

## LETTER TO THE EDITOR

## Feasibility Evaluation Model for Coastal Leisure and Entertainment Resources Brand Marketing Development from the Perspective of Ecological Perspective

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Based on the Ecological perspective, this paper analyzes the feasibility of marketing and development of coastal leisure and entertainment resources brand by constructing the index system model of market dimension, resource dimension, social economy dimension and ecological environment dimension. Based on this, the Fushan Bay Maritime Comprehensive Sports Center is designed. For the marine sports brand that relies on it, the beachfront leisure and entertainment sports brand based on the bathing beach, the sports and health care and other leisure and entertainment brands, such as sanatoriums, and the special fishing brands such as the island-based fishing special brand, The development strategy and the problems that should be paid attention to in the marketing of coastal leisure and entertainment resources brand.

Ecological perspective; Coastal recreation; Resource brand development; Ecological perspective evaluation model

### 1 INTRODUCTION

With the rapid development of information technology, the coastal leisure and entertainment industry is developing faster and faster, and brand competitiveness has become the focus of scholars at home and abroad. The research on the brand competitiveness of coastal leisure and entertainment resources is of great significance for optimizing the allocation of coastal recreational resources, optimizing the regional spatial pattern and realizing regional sustainable development. Domestic scholars mostly establish an indicator system from the perspective of influencing factors, and tend to explore strategies for brand competitiveness improvement and sustainable development. Based on the theory of competitive advantage and comparative competition theory, principal component analysis, factor analysis, cluster analysis and statistical methods are used to evaluate the feasibility of coastal leisure and entertainment resources brand marketing development (Zhang 2017).

Jingyi Mu, Jian Kang published an article in the journal Ekoloji's 2019 Issue 107, The title is: "The Feasibility Analysis of Reconstructing Environmental Facilities in Existing Buildings Based on Convolutional Neural Network". The ability of deep convolutional neural networks (CNN) to learn to distinguish between spectral-time patterns makes them ideal for environmental sound classification (Mu and Kang 2019). With the rapid growth of China's economy, the improvement of people's living standards and the aging of the population, the population

problem has become increasingly prominent. The total number of pension facilities on the Chinese market is very scarce, showing a trend of “more monks and less porridge”. At the same time, due to the adjustment of the national economic structure, old factories and office buildings in some cities are facing idleness. Under the influence of these two factors, more and more existing buildings have been rebuilt into pension facilities on the market, and a win-win effect has been achieved through the replacement of functions. Based on the convolutional neural network algorithm, this paper establishes a feasibility analysis model for the renovation of existing buildings’ old-age facilities, which has guiding significance for guiding the existing building renovation and the practical application of old-age facilities. The model is applied to the feasibility evaluation of coastal leisure and entertainment resources brand marketing development, and also has a good effect.

For the first time, the literature introduced the Ecological perspective into the feasibility evaluation of coastal leisure and entertainment resources brand marketing development (Zhang et al. 2017a, Sun et al. 2017). The literature evaluated the feasibility of coastal recreational resources from the perspective of brand competitiveness (Kröbel et al. 2017). Based on the Ecological perspective, the feasibility evaluation of coastal leisure and entertainment resources brand marketing development focuses on the Ecological perspective breadth and overlap degree. The research content focuses on competitiveness analysis, competition mode and spatial pattern. However, existing research still lacks in the selection of indicators and theoretical applications (Bas et al. 2017). Based on this, the study constructs a model to evaluate the feasibility of marketing and development of coastal leisure and entertainment resources brand from the perspective of ecology (Li et al. 2017).

## **2 IDEADESCRIPTION**

### **Research method**

#### **2.1 Literature method**

Through the examination of library materials and literature search on China Knowledge Network, collect books and papers on coastal recreation and leisure sports, as well as relevant policies and regulations such as leisure and entertainment industry, national fitness, etc. and sort out the obtained documents (Mak et al. 2017).

#### **2.2 Logic analysis**

By reading relevant literatures and conducting inductive analysis, the classification and characteristics of coastal recreation and leisure and the bottleneck of the development of coastal recreation and leisure industry are summarized, and the countermeasures for the development of coastal recreation and leisure industry are put forward (Savino et al. 2017, Lin et al. 2017).

#### **2.3 Field investigation**

Some coastal cities have conducted on-the-spot investigations and interviews, and the relevant policies, regulations and management methods of the local sports administrative departments have been consulted through the network, and the development of the coastal recreational and leisure resources of the city has been obtained. Field investigations include Dalian, Huludao, Qinhuangdao, Weihai, Nantong, Zhoushan, Fuzhou, Shantou, Shenzhen, Zhanjiang, Wenchang, etc., and the business leaders and practitioners of the coastal leisure and entertainment projects through email, telephone and interviews. The personnel conducted interviews and provided first-hand materials for this article (Zhang et al. 2017b).

## **3 RESULTS**

### **Ecological perspective assessment model**

In ecology, Ecological perspective refers to the position of a group in its natural ecosystem and its relationship with related populations. It can also be said that the relative position of the population interacts with the environment in a specific ecosystem. The Ecological perspective was first proposed by Grinnell in 1917. At

present, the most typical concepts in ecology are spatial Ecological perspective, functional Ecological perspective and multi-dimensional super-volume Ecological perspective. Among them, the multi-dimensional super-volume Ecological perspective is the most widely used in practice (Wolf et al. 2017).

In ecology, the breadth of a Ecological perspective refers to the sum of various resources used and occupied by a population in a community, expressed in terms of the size of the Ecological perspective. Brand land Ecological perspective refers to the sum of various resources occupied and utilized by brand individuals in the regional brand system, their status in regional brands and their relationship with other brands. The Ecological perspective is closely related to competitiveness, and the Ecological perspective breadth is at [0,1]. The closer to 1, the greater the utilization of resources by tourism destinations, the stronger the resilience to the environment, and the more competitive the tourism destinations; on the contrary, the brand's competitiveness is smaller. The situational theory in the Ecological perspective is the basis for the feasibility of the brand development of coastal leisure and entertainment resources brand resources (Tian et al.2017). According to the principle of Ecological perspective situation, the brand Ecological perspective also includes the content of "state" and "potential". "State" refers to the status of the brand (quantity of resources, infrastructure, economic development level, etc.), which is the result of the brand's past development, transformation and environmental interaction; "potential" refers to the brand's ability to influence and control the system. Capabilities, such as the growth rate of the brand, the update rate of branded products, and the occupancy rate of the new environment. Combined with the state and potential of the brand Ecological perspective, the comprehensive Ecological perspective value of the brand is calculated as the basis of judging the competitiveness of urban tourism. Calculated as follows::

$$N_i = (S_i + A_i P_i) / \sum_{j=1}^n (S_j + A_j P_j) \quad (1)$$

In the formula:  $N_i$  is the brand Ecological perspective;  $S_i$   $P_i$  are the state and potential of the city  $i$ ;  $S_j$   $P_j$  are the state and potential of the city  $j$ ;  $A_i$   $A_j$  are dimension conversion factors;  $n$  is the number of cities  
(a).  $S_i + A_i P_i$  can be regarded as the absolute brand Ecological perspective of city  $i$ , The ratio of the sum of the absolute brand Ecological perspectives of other cities is the relative brand Ecological perspective of city  $i$ , that is, the brand Ecological perspective of city  $i$ .

The calculation formula for the integrated Ecological perspective is:

$$M_{ij} = \sum_{i=1}^m N_{ij} / m \quad (2)$$

## 4 DISCUSSION

### Coastal leisure and entertainment resources brand design and development

#### 4.1 Coastal leisure and entertainment resources brand development strategy

(1) Organize a variety of large-scale leisure and entertainment activities in the coastal area, increase the popularity and influence of the holding place, attract seaside leisure tourists at home and abroad, and the colorful leisure and entertainment activities of the world-famous coastal resorts make the seaside resort and tourism full of vitality and enhance the tourist attraction. In order to enrich the marine recreation and entertainment projects, Spain has established more than 300 nautical clubs. Mallorca has built the Port of Palma into a "sailboat port", which will host sailing competitions throughout the year and also host the Tour de France. Malta holds high-profile events such as golf, tennis, horse racing, squash and classical cars, making sports vacation a prominent feature of Malta's

seaside holiday tourism. Hawaii has become a famous world water recreation center, and many world-class water sports competitions are held here. The annual sports competition brings Hawaii with 200-300 million US dollars in revenue. France, the Formula 1 Grand Prix on the Costa Blanca in Monaco enjoys an international reputation. Rio de Janeiro hosts a large-scale samba parade and traditional sports competitions at the Brazilian Carnival in mid-to-late February.

(2) Carry out cross-regional cooperation, give full play to the characteristics of local resources, and form a coastal sports leisure culture. Cross-country, cross-regional leisure and tourism development cooperation has become a trend of leisure and tourism development. Through the integration and sharing of information and resources, we will jointly develop leisure and tourism markets. Large-scale leisure and tourism market structure. Realizing resource sharing, information sharing, market building, and conspiracy of interests are the major trends in the development of China's tourism industry and the development direction of the coastal leisure and entertainment market. Therefore, all localities should build coastal sports leisure brand products according to regional climate, coastline resources, seawater resources, location and relying on cities, market factors and cultural characteristics. The development of coastal leisure and entertainment products should be combined with the unique folk customs and folk culture to create a unique brand of coastal sports and leisure areas, forming a coastal sports leisure characteristic culture and promoting the diversified development of coastal sports leisure activities. Such as the sailing and windsurfing project in Qingdao, the leisure diving project in Guangdong and Hainan, and the mud bath project in Zhoushan, Zhejiang. According to the localities and natural resources, there are some well-known and traditional coastal sports events, such as beach volleyball, beach football, surfing, and rowing.

(3) Develop and protect coastal sports and leisure environmental resources. Coastal leisure and entertainment resources with good geographical and environmental conditions along the coast of China, but at present, the awareness of environmental protection during the development of coastal leisure activities is relatively low, and the environmental protection work of coastal leisure natural resources is not fully in place. If we do not improve and improve the work of resources and environmental protection, it will destroy the current good coastal leisure ecological environment and affect the sustainable development and utilization of coastal sports leisure resources to a certain extent. To develop coastal recreation, we must first make overall planning and rational development, and promote the harmonious integration of various artificial facilities and environment in coastal leisure. Second, the government departments should establish and improve the relevant laws and regulations for the development of the coastal leisure and entertainment market, and in the form of legislation to stop the destruction of coastal recreational and recreational resources and environmental behavior, and use legal means to implement effective protection.

(4) Follow the development rules of the coastal entertainment and leisure market and pay attention to the investigation of the coastal entertainment and leisure market. The development of coastal sports and leisure market is inseparable from the coastal rest at home and abroad. The understanding of the development trend of leisure and tourism market, the mastery of coastal entertainment and leisure needs of domestic and foreign tourists, and the analysis of product structure and supply and demand of existing markets, the coastal entertainment and leisure market survey includes coastal entertainment and leisure resources, tourist survey, coastal entertainment and leisure management. Management practitioners survey, coastal scenic spots and coastal entertainment and leisure products and other aspects. Through professional market research, we will deeply understand the behaviors, cognition, leisure and tourism modes of China's coastal entertainment and domestic and foreign tourists, and find out the needs and cognitive changes of coastal recreational and leisure customers at home and abroad. Design, marketing plan development and development strategy choices are critical.

## 4.2 Coastal leisure and entertainment brand design and development

### (1) Beachfront leisure entertainment brand based on the beach

There are many well-equipped bathing beaches in the coastal area, and many seaside recreational sports activities such as swimming, sand sculpture, beach volleyball and beach football are carried out every year. Only the activities are more dispersed and lack of appeal. On this basis, these activities can be integrated into a series of seaside recreational sports tourism projects, forming a certain scale and attracting a large number of tourists.

### (2) Sports health care and rehabilitation tourism brands based on nursing homes

There are many nursing homes and recuperation centers in the coastal areas, and the rehabilitation and rehabilitation classes are relatively complete. Various sanatoriums have a variety of recreational sports and recreational facilities, and most of the sanatoriums face the sea, the environment is beautiful, the air is fresh, it is very suitable to launch leisure sports and entertainment projects based on health care and physiotherapy, such as fitness, spa, sand therapy. Characteristic tours such as mud therapy, post-healing rehabilitation therapy and indoor equipment fitness. At present, these sanatoriums are basically owned by the department and are not open to the public. The institutes are independent of each other and have little connection with tourism. The advantages are not outstanding. Therefore, to change the status quo, the government will set up a health rehabilitation company (or club), organize various nursing homes to participate, share the benefits, and carry out sports health rehabilitation tourism.

### (3) Mountain leisure and entertainment brand

Take the Lushan Scenic Area as an example. It is about 40 km away from Qingdao, with an area of 446 km<sup>2</sup>. The main peak is 1133 m above sea level. It is the only mountain with a height of more than 1,000 meters on the long coastline of China. There are 28 peaks above 500 m above sea level in the scenic area. The mountains and seas of the mountains are connected, the peaks and peaks are stacked, the steep shores are steep, the mountain landscape is unique, and the scenery is beautiful, attracting a large number of tourists every year. You can use the popularity of Lushan and abundant mountain tourism resources to carry out mountain leisure sports tourism projects, such as mountain climbing, rock climbing, camping and paragliding, bungee jumping and so on.

### (4) Fishing special entertainment brand based on the island

Fishing activities can cultivate sentiment and self-cultivation, which is a good leisure and entertainment activity. These islands have a certain reception capacity, and the sea and the sky are beautiful, suitable for fishing trips. In particular, the fishing base has been built on Zhuji Island, and fishing competitions can be held regularly to attract teams and holiday tourists.

## 5 CONCLUSION

For the evaluation of the feasibility of coastal leisure and entertainment resources brand marketing development, it is necessary to focus on the overall level of evaluation, but also on the horizontal comparison between cities and the longitudinal analysis of time, in order to judge the status of the brand competitiveness pattern and its future improvement. The possibilities and choices for the direction of development. This study evaluates the feasibility of coastal leisure and entertainment resources brand marketing development, focusing on the evaluation of ecological environment competitiveness. In the future, we can further study the subjective aspects of tourists' satisfaction with leisure and entertainment resources and the attraction of leisure and entertainment resources to tourists and explore.

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