

Exploration of Rural Tourism under New Media Marketing

-- Take Wuxi County of Chongqing as an Example

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Abstract

The implementation of rural revitalization strategy and the rise of rural tourism have led to the development of many rural economies. However, on this road of rural tourism, there are still many difficulties and obstacles due to the limited economic development of the countryside plus the influence of COVID-19. With the development and application of new media technology, new opportunities have been brought to the development of rural tourism. This paper takes Wuxi County, Chongqing as an example, and proposes a new media marketing strategy for rural tourism in Wuxi County from the perspective of new media marketing for its rural tourism development according to the current situation of local rural tourism.

Keywords

New Media Marketing; Rural Tourism.

1. Introduction

New media marketing methods are more, lower cost, faster and more influential, and have unique advantages over traditional marketing methods, which are of great value to the promotion and marketing of rural tourism. Wuxi County has rich tourism resources and unique rural culture, but in recent years the development has not relied on its rural tourism to achieve good results, rural tourism development model is single, marketing methods are relatively backward, not keep pace with the development of the times, the full use of new media marketing tools to rural tourism marketing.

2. Related Concepts and Theoretical Basis

2.1. New Media

Compared with the traditional four major media, namely TV, newspaper, radio and magazine, the new media is the "fifth media", which is constantly derived from digital technology and network technology, including three main types of new media: Internet, mobile phone and TV.

2.2. New Media Marketing

New media marketing refers to the use of new media platforms for marketing, common new media marketing platforms include WeChat, Weibo, Tictoc, XiaohongShu, etc. The difference with the traditional marketing model is that new media marketing mainly relies on the network for information diffusion, using social media for brand and product promotion and marketing work. New media marketing has the advantages of low cost, strong interactivity, wide audience, fast dissemination, and high influence. New media marketing can adopt targeted marketing strategies according to the rural tourism resources and unique rural tourism culture of different regions, expand local awareness and influence, and accumulate good word-of-mouth.

3. The Current Situation and Problems of Rural Tourism Development in Wuxi

3.1. Current Situation of Rural Tourism Development in Wuxi

3.1.1. Introduction to Wuxi County

Wuxi County is located in the northeast of Chongqing, at the southern foot of the eastern section of Daba Mountain, a typical mountainous agricultural county. It is located at the junction of Chongqing, Shaanxi and Hubei provinces, connecting with Shennongjia Forestry District and Zhuxi County in Hubei Province to the east, Fengjie County and Wushan County to the south, Kaizhou District and Yunyang County to the west, and Chengkou County and Zhenping County in Shaanxi Province to the north. Wuxi County is a national model county for greening, and has been awarded "Green Chinese Medicine Export Base", "National Key Base County for Magic Potato Planting", "Green Ecological Potato Township of China", and "2011 China Reform County of the Year". "2011 China Reform County of the Year", "2019 National Health County" and other honorary titles

3.1.2. Current Situation of Rural Tourism in Wuxi County

Wuxi County is rich in tourism resources. Wuxi is located at the junction of Chongqing, Shaanxi and Hubei provinces and cities, and is known in ancient times as "the home of Ba Kui, the throat of Qin and Chu", and as "the ancient country of Wu Xian, the ancient salt capital", which has given birth to the ancient and brilliant salt and witch culture. The county's tourism resources take the "world's first stream" Daning River as the axis, and the Red Pond Dam National Forest Park and Yinjialing National Nature Reserve as the east and west wings, forming a scenic landscape pattern like an eagle spreading its wings. At present, there are 1 national 4A-level scenic spot (Hongchiaba National Forest Park), 2 national 3A-level scenic spots (Hongchiyun Township Scenic Area and Guanfeng Village Scenic Spot), 2 national 2A-level scenic spots (Hanfeng Shenggu Scenic Spot and Lingwu Cave), 1 national scenic spot (Chongqing section of Yangtze River Three Gorges Scenic Spot), 1 municipal-level scenic spot (Hongchiaba Scenic Spot), and 1 national forest park (Chongqing Hongchiaba National Forest Park). Chongqing Hongchiaba National Forest Park), one municipal forest park (Chongqing Baiguo Forest Park), one national nature reserve (Chongqing Yinjialing National Nature Reserve), and two key villages of national rural tourism (Chashan Village and Guanfeng Village).

Wuxi County tourism resources have distinctive characteristics. Hongchiaba National Forest Park is known as the "Sea of Flowers in the Clouds" and the "Forest Oxygen Bar", and is blessed with unique ecological resources and humanistic landscape. Because of its altitude of about 2,000 meters, it is a resort for viewing mountain flowers in spring and summer, enjoying colorful forests in autumn and playing snow in winter. Hongchiaba is the home of Huang Xie, the famous "Chunshenjun" of the Warring States, and has a long history. The ancient town of Ningchang is the earliest ancient salt capital of China, and has the beautiful legend of "White Deer leading to the spring", and is the fifth batch of "Famous Chinese Historical and Cultural Towns". The "hanging towers" built on the river are supported by leaning wood and have a unique flavor of antiquity. In addition, Wuxi has individual tourism resources such as the mysterious "Wu Culture", the unique "Wuxi Roasted Fish", Wenfeng Wood Carving, Wuxi Embroider, and the unique production techniques of Eagle Tea.

Wuxi County is strategically located. Wuxi is located at the junction of Chongqing, Shaanxi and Hubei provinces, and is adjacent to Wushan County, Fengjie County, Hubei Shennongjia and other areas with good tourism development. Strategic cooperation can be reached with the existing well-known tourist attractions around the area to improve the tourism visibility of Wuxi County and achieve synergistic development of rural tourism. Wuxi is located in the heart of the Golden Triangle of tourism in the northeast of Chongqing, and can rely on the "Three

Gorges of Yangtze River" golden tourism zone to develop the Three Gorges tourism and cultural resources to enrich the original tourism resources of Wuxi County. With the speeding up of the Wuxi-Fengjie railroad, the accelerated construction of Wuzhen, Wuzhen and Wuyunkai highways, and the construction of a transportation hub in the Chongqing-Shaanxi-Europe border area, the disadvantage of Wuxi's location is gradually being transformed into an advantage of its location. The 4-hour economic circle to Chongqing, Wuhan, Xi'an and other mega cities is being realized, which greatly enriches the source market of rural tourism in Wuxi County.

3.2. Problems in the Development of Rural Tourism in Wuxi County

3.2.1. The Theme of Rural Tourism in Wuxi County is not Clear Enough

Wuxi County does not have a core scenic area. In recent years, although the government of Wuxi County has attached great importance to the development and construction of local tourism resources, there is no clear subject. Sometimes it creates witchcraft culture, sometimes it creates Hongchi Dam, and sometimes it promotes the Red Leaf Festival. It does not create its landmark rural tourism theme, without creating its signature rural tourism theme. This makes the rich tourism resources of Wuxi County not fully utilized and developed, resulting in a waste of tourism resources, although Wuxi County is a large county in terms of tourism resources, it is not a large county in terms of tourism economic development. The inability to drive the economic development of Wuxi County through its rich tourism resources and unique rural culture has also made the road of industrial structure transformation very difficult for Wuxi County, which has been dominated by the primary industry and limited the development of the secondary and tertiary industries. Moreover, it is difficult to form a large-scale rural tourism theme because of the inconsistent and disparate distribution of cultural and tourism resources in each village in Wuxi County.

3.2.2. The Distribution of Tourism Resources in Wuxi County is Not Concentrated

Although the tourism resources in Wuxi County are rich, the distance between different tourist attractions is far apart and the distribution of tourism resources is not concentrated, which increases the difficulty of integrating tourism resources. This leads to the limited scale of development of rural tourism in Wuxi County, low quality and inefficient use of resources. Villages far away from scenic spots are not well connected and synergistic with scenic spots, and need to find another way out through the excavation of their own tourism resources. At the same time, the attractiveness to tourists will be reduced due to the distance from scenic spots, and how to attract tourists to visit two scenic spots that are far away becomes an urgent problem to be considered and solved.

3.2.3. The Aging of the Population is More Serious in Each Village in Wuxi County

Lack of talents for new media marketing in Wuxi County. Due to the backward economic development of Wuxi County, there is a serious exodus of young people and educated talents from the village, so it is difficult to promote rural tourism in Wuxi County through new media marketing, expand the influence of rural tourism in Wuxi County and attract tourists from other regions to visit Wuxi. It is more difficult and time-consuming to cultivate professionals on your own, and it costs more to bring in new media marketing professionals from outside, and it takes longer to train them to implement targeted new media marketing strategies based on their understanding of local tourism resources and the culture of each village because they are not familiar with the current situation of rural tourism development in Wuxi.

3.2.4. Wuxi County's Rural Tourism Marketing Tools are Relatively Single

The means of marketing tourism in Wushan County lacks characteristics and is not attractive enough to attract traffic for rural tourism in Wushan County. Although rural tourism in Wushan County is promoted on some platforms, the copy has no highlights, the video lacks visual

gripping points, lacks characteristics and is attractive enough to produce practical effects for marketing rural tourism in Wushan County. At present, there are a wide range of marketing and promotion channels on new media, such as Weibo, WeChat, Xiaohongshu, Tiktok and other information platforms. These information platforms are large in capacity, fast and interactive, which are conducive to attracting target customers and can improve the targeting of marketing. However, the current combination of marketing and rural tourism in Wuxi County is not enough, However, the current combination of marketing and rural tourism in Wuxi County is not enough, the communication channels are not paid enough attention to, the use of new media is not sufficient, the various ways of new media marketing are not mastered, and the integration of marketing means is not possible, making new media marketing not play its due role in rural tourism in Wuxi County.

4. Optimization of New Media Marketing Strategy in Wuxi County

4.1. Strengthen the Importance of New Media Marketing and Cultivate the Concept of New Media Marketing

The current marketing of rural tourism in Wuxi County is still based on traditional marketing methods, and the audience is not comprehensive enough to attract tourists from other regions of the country to visit Wuxi in large quantities. Therefore, both the government and enterprises or individual villagers should change the traditional concept, look for the combination of rural tourism resources and rural culture that can be combined with new media marketing, study the successful experience of rural tourism in other regions on new media platforms, and according to the local actual situation, adjust measures to local conditions, learn from its successful experience, and create a new media marketing strategy and new media marketing system belonging to the rural tourism of Wuxi County.

4.2. Strengthen the Training and Introduction of New Media Marketing Talents

The use of new media operation in rural tourism is not simply sending a video, but involves the marketing of different ways of each platform and the integrated use of marketing platforms, which requires the training of new media marketing professionals and the formation of a professional new media marketing team to enhance the comprehensive service capacity of rural travel with talent-driven. At present, the marketing of rural tourism in Wuxi County on new media platforms from a wide range of sources, the introduction and marketing of each tourist attraction is not comprehensive and professional enough, failing to introduce each tourism resource in Wuxi County comprehensively, but only from the perspective of tourists to introduce the general feeling of travel to Wuxi. Therefore, we should cultivate new media marketing talents for rural tourism in Wuxi County, carry out theme marketing on rural tourism resources and rural culture in Wuxi County in a comprehensive and multi-angle manner, improve the quality of new media marketing content, cultivate audience loyalty, and attract traffic by improving the fun and interactivity of marketing content. Since new media is time-sensitive, new media marketing talents are needed to evaluate the effect of the marketing content and adjust the marketing plan according to the results of the evaluation and timely feedback.

4.3. Make Full Use of Various Marketing Platforms to Diversify Marketing Channels and Marketing Plans

There are many new media marketing platforms, and each platform has its own characteristics, so when marketing rural tourism in Wuxi County, different marketing platforms should be selected according to the differences in tourism resources. Through video platforms such as Tiktok, we can increase the promotion of rural tourism resources in Wuxi County, such as "Hongchi Dam, Lanying Grand Canyon, Ningzhan Ancient Town" and other scenic spots that

have a certain degree of popularity, so as to tap potential tourists, expand the visibility and influence of scenic spots, and play the marketing role of famous scenic spots. By using travel information and trading platforms such as Ctrip, Qunar, and Tongcheng Travel to sell tickets online and give customers preferential treatment, we can lower the threshold and provide convenience for tourists to come to Wuxi by increasing the number of tickets and discounts online, reduce customers' offline queuing time, increase tourists' sense of experience, and lay the foundation for tourists to spread word-of-mouth about scenic spots. At the same time, open topic marketing on interactive platforms such as Weibo and Xiaohongshu to spread word-of-mouth through good travel experiences of real tourists, raise awareness and heat for local tourism resources through topics, understand tourists' experiences through the interaction between scenic spots and tourists, improve the service level and service quality of scenic spots according to tourists' feedback, and get quality customers while promoting. In addition, each scenic spot can also send tweets through WeChat public number to introduce the overview of the scenic spot, provide travel tips and routes, and make positive official publicity for the scenic spot.

4.4. "Cloud Tourism" Services Through New Media Platforms, Inviting Tourists to Immerse Themselves in Online Tourism

Due to the impact of the COVID-19, the rural tourism of Wuxi County has a great impact., the rural tourism scenic spots and folk culture in Wuxi County can be created as an online immersive experience by live-streaming or using microfilms through new media platforms. By showcasing the iconic attractions of the scenic spots and using the visual catch points of the video, the attractiveness of the scenic spots to tourists can be improved. At the same time, because the various scenic spots of rural tourism in Wuxi County are far away and have very different styles, the problem of large spatial span can be solved through the Internet. Through the new media marketing platform, visitors can experience the sea of flowers in the cloud, the Hongchi Dam on the beautiful grassland, the ancient town of Ningchang, a millennium Yandu, the Lanying Grand Canyon with a wall hanging road, and the hundred year old Yuntai Temple on the cliff known as "Little Wudang", learn about the intangible cultural heritage "Tiaohua" of Wuxi, eat Wuxi roasted fish and enjoy Wuxi eagle tea .By means of cloud tourism, the tourism resources of Wuxi will be promoted to the whole country, providing multi-level and multi-dimensional experiences for the tourists of cloud tourism, and making the marketing and communication activities more humane and humane.

4.5. Pay Attention to the Crisis Public Relations Handling of Rural Tourism in the New Media Environment

In the era of new media, we have more marketing platforms, which provide more opportunities and possibilities for our marketing, but at the same time, there are some crises in marketing. For example, poor tourist experiences, consumer complaints, and unexpected events can affect the reputation of scenic spots, enterprises and even regions, bringing about bad effects or even fatal problems. Therefore, attention should be paid to the crisis PR handling of rural tourism in the new media environment, listening to tourists' voices and needs, and avoiding the fermentation, spread and expansion of malignant events. When it comes to related matters, it should be the first to understand the true line of things and respond, take the initiative to reply to outside voices and grasp the initiative of discourse. The government should set up a crisis public relations department to make plans for all kinds of possible emergencies, strengthen the supervision beforehand, timely response and treatment during the incident, do a good job of guiding public opinion afterwards and positive publicity for the tourism image, establish a full crisis awareness, pay high attention to all kinds of events that may affect the discovery of the local tourism industry, and do a good job of emergency response and preplanning for crisis management.

5. Conclusion

The rural tourism in Wuxi County has great development space and potential. The application of new media marketing can promote the development of rural tourism in Wuxi County, and further can better promote the local economic development, improve the quality of life of farmers, promote the transformation and upgrading of the local industrial structure, and achieve the synergy of the tertiary industry to drive economic growth. It is also necessary to consider the actual situation of local tourism resources combined with new media marketing from a practical point of view, with the government, enterprises and local farmers working together to promote rural tourism in Wuxi County to a better development and higher level.

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