Study on Rural Tourism Marketing from the Perspective of New Media

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Abstract. The birth of mobile Internet has given birth to the rapid development of new media, and made a major change in the mode of information dissemination. The Internet-based new media has become an indispensable new marketing tool. Especially after rural tourism has experienced the development of different stages in the past, using new media to promote the development of rural tourism has become a development opportunity. This article has mainly applied the comparative research method, induction and questionnaire survey methods to make a certain innovative exploration about how to use new media to promote the rural tourism marketing, and expounded the feasibility and necessity of using new media to market rural tourism, analyzed the problems existing in the new media marketing of rural tourism, and finally put forward the corresponding strategies.

Introduction

New Media is a new media form developed after the traditional media such as newspapers, radio, television and other traditional media. It is the communication and media pattern using digital technology, network technology, mobile technology to provide users with information and entertainment by Internet, wireless communication network, cable networks and other channels as well as computers, mobile phones, digital television and other terminals. New media break the time limit, can be updated and released at any time. Furthermore, the new media is very interactive, so there is an equal relationship between the information audience and the communicator. The former can use the new media to interact positively, and the information communicator can get feedback immediately. The promotion of science and technology has brought people a new and different marketing method. Nowadays, the new media based on the Internet has become an indispensable new marketing tool, especially after the rural tourism has experienced the development of different stages in the past, using new media to promote the development of rural tourism has become a new opportunity. The new mode of “Internet+ rural tourism” will provide new marketing means for rural tourism and open up a broad development road. With the advantage of new media, it has become a new trend to update the information of rural tourism and optimize the marketing methods of rural tourism. However, the combination of the two is still in the initial stage of development, and is not perfect. How to optimize the rural tourism marketing with the help of new media technology needs further exploration and research. This paper will study the marketing of rural tourism under the background of new media, in order to bring new opportunities for the development of rural tourism, and to provide certain reference value in marketing management of rural tourism [1].

Feasibility and Necessity of Using New Media to Marketing Rural Tourism Products

Feasibility of Using New Media to Market Rural Tourism

The Extensive Use of New Media Marketing Has Laid the Foundation for the New Media Marketing of Rural Tourism. The application of new media marketing in other industries has almost matured, and the new media has penetrated into the consumer's consumption concept. For tourism, more and more consumers choose to use the new media Internet to plan their travel plans, to understand the destination and related tourism products and services. As mentioned in a report on
tourism development by Weibo in 2015, statistics on the number of tourism users participating in Weibo can be found in figure 2.1.

![Figure 2.1. The total number of tourist attractions mentioned by Weibo.](image)

Through the above survey, the number of mentioning tourist attractions is 547 million, the number of mentioning tourism and check-in is 13.9 million, and the number of searching for tourist attractions is 133 million [2]. The age of these users is shown in Fig.2. 2.

![Figure 2.2. The age ratio of users.](image)

From Fig. 2.2 we know that the age of people who use new media searches to find out tourism information is mainly between ages of 19 and 25, most of them are school students and young people who have just graduated from school. People aged 13-18 and 26-35 have accounted for 18.55% and 22.46% respectively, while those aged over 35 knew less about new media, accounting for 6.22%.

**The State Policy Supports the New Media Marketing of Rural Tourism.** The issue of “agriculture, countryside and farmers” has been the focus of the No. 1 document of the Central Committee of China for many consecutive years. In particular, the “modern agriculture + the Internet” proposed by the No. 1 document of the Central Committee of China in 2016 has become the biggest feature. This document has emphasized the promotion of “Internet + modern agriculture”, and impels the entire agricultural industry chain to realize the upgrade with the help of various information technologies such as cloud computing, mobile interconnection, Internet of things and big data and so on. This document has also stressed that rural tourism should be vigorously developed by using various rural resources to transform it into a new type of industry for the prosperity of rural economy. The new policy provides an opportunity for the new media marketing of rural tourism.

**The Necessity of Using New Media to Market Rural Tourism**

**New Media Brings New Opportunities to the Development of Rural Tourism.** Introducing new media marketing to rural tourism can help rural tourism to win more markets. China’s rural tourism brand marketing is generally inadequate, because the costs of traditional media propaganda are very expensive. With the development of rural tourism, the rural tourism operators notice that brand marketing is particularly important. Under the premise of doing a good job of their own products, how
to better promote themselves has become a deeply concerned problem. The emergence of the Internet provides a solution to this problem. As a cost-effective marketing tool, the Internet has been quickly recognized by rural tourism operators, not only low cost, but has also very significant marketing effect, thus it has produced great changes to the marketing of rural tourism[3].

**The New Media Can Optimize the Marketing Mode of Rural Tourism.** Because of its special nature, rural tourism is lack of professional operation, it is difficult to enter the consumer's vision through traditional marketing channels. The emergence of new media marketing provides diversified marketing channels for rural tourism such as forum, Weibo, WeChat public number, live broadcast, micro video and so on. These channels are low cost, simple and easy to spread. Consumers can learn about rural tourism products by simply viewing pictures, videos or a small moving piece of text, and cost almost nothing compared to traditional media[4]. With the help of the cheap and efficient propaganda platform of new media, rural tourism can be displayed to the society to promote the development of rural tourism in rural and underdeveloped areas.

**Rural Tourism Urgently Needs New Media Marketing.** Compared with traditional tourism, tourists don’t know rural tourism very well, at the same time, rural tourism is also backward and lacks experience in management and propaganda. However, the diversity of rural tourism products can give tourists ample choice space. With the increase of tourists' travel experience, the psychology of seeking new and different things is becoming stronger and stronger. New media can play a very important role in grasping and exploring the tourists' dynamics, understanding the needs of consumers and maintaining the vitality of tourist destinations. Compared with other traditional tourism, rural tourism operators are mostly local villagers and lack of funds, the new media may provide a very cheap way to promote, and in the meantime provide opportunities for the large-scale promotion of rural tourism. So the rural tourism needs new media more urgently.

**Existing Existing Problems of the New Media Marketing of Rural Tourism**

**The Network Infrastructure of Rural Areas Is Backward**

The most important foundation of new media marketing is the network. Because of the particularity of rural tourism, the rural tourism destination is vast, the terrain environment is complex, the distance between destination and residence is also far away, resulting in the backwardness of network construction. Through the questionnaire survey on the rural tourism destination’s network status from 200 tourists who have participated in rural tourism, we know that 23 people feel that the network is good, 45 people feel that the network is so-so, 72 people feel that the network is poor and 60 people say that they don’t have network signal. The specific proportion of opinion distribution of rural tourism network is as figure 3.1.

![Figure 3.1. The proportion of opinion distribution of rural tourism network.](image)

Fig. 3.1 shows that the network coverage of most rural tourism destinations is low, not only the tourists do not enjoy a convenient network, it also hinders operators to use the Internet. As a result, operators and the government want to promote the rural tourism, but are constrained by hardware.
The Platforms Selected for Rural Tourism New Media Marketing Are Single

After the rapid rise of new media marketing, some rural tourism operators and practitioners also choose some platforms to carry out new media marketing. However, because of not knowing the new media marketing platform, not knowing how to choose the new media platform, only using Weibo, WeChat to carry out marketing, there is no publicity in other platforms such as forums, live broadcast, question and answer, etc. In fact, these platforms also occupy a considerable amount of network traffic. Through the questionnaire survey on the use of the new media platforms, we know that 165 persons have used Weibo, 195 persons have used WeChat, 120 persons have used the question answering platform, 80 persons have used the live broadcast platform, and 112 persons have used the forum, 189 persons have used mobile phone APP, 40 persons have used other platforms. The specific distribution is shown in figure 3.2.

According to the survey, the new media platforms are various, but the new media platforms are not evaluated by the platform’s marketing effect, and these users only market on 1-2 platforms blindly, and in the end, they put most of its energy into it, but the effect of marketing is not obvious.

Lacking Content Planning and Daily Maintenance

The success of new media marketing cannot be achieved without good content. Most of rural tourism operators don’t have a complete content plan for new media marketing. There is no clear plan for what type of content to publish, how often to publish information, the type of user, and how to popularize their information. The contents are also stereotyped, so that getting less and less attention. According to the questionnaire, among the 200 persons who participated in the survey, 35 persons considered the new media marketing content of rural tourism attractive, 70 persons considered the new media marketing content of rural tourism so-so and 95 persons considered the new media marketing content unattractive. The specific distribution is shown in figure 3.3 below.
Fig. 3.3 shows that most of the marketing contents are unattractive or insufficient to tourists. In addition, most rural tourism operators hardly conduct maintenance for new media marketing. They only regard new media as a simple means of sales, ignoring the most important interactive function of new media, and failing to collect users’ feedback immediately, understand the needs and opinions of tourists, therefore lose the significance of new media marketing.

**Lack of Complex Talents with both Rural Tourism and New Media Marketing Knowledge**

The new media marketing is a new direction for rural tourism. In the present initial stage, the operators of rural tourism are not very familiar with new media marketing, blind learning imitation doesn’t bring substantial development to the rural tourism marketing. At the same time, the initial operation of new media marketing is carried out by technology companies, such as the establishment of public numbers, the development of APP and so on. But these technicians are not very familiar with rural tourism, so these products are not suitable for rural tourism after they are developed and put into use. The scarcity of talents with both rural tourism and new media marketing knowledge is a very important issue that needs to be faced now.

**The marketing strategies of rural tourism from the perspective of new media**

**Strengthening the Construction of Network Infrastructure**

The network construction is the key for new media marketing. The network infrastructure of rural tourism development sites is subject to a series of constraints. In order to meet the network requirements of these rural tourism destinations, wireless network coverage should be carried out. Choosing the right height to set up wireless equipment can provide stable high-speed network regardless of terrain in a wide range to meet the needs of destination Internet access. In this way, the network laying cost is reduced, the capital investment is reduced, the maintenance cost is reduced, and its expansibility is more suitable for the network construction in rural areas. The rural tourism scenic area can provide free wifi Internet site for tourists, which not only can provide convenience for tourists, but also lay the foundation for the real time publicity of the destination.

**Applying Fully Various Platforms in the New Media Marketing of Rural Tourism**

It is very important how to use the new media platform to market rural tourism. The following are the nine most common platforms for new media marketing, which are divided into three parts according to their importance and level. The first part contains these new media platforms such as Weibo, WeChat, Question & Answer and Encyclopedia, etc. This category of platforms is the most frequently used by users, which are also the four platforms of rural tourism’s new media marketing needing to be further developed. The second part of new media platforms includes live broadcast platform, audio platform, video platform and so on. One trend of marketing promotion is entertainment and multimedia. If rural tourism can effectively use this category of new media platforms to promote, it will get more powerful attention. The impact of the third part of new media platforms is relatively small, but cannot be ignored[5].

**Setting New Media Marketing Goals and Conducting New Media Platform Evaluations**

The marketing goal of rural tourism should be consistent with the marketing strategy so that the efforts made in the marketing of new media can be rewarded, and can more likely get the support and investment of the government. After setting the marketing goals, we need to evaluate the new media platforms to find out which new media platform is connected to rural tourism, which new media platform occupies the target and potential market of rural tourism and how to compete with competitors on the existing new media platforms. In order to evaluate the new media platforms, we first need to understand the physical properties of each platform, its own consumer experience, for example, the interactivity of Weibo & WeChat, the huge data of the website, the portability of mobile phone, etc.. From the depth of contact, Weibo and WeChat’s attention time is the longest, suitable for
rational content promotion. Secondly, the social attributes of the platforms: The number of people concerned, the differentiation of the crowd, the media content of each platform are more manually edited and processed, the platform will be more authoritative, get more common concern of the audience, its advertising value will be much higher[6]. The more personal the media content is, the higher the value of its promotion will be. After the evaluation is done, which platforms should get more updated publicity efforts and which platforms should be abandoned will be very obvious.

Making Content Planning and Editing Schedules

We should make a schedule with the following contents: the type of rural tourism content that we intend to publish and promote, how often update and publish new information, users classification of different information targets acceptance, what kind of rural tourism product content to be published, how to promote their own content. Make a schedule, grasp real-time rural tourism information, and edit pushed messages ahead of time. Pay more attention to our own language and format while strengthening our customer service. At the same time, we cannot blindly push all products, master our own allocation of resources and the ratio of different news pushed [7]. For example, relying on the best three trichotomy: one third of the content is used to promote rural tourism destinations and attract customers to get benefit, one third of the content is used to share originalities and stories in the industry, a third of the content is used to interact and build our own brands.

Doing Well the Effect Evaluation and Maintenance of New Media Marketing

Offline and online surveys are the best way to measure the success or failure of new media marketing. Online surveys can be conducted by sending questionnaires to users, and offline surveys can be conducted by investigating the tourists who are involved in rural tourism, asking about the channels through which they buy and participate in rural tourism, these methods are often very effective[8]. Then both online and offline users can be asked whether the new media marketing has an impact on their choice of destination. Collecting tourists' feedback is also a very important means. One of the advantages of new media platform is that it can interact instantly, understand tourists’ needs and opinions at any time, and count the feedback frequency of each pushed information, carry on maintenance of its new media marketing direction, unceasingly explore and seek changes.

Strengthening the Training of New Media Marketing Platform and Rural Tourism Talents

According to the nature of rural tourism, the practitioners are mostly farmers, relatively unfamiliar with new media marketing, and backward in technical level. For the related technology companies, although there are technicians who are familiar with new media, they are not familiar with the business of rural tourism, resulting in that the proposed marketing methods are not suitable for rural tourism. Therefore, both of them should actively study and participate in the new media marketing of rural tourism. The government and rural tourism enterprises should also strengthen the training of relevant talents, organize marketing personnel to go out to study, investigate, and broaden their horizons so that they really understand the nature of rural tourism. At the same time, increase the tourism education of relevant farmers, popularizing their new media ideas, imparting relevant experience to them, and make them become the complex talents with both rural tourism and new media marketing knowledge, and then let them answer for the rural tourism related marketing.

Conclusion

The new media marketing has become the main marketing mode, the rural tourism should also keep up with the times to use the new media marketing to attract more tourists to participate in rural tourism, and stimulate the development of rural tourism through the new media. This paper has expounded the influence of new media marketing on the development of rural tourism, analyzed the current situation and existing problems of the application of new media marketing in rural tourism of China, and put forward the corresponding countermeasures. It is expected to provide reference for the healthy development of rural tourism in China.
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References