

# Mountains as the Backdrop, Innovation as the Brush—An Analysis of Trends and Project Development in China's Camping Economy

Lou,Yuanzi Lu,Jinghong Ye,Hong Feng,Lu Deng,Yuzhu

Shenyang Urban Construction University, Shenyang, Liaoning, 110167, China

**Abstract:** With the rapid development of China's economy, industries are facing increasingly complex economic environments and market challenges. This paper takes entrepreneurial camping as its research focus, delving into the market development of camping and its associated benefits. Entrepreneurial camping is an innovative business model that combines startup activities with outdoor camping. Through outdoor activities, participants can relax and unwind. Characterized by teamwork and interactive communication, this model enhances trust and synergy among team members, accelerates problem-solving, and further stimulates innovative thinking while improving entrepreneurial capabilities.

**Keywords:** Marketing; Project funding; Risk

DOI: 10.62639/ssperi01.20250103

## 1. Marketing Strategies

### (1) Marketing channels

#### 1) Social media marketing

① Establish official WeChat public accounts and Weibo accounts to publish scenic area updates, event announcements, and promotional offers.

② Produce short promotional videos of camping activities and distribute them on platforms like Douyin (TikTok) and Kuaishou to attract potential customers.

③ Place targeted advertisements on travel and outdoor activity websites.

#### 2) Search engine optimization (SEO)

Local SEO

Map Optimization: Register campground information on Baidu Maps and Amap, ensuring accurate details such as address, business hours, contact information, and high-quality photos.

---

(Manuscript NO.: ERI-25-3-12001)

### About the Author

Lou,Yuanzi (2005-), Gender: Female, Ethnicity: Han, Native Place: Dashiqiao City, Liaoning Province, Institution: Shenyang Urban Construction University, Education Background: Undergraduate, Research Direction: Innovation and Entrepreneurship.

Lu,Jinghong (2004-), Gender: Female, Ethnicity: Han, Native Place: Ordos City, Inner Mongolia Autonomous Region, Institution: Shenyang Urban Construction University, Education Background: Undergraduate, Research Direction: Innovation and Entrepreneurship.

Ye,Hong (2003-), Gender: Female, Ethnicity: Han, Native Place: Yibin City, Sichuan Province, Institution: Shenyang Urban Construction University, Education Background: Undergraduate, Research Direction: Innovation and Entrepreneurship.

Feng,Lu (2005-), Gender: Female, Ethnicity: Han, Native Place: Anyang City, Henan Province, Institution: Shenyang Urban Construction University, Education Background: Undergraduate, Research Direction: Innovation and Entrepreneurship.

Deng,Yuzhu (2005-), Gender: Female Ethnicity: Han, Native Place: Deyang City, Sichuan Province, Institution: Shenyang Urban Construction University, Education Background: Undergraduate, Research Direction: Innovation and Entrepreneurship.

### Funding

This research was supported by the Shenyang Urban Construction University College Student Innovation and Entrepreneurship Training Program (Grant No. 202413208028).

Review Management: Actively encourage customers to leave positive reviews on major platforms and promptly address negative feedback to improve overall ratings.

### 3) Partnership marketing

#### ① KOL collaborations

KOL Selection: Identify influencers whose content aligns closely with camping themes, such as outdoor adventure bloggers and travel experts. Invite them to experience camping activities and share authentic reviews on social media to drive fan engagement.

Collaboration Formats:

Product reviews and live e-commerce promotions <sup>[1]</sup>.

Contextual Note: The advancement of big data technology reflects China's economic prosperity and has transformed business models across industries. E-commerce platforms leverage big data for precision marketing, addressing limitations of traditional methods.

#### ② Cross-Industry collaborations

Co-Branding: Partner with renowned outdoor brands to launch limited-edition camping gear (e.g., tents, sleeping bags).

Industry Integration:

Collaborate with rural tourism projects for mutual attracting flows. New agricultural business models facilitate inter-industry resource synergy and integrated development. Studies confirm that rural e-commerce logistics foster rural industrial convergence <sup>[2]</sup>.

### 4) Offline events

#### ① Experiential camps

Event Design: Offer tailored programs, for example, educational camps teaching basic survival skills for students.

Organize various offline camping experience activities: Family camping, Stargazing camping, Music festival camping. Let the participants experience the fun of camping personally. These activities can not only enhance the user experience, but also enhance the brand image.

#### ② Exhibition participation

Booth design: Design an attractive booth, show the latest camping equipment and technology, and provide on-site demonstration and interactive links.

Data preparation: Prepare sufficient brochures, business cards, samples and other materials to facilitate potential customers to understand the products and services.

### 5) Membership program and loyalty plan

#### ① Member benefits

Points System: Earn points with every purchase, redeemable for products or services.

Exclusive Offers: Enjoy member-only discounts, birthday gifts, priority booking privileges, and other perks.

#### ② Referral rewards

Referral Program: Implement a referral incentive scheme to encourage existing members to recruit new members. For example, receive vouchers or bonus points for each successful referral.

Tracking Management: Establish a referral tracking system to ensure clear and traceable referral relationships.

## **(2) Brand promotion**

### **1) Clarify brand positioning and target market**

Define the brand's unique selling points and core competitiveness, such as high-quality equipment, personalized services, diverse camping experiences. Identify the target market like young families, outdoor enthusiasts and tailor promotions to their needs.

### **2) Enhance products and services**

Offer diversified camping products and services, including themed gear rentals and customized camping packages. Ensure quality control and prioritize customer experience and satisfaction.

### **3) Cooperation and win-win**

Establish cooperative relations with other brands, travel agencies, outdoor equipment stores, etc., and jointly promote camping products to achieve resource sharing and mutual benefit and win-win situation. Seek cooperation with tourism agencies and outdoor clubs to carry out joint marketing activities and expand brand influence.

### **4) Strengthen brand building and word-of-mouth communication**

Pay attention to the shaping and maintenance of brand image, and win the reputation of customers through high-quality products and services. Customers are encouraged to share their camping experiences on social media, using word of mouth to increase brand awareness.

### **5) Innovate profit models**

In addition to the traditional camping fee model, you can consider introducing diversified business projects such as outdoor expansion, education and training, and special catering to increase income sources. By holding music festivals, star parties and other special activities to attract more tourists and improve the popularity of the camp.

## **(3) Price strategy**

### **1) Differentiated pricing**

According to the different types of camping products, the quality of service and the ability of the target customer group to pay, set different prices. For example, high-end customers can offer luxury camping experiences and set higher prices; For customers with limited budgets, you can provide basic camping services and set a more affordable price.

### **2) Promotional activities**

Attract consumers to buy through promotional activities such as full reduction, discounts and giveaways. For example, preferential packages are introduced during certain holidays or off-season periods to attract more tourists.

### **3) Package pricing**

Design packages that include multiple services and products, such as camping equipment rental packages, campground + catering packages, etc., and offer certain discounts to encourage customers to purchase more services.

### **4) Dynamic pricing**

Adjust prices flexibly according to market demand and competitive situation. For example, in the tourist season

or the peak demand, the price can be appropriately raised; In the off-season or the period of low demand, you can reduce the price to attract customers.

### **5) Value pricing**

Emphasize the value of the camping product, such as a unique camping experience, quality service, etc., and price accordingly. By providing excellent value for money services and products, let customers feel value for money.

### **6) Membership system**

Launched a membership system to provide members with preferential prices, exclusive services and other privileges to increase customer loyalty and loyalty. Through the membership system, you can build a stable customer base and bring continuous benefits to the brand.

## **2. Operation and Management**

### **(1) Personnel organizational structure**

In terms of the personnel organizational structure, the camp project needs to establish an efficient and orderly management system to ensure the smooth operation of the project. A project manager should be appointed to be responsible for overall planning, organization, coordination, and monitoring. Sub-project managers should be set up. According to the scale and complexity of the project, they will be in charge of different business segments, such as camp management, astronomical observation, wilderness survival training, etc. Professional and technical personnel, such as astronomical observers, wilderness survival coaches, parent-child activity counselors, etc., should be recruited to ensure the service quality. Meanwhile, administrative staff will be responsible for administrative affairs such as file management, document drafting, and office facility maintenance. Human resources specialists will be in charge of talent selection, cultivation, assessment, and labor contract management. In addition, regular training and assessment should be carried out, and an incentive mechanism and promotion channels should be established to improve personnel efficiency and management level.

### **(2) Personnel training**

Regarding the personnel training section, we divide it into three processes. The first process is to formulate a training plan, the second is to implement the training plan, and the third is to evaluate the training effectiveness.

1) Formulate a training plan: Determine specific and measurable training objectives (following the SMART principle), and select appropriate content (knowledge-based, skill-based, or attitude-based) according to the objectives. Choose the training methods, such as in-house training, external training, online training, or practical training. Reasonably arrange the training time and location to ensure that it does not affect normal work and that the required equipment is available.

2) Implement the training plan: Prepare the training materials and ensure that the facilities are in normal operation. The trainers should use a variety of teaching methods (lecturing, discussion, demonstration, role-playing, etc.) to encourage employees to actively participate. Record the employees' attendance, performance, and assessment results for subsequent evaluation.

3) Evaluate the training effectiveness: Reaction evaluation-Understand employees' satisfaction with the training through questionnaires or interviews. Learning evaluation-Assess employees' mastery of knowledge and skills through written exams or practical tests. Behavior evaluation-Observe whether employees apply what they have learned in their work. Result evaluation-Evaluate the impact of the training on macro-indicators such as work efficiency, product quality, and sales volume.

### **(3) Material procurement and inventory management**

In terms of material procurement, it is necessary to predict the quantity and types of materials required according to the needs of the camp and the weather forecast. Select suppliers with reliable quality and reasonable prices, and establish long-term cooperative relationships to ensure timely supply and effective logistics management. Regarding inventory management, a complete system should be established. Accurately record the incoming and outgoing of materials, conduct regular inventory checks to prevent overstocking and waste. Adjust the inventory level according to the demand quantity and seasons to meet the operational requirements of the camp.

## **3. Enterprise Financial Management**

### **(1) Project budget and funding sources**

The project investment budget, as an important planning tool in the project initiation stage, is directly related to the success and profitability of the project. A reasonable investment budget can ensure the smooth progress of the project within the constraints of established resources, effectively avoid shortages or waste of funds, and lay a solid foundation for the successful implementation of the project. However, in the actual project operation process, the investment budget often faces challenges from many uncertainties and risk factors, resulting in frequent problems such as budget overruns and misallocation of resources. Therefore, it is of great practical significance to deeply study the precise planning and risk control strategies of the project investment budget.

Based on the needs of camping, purchase raw materials, equipment, software and other supplies. Raw material and procurement costs: Approximately 12,000 yuan per year. By establishing long-term cooperative relationships with high-quality suppliers, procurement costs can be reduced, and the timeliness and quality stability of material supply can be ensured. Operating expenses: Approximately 24,000 yuan per year, covering daily expenses such as office space rent, utilities, and communication fees. Cost control is achieved through refined management. Funding sources: Five founders jointly contribute 3,000 yuan per month. Also, seek government investment and apply for special government support funds (expected to be 1,500 yuan), which will be used for R & D innovation and infrastructure construction. Reinvestment of earnings: In the early stage of project operation, it is expected to generate 5,000 yuan in earnings, which will be preferentially used for project expansion and upgrading to form a virtuous cycle of funds. Volunteer recruitment: By recruiting volunteers, labor costs can be saved, and corresponding rewards such as service hours, transportation expenses, and work meals are provided. The project is in line with the national green industry policy orientation. It aims to gradually expand its scale and achieve sustainable development through government-enterprise cooperation and the promotion of green living.

### **(2) Revenue projection for the camping project**

Weekday Rentals: From Monday to Thursday, considering the relatively low footfall on weekdays, preferential site rental prices are introduced. The rental price for a single tent campsite on weekdays is 100 yuan per night. In the initial stage of project operation, the average daily occupancy rate is expected to be 20%. With market promotion and word-of-mouth accumulation, the occupancy rate will gradually increase to 40%.

Weekend Rentals: From Friday to Sunday and on legal holidays, due to high demand, the rent for tent campsites is adjusted to 120 yuan per night. The average weekend occupancy rate is expected to reach over 60%. During the tourist high- season and holidays, the occupancy rate is expected to exceed 85%.

Outdoor Expansion Activities: For corporate clients, professional outdoor expansion training programs are designed, with a charging standard of 80 yuan per person. Establish cooperative relationships with enterprises, schools and other groups. Two batches of expansion activities are undertaken each month, with an average of 20 people per batch.

Parent-child Activities: Parent-child camping packages and activities such as handicraft making and nature exploration are launched on weekends and holidays. The price of the parent-child package is 150 yuan per group (including one adult and one child). An additional charge of 90 yuan per person is applied for extra adults or children. It is expected that 5 groups will participate in parent-child activities each month.

### **(3) Analysis of profits and returns**

The payback period is calculated through the cumulative profit, that is, the initial investment divided by the average annual profit growth amount. After calculation, it is expected that the camping project will recoup all the investment costs within one year and then enter the pure profit stage. The relatively short payback period reduces investment risks and improves the efficiency of capital utilization. Through sensitivity analysis, it is found that the occupancy rate of the camping site, and the pricing of catering and activities have a greater impact on profits, while the prices of food ingredients and material procurement, as well as changes in personnel salaries, are more sensitive to costs. In order to ensure profit stability and the return on investment, the project needs to optimize the pricing mechanism, strengthen cost control, expand diversified revenue channels, and closely monitor factors such as the market environment, seasonal changes, and policies and regulations. It is necessary to adjust the business strategy in a timely manner to cope with market fluctuations and risk challenges, so as to achieve long-term sustainable development and maximize the return on investment.

## **4. Risk Assessment and Countermeasures**

Risk refers to the possibility of losses occurring due to uncertain factors within a specific environment and time period, manifested as the deviation between the actual results and the expected goals. Risk consists of three basic elements: risk factors, risk events, and losses. There is a causal relationship among the three: risk factors trigger risk events, and risk events lead to losses. Risk assessment is the ex-ante estimation of potential losses, aiming to reduce risks. To effectively manage risks, corresponding strategies are usually adopted for avoidance.

### **(1) Market risks and countermeasures**

1) Risk of Fluctuating Market Demand: The demand for campsites is affected by factors such as seasons and weather. Reduced passenger flow during the off-season or extreme weather may lead to a decline in revenue or damage to facilities. Countermeasures include developing diversified products, strengthening marketing, paying attention to the dynamics of competitors, and formulating response plans for extreme weather.

2) Risk of Competitive Pressure: With the intensifying competition in the camping market, it is necessary to pay attention to the strategies of competitors and the industry pattern, and formulate appropriate business strategies to deal with competition.

3) Risk of Policy Changes: Changes in government policies (such as land and tax policies) may affect the operation and profitability of campsites. It is necessary to closely monitor policy dynamics and adjust business strategies in a timely manner.

4) Risk of Natural Disasters: Campsites may be faced with natural disasters such as floods and earthquakes, resulting in damage to facilities and interruption of operations. It is necessary to strengthen disaster prevention and mitigation measures.

### **(2) Operational risks and countermeasures**

1) Risk of Camp Maintenance Costs: If the campsite is mismanaged, problems such as facility damage and equipment failure may occur, increasing operating costs. We can give priority to selecting reliable - quality facilities, optimizing staff allocation, and introducing new technologies.

2) Risk of Safety Management: If a safety accident occurs at the campsite, it may bring serious economic losses and reputation damage to investors. Therefore, we need to attach great importance to safety management, appoint dedicated safety managers to ensure the personal and property safety of tourists.

### **(3) Financial risks and countermeasures**

1) Risk of Capital Liquidity: Enterprises need to ensure sufficient working capital to deal with daily operations and unexpected situations. By optimizing inventory management and establishing stable cooperative relationships with financial institutions, they can ensure timely financing when funds are tight.

2) Risk of Cost Control: The camping industry requires refined management of various costs, such as reducing procurement costs and optimizing human resource allocation, to prevent excessive costs from squeezing profit margins.

3) Risk of Policy Changes: Enterprises should conduct in-depth research on policy changes, formulate contingency measures, and adjust financial management policies in a timely manner to enhance their adaptability to policy changes.

## **5. Conclusion**

This article, in light of the current camping environment, analyzes marketing channels, operation management, financial forecasting and investment returns, as well as risk assessment and countermeasures, and combines with the current example of this project to draw the following conclusions:

The main advantages: new cooperation models, diversified brand promotion, detailed training plans for staff, rational planning of financial funds, comprehensive market assessment and analysis, and innovation in combining camping with other methods.

The main threats: changes in government policies, the impact of industry involution on operations, some unpredictable accident risks, and a shortage of professional talents.

Through the formulated solutions, the harm of risks in this project has been reduced, laying the foundation for the implementation of the project and the achievement of results.

## **References**

- [1] Liu Hua. Research on the Precise Marketing Strategies of E-commerce Enterprises Based on Big Data [J]. Time-honored Brand Marketing, 2023, (07): 16-18.
- [2] Yang Bojing, Dou Xuecheng. Research on the Practical Path of Rural E-commerce Logistics Boosting the Integrated Development of Industries—Based on the Field Survey of New Agricultural Business Entities in City W [J]. Logistics Sci-tech, 2024, 47(21): 76-78 + 92.
- [3] Kang Yuan, Dong Yuchen, Peng Wanting, et al. Analysis and Enlightenment of the Planning and Management of Camping Sites in Marine National Parks in Australia—Case Studies Based on Three Camping Sites[J]. National Parks (Chinese and English), 2024, 2(02): 123-132.
- [4] Chen Ying, Fan Chengwen, Liu Jianwu. The Practical Logic, Development Characteristics and Promotion Strategies of Outdoor Camping in China [J]. Sichuan Sports Science, 2024, 43(05): 126-131 + 140.