Study on the Internet + Marketing Rural Tourism Products

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Abstract. With the rapid development of Internet technology, the state supports greatly to apply the Internet technology to the various walks of life. The combination of the Internet + the marketing of rural tourism products is a new kind of marketing model, opening a new way for the marketing innovation of rural tourism products. Through analyzing the questionnaire results of the Internet + the marketing of rural tourism products, this paper has found out some existing related problems, and finally put forward some corresponding strategies.

Introduction

At the third session of the 12th National people's Congress on the morning of March 5, 2015, Premier Li Keqiang put forward the "Internet" action plan for the first time in the government work report [1]. “Internet” represents a new economic form, that is, to give full play to the role of optimization and integration of the Internet in the allocation of production factors, and to integrate the innovative achievements of the Internet in various fields of economic and social life, to promote the innovation and productivity of the real economy and form a new form of economic development taking the Internet as infrastructure and a means of realization. Rural tourism products can be divided into two types, one is tangible, it is the same as the traditional tourism product which can be purchased; the other is intangible, consumers can feel from the spiritual level. There are many types of rural tourism products, such as ecological sightseeing, leisure vacation, taste and shopping, experience, fitness, sports, folk culture, education and learning, festivals, etc. With the continuous popularization of the network, the continuous upgrading of network technology and the enhancement of people's tourism demand, making full use of the Internet to market rural tourism products has become a research hotspot.

Related Literature and Research Background

At the end of 1990s, rural tourism began to rise to the stage of China's economic history. It is a new attempt to extend ecological agriculture, ecological tourism and modern tourism to traditional agriculture. Rural tourism can upgrade the original traditional industrial structure, make the rural industrial structure more rational, promote the development of related industries, increase the employment of rural population, and narrow the income gap between urban and rural areas, thus promoting rural economic and social development [2]. In recent years, the Internet is developing rapidly, the traditional marketing mode has exposed many disadvantages, and the Internet marketing mode can make up for these drawbacks. Therefore, applying the Internet to market rural tourism products conforms to the development trend of the times. First of all, the Internet marketing model can provide convenience for rural tourism consumers. Second, the Internet can spread widely, expanding the market of rural tourism products. At the same time, the Internet marketing can reduce the marketing cost of rural tourism products, improve the marketing efficiency, promote the value-added of rural economic benefits and the personalized development of rural tourism products. In order to study this subject, the research group has carried out a sample survey, issued a total of 210 questionnaires and got the actual recovery of 210, each is true, effective, complete, the recovery rate has reached 100%. According to the questionnaire survey, 78.57% of the consumers get the rural
tourism product information through the Internet. Therefore, the Internet marketing of rural tourism products can meet the current demand of tourism consumption market.

Table 1. Travelers' access to information on rural tourism products.

<table>
<thead>
<tr>
<th>option</th>
<th>subtotal</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>165</td>
<td>78.57%</td>
</tr>
<tr>
<td>newspapers or magazines</td>
<td>39</td>
<td>18.57%</td>
</tr>
<tr>
<td>telecast</td>
<td>65</td>
<td>30.95%</td>
</tr>
<tr>
<td>family and friends referral</td>
<td>82</td>
<td>39.05%</td>
</tr>
<tr>
<td>travel agencies</td>
<td>32</td>
<td>15.24%</td>
</tr>
<tr>
<td>other</td>
<td>16</td>
<td>7.62%</td>
</tr>
</tbody>
</table>

Zou Liang(2016) cut over from the concept and characteristics of "Internet+rural tourism", taking Sansheng Flower Village as an example, and has analyzed its shortcomings and existing problems in the marketing of rural tourism products and put forward some feasible strategies[3].Through the rural tourism leisure management optimization research, Zhou Wenying (2016) thought that exerting the promotion function of the Internet, building the wisdom tourism, providing tourists more fresh, comfortable experience have become the present important topic of rural tourism to face[4]. By discussing the marketing model of rural tourism under the background of the Internet+, Su Yanping (2016) has proposed some novel ideas such as developing virtual rural tourism to support the model of marketing rural tourism products on the Internet[5]. Through the impact of Internet rural+ eco-tourism, Zhou Feifei (2016) has analyzed the existing problems and put forward the development strategies to promote the modernization development of rural eco-tourism and the intelligence of rural tourism, finally realize the rural eco-tourism healthy, sustainable, rapid development[6].

To sum up, at present, many scholars study from the perspective of how to use the Internet to promote the development and marketing of rural tourism and have achieved more results, but less scholars explore the marketing of rural tourism products specifically from the perspective of the Internet+. The mode of marketing rural tourism products on the Internet is novel, but there are still many existing problems. With the help of the good development trend of Internet big data, this paper will study the existing problems in the application of Internet marketing of rural tourism products, and put forward some corresponding countermeasures.

Existing Problems of the Internet Marketing of Rural Tourism products

The Publicity Function of Internet Website Is Too Single

At present, there are relatively few rural tourism websites in our country. By comparing these rural tourism websites, we can find that many of them are too simple and have poor timeliness, and they have not broken down the target market, nor have they used advanced network technology to carry out marketing. Websites’ function is relatively single, the online customer service can not respond in time when consumers have problems. These salient problems make it difficult for consumers to find the information they need, and unattractive rural tourism websites naturally cause the loss of potential customers and the difficulty of attracting returning customers.

Lack of the Awareness of Marketing Rural Tourism Products on the Internet

The economic development of rural areas has always been a short board of national economic development, the traditional agricultural production mode has been basically unchanged for a long time, the majority of farmers do not pay enough attention to network education, so most of them can not keep up with the needs of social development. When the Internet+ age comes, many farmers’ understanding for the Internet marketing is not strong. Many people are used to paying money and
delivering goods with one hand, focusing only on farming land and working in cities, without exploiting and using the specific resources of the countryside, which makes it difficult to popularize Internet marketing. At the same time, the farmers of some areas have high-quality rural tourism products, but they do not have much knowledge of e-commerce and do not have the technology to market rural tourism products on the Internet. Therefore, it is impossible to use the Internet to publicize its characteristic rural tourism products.

**The Information Infrastructure of Rural Tourism Is Weak**

Although our country has made great achievements in the Internet, the information infrastructure is still relatively weak in some backward rural areas, less capital investment, technical backwardness and lack of talent cause this problem difficult to be solved. Without the guidance of big data on the Internet, farmers do not know the demand of urban residents for rural tourism products, nor do urban residents know where there are more rural tourism products. This information block seriously restricts the development of rural tourism products, but also hinders the road of farmers to get rich.

**The Trust for Internet Marketing Is Low**

With the increasing trend of Internet + rural tourism, the rural tourism information on the Internet is uneven, some good and some bad, lacking formal rural tourism official websites, the pictures of some rural tourism product is not true, some descriptions in words are too inflated, the price is not uniform, unreasonable. For example, in peak season, the homestay tourists book on the Internet can’t be guaranteed when they arrived, these problems have greatly reduced the enthusiasm of the consumers to book the rural tourism products on the Internet, and thus seriously affected the Internet marketing of rural tourism products.

<p>| Table 2. Deficiencies in the dissemination of rural tourism information on the Internet. |</p>
<table>
<thead>
<tr>
<th>option</th>
<th>subtotal</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>information clutter</td>
<td>45</td>
<td>21.43%</td>
</tr>
<tr>
<td>lack of reliable information</td>
<td>65</td>
<td>30.95%</td>
</tr>
<tr>
<td>slow update of information</td>
<td>23</td>
<td>10.95%</td>
</tr>
<tr>
<td>lack of detailed tour directory</td>
<td>65</td>
<td>30.95%</td>
</tr>
<tr>
<td>other</td>
<td>12</td>
<td>5.71%</td>
</tr>
</tbody>
</table>

**The Models of Internet Marketing Are More or Less the Same**

Although many businesses use the Internet to market rural tourism products, but their marketing model is basically the same, reflected in search engine marketing, online picture marketing, Internet soft text marketing and so on. These uniform marketing models are difficult to attract consumers' attention, resulting consumers to produce conflict psychology, not only the effect is not good, but also affect the marketing quality of rural tourism product.

**The Case Analysis of CYW. COM**

Here we take CYW. COM as an example. CYW. COM is a website of Internet + rural tourism, it has subdivided the country's rural tourism market and mined the resources of rural tourism products of more than 2000 counties and districts, selected local farmers' food, home stay, local specialties, tour lines, etc. It provides summer escape, barbecue, fishing, picking, horseback riding, climbing mountain, skiing, hot spring and other kinds of tour activities in line with the tourist's demand at all seasons. Its business and leisure, parent-children activities, private holidays, family outing, team development, etc. have also met the needs of various groups. The web page layout of CYW.COM is clear and the content is true with a lot of selectivities. In CYW.COM, consumers can search cities,
destinations, farms, resorts, scenic spots, activities, etc. convenient and quick. Its home page also provides the modules of excellent activities, themes of different seasons, hot destinations, recommended scenic spots and characteristic accommodations for consumers to make decisions when choosing rural tourism products. At the same time, CYW. COM also provides a limited sale module to save the cost of rural tourism for consumers. Self-driving travel is also one of the most popular tour ways, CYW. COM also provides consumers with characteristic routes of rural tourism, and shows consumers the most fresh and most fun rural tourism products. CYW. COM has online customer service, customer service telephone, and telephone complaint service so that consumers can complain and feed back to CYW. COM in time when they meet any problems or dissatisfaction. In addition, CYW. COM has also designed the mobile phone client and the WeChat public number to make it convenient for consumers to pay attention to any information about rural tourism all the time and anywhere. CYW. COM advocates the participation of users, truly improves the experience of users and enriches the rural tourism products. CYW. COM has especially introduced the discoverer function, and consumers can record the beautiful scenic spots in rural tourism and submit it to CYW. COM through this function, and they will also have unexpected surprises and gains.

Through this case, we find that CYW. COM has the following major advantages: First, its website is completely designed to meet various needs of consumers from obtaining information to completing ticket booking. Second, its thoughtful service makes consumers feel satisfied. It has been adhering to offer the best, most considerate, most satisfactory service to customers, doing both seriously and carefully, without any mistakes. Third, it combines the rural tourism products of various places together, centrally display, convenient and fast.

**Strategies for the Internet Marketing of Rural Tourism Products**

**Set up a Perfect Rural Tourism Website**

The rural tourism products are large in quantity and wide in scope, it's difficult for consumers to search them, so rural tourism websites should include the information that consumers need. For example, according to the distance of geographical location, rural tourism websites should design list display on the web page, consumers can search for their favorite rural tourism products according to their own preferences through screening function. Rural tourism websites should summarize and integrate the new information of rural tourism products in various places, provide the function of recommending, and push out the rural tourism information and characteristic activities, etc. that consumers may like according to the information of rural tourism products that consumers normally browse, keep up to date and keep the timeliness of information and so on[7]. At the same time, rural tourism websites should also achieve online payment function in order to facilitate transactions.

**Apply the Internet for Word-of-Mouth Marketing**

<table>
<thead>
<tr>
<th>option</th>
<th>subtotal</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>199</td>
<td>94.76%</td>
</tr>
<tr>
<td>no</td>
<td>11</td>
<td>5.24%</td>
</tr>
</tbody>
</table>

Sharing has become a new type of word-of-mouth marketing that has spread through the Internet in modern society, and has broken the traditional mode of pass from mouth to mouth. When traveling in rural areas, 94.76% of consumers will share their well-experienced rural tourism products with relatives and friends through the Internet. Therefore, the Internet should have the function of sharing information so that consumers can share their experience with Friends circle, Weibo, QQ space, Post bar, etc. for relatives and friends to browse, thus make shared users to obtain detailed and real
information of rural tourism products through related texts, pictures and videos and greatly promote the marketing efficiency of rural tourism products, and also meet the needs of more consumers.

**Make Use of the Internet to Integrate Rural Tourism Product Resources**

The marketing of rural tourism products is not the marketing conducted respectively, but to realize the integrated marketing mode of the sharing of resources, the promotion of brand and the market integration. In the case of unified mainline, a main line should be widened and developed in the industrial chain in a long term. The Internet + rural tourism products just can meet the condition. Through the dissemination of large data on the Internet, the dynamic of rural tourism products can be shared in real time, and the visitors in front of the computer can become tourists on the spot. Businesses can get higher tourists flow through the Internet, tourists can get more efficient and high-quality service experience through the Internet, so that a win-win situation can be achieved.

**Implement the O2O Model for Rural Tourism**

O2O (Online To Offline) means that businesses market and display products through the Internet, consumers screen products and services and complete payment online, and then rely on various forms of bills to consume offline, the Internet is the front desk of offline trading [8]. Different from the traditional marketing mode of rural tourism products, the O2O mode of rural tourism, on the one hand, solves the problem that the traditional marketing mode spends a long time in the sales end, provides convenience for consumers and saves consumers’ time; on the other hand, because of its Internet-based shared information platform, consumers can share information on Internet rural tourism information services, and screen out preferential and practical information and travel guides. Finally, it helps consumers to choose and make decisions to satisfy consumers' individualized and diversified rural tourism experience, and helps the businesses to obtain broader marketing space of rural tourism products and get more profits.

**Improve the Service System of Rural Tourism Products**

High quality service is not only the pursuit of rural tourism, but also the expectation of consumers. Therefore, Internet businesses should provide consumers with electronic tickets for rural tourism and tell them how to use them; provide consumers with electronic maps of tourist attractions which are the most detailed, clear and complete at the moment. At the same time, each location of the scenic spot has a corresponding electronic explanation so that consumers can find their favorite scenic spots to the greatest extent. When consumers are conducting rural tourism, they can learn about the related local culture by the Internet. When tourists encounter special circumstances during their visits, they can call for help by mobile phone location, and get timely help from service personnel, etc.

**Conclusion**

Rural tourism has become a new form of tourism. With the development of individualization and diversification of rural tourism products, Internet marketing has become an inevitable trend. Internet marketing of rural tourism products is not simply to move the content offline directly to online, but to exploit and innovate the rural tourism products by using the advanced Internet technology, so as to dig out the suitable places for rural tourism in our country, familiarize consumers with these places’ environmental facilities and national culture, thus narrowing the gap between urban and rural areas and promoting rural development. Only the Internet and rural tourism products are closely combined to serve consumers, rural tourism can have a broader market, serve the “three rural issues” better and the vast number of consumers, and enter the benign track of sustainable development.

**References**


