

Rural Tourism Market Development and Marketing Strategy -- Based on 4ps Strategy

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Abstract: with the vigorous development of tourism, rural tourism as a form of tourism has also ushered in opportunities. The gradual improvement of tourism marketing theory system has opened up another way for the development of rural tourism. Based on the theory of tourism marketing, combined with the current market situation of rural tourism in China, this paper studies the development of rural tourism and explores the marketing path suitable for its development, which is of theoretical and practical significance to enhance the competitiveness of rural tourism and promote the development of rural economy.

1. Introduction

With the development of economy, the cities with reinforced concrete buildings have gradually assimilated, and the cultural characteristics of cities have gradually disappeared. People began to pursue the pure ecological beauty and local characteristics of nature, which led to the decline of urban tourism demand, while rural tourism ushered in unprecedented opportunities. Rural tourism is a new form of tourism with the green demand of tourists. The rapid development and wide recognition of rural tourism indicate that rural tourism has ushered in new development opportunities. The development of rural tourism is undoubtedly the extension of agriculture from the primary industry to the tertiary industry, opening up a new way of diversified management of agricultural economy. We should seize this opportunity, vigorously develop rural tourism, so as to promote the development of rural economy. Based on the favorable background of the development of rural tourism, the author combines marketing theory with tourism discipline, that is, by means of tourism marketing to study the development of rural tourism.

2. The Development of Rural Tourism

2.1 Tourism Products Are Relatively Single

At present, rural tourism provides tourists with an experience of returning to nature by providing characteristic farmhouse hotels, farm dishes and farm production and labor. Its tourism products are relatively simple, the price of tourism products is relatively low, and the quality is not high. Most rural markets treat different consumers with very similar or even the same services, products and promotion strategies, instead of adopting differentiated marketing strategies for different consumer groups. As a result, the consumption demand of some tourists can not be met, which affects the

satisfaction of tourists to a certain extent, this is also the reason why the rural tourism market has been relatively limited.

2.2 Poor Infrastructure

The activity place of rural tourism is usually in rural areas. The main body of investment in infrastructure construction is single, which completely depends on the government and individual villagers. The investment is also very limited, which leads to the imperfect infrastructure.

2.3 Backward Marketing Means

In the development and design of rural tourism projects in China, there is a lack of unified standard and standard system. The main economic body is individual farmers. They lack marketing theoretical knowledge and weak marketing awareness. The local government takes the strategy of giving priority to the development of local urban regional tourism, so the development of rural tourism is also restricted.

2.4 Lack of Standard Charging Standards

In the rural tourism market, because the seller is a villager, he does not have the corresponding pricing knowledge, and also lacks the corresponding administrative units or associations to standardize the rural tourism system. In order to expand the turnover, blindly lower the fees, causing a price war, which is not conducive to the development of rural tourism.

3. Marketing Strategy of Rural Tourism

In view of the problems existing in the development of rural tourism in China, this paper tries to find a suitable way for the development of rural tourism in China with 4Ps marketing strategy.

3.1 Product Strategy

Rural tourism should rely on certain product forms and create value through marketing. In view of the current situation of single rural tourism products, we need to transform and redevelop tourism products, and then combine tourism products to design marketable tourism products. First, we can innovate tourism products and expand tourism product portfolio through the development of rural tourism products such as leisure vacation, agriculture, local products shopping, and close integration with eco-tourism and folk culture tourism. Second, in view of the positioning of low-grade products, we can expand the product line upward, so as to correct the impression of low-end products of rural tourism in the minds of tourists, and at the same time, improve the market line of rural tourism itself and launch high-end rural tourism products. Through these ways to enrich the variety of tourism products to meet the diverse needs of tourists.

3.2 Price Strategy

The reasonable degree of price determines the tourists' purchase intention and the key factor to open the rural tourism market. Therefore, rural tourism marketing must fully consider the consumption psychology and affordability of consumers in the target market, and adopt different price strategies for different products to meet the needs of different markets. According to the different ways and quantities of tourists, different preferential policies are given to increase the attractiveness of rural tourism products, and the charging standards for tourist attractions are

formulated, so as to standardize the differentiated price system of rural tourism. At the same time, we should also increase the investment in rural tourism infrastructure, improve the quality and added value of tourism products, and increase the profit space.

3.3 Promotion Strategy

The marketing value of advertising and tourism public relations should be emphasized in the promotion of tourism products. The ideas of publicity should be integrated into the local characteristic culture, so that tourism products have local cultural connotation; various and colorful publicity activities can be carried out to attract tourists by holding various promotion meetings, explanation meetings and making brochures; the role of media report should be highlighted, and the marketing value of advertising should be emphasized. As a rural tourism product, outdoor advertising can be used. Through the promotion and promotion of rural tourism products imperceptibly; by holding a variety of farm activities such as fruit picking, vegetable picking and other activities to truly experience the rural fun, expand the rural tourism market. At the same time, we need to attract more developers with the help of media publicity, enrich the main body of rural tourism development, and break through the new situation of lack of investment in rural tourism construction.

3.4 Channel Strategy

With the advent of the information age, rural tourism should also follow the pace of the network age and establish a distribution network system. At present, the distribution system of rural tourism products is rather weak, which basically depends on the promotion of travel agencies. In this regard, the local government should introduce encouraging and supporting policies, so that more enterprises and major portal websites can participate in the rural tourism market and enrich the channels of rural tourism. At the same time, gradually establish and improve the national tourism information system, make full use of modern network marketing means, use modern information technology to carry out online tourism promotion, strengthen cooperation with tourism websites, and publish scenic spots and other related information on the Internet, so as to realize the pattern of network marketing era early.

4. Conclusion and Enlightenment

As the first country of tourism resources in the world, China has the largest domestic tourism market in the world, and its tourism industry has been in a vigorous development stage. In the process of developing rural tourism, we should first of all stick to the theme of green tourism, pay attention to the coordinated development of rural tourism resources and ecological environment, and pay attention to the innovation and diversification of marketing means. Thirdly, the development of rural tourism should also emphasize the concept of tourism cultural services, tourism resources, the management of tourism practitioners, and strengthen the marketing management of rural tourism. Finally, the development of rural tourism should combine with the local characteristic resources, choose the marketing strategy of differentiated tourism target, accurately analyze the change trend of rural market, adopt the correct marketing strategy to meet the green demand of tourists, and finally achieve the success of marketing.

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