

New Media Marketing Strategy of Rural Tourism Scenic Spots based on Internet Era

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Abstract: With the improvement of people's income level and the change of consumption consciousness, China's tourism market is booming. As an important branch of tourism, rural tourism has made outstanding contributions in developing tourism economy, inheriting characteristic culture, developing tourism resources and improving farmers' income. In the new era, with the rapid development of new media, "Internet plus tourism" has become a new trend of rural tourism marketing. How to improve the level of rural tourism marketing by means of new media tools is an important issue that researchers need to pay close attention to. Based on this, this paper discusses the new media marketing optimization strategy of rural tourism in the Internet era, in order to provide reference for relevant research.

1. Introduction

Under the background of the rapid development of social economy, people's material living standards have also been greatly improved, and then carry out the pursuit of higher-level spiritual and cultural enjoyment. In view of this phenomenon, tourism has gradually become the main way for people to meet their spiritual and cultural needs. With the development of tourism and the accelerating process of urbanization, urban residents pay more and more attention to the unique culture and natural resources in rural areas, which makes our rural tourism develop at a high speed. In addition, from the perspective of tourists, affected by the current advanced network technology, many tourists are more and more inclined to use the new media platform to obtain relevant tourism information. In view of this development trend, in order to promote the sustainable development of rural tourism, rural tourism publicity needs to speed up the improvement and optimization of marketing model, make full use of the advantages of new media marketing model to expand the scale of rural tourism groups, and finally achieve better development.

2. Problems in Rural Tourism New Media Marketing in the Internet Era

2.1 The Network Infrastructure in Rural Areas is Backward

Network is the basis of rural tourism new media marketing. Most rural tourist attractions are located in remote areas with vast environment and complex terrain. They are generally far away from residential areas^[1]. Most of the network facilities are incomplete and the network signal is

poor. Through the investigation of tourists participating in rural tourism, most tourists reflect that the scenic spot has no network signal or the network is very stuck, which affects the tourism experience. More importantly, the scenic spot cannot use the network for new media marketing promotion.

2.2 Lack of New Media Integrated Marketing Concept

The emergence of new media has greatly expanded marketing channels and is a major change in the field of marketing. However, some operators of rural tourist attractions and local governments do not understand the importance of new media, do not understand the importance of new media in modern marketing, still use traditional marketing means such as TV and newspapers, and rarely take the initiative to use new media marketing tools^[2]. Even though some scenic spots also carry out publicity on the Internet, most of the tourism publicity texts are transferred from paper form to the Internet, and do not make full use of the rich resources brought by new media marketing, which is also the main reason for the low popularity of many rural tourism products.

2.3 New Media Marketing Means Are Single

With the rapid development of new media, new media has penetrated into all aspects of people's work and life. New media tools are more and more diversified and the audience is more and more extensive. Some rural tourist attractions recognize the importance of new media to marketing, and actively invest in new media marketing^[3]. However, because they are not familiar with and do not understand new media tools, they only push relevant publicity documents on micro-blog and WeChat official account, and rarely involve many new media means such as webcast, forum, tourism strategy, travel sharing, etc. The marketing effect is not satisfactory.

2.4 Old New Media Marketing Content

Rural tourism new media marketing cannot lack high-quality content. In this era of content is king, if there is no high-quality content, no matter how rich new media means can not achieve the expected marketing effect. At present, the new media marketing of many rural tourism scenic spots lacks complete planning, such as “how often to push articles”, “push text, pictures or videos” and “on which platforms to push”, which lacks systematicness and integrity^[4]. In addition, the content pushed by the new media is stereotyped and lacks new ideas. Many of the content imitates or plagiarizes the publicity text of other scenic spots, lacking characteristics and originality. After reading these contents, tourists will not have the desire to consume or even disgust.

3. Rural Tourism New Media Marketing Optimization Countermeasures

3.1 Strengthen the Construction of Network Infrastructure

New media marketing is inseparable from a complete network infrastructure. Rural tourism is located in a remote area with complex terrain and a wide range. In order to solve the problem of network coverage, the local government should actively cooperate with the scenic spot to build network infrastructure. Set up wireless equipment at a suitable commanding height to realize full coverage of wireless network, ensure that tourists can watch and share pictures and videos anytime and anywhere in the scenic spot, and improve the popularity of the scenic spot^[5]. At the same time, this approach has the characteristics of low cost, stable network and simple maintenance, which meets the requirements of network construction of rural scenic spots. In addition, rural tourist

attractions should be equipped with corresponding electronic guides. For example, electronic guides with detailed explanation function should be equipped in major scenic spots; On the official website or applet of the scenic spot, it is equipped with detailed map navigation of scenic spots, restaurants, toilets and other facilities, population density display of each scenic spot project, travel instructions and small suggestions; Ensure that the official website, new media software and other electronic and manual customer service are more professional to meet tourists' consultation, ticket purchase and other personalized needs, and collect relevant suggestions and opinions.

3.2 Select the Appropriate New Media Marketing Platform

With the development of Internet and communication technology, there are more and more types of new media platforms. It is necessary to choose the appropriate platform for rural tourism new media marketing. Firstly, rural tourism scenic spots should understand the characteristics of each new media platform in detail, improve the integration of new media platform and rural tourism marketing, and understand consumers' experience and evaluation of different platforms. Secondly, combined with the characteristics of the scenic spot and the current marketing situation, select the most appropriate new media platform for marketing promotion^[6]. Common new media platforms mainly include microblog, wechat, Q & A and encyclopedia. These new media platforms have a large number of audience groups and high authority. They have the most contact with consumers and the longest attention of consumers. They are suitable for rational content promotion. For example, in recent years, Q & A platforms have developed rapidly, and the ranking in search engines is relatively high. On these platforms, netizens share tourism experiences and experiences with each other, which has high marketing accuracy. Compared with the promotion methods of operators, it is easier to form user reputation. Finally, tiktok Kwai is developing rapidly with the rise of the live broadcast platform, and the rural tourism scenic spots should seize the opportunity to make full use of live broadcast such as fast hand and jitter to promote the tourism destination and improve the interaction and intuition of marketing. For example, the great countryside launched by Datong City, Shanxi Province is a live interactive program focusing on rural tourism. After scanning the code, the audience can enter the live studio, watch the live studio hosted by online celebrities and rural leaders, and learn about rural culture, folk customs and tourism playing methods online in real time, so as to attract more online fans to pay attention to rural tourism.

3.3 Improving the Connotation of Rural Tourism New Media Marketing

Choosing an appropriate platform is only the first step. With the increasingly fierce competition in rural tourism, the new media platform can achieve better marketing effect only by strengthening the content construction and enriching the connotation. Rural tourism operators should use big data technology and new media tools to tap potential tourism consumer groups and push high-quality content for consumers, so as to attract consumers' attention and improve the marketing effect of new media^[7]. On the one hand, rural tourism operators publish timely, accurate and reliable content on wechat, microblog and other platforms to meet the needs of consumers and continuously improve their information service ability. Adjust and update information in different seasons or different programs every year to ensure that consumers get first-hand information. On the other hand, the content released by rural tourism operators using new media should be interesting, original and diversified. You can't simply copy the copy of other scenic spots, and you should ensure the originality of the pushed content. At the same time, integrated marketing publicity should be carried out in combination with Meiwen, video, Meitu, etc. Rural tourism enterprises can implant tourism product information into film and television works to achieve the purpose of publicity and promotion. For example, in 2014, Han Han's film "see you later" was released, making the

previously unknown Dongji island a popular scenic spot.

3.4 Integrated New Media Marketing Concept

Thought determines behavior. Only by paying more attention to new media marketing can we effectively improve the effect of rural tourism new media marketing. First of all, the local government and rural tourism practitioners should establish the awareness of new media marketing, effectively recognize the importance of new media marketing to the Internet era, strengthen the construction of new media positions and establish brand effect. Secondly, carry out online and offline joint marketing activities^[8]. Strengthen the connection between the government and the new media platform of the scenic spot, help the scenic spot publicize, standardize the behavior of the scenic spot, and drive the residents of the scenic spot to participate in the construction, so as to promote the gradual maturity of the development of the scenic spot. Finally, strengthen talent training. The local government needs to play a guiding and auxiliary role, strengthen the construction of new media marketing talent team, and train and study the existing talents, so that they can master the new media marketing concept and obtain advanced new media concepts and methods in time.

4. Conclusion

Under the background of the continuous development of China's tourism market, traveling has gradually become one of the main choices of modern people's leisure life. At the same time, due to the accelerating process of urbanization in China, rural tourism industry has increasingly become one of the most influential factors in the tourism industry with its unique advantages of resources, environment and culture. Therefore, in order to better develop China's rural tourism, relevant departments must do a good job in publicity, so as to enhance the popularity and reputation of rural tourism, and finally transform it into actual tourist resources. Based on this, we should make full use of new media channels to carry out marketing and publicity, so as to promote the healthy and long-term development of rural tourism.

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