Study on Brand Building of Rural Tourism Destination from the Perspective of Rural Revitalization Strategy

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Abstract. The Nineteenth National Congress of the Communist Party of China put forward the strategy of Rural Revitalization. Implementing the strategy of Rural Revitalization is an important decision-making plan made by the Nineteenth National Congress of the Communist Party of China. It is an important historical task to build a well-off society in an all-round way. In the important period of building a well-off society in an all-round way. How to revitalize the countryside and make the vast rural areas get rid of poverty? As an important driving force for rural revitalization, rural tourism plays an important role. Rural tourism is of great significance to the full and effective utilization of agricultural resources, the solution of rural surplus labor force, the inheritance and development of rural traditional culture, the integration of industries, rural economic growth and people’s poverty alleviation. However, As the market changes in recent years, the continuous rise of farmhouse and rural tourism in all parts of the country, the problem of homogeneity has become increasingly prominent, and competition has gradually expanded. Under such circumstances, brand building is an important way for the sustainable development of rural tourism, and also an effective means to enhance the competitiveness of rural tourism destinations. This paper firstly analyses the current situation of brand building of rural tourism in China, and then analyses the restrictive factors affecting brand building of rural tourism. Finally, from the perspective of Rural Revitalization strategy, this paper explores the method of brand building of rural tourism destination.

Introduction

The 2018 “Central First Document”, which promulgation “Opinions of the CPC Central Committee and the State Council on implementing the strategy of Rural Revitalization”, it explains the great significance and general requirements of implementing the strategy of Rural Revitalization in the new era, and fully unfolds the 20-word policy of industrial prosperity, ecological livability, rural civilization, effective governance and prosperity of life in Rural Revitalization, and it also explains the point of shaking off poverty, institutional innovation, cracking bottlenecks in talent, and expanding investment and financing channels[1].In September 2018, the Central Committee of the Communist Party of China and the State Council, in accordance with “Opinions of the CPC Central Committee and the State Council on implementing the strategy of Rural Revitalization”, releasing “Strategic plan for Rural Revitalization (2018-2022)”.It promoted the revitalization of rural industries, talents, culture, ecology and organizations scientifically and orderly, and refine the implementation priorities and policy measure[2].The five dimensions of industrial prosperity, ecological livability, rural culture, effective governance and prosperity of life are the overall requirements of Rural Revitalization, the specific target system of Rural Revitalization, and the evaluation criteria of Rural Revitalization. These five dimensions are closely related, interacted and indispensable. Thus, Rural Revitalization is the revitalization of economy, ecology, culture and education, and society.

The American Marketing Association (AMA) has studied brand earlier. It defines brand as name, terminology, symbol, symbol or their different combinations and totals. Brand is also a special symbol for identifying or differentiating competitors’ products or services. From this perspective, the early scholars regarded the brand as a special symbol. Later, some scholars understood brand as
intangible assets [3], media [4], the system of various elements combination [5]. To sum up, this paper defines rural tourism brand as a special symbol to identify or distinguish competitors in rural tourism development areas, and as an intangible asset to create economic value between rural tourism destinations and tourists.

Based on the 20-word policy of Rural Revitalization Strategy and the analysis of the current situation of rural tourism brand building in China, this paper hopes to provide reference for the brand building of rural tourism destinations in China.

Analysis of the Current Situation of Rural Tourism Brand Building in China

Rural Tourism Develops Rapidly, but the Brand Building of Rural Tourism is Lagging Behind

Since the Third Plenary Session of the Eighteenth Central Committee of the Communist Party of China put forward the construction and reform of new countryside, the development of rural tourism in China has been accelerating. At the same time, more and more operators encounter the "bottleneck" of rural tourism development. Under such a realistic predicament, rural tourism operators gradually realize the importance of brand building. But in most parts of the country, the system of rural tourism brand building are not yet mature.

Rural Tourism Brand Building is at a Primary Level

At present, with the deepening of the country’s rural reform, the construction of rural brand in China has also attracted the attention of operators, but there is still a lack of in-depth study on the media and channels of brand communication in rural tourism, and there is no particularly complete and mature theory to guide the construction of rural brand. At this stage, there are few practical studies on rural brand building, which makes the overall level of rural brand building is not so well.

Successful Rural Tourism Brand has a Good Driving Effect

With the development of “new countryside” construction and “beautiful countryside”, there are a number of successful rural brand management models in the current rural brand construction in China, and their demonstration role is very significant. For example, Agricultural Sciences Village, the birthplace of China's rural farmhouse, relies on the resources of flowers, trees and bonsai to establish “the town of flowers and trees” and “the town of bonsai” brand, which was awarded 4A-level honor by the National Tourism Administration. After that, other rural tourism destinations have followed the example of the model of “the Agricultural Sciences Village” build regional brand. At the same time, it should be noted that the successful experience of brand building of rural tourism cannot be copied rigidly, and needs to be tailored to local conditions.

Restrictive Factors Affecting Brand Building of Rural Tourism

Lacks Sense of Brand Building

Although the country attaches great importance to the construction of rural tourism in recent years, it is undeniable that the awareness of rural brand building in most areas is very weak. For the grass-roots leaders, they often have a good vision of building the countryside and hope to build the countryside into a well-known brand. But in the actual construction, they often deviate from the original brand planning and cannot effectively carry out the shaping and dissemination of rural brands.

Lacks Characteristics

A genuine rural tourism brand should have its own unique and distinct brand concept as its support. However, many villages blindly follow the trend, do not have their own clear construction ideas and plans, blindly follow other rural tourism brand building methods, and do not carry out market analysis and resource research. Even if such rural areas have their own concept of building rural tourism brand, it is difficult to leave a deep brand impression on the public.
Rural Tourism Brand Management Exists Defects

At present, the construction of rural brand in our country stays at the level of construction, and many areas do not pay enough attention to the late maintenance, crisis management and product development of rural brand. Most of our country's rural tourist destinations have not established a special organization of rural brand management, and lack of professional personnel of brand strategy management.

Marketing and Publicity Exist Defects

Whether the brand of rural tourism can win the hearts of the people, marketing propaganda is the key. At present, most of the communication of rural tourism brand is fixed mode, such as rural characteristic industry, rural characteristic landscape and rural characteristic history and culture. If rural tourism destination directly adopts fixed mode without market analysis and precise marketing, it cannot impress tourists deeply and cannot achieve the goal.

The Method of Rural Tourism Brand Building from the Perspective of Rural Revitalization Strategy

Create “Industrial Brand”

Industrial prosperity is an important basis for rural revitalization, and brand building can become an important entry point and breakthrough point for rural “industrial prosperity”. Rural tourism destination can form characteristic industry and build industry brand by digging local natural resources and culture resources. On the basis of resource analysis, brand building can be deeply integrated into the primary industry, the secondary industry and the tertiary industry. So that we can form agricultural brand, agricultural product brand and rural tourism brand. Finally, the overall industrial development of rural tourism destinations will be achieved, and Rural Revitalization will be promoted through industrial prosperity. At the same time, by creating “industrial brand”, rural tourism destination can also solve the problem of lack of characteristics.

Taking Agricultural Science Village as an example, Agricultural Science Village has deeply excavated natural resources such as flowers, bonsai and Yangxiong's culture, created brand such as “Village of Flowers and Woods”, “Hometown of Bonsai in China” and “Hometown of Yangxiong”. In April 2006, Agricultural Science Village was awarded the honor of “Hometown of farmhouse in China”.

Create “Ecological Brand”

Ecological livability is the key to rural revitalization. Jinping Xi put forward that “green water and green hills are gold mountain and silver mountain”, and emphasized the importance of ecological environment protection many times. Therefore, rural tourist destinations should also pay attention to ecological brand building. In the construction of ecological brand, rural tourism sites should pay attention to the greening of agricultural production, the prevention and control of pollutants and the construction of rural local atmosphere. Rural tourism area should commit to creating a unique local humanistic environment and beautiful rural natural environment, achieving “ecological livability” in many ways.

Create “Civilized Brand”

Rural culture is an important part of Rural Revitalization, which can be understood as a card in rural areas. Among them, the ideological and moral construction of villagers is the focus. To develop rural tourism in rural areas, “a civilized business card” is essential. Rural tourist destinations should strive to cultivate civilized local customs, good family customs and simple folk customs, constantly improve the level of rural social civilization, so that “civilization” becomes a “brand” in rural areas. Specifically, we can carry out the method about ideological and moral construction, inheritance and renewal of culture, construction of rural public culture, and action of changing customs.
Pay Attention to Rural Governance to Ensure the Sustainable Development of Rural Tourism Brand

Rural governance is the foundation of Rural Revitalization. In brand building, rural governance can be understood as the management guarantee system of brand in rural tourism. How to make the rural tourism destination develop continuously in the fierce competition and upgrade the brand of the rural tourism destination? Effective governance and guarantee are essential. “Rural governance” requires rural areas to establish a modern rural social governance system of “Party Committee leadership, government responsibility, social coordination, public participation, legal protection”. In such a process, an effective system and policy guarantee can not only make the brand of rural tourism destination mature. It can also promote the overall rural tourism in rural areas to be effectively protected. Finally, rural governance is also an effective solution to the problem of imperfect organization and system of rural tourism brand management.

Summary

At present, although the brand building of rural tourism destination has been paid more and more attention, it is still at the primary level of brand building. The problems such as weak awareness of brand building, lack of brand characteristics, imperfect brand management, imperfect marketing and publicity are becoming increasingly prominent. These problems have become an important factor restricting the brand building of rural tourism in China. Under the background of the strategy of Rural Revitalization, this paper puts forward the reference for the brand construction of rural tourism from the four dimensions of industrial prosperity, ecological livability, rural civilization and effective governance, hoping to achieve the basic goal (prosperity of life) of rural revitalization in order to promote the overall development of rural tourism areas.

References

[1] Opinions of the CPC Central Committee and the State Council on implementing the strategy of Rural Revitalization.2018.01.