Research on Rural Tourism E-commerce Marketing Model
Innovation under the Background of Big Data

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Abstract. The innovation of rural tourism e-commerce marketing model has important practical significance for promoting the transformation of rural tourism, integrating the resources of rural tourism, reducing the cost of rural tourism operation, meeting the individual needs of tourists, constructing harmonious and healthy development model of rural tourism. This paper summarizes the current rural tourism e-commerce marketing model in China and analyzes the trend of the future development of rural tourism e-commerce marketing model. This paper puts forward three rural tourism e-commerce marketing innovation models under the background of big data: the allied marketing model based on product development, the interactive marketing model based on information exchange and the precision marketing model based on customers’ management.

Introduction

In the big data age, when the rural tourism consumers browse the site, they leave a large number of personal information which constitutes a large database. After the sorting, analysis and integration of complex, diversified network data in database, big data can be simplified to small data and small information, so as to provide personalized service according to the characteristics of customers and promote the innovation of marketing model. Based on network communications technology, rural tourism e-commerce is a process which information technology is fully applied to the rural tourism production, operation and management. Through e-commerce, Operators can produce, operate, manage internally and publish marketing information externally, tourists can require information and complete the reservation and payment about food, housing, transportation, travel, purchase and entertainment.

Under the background of big data, big data technology can record much information in detail about the daily consumption of rural tourism consumers, such as web browsing records, user reviews, transaction success rate and so on. According to this information, the database can automatically generate data analysis, and then recommend accurate information to the rural tourism customers, which not only can promote consumption, but also change the marketing concept of rural tourism e-commerce and bring some advantages about the innovation of rural tourism e-commerce marketing model. Specific advantages are as follows:

Firstly, more refined e-commerce marketing market. In the traditional e-commerce environment, the data analysis isn’t efficient and the users’ information source is very limited. However, under the background of big data, rural tourism e-commerce websites can access and analyze more user information. According to the information, they can understand the
particular demands of rural tourism customers and change the market goal from public to minority, which not only greatly saves the cost of marketing, but also improves their own competitiveness and achieves maximal profits of rural tourism e-commerce websites.

Secondly, personalized precision commodities pushing. In the past, there are some problems existing in e-commerce marketing, such as the problems of lack in precision. Since the existence of these problems, most of the information they pushed is invalid, which not only caused a waste of resources, but also had negative impact on users' consumption experience. However, under the background of big data, based on analyzing and mining data about the record of customer’s commodity browsing and purchasing, the related enterprises can understand the users’ consumption habits and consumption demands, so as to recommend commodity personally and improve the accuracy of marketing.

Thirdly, the information gathering of quality products. In the existing rural tourism e-commerce platform, there is so much tourist information that it’s difficult for customers to find satisfactory products, which requires products to be classified and showed according to customer demands. However, under the background of big data, based on the data about customers browsing and purchasing, rural tourism e-commerce platform will filter out the most visited products, which not only can attract more customers to purchase, but also can provide reference for customers.

Fourthly, potential value creating of data. Under the background of big data, a large number of users’ core data has very significant value for promoting the competitiveness of rural tourism e-commerce site and innovation of its marketing model. The collection, analysis, mining and effective integration of data can support rural tourism e-commerce business to make decisions.

The Summary of Rural Tourism E-commerce Marketing Model in China

Membership Marketing

Membership marketing means consumers join the tourism e-commerce sites in a certain way and then they can enjoy different discounts in different levels. In China, the development of rural tourism e-commerce is mainly based on comprehensive tourism e-commerce website, such as Ctrip, ELong, and TongCheng, all of them having their own sections about rural tourism. On the one hand, they sign an agency agreement or contract with the rural tourism enterprises, making them become its corporate members, which will be easier for those websites to gain information about rural tourism. After the collection, classification and sorting of the information, the websites help rural tourism enterprises and individuals sell products or service through their own platform and channels, like website, call center and the central reservation system. In return, those rural tourism enterprises and individuals need to pay corresponding member commission or fee. On the other hand, since those websites are tourism brokers, their sales target not only includes individual users but also companies or other large groups. And all the sales targets are their ultimate customers. After the customers becoming their members, they can have some discounts.

Permission Based Email Marketing

Permission based email marketing is also one of the common marketing model for comprehensive tourism e-commerce site. The definition of permission based email marketing is that with the users’ permission, tourism e-commerce website can send their product
information to customers through email, especially subscribed by customers themselves. By guiding customers to subscribe email personally, tourism e-commerce enterprises can not only avoid interference to customers caused by too much ineffective marketing but also can enhance the relationship with customers effectively and improve the customer's brand loyalty by conveying the information in line with customer needs.

**Theme Marketing**

Theme marketing is generally used in the online e-commerce website created by tourism enterprises themselves, which highlights characteristics of local tourism, uses online e-commerce website as transmission channels, exploit the core resources of rural tourism. The online e-commerce website created by tourism enterprises directly face to rural tourism e-commerce customers to sell rural tourism services and products. Through theme marketing, they hope to break brokers’ control and monopoly to customers and directly face ultimate customers by direct sales. For example, the famous Wuyuan rural tourism website uses rate as their core characteristics to create the theme of “China’s most beautiful rural area”.

**The Trend of Rural Tourism E-commerce Marketing Model**

In 2015, China, with over 600 million Internet users, has become the world's largest country with the largest number of Internet users. With the steady development of economic level, the continuous improvement of people's living standards, the more strong will of travelling for customers, the development of rural tourism e-commerce will gradually step to a new level. In the future of China, the development of rural tourism e-commerce marketing model will show the following trends:

Firstly, the content of rural tourism e-commerce marketing model gradually becomes more diversified. With the continuous development of rural tourism e-commerce, rural tourism e-commerce marketing will gradually form the whole network marketing trend. Specific performances are as follows:

1. Participating subjects become more diversified. Whether it is new marketing model opened up by traditional rural tourism enterprises or High-traffic network services, both of them have to rely on increasingly varied means of payment to achieve various types of rural tourism e-commerce marketing.

2. Marketing means become more diversified. With the continuous expansion of rural tourism consumption market, the increasingly fierce competition, the marketing means of rural tourism e-commerce will also follow the footsteps of the market, becoming more diversified.

Secondly, rural tourism e-commerce marketing model strengthens interaction. In the existing rural tourism e-commerce marketing model, consumers are still in a passive position to accept and the products put by websites aren’t attractive enough. Therefore, it’s very necessary for websites to strengthen the two-way interaction with consumers and understand more customer demands.

Thirdly, rural tourism e-commerce marketing model tends to focus on precision. With the rapid development of independent travel, it’s difficult for the existing rural tourism e-commerce marketing model in China to meet the changing demands of tourists. From public communication to precise positioning of the small-scale communication, not only can they provide personalized services for consumers, but also increase the rural tourism customer conversion rate more effectively.
Innovation of Rural Tourism E-commerce Marketing Model

Based on the integration of resources and database marketing, under the background of big data, from the perspective of product development, information exchange and customer management, this paper has innovated three marketing models, which are allied marketing model, interactive marketing model and precision marketing model, to adapt to changing market and individualized consumer demands.

Allied Marketing Model

In product development, focus on allied marketing. At present, the competition between rural tourism e-commerce websites is more and more fierce, and most rural tourism e-commerce websites generally carry out marketing based on their own products and services. However, due to the limitation of rural tourism e-commerce websites’ own strength and marketing channels, it will be difficult for them to form scale effect. In this case, it’s beneficial for single rural tourism e-commerce website to ally with the same types of websites to achieve the same industry alliance or other related industries to different industry alliance.

All of the rural tourism e-commerce websites have a certain amount of user resources. Through using internet technology to collect and analyze the same type of customers’ online consumption behavior, and drawing relevant conclusions based on specific research to make strategic decisions, such as customer segmentation, market selection and value positioning and so on, those websites can launch products in line with market demand. This allied marketing model can make full use of the core advantages of each alliance to enhance the product scale effect, expand the market share, achieve the sharing of information and resources, and also, use tourism e-commerce site to promote each other's products, thus achieving a win-win situation.

Interactive Marketing Model

With the rapid development of the information age, the interaction between people and people or people and the network is also increasing. In order to better promote the development of information exchange, not only the rural tourism e-commerce websites, but also the smart-phones’ app about rural tourism should become one of the platform to promote interactive marketing model.

Different from the one-way information transmission model adopted by traditional rural tourism e-commerce websites, in the new model, rural tourism customers not only can design their own route published to the rural tourism e-commerce site, but also find tourists having common hobbies and friends willing to forward comments, thus using existing customers to mining potential consumers. In the process of rural tourism, consumers can constantly participate in the design of rural tourism products, like revising travel plans at any time according to their own demands, so as to better strengthen the connection between consumers and products, and better bond various rural tourism products. During the tourism, consumers can also share their travel itinerary through mobile phone to attract more rural tourism enthusiasts joining in, thus promoting the transmission of tourism information, and achieving a win-win situation. After classifying those travel itineraries, rural tourism e-commerce websites can fully respect and use consumer opinions. They will apply good comments and suggestions to product design and planning, which will help them recommend more appropriate tourist routes to customers and truly finish the consumption guidance based on customer demands.
Precision Marketing Model

In customer management, it is very important to focus on precision marketing. In the information age, customers are the most important assets of rural tourism e-commerce marketing, and the provision of high-quality customer experience is the core value of rural tourism e-commerce websites. In order to ensure the value and value-added of customer assets, we must find a marketing model meeting deep customer demands.

Under the background of big data, through using data mining technology to analyze the tourism information and strengthening customer information processing capability, rural tourism e-commerce websites can increase customer stickiness. In the meanwhile, based on database analysis, they can improve customer conversion rate, closely and precisely link products with customers, which means they can lock the most valuable customers in their target market and then carry out one-on-one customization services, thus changing wide public communication to accurate small-scale communication.

Conclusion

The rapid development of internet technology has brought more and more information. However, after the sorting, analysis and integration of complex, diversified network data, big data can be simplified to small data and small information, so as to provide personalized service according to the characteristics of customers and promote the innovation of marketing model. The research on rural tourism e-commerce marketing model innovation under the background of big data in Hubei province has to fit into marketing strategy of Chinese market. Through the effective use of big data, we will not only achieve a more comprehensive, more effective and more accurate marketing purposes, but also bring more breakthroughs and innovations for the rural tourism e-commerce marketing model as well as provide some imagination space for future improvement and development.

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