can interact. With Weibo, the interactive communication between customers or between customer and companies is more and more frequent. The impact is very extensive.

3.4 Market Kouvola through Weibo to Chinese Tourists

The first step is building online presence and credibility, which is called social authority. You will also want to be sure you have a branded look across all your social accounts so that potential customers can easily remember you. Finally, you will want to set up a few foundational accounts, as I call them that lend support to the main four social accounts (Twitter, Facebook, LinkedIn, and YouTube). For example, a foundational account could be a Flickr account for hosting photos. (Phyllis 2012, 9)

An increasing number of domestic and international tourism attractions and destinations begin to do marketing through Weibo, Weibo marketing has become an important part of the tourism marketing. The fundamental reason

is no scientific and rational these resorts planned resort and Weibo positioning system operation and management system. Weibo is a new thing, so companies lack of appropriate skills and experience making use of Weibo for marketing.

Companies should have good planning and good organization of training. As a corporate official Weibo, it must be organized, carried out and planned for marketing purposes. Companies must carefully analyze the audience, the industry and their own to find the emotional demands of the target audience and then find out the scope of activities accordingly target audience and attract target audience awareness, concern and ultimately interact with the area. So companies must first make image management and organization training of Weibo. On the one hand, companies should build an effective Weibo account. Avatars, color and graphic of the homepage and so on can be organized to enhance the overall image of companies on Weibo. On the other hand, companies should seriously grasp the connotation text and images on Weibo, "projection" in the public mind, thought, conscience and psychological experience. Meanwhile, before the Weibo marketing, the marketing team must be properly trained, including language style, Weibo themes.

Companies should publish high-quality content to attract more followers. Weibo content is published on the homepage which is the first element to follow the account for followers. Companies should operate efficiently Weibo so that they must establish the system of science policy in line with its own content. Successful Weibo content is always relevant and scenic features; Weibo content should be easy to understand not only in thought, but also in the form. While maintaining the update frequency can further improve the number of followers. Thus, Weibo marketing of tourism is not only focusing on tourism resources, history, culture, but also the unique selling point, special project, novelty products. They should consider the tourism development in a multi-level, multi-faceted and multi-angle way with creative presentations and communication, in order to establish a scenic image, stimulates consumer travel motivations and wins a good reputation from the consumers. It is not only beneficial for the gradual accumulation of brand influence and attention from the followers, but also to provide more service from the customer's point of view.

Companies should monitor dynamic of Weibo and have dialogues and communication with followers timely. The Internet has entered a social media era; the dialogue is becoming a new marketing model. Social media is a two-way communication model, which is characterized by interaction and communication. Twitter as a social media, is generally respected by Internet users. Regardless whether a company accepted a lot of business-related conversations on Weibo every day, the comments on the enterprise's industry, product, brand and from other counterparts are very important. Corresponding to the contents of these conversations can gather a large number of active users of Weibo. If companies do not join them in time, they will lose them, but they will also lose a lot of opportunities. If companies can join to learn equal dialogue with them, they may become your followers and sometimes even become your ambassadors by pressing the forward button to help you broadcast corporate information. Generally speaking, the main job of Weibo account of tourism is consulting, suggesting and solving complaints. If there is official Weibo of tourism, someone needs to charge the status and activities on Weibo and they should constantly updated about tourism and timely reply followers about any questions as well as maintain authority and integrity of official account and improve service efficiency and quality in order to create a fair and transparent service scenic image.

Companies should organize topics of discussion and creative activities on Weibo. Weibo topic is critical. Tourism itself is visual economy and creative economy. Stereotype certainly can not attract the interest of tourists.

Companies should stand out in order to win more attention, so the companies must find a way to break through. Publishing scenic photographs, illustrating tours, providing travel raiders, great local cuisine, free distribution of tickets, special events etc, all of these are able to attract the attention of consumers to join the topic. Only with the well-designed user participation and interaction, Weibo marketing can achieve maximum effectiveness. Interaction can be varied, from some wonderful scenic Weibo interaction point of view in home and abroad, the enterprise can benefit a lot from a good interaction.

With the development of Weibo, there are more and more tools and softwares for the Weibo marketing for tourism on Weibo which can help marketing activities. Currently, Sina Weibo has developed many applications and tools, such as Sina Weibo data, the companies can not only understand the

distribution of followers across the country, the male and female ratio and interest and hobbies of followers, but also by analyzing the data, comment, forwarding and other acts of the followers for these companies. Users can also use the Weibo excavation data tool to find out the influence and interactive network of the followers. Marketing analysis of Weibo is concerned with people- the followers. By Page Traffic Statistics can always see the Weibo page traffic trends, monitoring the promotion effect, as a reference for the development of the follow-up marketing strategy. Similar analysis tools can resort to analyze the data according to their needs to better help companies personalize and manage precision marketing.

4 CONTENT MARKETING

4.1 Definition of content marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action. (Content marketing institute No date.)

Content marketing does not need to advertise or to sell so that customers will be able to get information, to understand information and facilitate the exchange of information marketing. It provides the information needed to the target market through print, digital, audio and video or activities, rather than relying on marketing terms. (Josh 2014.)

Content marketing is defined by images, text, animation, etc. media convey about the business related content to customer confidence and promote sales. They are attached to the carrier, is the LOGO (VI), catalogs, websites, advertising, and even T-shirts, cups, handbags, etc., depending on the carrier, transfer media are different, but the core content must be consistent.

Compared with other carriers, in the network, content marketing can be rendered in animation, text, video, sound, and so on a variety of media out of the target customers more attractive, but "words no text, line and far" If companies give something empty for the contents to the client on the network,

such as identical content, even plagiarized content. It not only can not play marketing effectiveness, there is a considerable reaction.

In short, as long as the content is in command, that is content marketing. Not changing the behavior of the direct pursuit of short-term or immediate advertising is irrational, but long-term tendency of those the content of education is rational. Finally, content marketing can help companies achieve "thought leadership" as well as increase brand loyalty, viscosity. People increasingly enjoy diverse sources of information. However encouraging people to search for online news content and goods is even more important than the content marketing. (Jay 2015.)

4.2 The features of content marketing in tourism

(1) Tourism marketing offer is an additional overall goods and services

Tourists spend money on traveling which is a special product. It is the sum of an interest or procedure tourism enterprises to provide customers not only include tangible products the project, the environment, facilities, and added a corresponding intangible services such tourism products embody a comprehensive overall product mix, which includes the core product, in the form of products and extended product three levels. (Gregory and Brian 2013.)

(2) Emphasis on the role of internal marketing

Achieve high-quality tourism services to improve tourist satisfaction, enhance the value of the services they perceived, which is tourism retain old customers and attract new customers as an important marketing tool. This internal marketing is built on this tour groups inside the city's tourist satisfaction. Offering high quality of tourism services is one of the necessary abilities for tourism staff, which requires staff to enhance scenic business capacity. (Gregory and Brian 2013.)

(3) Emphasis different regions to turn off the company's overall marketing and joint marketing

In tourism marketing practice, the overall tourism destination marketing, brand marketing, strategic marketing issues have become increasingly prominent,

inter-regional co-marketing help opening up the domestic market, but also help enhance the competitiveness of the tourism market and the vitality of the market operations (Gregory and Brian 2013). This feature determines the tourist city government should attach importance to the role of strategic marketing, optimize the allocation and rational use of marketing resources, strengthen tourism marketing, public relations, sales increased regional integration efforts in order to improve overall regional tourism marketing strength.

(4) Having timeliness

Since the tourism product itself is seasonal. Therefore, the consumers and companies should pay attention to grasp the perfect time for traveling. The companies should realize the importance of market research and forecasting and pay attention to the changes in various environmental factors. They should collect and analyze the data and take advantage of it. Meanwhile, they should emphasize the collaboration and efficient implementation of the marketing mix strategies to improve marketing efficiency.

4.3 Content marketing for Kouvola region through Weibo

(1) Do the press conference

Press conference is a tool to communicate with the public various organizations without the need to pay, it is widely used in the world today. For the government of tourism city, it means there will be newsworthy information to the media and carried out a public campaign. So the government can prepare in advance to the public by passing a tourist destination and to allow the public to have a pre-tour destinations understanding.

(2) Support the public

Pay attention to social benefits, governments always easy to win the public's favor, and support the accumulation of social welfare is undoubtedly an essential aspect effects. Tourism in the government and public institutions can choose to help support a number of public welfare to attract public attention and preferences. Scenic department can come up with part of the profits go to support some public undertakings, such as poverty alleviation, environmental

protection, education, health care and so on. Tourism development and environmental protection are closely related. As the community increasingly concerns about the relationship between tourism and environmental protection, tourism can promote the "green marketing", "environmental management" and "ecological tourism" local tourism city and other variants emerged in response to this trend. The government not only concerns with their own economic and consumer demand, but also concerns about the social and sustainable development of the tourism industry. Such public awareness, preference and loyalty to cultivate potential customers are very good. Public welfare on the one hand can be as thin as the goodwill of the masses, but also to give their love, and establish a good image among the public.

(3) Good tourism image crisis

Adverse effects of negative publicity caused by the coverage of tourist attractions is self-evident, but it is often inevitable, blindly evade, conceal facts, shirk responsibility is not the way to solve problems. PR should play the role in times of crisis, in order to illustrate the fact that the right way to prevent repeated the baseless assertion. PR should reduce the impact of negative news on the scenic tourist city, and then take action to recoup their losses. It should strive to gradually reverse public opinion to come to a favorable corporate direction. Negative change for the good for the proper handling of this crisis can also test the ability to deal with the whole issue of tourist attractions on their own to assess, to find their place, a reasonable way to increase the ability to do this kind of exercise of scenic tourism image handling public relations crisis. Moreover this is to increase their own competitiveness in the development of tourism.

(4) The Government or industry associations led enterprises, community involvement combined with joint marketing

In a perfect market economy, the government department assumed responsibility only macro-control and integrated services. Organization and coordination of tourism should do promotional work. Such as: tourism in some more developed countries, these associations are usually in the form of semi-official Tourism Promotion Agency, Tourist Organization and so on exist. So you can learn from their advanced concepts, promotion of civil society

organizations to play a role in increasing marketing means to establish associations to increase this city's tourism marketing.

The role of government also reflects a certain extent, the government's attitude to the development of tourism, the government's efforts to promote tourism in the interior to get a good specification. This combined with each other and business, society; resources for promotion of tourism in the region are well developed. Government plays an important role in the macro-control of Marketing strategy and implementation.

(5) Market Promotion and market innovation.

First, from the quality and efforts of the product development, it is indeed to enhance the attractiveness and competitiveness of urban tourism products. To conduct market development in different regions, in order to encourage more tourists to travel in the city, you need the tourism department under the market characteristics of different regions and different needs, for targeted project development and line organizations. In the long term, the development of urban tourism in different markets will be influenced by many factors, economic and social. For Chinese cities, due to the still attract domestic tourists, so they will have the habits of tourists for different regions in the development of new products, new attractions and new service providers to arrange treatment and other aspects of character, to meet the different visitors as much as possible the need for resources integration and unity needs and experience. The final task and behavioral direction of the city department in charge of tourism is to coordinate the relevant industrial sectors through scientific analysis and demonstration, to determine the city's competitive position in the domestic tourism market. Thus reasonable market innovation is needed.

(6) Separate media image and market strategy

For city tourism sector and related businesses, to actively pay attention to creative excellence of media images, special equipment is inherent in the minds of potential visitors perceive impression. City tourism department should be combined and played all forces to form a clear, rational strategy based on market information. Establish and enhance long-term tourism image optimization, thus creating their own tourism brand in the domestic market,

especially in city conditions you selected the city "tourism ambassador" in the country and even internationally. The image of "ambassador" has to fit the characteristics and qualities consistent of overall image of the tourist city, in order to play the role of spokesperson.

5 TARGET MARKET

5.1 Definition of target market

The Marketing Golden Thread starts defining the target market. The easiest way to explain the target market is to picture an orange. It begins to gather strength when one the role of marketing is to facilitate an exchange, an exchange of "wants". Customer "wants" your product/service and you, as the business owner, "want" their money! The orange, therefore, represents all the people who could want to buy your product or service. Now imagine the orange - you can leave it whole, you can peel away the bit you don't want, you can cut it into segments (halves, quarters, or tiny "niche" segments). Basically, you can break it up any way you like! The big question is how should you break it up for your industry, your location, your business structure and, more importantly, in order to achieve your goals. (Dianne 2005, 52) A target market is a group of customers that the business has decided to aim its marketing efforts and ultimately its merchandise.

5.2 Target Market Analysis

China, as the target market, is the most powerful developing country and China's outbound travel market is growing rapidly with China's booming economic growth and remarkable improvement of people's living standards. Hundred thousands of people are willing to spend their holiday abroad.

Tourism is one of the world's largest industries. No matter its total income, employment, added value, investment, tax and other terms, all of these make major contribution to the national and world economy. Although China's tourism industry started late, with the deepening of reform and opening up policy, the comprehensive national strength, the improvement of people's living standard and the significantly increased discretionary income residents,

tourism has become an increasingly essential requirement of life. The domestic tourism and outbound tourism has been developing rapidly. Especially since the late 1990s, China's outbound tourism has been entering a stage of rapid growth. In 2003, the number of China's outbound tourism had reached 20.22 million passengers, and for the first time surpassed Japan and ranked first in Asia. (China watch 2015.)

Current Situation of Chinese major tourism development has the following characteristics:

The first point is inbound tourism, sustained and stable growth. With the continued rise in Chinese overall national strength and international influence continues to expand, more in-depth marketing, inbound tourism continued to grow steadily (China ready news 2016).

The second performance is domestic tourism. Continuing overall growth in domestic tourism, domestic tourism has the largest tourism potential. The growth of domestic tourism is driven by strong performance and functionality continuing flourish. The growing number of tourism residents is the crucial factor for booming domestic tourism in the first place. With the development of society and economy, along with the development of tourism, domestic tourism is more and more important (China ready news 2016).

The third thing is outbound tourism, outbound tourism maintains rapid growth. With the continuous development of our society and economy and improving the living standards of our citizens and increasing tourist destinations abroad, the national outbound tourism maintains a rapid growth rate. Travel range is broader with a more flexible way to travel and increasing travel scale (China ready news 2016).

From domestic tourism, China is now the world's largest domestic tourism market, China has 1.3 billion people, where the status of Chinese tourism industry to do a simple introduction.

To provide a clear description of Chinese tourists traveling abroad, it is necessary to define who they are, by gender, age, socio-professional category, their reason for leaving and their mode of travel - group or individual, the duration of their stay, their spending or their type of accommodation. The vast majority of outbound trips, excluding those to Hong Kong and Macao, more

than 70% of the market, are handled by travel agents. In 2010, 1,070 travel agencies in China were licensed to sell international travel, up from 672 in 2005. For travel outside China, people prefer to rely on travel agents, not only for the convenience (government regulations require travelers to some destinations to obtain visas, and applying can be an uncertain and tedious process) but also because agents help bridge cultural differences and language barriers. The main travelling periods for tour groups sold by travel agents are around the two remaining national holiday periods: the so-called "Golden Weeks". These are the Spring Festival during the Chinese New Year and the National Day Holiday (first week in October). January or February is the most popular month, depending on when the Chinese New Year falls as this is the major holiday period for Chinese travelers. Here are some points of analyzing the booming outbound tourism in China. (American Journal of Tourism Management 2014.)

(1) Analysis of tourists' behavior

Behavioral science is the study of the rule of development of human behavior, control and predictive factors and motivation to produce behavioral science. Tourist behavior is behavioral sciences branch, mainly refers to tourists gather information about the product and purchase decisions, consumer assessment and behavior of management in tourism product performance. It is a society with dynamic variety. Different ethnic, geographical position, gender, occupation, education, life and other aspects of it in a variety of behavior, interests, preferences, with the difference between the concepts. These aspects are also reflected in the travel behavior so that people in the tourism destinations, the forms of tourism and decision-making show great differences. The purpose of research and analysis tourists' consumer behavior lies in the diversification of tourism consumption, decision-making behavior and promoting positive behavior of people in order to provide the necessary basic information and scientific basis in the development of outbound tourism. (American Journal of Tourism Management 2014).

(2) Analysis of spending decisions of tourists

Tourism decision-making is the processes of using all the relevant gathered information, according to their own experience, subjective preferences, personality and others to make decision (American Journal of Tourism

Management, 2014). There are two main factors to impact of travel behavior: the first is that a variety of collected information is formed about overall impression of traveling environment. The other is that greatest benefit principle which refers that tourists always choose the least travel time and get the most tourism information.

(3) Choosing destination

Tourists during traveling, they always pursue the principle of maximum benefit, so the tourist destination selection shows some consistency. According to statistics, in 1998, about 17,000 Chinese tourists travel to New Zealand. In May 1999, after the signing an agreement between two countries, it was estimated that the number of tourists would be increased by 50%. Nowadays, Malaysia, Thailand, Hong Kong and Macao are and will continue to be the main destination of outbound. There are many factors of effecting choosing destination for outbound tourists, such as the degree of perception of the destination, personal income, education, travel distance and transportation. For Chinese outbound tourists in terms of generating these tourist destinations choose mainly due to income and economic factors on the degree of perceived destination. (American Journal of Tourism Management 2014.)

The expense of outbound tourism in China is not a small fee, so people always choose the destination with cautious attitude and high expectations. They want to spend the time and money in exchange for an unforgettable experience and one of the greatest body and mind relaxation, so the biggest obstacle of outbound tourists is the high cost, so many people want to give up traveling abroad. Perception of the degree of general destination, Hong Kong, Southeast Asia, due to geographical reasons and advertising of the traveling salesman, and public advertising, so people perceive the extent of these areas is relatively high so that they can become first choices of tourist destination.

(4) Change of forms purchasing funnel and tourism decision-making

As for the way of Chinese outbound tourism, though still dominated by public outings, but it has dropped a lot. Instead the private traveling is becoming the main way (American Journal of Tourism Management 2014). The number of outbound tourists by travel agency has the fastest growth, indicating that

China's outbound market has great potential. Although the great changes took place in the purchase funnel, facing the huge Chinese market, there is not enough space for developing outbound tourism, mainly because by the Chinese government restrictions.

(5) Decision-making of transportation

Tourist traffic is a part of tourist products. Travel distance and time are the main factors which can greatly influence Chinese outbound tourists on decision-making factor (American Journal of Tourism Management 2014). Travel distance is often manifested through traffic convenience, traffic convenience affects their travel decisions and which way of transportation when traveling abroad. Chinese outbound tourists make a decision not according to their own preferences but the objective conditions in transportation, so the mode of transport for tourists in terms of decision-making is relatively simple.

(6) Accommodation decision-making

Without considering the price factor, the first thing to consider is the style of accommodation (American Journal of Tourism Management 2014). Since the Chinese and foreign food has different style and flavor and there are 56 Chinese nation, the diet is also a lot of stress, so that the choice of accommodation factor in the first condition is that this hotel offers whether conditions meet our diet. Considering the price, the main difference is outbound tourist's income and other factors make visitors differ in decision-making. As for shopping, the main stuff is the local specialty, as well as some works of art which is relatively expensive in China and the price is relatively cheap in the local commodity. As for the specialty and the work of art, they relatively slight consider the price, but rather more on other commodity prices to consider.

6 RESEARCH RESULTS

6.1 Introduction of Qualitative Research Method

Qualitative research refers to explore issues, to understand the phenomenon of the event, the analysis of human behavior and views and answer questions

to get insight. Almost every day for qualitative research is at each workplace learning environment. (Merriam 2014).

The researchers used a qualitative research approach is to define the problem or deal with problems. The specific purpose of the in-depth studies of the specific features or acts to further explore its causes. If quantitative research is to solve the "what" question, then qualitative research is to solve the "why" questions.

Qualitative research by analyzing disordered information to explore a topic of "why" rather than "how to do", such information includes various types of information, such as history, recording scripts and recording of talks, comments, feedback forms, photos and videos. Quantitative research, it does not just rely on statistics or numbers to reach a conclusion. It also has as "grounded theory", "case" and other formal research methods. (Merriam 2014).

Researchers use History, literature analysis, interviews, observation, experience, etc. to participate in a natural way to get the information in context, and with a various means of its analysis, the method of obtaining conclusions. More emphasis on the significance of qualitative research is experience (usually verbal description), description.

Qualitative research is in the group of small-scale, carefully selected samples of individual study, which is not required to have statistical significance, but with the experience of researchers, sensitive and relevant technology, provide useful insights into the study of the behavior and motivation, as well as They may bring influence and so on.

Qualitative research refers to a method for the study from nature; and quantitative research methods of study come from the quantity.

Qualitative research is used to define the problem or way of researchers concerned with the problem, it is to reveal the nature of things, a market-research methods. More simply, it is the in-depth study of consumer perception of consumers to further explore the reasons for this or that reason.

6.2 Interviews in qualitative research

There are some alternative models of the research. Interview will be adapted as the research method in this thesis. The interview is by far the most common method of qualitative data collection. Interviewing is a paradox. From a distance, it appears deceptively simple. Some studies, such as surveys, require fairly basic skills. Yet scholarly qualitative research often explores profound human experiences. Performing sensitive, focused, method-specific interview is a skill requiring considerable knowledge and practice. Doing qualitative research is an extremely satisfying process. It allows the researcher to come to deeply know and be present for other human beings. To interview successfully is to connect with another person on a very profound level. The giving of one's story is a deeply valued gift. The researcher has responsibility to care for and respect that gift and to use it as it was intended, that others may benefit from the participant's story. (Catherine and Gillian 2004)

Qualitative research will be used by conducting interviews through face to face interview and e-mail with different objects. The key concepts are market analysis, social media marketing, marketing plan and content marketing.

The overall methodological approach is qualitative methods. The approach is relevant to the research question as I want to get different lessons from Chinese tourism companies, Chinese tourists, and restaurants in Kouvola and hotels in Kouvola region. The data collected is collected as non-numerical. Due to the internship in a travel agency back in China, I can get some idea and information from the employees from the agency which is valuable and professional. My teachers and my friends back in China, they travel very often so that they can be the samples.

The method of data collection is interview with a prepared set of questions; the interview might be taken through Skype and e-mail as I have 10 interviews to do. The data collected from different objects will be classified into different sections such as market fact and customer demand. The theory part will be combined with the results. The practical limitations of this approach are that the e-mail interview might not be accepted by some companies and people and the questions might not be answered in the desired way. As for the results, all the interviewees love to travel, most of them travel once or twice in

a month and they would like to spend money on traveling. Most of the interviewees have been to abroad for traveling, and they think Canada, USA, Germany, Australia and Finland are the ideal traveling destinations. As for Weibo, all of them have Weibo account. They think that it is a good way for daily entertainment and it is a good market tool as well. Surprisingly, most of the people they know Finland because of sauna, lake, forest and Santa, of course they cold weather as well. All of them would like to choose Finland as traveling destination. They think it is an efficient way to promote Finland through Weibo to Chinese tourists as well as Wechat. The questions and results can be seen in the appendices.

6.3 Conclusions of interview results

6.3.1 The situation of tourism in China

In the interviews, I have done for Chinese tourist and tourism company, the whole situation of tourism in China is still booming, no matter for domestic traveling or outbound traveling. Practice shows that the development of tourism is an important aspect of promoting the development of service industry, but also to promote key areas of economic restructuring. It is an important way to co-ordinate economic and social coordinated development in urban and rural regions; it is an important factor of solving the problem of people's livelihood and promotes social harmony, to meet the needs of people, to implement people-oriented inherent requirements. Because tourism is directly serving others which is a kind of third industry. As for Chinese tourism industry, in the past it used to be considered high-level consuming, but today has become an important lifestyle for people. It shows that the development of tourism is deeply rooted among the people as a need.

6.3.2 Chinese tourism trend

The first, from the political point of view, China sticks to the Scientific Outlook on Development. Based on domestic reform and development, China is actively building a socialist harmonious society with international peace based on development and the overall shape the image of a civilized country. As for tourism, China is to build people-oriented, circular economy, resource-saving, environment-friendly and harmonious society in the national policy orientation

of the national economy important industries as also constantly been improved. From 1985, the center for the first time a clear position in the tourism industry, to 1992 further clarify the focus of the tourism industry as the third, then 1998 will be the tourism industry as a new economic growth point, until the Eleventh Five-Year period as an important industry in the national economy increased training, course development from this point of view, Chinese tourism industry development environment fully optimized, becoming more and more important (China ready news 2014).

The second, from the economic environment analysis, the economic environment showed strong support and transition jumped into the 21st century, economic globalization, regional cooperation has been further strengthened, which provides a stable market for the Chinese tourism, economic globalization the international environment has become increasingly relaxed, for inbound tourism offers a very good environment for development, Chinese economy is to achieve transition to a comprehensive well-off economic development. According to the forecast, in the next 10 years will maintain steady 7% growth, national per capita GDP will also be greatly improved, after getting to meet the basic needs of life of the whole people, the consumption structure will develop and enjoyment upgrade, tourism population, the rate of travel, tourism and construction spending is at an inflection point in the transformation and upgrading (China ready news 2014). From the moment tourism has become one of the essential elements of national life, these economic conditions will show wealthy resident outbound travel, leisure travel urban residents and rural residents in a situation that tour, so we say that the development of Chinese tourism industry. The economic environment is strong support for the restructuring and upgrading.

Third, from the social environment is concerned, because the core of the scientific concept of development is people-oriented, China vigorously create the scientific concepts of development, people-oriented, living environment, people's livelihood and the economy, harmonious society become the mainstream of Chinese social development. China, as the world's most image safe tourist destination countries, as well as exit or entry way interaction effect tourism can create a good social environment for the development of tourism, more importantly, to improve the income increase in leisure time and the provision of social security and a series of the collection of all the people

based on the promotion of tourism as one of the important driving forces for social harmony, should certainly should be shared human and social development important way, leisure and tourism consumption is gradually entering the field of national life, the right to leisure, travel rights, as labor rights and by the right to education, as is the all-round development of human rights should enjoy. This is from the point of view of tourism development in China, from traditional sightseeing tours are in leisure vacation development, so this social environment for Chinese development is people-oriented, and share the results.

Fourth from the cultural environment of Chinese tourism development, the performance of a civilized country, cultural tourism communion big country, we know that Chinese culture is to achieve the great rejuvenation of the rise of Chinese annual series of cultural life, as well as the Beijing Olympics and Shanghai World Expo, plus the cultural heritage the implementation of the rescue and protection project, and further enhance the international influence and attractiveness of Chinese tourism, the rich cultural connotations of tourism products, improve the image of Chinese tourism industry. That Chinese tourism industry after 30 years of development increasingly focusing on culture, more and more emphasis on the relationship between culture and tourism, as a result of tourism and cultural heritage, tourism prospered because of cultural, tourism is the carrier of culture and communication, Culture is the soul of tourism. Therefore, the development of Chinese tourism and cultural environment is a civilized country, culture, tourism and common prosperity.

Fifth, environmental science, technology and education innovation and development, with the implementation of the strategy of science and education, information science and technology, science and technology equipment, transportation science and technology, in the tourism industry have been fully reflected and use of this technology and education strategy implementation, Enhanced technology is a means to promote tourism development, operation, development space have undergone revolutionary changes, but also conducive to Chinese tourism industry directly facing the world, to achieve leapfrog development. At the same time, the popularity of the National Education, the National Education educational function of tourism, more conducive to enhance national quality, tourism environment and tourism

awareness, but also can greatly enhance the quality of travel and tourism innovation tourists because of the rise of science and education, tourism development industry greatly improved the quality, including hotels and timeshare property where issues related to the quality of national education and the problems and more important is the issue related to the socio-economic development. Several factors affect this, after 30 years of reform and opening up great development, Chinese tourism industry from the business model, the past is the cause of Chinese tourism industry type or foreign affairs reception type, type of change to the industry, but also from a resource economy to achieve economic factors , to the industrial economy twice a qualitative leap will be a new era of the strategic transformations of Chinese tourism development in the next 10 years, Chinese tourism industry will enter the era of powerful tourism, the national tourism era, the era of leisure and tourism, the quality tourism era, after studying Chinese judge, after the baptism of the financial crisis, Chinese tourism industry because of the basis of reform and opening up 30 years of development, and because tourism is deeply rooted among the people demand. So after the storm, Chinese tourism industry will usher in a turning point of development to achieve a new round of the qualitative leap.

6.3.3 Chinese tourists know Finland

As one of the Nordic countries, Finland is known by Chinese tourists because of beautiful nature landscape and silence, which is the perfect ideal outbound traveling destination for family, young married couple and the old.

This year happens to be the 65th anniversary of the establishment of diplomatic relations between China and Finland. There is a great opportunity for both countries to exchange culture and develop economy. Ambassador Yu said in his speech on the forum of celebrating the 65th anniversary of the establishment of diplomatic relations between China and Finland that since the Sino-Finnish diplomatic ties, bilateral relations have maintained healthy and stable development, the formation of political mutual trust, mutual support, economic mutual benefit and sincere cooperation, learn from each other on the humanities, exchanges and mutual learning good situation , called the partnership model between different countries, in order to bring two peoples tangible benefits, but also a common cause of world peace and development

to make a positive contribution. In the two leaders of the care and advocacy, both sides are actively committed to building a new future-oriented partnership; develop a comprehensive program of action documents, which will provide further development of the bilateral relations of strong power. China is willing to cooperate actively with the Finnish side to jointly promote mutual trust and mutually beneficial relations. Ambassador spoke highly of the Finnish Association was founded 64 years ago, to promote bilateral cultural exchanges and promote cooperation in various fields have done a lot of good work, hope and believe that Finland Association will continue to deepen bilateral relations, the especially cultural exchanges play construction of the bridge. So this year is ever the best opportunity. (Global Times 2015.)

There are many activities this year both in Finland and China such as Helsinki Art Festival, Shanghai Art Festival and so on. They are all precious platforms to demonstrate the culture of two countries to know each other better, to communicate with each other better. So Chinese people they know something about Finland.

6.3.4 Difference between Wechat and Weibo

As two the most popular social media in China, there are so many users of these two applications. In the result of interview, some people suggest that Wechat can also be used as a promoting platform. It is a good idea but Weibo and Wechat are two different social media, no matter in the function or reaction. There do exist some differences between Wechat and Weibo.

(1) The platform attributes: the Social networks and the social information network (Digital crew 2015). Wechat is socialization networks; the customer relationship is to build a link network. Microblogging social information networks, information is to build a link network.

(2) User Relations: Peer-way non-reciprocal VS scattered in Many Ways. Wechatl is like a two-way relationship, Weibo non Multidimensional scattered peer relationships. Wechat, dialogue between the users, Weibo, is concerned about the relationship between users. Wechat between ordinary users, needs each other to add friends, this constitutes a peer relationship. Wechat group is many to many, still is like. Weibo between Messenger users to add friends you do not need each other, the relationship is not reciprocal, but in Many Ways

scattered, many. The Weibo group, do not up the cause and Weibo user relationship attributes of a great relationship. (Digital crew 2015.)

(3) Information: Private closed loop AC VS public diffusion spread (Digital crew, 2015). Wechat is a closed loop AC private space and Weibo is open to diffusion spread. An inwardly an outwardly; a private, a public; a focus on communication, a focus on the spread

(4) Time synchronization: At the same time with the poor, Wechat users are mainly two sides at the same time online chat, some extent, we can understand it as a mobile version of the QQ enhanced variability. Weibo is the difference when browsing information, users publish their own Weibo, fans view the information is not synchronized, but refresh the view of the object of interest previously published information (Digital crew 2015). This simultaneous with the difference also determines the difference between the function and contents of Wechat and Weibo.

Compare with Weibo, there are some advantages of Wechat. However in some ways, Weibo is still the most powerful social media in China or even the whole Asian market.

The public platform does not match with the Wechat customer needs. Wechat is a private space, in the mobile terminal and the message is similar. I often hear my friends complain about spam messages too, consider this scenario: Suddenly, SMS tones rang, thought it was a good friend sent me a text message, the result is a strip advertising. This is frustrating. Wechat platform is the same, the user is looking at the use of Wechat is to communicate with friends though public platform information is the user active choice, but is still receiving information passively push. This is not just disturbing, more frustrating. After all, the main purpose for Wechat users is to communicate with friends. Wechat is a peer exchange platform, not asymmetrically scattered internet. Weibo itself is an information platform. A great number of people on Weibo is to focus on all kinds of public tweets (such as media, celebrities, large roots, businesses, government agencies), asymmetric concern characteristics here it is established.

If the Wechat public platform account does not push information to remind, the bother and disturbing can be removed. Of course, it can also eliminate the

need for user attention. Perhaps due to the initial curiosity, the users account to pay attention to the public platform, but later, they will forget.

Push of Wechat is a feature, but it is not determined by the public platform account. For users, this is really what they want. To some extent, some people maybe castrate the version of it, while Wechat public platform account can not be pushed to provide personalized for each user. Thus, if for reading, there are better options, such as Zaker, Flipboard. As for enterprise / business information, it is up to muster much courage to believe now those users will go through special corporate / business information every day.

Genetic determinism: to do customer relationship information relationships or do, it will always be a decision. We look at the example of Yahoo. The reason why the Internet pioneer Yahoo reduced to mouthing students everywhere, where a large reason is determined by genetic selection, Yahoo created a free, open and profitable Internet portal model, which makes Yahoo's Silicon Valley star, but it is this selection mode, doomed its gene is the media, not the technology, when the rise of Google, Yahoo also sees great potential in the search, make a lot of efforts at this market want the occupation, but the frustration is that no technology genes Yahoo though it takes great efforts to want to beat Google, it was not successful, but will be available to the woods themselves, and Google is inherently gene technology, the rapid rise in the search field, surpassed Yahoo.

Through this example, we can see how important a company's gene and deadly. Wechat and Weibo are very different. Rooted in Wechat customer relationship, Weibo is rooted in information relations, both have space. From the outside, Weibo succeed in twitter mode, has been close to the facebook pattern, but the present situation is not successful, a big reason is that since the Sina portal model has been made of information, media attribute weight, which a gene determines Weibo is information-oriented, with heavy media taste. Tencent QQ the user relationship has been product-centric, which also led to the Wechat customer relationship attributes, it is difficult to become the information platform.

6.3.5 The Popularity of Wechat

In the interview, a certain number of people suggest that promoting Kouvola region or even Finland through Wechat maybe a better idea. Wechat is the most commonly used social media in China or even Japan and South Korea.

Wechat is Tencent in January 21, 2011 launch of an offer instant messaging services for the intelligent terminal free applications, Wechat support cross-communications operators, cross-operating system platforms to quickly send free (need to consume a small amount of network through traffic) voice messaging, video, pictures and text, but also can use streaming media content by sharing information and location-based social plug-in "Shake," "drift bottles", "the circles of friends", "public platform", "Voice Notepad" and other services plugin. As of the first quarter of 2015, Wechat has covered China for more than 90% of the smartphone users reached 549 million monthly active users covering over 200 countries, more than 20 kinds of languages. In addition, the total number of Wechat public account each brand has more than 8 million, the number of mobile applications butt over 85,000, Wechat payment users will reach about 400 million. (TechRice 2011.)

Wechat to provide the public platform, the circle of friends, the message pushes other functions, users can "shake", "Search Number", "people in the vicinity," sweep the two-dimensional code Add friends and concerned the public platform, while Wechat content sharing Tell a friend and the user sees exciting content Share in letter the circle of friends. As of November 2013 registered users has exceeded 600 million, it is mobile instant messaging software, Asia's largest user groups.

The public platform in Wechat is a worth mentioning point. Micro-channel public platform mainly has the function of real-time communication, sending messages and material management. Users can fan group management of public accounts, real-time communication, but also can use the advanced features - editing mode and development mode for user information automatically reply.

When the Wechat public platform is concerned about the number more than 500, you can go to apply for a certified public account. The user can focus on

a common platform by finding public platforms account or sweep the two-dimensional code.

October 29, 2013, the public platform released a new version, the new platform supports the service number for a new Wechat authentication (Tencent 2015).

In addition, Wechat is also open to some high-level interfaces and open person answering system. The advanced interface permission Wechat open include: speech recognition, customer interfaces, OAuth2.0 web authorization, to generate two-dimensional code with parameters, to obtain the user location, access to basic user information, to obtain a list of followers, the user packet interface 8 items (Tencent 2015).

No matter for the tourists or the people work for tourism company I interviewed, they all have an idea that creating a public account about Kouvola region on Wechat may be much more efficient and effective. There are eight points to be explained:

(1) The network of acquaintances, small diffusion, and dissemination has higher effectiveness. According to the Wechat official website for the latest user statistics, its registered users on January 15, in 2013 exceeded 300 million. As mobile social software can be accepted by the public in a short time, is a major cause of its users Tencent users based on existing sources, while Wechat can also add cross-platform friends, Wechat can be added by users to access phone contacts It has opened a Wechat business friends and family. Unlike other similar social Wechat platform features lies in its established circle of friends are already know, build up the social network is a network of acquaintances (Oliver 2015). The internal communication is a niche-based network of acquaintances spread their trust and reach of traditional media can not be achieved, and therefore able to obtain a more realistic platform customer base, blog fans are too many unrelated fans in there , and true can not bring you a few customers, but not the same Wechat, Wechat users, but it must be real, intimate and valuable, there is no wonder some media could this metaphor "Wechat 10000 listeners corresponds to SINA 1,000,000 fans " though there exaggeration, there is a certain basis of.

(2) It is to provide information and services anywhere, anytime, information and services to reach longer. With respect to the PC, the mobile phone user at

any time to carry tools in the body, with the advantage of moving the end, social, location and other advantages of Wechat natural, marketing businesses will bring great convenience, but in terms relative to the APP , there is no need to download and install, use the more convenient.

(3) Marketing and positioning services more accurate (Oliver 2015). Users can be grouped by Wechat public platform, and through the "super dimensional code" feature (two-dimensional code can be added distribution etc.), can be accurately informed of the properties of your customer base, so that marketing and services more personalized, more accurate.

(4) The rich media content, the ease of sharing. Compared with traditional media, the new media notable feature is the mobile application of Internet technology, you can browse information through mobile phones and other terminal anywhere deliver the message, the fragmentation of time can be fully utilized, while Wechat in this regard can be said to be extreme. Unique Wechat intercom functions, making social networking is no longer restricted to text transfer, but rich media communication form of pictures, text, sound, video, and easier to share user saw (Jaycee 2014). In addition to using the chat feature and users, but also through Wechat "circle of friends" feature, through the reprint, Forwarding and "@" function to the content to share with friends.

(5) The public platform, "one to many" communication, information is reaching a high rate. Micro-channel public platform on August 18, 2012 formally launched, through this platform, individuals and businesses can create a Wechat public number, and achieve specific groups, and texts, the pictures, the voice full range of communication and interaction (Jaycee 2014). The public platform is a powerful way enterprise business promotion. Dissemination the public platform is "one to many" communication, direct messages pushed to your phone, so the rate of attainment and viewed rate is almost 100 percent. There are many individuals and businesses because of its high number of the public push content and has a huge number of fan groups, by means of a Wechat public number for implantable advertising, because the fans and users of the Wechat public number of highly recognized, are unlikely to cause Users of conflict, coupled with the high degree of reach and viewing can be achieved very good results.

(6) Based on LBS, special geographical location services. LBS (Location Based Services), is based on the geographic location of the service (Jaycee 2014). It includes two meanings: First, determine if the mobile device or the user's location; second is to provide all kinds of location-related information services; and positioning system means that a range of services related to, referred to as "location-based services." Compared with traditional online media, Wechat location service is a major feature, "Finding attachments" and "Shake," "drift bottles" and other features are based LBS basis (Jaycee 2014). Micro-channel can easily obtain through mobile GPS service user's location information, the users check the location in sharing the latest developments, the friends will be able to see their location, and location is important information for businesses to conduct precision marketing.

(7) Facilitate interactive, information push rapidly updated in real time. Meanwhile, the Wechat as social software, which facilitates interaction is different from other network media advantage lies. Especially the public platform, users can communicate with friends like the same as for communication and interaction with the business of public numbers. Enterprises can instantly push information to the public through public Wechat number, quickly update. At the same public platform which combined with something interactive such as scratch cards, Big Wheel and other functions can greatly enhance the marketing of interactive and fun.

(8) Lower marketing costs, it is more sustainable. After the past, customers leave the company or store, in addition to telephone and text messaging, no way to re-establish contact with customers, companies now flock to the public platform for enterprise customers may from time to time push information to customers, allow customers to the brand awareness of a growing business deeper. In the past, companies run media advertising, time delivery, good effect, advertising the end of the transaction is over, the customer did not keep, and therefore need to constantly advertise, and advertising costs also continued annual growth, which is a common problem enterprises face if it is applied to the public platform to all customers, establish contact, continued down, will play better result which can save advertising budget.

It is also based on the characteristics of "strong relationship" the public platform with customers, so if businesses can not provide valuable services

and information to clients, do not know how marketing methods, as advertising tools, recklessly ads, can easily be unfollowed customers, so if you want to achieve good results, Wechat public platform for marketing and operations needs a professional team to operate and manage.

7 CONCLUSIONS

The main objective of this thesis was to promote Kouvola region to Chinese tourists through Chinese social media via Weibo. The result is presented based on market analysis, customer analysis, social media marketing and making a market plan.

Relying on the information collected, people love the idea to promote Kouvola region to Chinese tourists through Weibo. Meanwhile, wechat can also be used as a tool to promote and advertise Kouvola region to Chinese tourists.

It is a good idea to promote Kouvola region to Chinese tourists through Weibo and meanwhile it is also adaptable to create a public platform on Wechat to let Chinese tourists know more details about Kouvola region.

More information would be available on both Weibo and Wechat such as the detailed introduction of the main attractions, the good restaurants with good recommendation, the hotels with reasonable price or the entertainment in Kouvola region and so on. The more information post on social media, the better tourists would know. At the same time, it is also possible to cooperate with airlines to launch the tickets packages which are really convenient for tourists.

Not only for this, it is crucial that we should grab the chance of the 65th anniversary of the establishment of diplomatic relations between China and Finland. More advertisements can be put into China to let more people know Finland and more activities can be organized to bring Finland and China closer which is a win-win cooperation.

It is widely acknowledged that traveling abroad is becoming a hot topic already in China. I strongly believe that with the advertising of social media,

there will be a growing number of Chinese tourists choosing Finland as the traveling destination which will boost the third industry and economy development of Finland.

Since some the resources are from internet, the information may have some inaccuracies, and some of them may lack reliability. A comprehensive research should be done in the future, by using more reliable and different data collection methods, like find more magazines and newspapers, connect with some related people who work in tourism for a long time. This research has helped the author increase some of his professional skills not only related to data collection, but also on how to do interview. Since tourism became prevalent in modern society, a good tourist destination can enhance the local economy and expand the local market. Analyzing from the marketing aspect can find more effective solutions, and in the future, an author should dig the information deeper using different approaches and using various investigation methods, to illustrate the results more officially and systematically.

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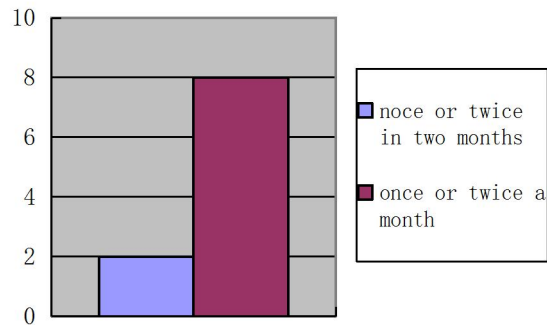
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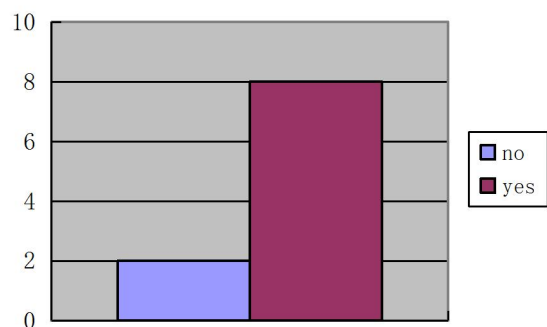
APPENDICES

Interview Questions and Results

1. How often do you travel?



2. Have u ever traveled to abroad? And what do you think of it?



Cool; amazing; unforgettable; different culture and food; practice for English

3. What is the ideal destination of traveling abroad for you?

Canada; USA; Germany; Australia; Finland

4. How much would u like to spend on traveling?

10,000 RMB; less than 15,000 RMB

5. Do you have Weibo account? What do you think of Weibo?

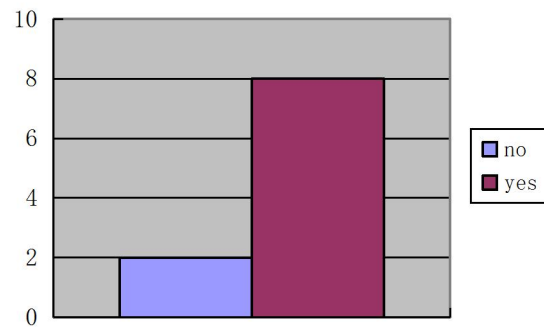
All yes

Entertaining; interesting; marketing tool

6. Do you follow any account about traveling on weibo?

All yes

7. Do you know anything about Finland? What do you think of it than other countries?



Cold; lake; forest; sauna; Santa

8. Would you like to choose Finland as traveling destination?

All yes

9. What do you think of advertising Finland on weibo?

Good idea; social media marketing; effective way

10. What's your idea to promote Finland to China or even the world?

Wechat; blog; Weibo; video