



World Heritage / Patrimoine Mondial

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Please provide a 500 words abstract outlining your thesis; you may wish to attach a table of contents or any other relevant material:

Tourism growth in China is more considered as a crucial factor to develop its international economic competence, and it is seen as the most important industry generating revenue to the country apart from export. The purpose of this master thesis is to examine the market strategy of building an online company specialized on nature-based tourism, that is, mainly eco-tourism, in CWHNS (Chinese World Heritage Natural Sites) to enter the European tourist market for the purpose of promoting China's ecological tourism places and their attributes. This thesis is also designed as highly practical-oriented which can be employed as a detailed proposal to attract future venture capital in establishing the company's online presence.

Given the fact that German tourists represent one of the biggest shares in Chinese international tourism markets among the European countries, the study is concentrated and targeted to capture German travellers, in a way their travel behaviour is considered to be adventurous and nature oriented. The reason of promoting eco-tourism in the CWHNS to international tourists online is based on these sites' representativeness and reputations. However, as the growing of over-exploitation problem of some of these sites is well-known, it is imperative that a new approach of Eco-tourism in the ideal of sustainable tourism development to these sites should be introduced, especially when recruiting international tourists. It is argued that the increasing of international tourists based on eco-tour will not worsen the current conversation situation but on the contrary will bring new ideas and benefit to the local.

This master thesis is organized in the following structure: right after the introduction, Chapter II will identify the overall target market situation in eco-tourism sector, the demand as well as tourists' (Germans) characteristics to enable us to segment and position our company which then bring value for our prospective consumers. We describe the strengths, weaknesses, threats and opportunities to us in our online nature based tourism service, which will help us access a marketing strategy and analyse of our business in facing with the global tourism market arena. Then, in Chapter III, we try to adopt the Marketing Mix Strategy, designing and delivering an effective marketing concept from the theoretical approach to our practical business implementation. In the conclusion,

we summarise this thesis with the implementation of the Marketing Mix Strategy and address the overall significance of our online presence.