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Research on Tourism E-commerce Marketing Strategies for Shaoguan Danxia Mountain under the Context of Rural Revitalization

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Abstract: Under the background of the in-depth implementation of the rural revitalization strategy, this paper focuses on the World Natural Heritage Site, Danxia Mountain in Shaoguan, and conducts research on the problems existing in its e-commerce tourism development, such as product homogenization, weak application of technology, unbalanced benefit distribution, and insufficient policy coordination. Through empirical analysis and case reference, a four-dimensional development strategy is proposed: first, enrich the interestingness of promotional content and the tourism content system to enhance the online immersive experience; second, build a "Danxia IP" product ecosystem, create immersive consumption scenarios such as intangible cultural heritage and cultural and creative products, and develop joint IP for agricultural products; third, encourage users to spread voluntarily and open up channels for tourist interaction; fourth, promote personalized tourism services, attract tourists through personalized services, and develop customized products for Danxia Mountain. The research shows that this strategy system can effectively promote the transformation of cultural and tourism resources into e-commerce value, form a sustainable development path of "online experience - offline consumption - community common prosperity", and provide a replicable e-commerce tourism empowerment model for rural revitalization for similar rural areas.

1. Introduction

1.1. Research Background

In 2017, the 19th National Congress of the Communist Party of China proposed the rural revitalization strategy to promote rural modernization. As the core mission of China's work on agriculture, rural areas and farmers, it aims to achieve sustainable rural development through industrial integration, ecological conservation and cultural heritage preservation. Rural tourism e-commerce, a key model of the modern rural tourism economy, leverages both industries' strengths through deep integration[1].

As a World Natural Heritage site and a national 5A-level scenic area, Shaoguan Danxia Mountain suffers from low attractiveness of tourism content and a disconnect between scenic area development

and rural income. The scenic area generated 52.06 million yuan in ticket and other revenue in the first half of 2025, a year-on-year increase of 129.35%, while Gaotang Village's per capita disposable income reached 15,550 yuan in 2024. Tourist interaction channels are underdeveloped, tourism services lack personalization, online channels are insufficiently developed, rural participation is low, and neighboring villagers benefit little. Therefore, researching Danxia Mountain's tourism e-commerce strategies is significant for advancing rural revitalization in Shaoguan.

1.2. Current Research Status

1.2.1. Status quo of domestic research

In recent years, in response to challenges in tourism e-commerce marketing within the context of rural revitalization, domestic research has primarily focused on: the coupling mechanisms and empirical studies of cultural-tourism integration and rural revitalization; strategies and models for the integrated development of "tourism + e-commerce"; and research on the operational performance of tourism e-commerce platforms and their optimization pathways. Domestic scholars have conducted extensive research on the rural revitalization strategy, focusing on the integration of culture and tourism as well as e-commerce empowerment, and have achieved fruitful results.

Regarding domestic research on strategies and models for the integrated development of "tourism + e-commerce," Zhang Liyun and Luo Yue (2025) proposed an integrated development paradigm of "tourism + e-commerce" in their paper titled "Strategies for the Integrated Development of 'Tourism + E-commerce' under the Context of Rural Revitalization."[2] It underscores the pivotal role of e-commerce in expanding market channels for rural tourism and enhancing brand awareness. Meanwhile, Huang Xi (2025), "Strategic Research on Empowering 'Cultural Tourism Villages' Through 'Intangible Cultural Heritage + Digitalization' "From the perspective of cultural empowerment, this study proposes an innovative model termed "Intangible Cultural Heritage + Digitalization," exploring how digital technologies can be leveraged to transform intangible cultural heritage into tourism products that are shareable, experiential, and commercially viable.[3]These two studies collectively underscore a central thesis: e-commerce serves not merely as a sales tool, but also as a strategic nexus linking culture and tourism, as well as bridging online and offline channels.

Domestic researchers have conducted extensive studies on the integration of culture and tourism, the synergistic development of "tourism + e-commerce," as well as the operational performance and optimization pathways of tourism e-commerce platforms. However, there remains limited research on how to leverage e-commerce to specifically empower the tourism industry. Current efforts are primarily focused on innovative e-commerce design of "tourism products," the construction of closed-loop marketing strategies for "traffic acquisition–conversion," and business model strategies that generate community benefits. This body of research can help Shaoguan Danxia Mountain develop a tailored strategic framework for its tourism e-commerce initiatives—one that deeply integrates e-commerce principles and is specifically suited to the unique context of Shaoguan Danxia Mountain.

1.2.2. Current situation of overseas research

In recent years, foreign scholars have focused on issues related to tourism e-commerce, with their research primarily centered on the innovation of marketing models.

Regarding the overall development landscape and future trajectory of tourism e-commerce, Liu Yu et al. (2018) found that the scale of domestic tourism e-commerce has been continuously expanding, with websites experiencing rapid growth and diversification, while mobile terminals have become the primary platform for competitive advantage.[4] The primary challenges facing tourism e-commerce currently include low security levels, a lack of personalized services, and limited public

awareness of tourism e-commerce.The future development trends of tourism e-commerce in China will evolve toward polarization, and the collaboration models among small and medium-sized tourism e-commerce enterprises will better guide consumers in creating tourism products.

Foreign researchers have primarily focused their studies on tourism e-commerce issues on the innovation of marketing models; however, there remains limited research addressing three specific areas: marketing strategies for tourism e-commerce in World Heritage sites, the current development status of tourism e-commerce in Shaoguan Danxia Mountain, and the competitive landscape of tourism e-commerce. Consequently, future research should further intensify in-depth investigations into the marketing strategies of tourism e-commerce in Shaoguan Danxia Mountain, conducting empirical studies grounded in the actual conditions of this destination, thereby providing more scientific and effective theoretical and methodological support for optimizing the marketing strategies of tourism e-commerce in Shaoguan Danxia Mountain.

2. Current Status Analysis of Tourism E-commerce in Shaoguan Danxia Mountain

2.1. Current Status of E-commerce Marketing for Danxia Mountain Tourism

From 2022 to 2025, driven by Guangdong Province's "Hundred Counties, Thousand Towns, and Ten Thousand Villages Project" and its agricultural-cultural-tourism integration policies, tourism e-commerce marketing at Shaoguan Danxia Mountain has shifted from traditional ticket sales to experiential marketing integrating agriculture, culture, and tourism. The scenic area has established regular promotional and sales channels by launching the "Shaozhou: Local Delicacies" agricultural support platform and hosting various carnival events. The results have been remarkable: in 2025, visitor numbers exceeded 3 million, and total revenue reached approximately 115 million yuan, a 15% year-on-year increase. This growth has effectively boosted accommodation, dining, and specialty product sales in surrounding rural areas, establishing a new rural revitalization model anchored by e-commerce marketing that drives comprehensive regional consumption growth[2].

2.2. Macro-Environmental Analysis of Tourism E-commerce in Danxia Mountain

2.2.1. Political Environment

In 2026, the State Council issued an opinion on anchoring agricultural and rural modernization and advancing comprehensive rural revitalization, calling for deepening the integration of agriculture, culture, and tourism, upgrading rural tourism, implementing a high-quality development initiative for rural e-commerce, and expanding e-commerce platforms to grassroots levels. In May 2023, the Guangdong Provincial Department of Culture and Tourism issued a document on leveraging Danxia Mountain National Park to drive tourism recovery, calling for promoting the Danxia brand, capitalizing on the commencement of operations at Shaoguan Danxia Airport, and utilizing new media platforms to expand brand promotion channels. For agriculture-tourism integration, Shaoguan City has launched the "Danxia Gonggan" brand development project, enabling specialty agricultural products to achieve premium value appreciation through tourism traffic. The Danxia Mountain Management Committee has explored the "community co-construction and shared benefits" model, integrating the scenic area's entrance community development with the "Green and Beautiful Guangdong" ecological initiative, thereby providing abundant experiential product resources for tourism e-commerce. Danxia Mountain, in collaboration with Yaotang Village, has adopted a development model integrating homestays, cultural and creative agricultural ventures, and a new rural living ecosystem. Developing cultural tourism not only stimulates local economic growth but also enhances cultural preservation and transmission. By transforming Shaoguan's cultural heritage into

creative and experiential offerings, it has further fostered tourism e-commerce development.

2.2.2. Economic Environment

In the first quarter of 2023, the Danxia Mountain Scenic Area received 316,600 visitors, up 370% year-on-year. In 2024, it received 2.0267 million tourist visits, generating tourism revenue of 61.1033 million yuan, up 112% year-on-year. In the first half of 2025, total revenue of the scenic area rose 129.35% year-on-year, while the tourism revenue of Renhua County—where the scenic area is located—increased 58.70%, providing a substantial traffic foundation for e-commerce conversion. The scenic area is transitioning from a single-purpose sightseeing model to a diversified consumption model. Historical data indicate that, following the end of the COVID-19 pandemic in 2022, Danxia Mountain's tourism consumer market has demonstrated a strong recovery, reflecting growing travel demand and a strong consumer willingness to purchase innovative tourism products.

2.2.3. Social Environment

Cultural heritage resources constitute a unique advantage for Danxia Mountain's tourism e-commerce. As the birthplace of the Shixia Culture 4,000 years ago, the region preserves 111 cliff inscriptions, 376 cultural heritage protection units, and 111 intangible cultural heritage items. Through digital showcases on e-commerce platforms and storytelling-based marketing, the scenic area can enhance the cultural added value and emotional resonance of its tourism offerings. Post-pandemic tourism demand is characterized by "increased depth of experience, diversified scenarios, and increasingly segmented target groups." Educational tours and social media check-in experiences have attracted numerous visitors. By transforming local farmers into eco-guides and homestay hosts, Danxia Mountain has positioned them as local ambassadors for its tourism e-commerce. Showcasing authentic rural life has captured urban tourists' attention, creating a virtuous cycle where "tourism highlights cultural heritage, and cultural heritage enhances tourism experiences."

2.2.4. Technical Environment

Digital marketing technologies are reshaping the tourism consumer journey, with live streaming and short-video commerce becoming standard operational tools. The official agricultural support platform "Shaozhou Haofengwu" provides a sustainable online channel integrating brand promotion, sales, and services, lowering technical entry barriers. It continues to optimize an omni-channel e-commerce strategy—including partnerships with online travel agencies, WeChat Mini Program reservations, and live-streamed pre-sales—to offer visitors a seamless purchasing experience. An order-based smart service application has enhanced the tourist experience. Danxia Mountain has partnered with Hexiangyuan Cultural Tourism to advance a "smart scenic area." Through targeted investment, the city will build high-end convention hotels, upgrade cable cars and new-energy cruise boats, add mountain-access escalators, and develop projects such as a museum, Jinjiang night tours, and a sky-screen light show, while enhancing biodiversity conservation and sustainable utilization to redefine visitor experience pathways. Smart technologies are being increasingly integrated into rural tourism scenarios, alleviating peak-season service pressure and enhancing technological experiential appeal.

2.3. SWOT Analysis of Developing Tourism E-commerce in Shaoguan's Danxia Mountains

2.3.1. Superiority

Shaoguan's Danxia Mountain boasts unique Danxia landforms. Its renowned "Yangyuan Stone" has attracted numerous tourists to take photos, enhancing the appeal of the Danxia Mountain tourist destination, while its treacherous mountain climbing sections also draw a wide range of mountaineering enthusiasts to take on the challenge. As a World Natural Heritage Site and one of the first world-class geoparks globally, Shaoguan's Danxia Mountain has garnered significant popularity, attracting tourists from across the country. This has boosted Shaoguan's cultural and tourism economy. In recent years, Shaoguan has actively promoted the integration of "rural revitalization and cultural tourism," leveraging e-commerce channels to sell local specialties from Danxia Mountain—such as Danxia tribute oranges and Shitang rice wine—thereby stimulating the rural economies of the surrounding villages.The renowned "Yangyuan Stone" attraction at Shaoguan Danxia Mountain has drawn numerous tourists to take photos and engage in interactive activities; these visitors have spontaneously shared photos of their visits on social media platforms, thereby enhancing interaction among tourists at Danxia Mountain.Shaoguan's Danxia Mountains boast highly distinctive and unique landscapes that attract numerous visitors drawn by their reputation, thereby enhancing the region's visibility and boosting tourism revenue.

2.3.2. Inferior strength or position

Danxia Mountain in Shaoguan is situated in the mountainous region of northern Guangdong Province, specifically within Renhua County of Shaoguan City. Its relatively remote location and the limited level of development in its surrounding areas have constrained the growth of tourist traffic. Regarding the media marketing strategies employed by tourism e-commerce platforms in Shaoguan's Danxia Mountains, most efforts focus on capturing images of the Danxia landscapes; however, the promotional content often lacks appeal, and official social media accounts frequently fail to foster meaningful interaction. Regarding the ticket sales strategy for Danxia Mountain, the limited promotional incentives make it difficult to effectively attract a large number of tourists through preferential policies. Compared to similar tourist destinations, Danxia Mountain exhibits relatively low levels of tourism promotion, and its marketing strategies are somewhat similar to those of other destinations, lacking distinct personalization; furthermore, its agricultural specialty products also lack personalized tourism IP branding, which limits their appeal to visitors.

2.3.3. Chance

Currently, the state has implemented corresponding policies to encourage the "Internet + Tourism + Agriculture" model, which has advanced the rural revitalization strategy and created new development opportunities for tourism e-commerce in Shaoguan's Danxia Mountain.The eVTOL low-altitude sightseeing program launched by Shaoguan Danxia Mountain can attract high-end tourists while enhancing the appeal and personalization of tourism experiences at Shaoguan Danxia Mountain. With the rise of live-streaming e-commerce and social e-commerce, and in alignment with the national rural revitalization strategy, third-party media content platforms can help scenic areas cultivate viral IP assets, thereby enhancing the brand visibility of Danxia Mountain. With the growing demand in the educational tourism market, the abundant ecological and science education resources of Shaoguan Danxia Mountain provide favorable conditions for developing customized educational e-commerce cultural tourism products, thereby creating new revenue opportunities for Shaoguan Danxia Mountain's tourism e-commerce sector.

2.3.4. Threaten

In recent years, competition within the tourism industry has intensified, and consumers have become more discerning when it comes to destination choices. Compared to other scenic areas, Danxia Mountain lacks sufficient appeal to attract a broad range of tourists.Intense competition among similar tourist attractions has led to a diversion of visitor traffic.Danxia Mountain lacks sufficient distinctive appeal among similar scenic areas to attract tourists.In recent years, Taishan and Wugong Mountain have remained highly popular, largely due to their distinctive promotional campaigns—such as the "Wugong Mountain Armed Police Collective Night Climbing" event—whereas Shaoguan's Danxia Mountain, as a similar scenic area, lacks interactive promotional initiatives to attract a broad range of tourists.

3. Shortcomings in the Tourism E-commerce Marketing Strategies of Shaoguan Danxia Mountain

3.1. Limited appeal of tourism offerings

Danxia Mountain has fewer official social media followers than similar scenic areas and the lowest keyword search volume among its peers, leaving it under intense competitive pressure and lacking distinctive value propositions. Wugong Mountain's successful media campaigns—installing over 2,960 lights along climbing routes, hosting a national college student night climbing competition, establishing four 24-hour service stations, and inviting local armed police to participate in night climbs—have transformed "traffic" into "retention." By contrast, its promotional content across its WeChat account, TikTok account, and official website consists mainly of scenic photographs, policy information, and brief landscape descriptions. Its official accounts fail to convey authenticity, so visitors form only a general impression that "the scenery is beautiful," lacking motivation to explore further or share.

The surrounding area boasts relatively rich but underutilized cultural resources. Traditional architectural complexes such as Shitang Ancient Village and Shuangfeng Fortress are well-preserved, and red tourism resources—including the Northern Guangdong Memorial Hall of the Red Army's Long March—hold unique value. However, these elements remain fragmented in current promotion, failing to integrate organically with Danxia Mountain's core landscapes. From a rural revitalization perspective, these ancient villages and revolutionary heritage sites are vital rural development resources, but a lack of systematic exploration and promotion has prevented them from attracting tourists to nearby villages.

3.2. Limited variety of immersive experience formats

In digital experiences, Danxia Mountain's online immersive projects have lagged behind. Many scenic areas now offer VR panoramic tours, drone aerial live-streaming, and virtual tours, giving visitors an intuitive pre-trip understanding. Danxia Mountain's exploration remains in its early stages; its online experiences still rely primarily on text, images, and short videos, lacking interactive engagement. In 2025, it launched a landscape light and shadow show and the Jinjiang Night Tour, filling gaps in its nighttime economy; however, these require in-person participation, and enabling potential visitors to preview them online remains to be explored.

3.3. Tourists’ profit-sharing mechanisms have limited scope

Danxia Mountain's pricing strategy focuses mainly on holiday ticket discounts. While this attracts

some foot traffic in the short term, its limitations are pronounced. On one hand, the discount extent is limited; given the remote location, such offers lack appeal for out-of-town tourists who must also bear transportation and accommodation costs. On the other hand, these promotions lack differentiated design, failing to offer tailored packages for different customer segments.

Once visitors leave the park, their connection to the scenic area is largely severed. No comprehensive membership management system exists, making it difficult to record and track visitors' spending behavior. Even satisfied visitors are not effectively re-engaged, and repeat-visitor cultivation lacks institutional support. By 2025, Danxia Mountain is projected to host over 3 million visitors; however, the repeat-visitor proportion has yet to increase significantly, partly due to the absence of a membership system.

3.4. Scenic development is decoupled from rural income growth

In terms of scenic area–rural development, Danxia Mountain possesses a rich resource foundation. Renhua County has established two provincial-level modern agricultural industrial parks and holds six national geographical indication products, including Danxia Rock Tea, Shatian Pomelo, and White-leaf Tea. However, collaboration between Danxia Mountain and surrounding villages remains insufficient. Agricultural specialty products sold by Danxia Mountain are distributed through third-party supplier partnerships, yielding limited economic benefits for surrounding villages. Villagers' spontaneously sold products remain largely in primary form, with simple packaging and no Danxia IP branding support. The low added value of agricultural products results in limited profit margins, constraining farmers' incomes. Consequently, using tourism to boost agricultural sales and raise incomes in surrounding rural areas remains challenging, falling short of the "prosperous industries" requirement of the Rural Revitalization Strategy. Given that officially sold IP-branded products are competitive while villagers' products lack distinct local characteristics, the scenic area still needs to strengthen its regional development capacity.

3.5. Visitor interaction channels are underdeveloped

The scenic area faces relatively low responsiveness to visitor inquiries, insufficient incentives for spontaneous promotion, and the absence of a community-based operational model. Trip planners often need advance information on accommodation, visitor flow, and sightseeing routes. However, online consultation services remain inadequate: consultation interfaces on the official website and WeChat account are not prominently visible, and response timeliness cannot be guaranteed. Lacking real-time interactive tools such as AI customer service and live-streamed tour guides, some tourists report being unable to access timely support when encountering pre-trip issues, adversely affecting their decision-making.

3.6. Insufficient guidance for user-generated content

Regarding user-generated content, although Danxia Mountain has established public attention, its guidance and leverage of organic content remain insufficient. The "Science Popularization of Danxia" topic on TikTok has garnered over 24 million views, indicating strong user interest. However, such initiatives lack sustained operational support; users rarely receive responses or incentives after posting, making it hard to maintain their enthusiasm. Travelogues, guides, and photos shared by visitors are vital word-of-mouth channels, yet they exist in a spontaneous, fragmented state, lacking effective aggregation and secondary dissemination.

Community engagement after visitors leave remains largely nonexistent. Without vertical communities tailored to tourists' interests—such as photography, family travel, or hiking groups—

tourists' connection with the scenic area ends once their visit concludes. The scenic area then struggles to accurately reach interested visitors through new projects and activities, with no effective channels to boost repurchase rates. For surrounding villages, aligning tourists' interests with rural experiential activities through community operations could attract them to spend within the village.

3.7. Tourism services lack personalization

Current services have not sufficiently addressed the differentiated needs of diverse visitor segments. Senior tourists prefer gentle, easy routes with ample rest facilities; young tourists focus on popular photo spots and optimal photography angles; family travelers emphasize supporting amenities such as dining and restrooms. These needs have yet to be adequately addressed, and route selection still relies on traditional guide maps, lacking differentiated designs for different visitor demographics.

Regarding intelligent services, the mini-program and official WeChat account focus mainly on information display and ticket sales; personalized recommendations based on user profiling have not been implemented. Visitors see essentially the same content when opening the mini-program; it does not recommend suitable routes or activities based on factors such as age, companions, or past behavior. This "one-size-fits-all" model falls short of consumers' expectations for personalized experiences.

3.8. Customized tourism products need improvement

In customized product development, Danxia Mountain achieved a breakthrough in low-altitude tourism, becoming the first mountain scenic area in the country to launch a "low-altitude economy" route[5]; however, market acceptance of such new products remains in its early stages. The experience price of manned sightseeing drones is relatively high, making them well-suited as customized products for specific audiences—such as photography charter flights or proposal-ceremony exclusive flights—but such niche products are not yet sufficiently developed. In educational research tours, Danxia Mountain has partnered with over 30 universities and research institutions, including China University of Geosciences, and possesses abundant science popularization resources; however, its curriculum system for different age groups still requires refinement. If study tour programs could be integrated with agricultural experiences in nearby villages, it would enrich educational content and attract more visitors to rural areas—a synergy that still awaits further exploration.

4. Optimization of E-commerce Marketing Strategies for Danxia Mountain Tourism in Shaoguan

4.1. Enrich the tourism content portfolio and enhance the online immersive experience

Keyword bubble charts associated with Danxia Mountain show that visitors are particularly interested in photo opportunities, scenic attractions, and climbing routes; official accounts should therefore refine their content around these topics. Natural landscapes should be systematically integrated with surrounding cultural resources. A professional team can systematically document heritage sites such as Shitang Ancient Village and Shuangfeng Fortress, uncover folk legends, historical events, and revolutionary narratives, and compile cohesive narrative materials. Integrating these stories into short videos and graphic story series enables visitors to appreciate both the natural scenery and the cultural richness of Danxia Mountain. Disseminating such content can draw tourists' attention to surrounding villages, creating favorable conditions for rural visits.

Regarding immersive experiences, digital experience projects should be advanced in a phased

manner. Several iconic viewpoints can be prioritized for VR panoramic guided content; visitors scan a QR code to view virtual scenes overlaid with historical or geological information. Drone aerial live broadcasts can be conducted regularly during scenic periods—such as sunrise, sea of clouds, and autumn foliage—allowing potential visitors to experience its seasonal charm in real time. For the 2025 landscape light and shadow show, a concise video version can be distributed online, enabling non-attending visitors to experience the nighttime effects via mobile devices and encouraging them to visit.

4.2. Refine the tourist benefit-sharing mechanism to foster the development of surrounding rural areas

Membership card products with broader coverage can be introduced. Member benefits include ticket discounts plus collaborations with scenic area operators—such as cruise ships, cable cars, and guesthouses—and with agritourism farms and fruit-picking gardens in surrounding villages, establishing an interoperable point redemption mechanism. Visitors accumulate points at various venues, redeemable for tickets, local agricultural products, or accommodation offsets. This design extends visitors' stay while channeling tourist traffic from the scenic area to surrounding rural villages. A member information system can also provide a data foundation for targeted marketing.

Danxia Mountain should expand its partnerships and adopt a branding strategy to enhance added value. A unified regional public brand, "Danxia Mountain," can be established, with dedicated sales outlets for Danxia agricultural specialties from surrounding villages. Packaging can incorporate Danxia landform elements—such as ochre-red palettes and mountain silhouettes—to enhance visual distinctiveness. For key products such as white-leaf tea and Shatian pomelo, compact souvenir products can be developed that are easy to carry and ideal as gifts. Origin stories—such as tea trees growing in the crevices of Danxia Mountains or traditional Shatian pomelo cultivation—can be incorporated into product presentations to enhance cultural value. Collaborating with surrounding villages to develop resorts and expand sales can generate additional income for farmers and better leverage tourism's role in rural revitalization.

4.3. Establish interactive channels for visitors to foster organic user sharing

A unified inquiry portal can be established on the official website, WeChat account, and TikTok, with dedicated staff handling inquiries. Common questions can be compiled into a standardized Q&A repository for faster responses. During peak seasons, temporary staff or AI-powered chatbots can be introduced to assist with responses. For tourists interested in neighboring villages, customer service representatives can provide contact information or facilitate connections, establishing a channel between the scenic area and rural communities.

Danxia Mountain can leverage its unique viral photo spot, "Yangyuan Stone," to attract photos, enhance promotional appeal, and encourage spontaneous sharing on social media. A regular content solicitation mechanism can also be established: visitors who post Danxia-related topics or share short videos that receive a specified number of likes may be awarded admission tickets or agricultural product gift packs. This mechanism can continuously ignite visitors' enthusiasm for creation and sharing, accumulating authentic UGC. These elements serve not only as word-of-mouth promotion but also showcase the character and experiential offerings of surrounding villages, positively attracting visitors to rural areas.

Regarding community operations, interest-based WeChat groups or corporate WeChat groups can be created. Families participating in science popularization activities can join the "Danxia Parent-Child Group" for updates on activities and rural experience opportunities; photography enthusiasts can join the "Danxia Photography Group" to share recommended shooting locations and optimal

times. Sustained community engagement lays the groundwork for repeat purchases and in-depth experiential interactions.

4.4. Promote the personalization of tourism services and develop customized products

Functional upgrades can be implemented for existing mini-programs and official accounts. Simple personalized recommendations can leverage user-authorized location data and browsing behavior. For example, if the system detects a user traveling with children, it may prioritize gentler routes and provide rest stop and restroom information; if it identifies a photography enthusiast, it may push sunrise and sunset times and recommended photo spots. These features require no complex technical investment yet directly improve user experience.

Differentiated customized products can be developed for diverse customer segments. For low-altitude tourism, niche offerings beyond core sightseeing products—such as photography charter flights, exclusive proposal flights, and family experience packages—can meet diverse consumer needs. For the educational research market, progressively challenging courses can be designed for primary, junior high, and senior high students: primary focuses on observation and hands-on experience; junior high introduces simple inquiry tasks; senior high incorporates specialized geological knowledge. Field trips can also be extended to surrounding villages, incorporating agricultural experiences and traditional handicraft workshops, enriching the educational experience and attracting more visitors to rural areas.

For specific groups such as elderly tourists and people with disabilities, more customer-friendly arrangements can be provided—for example, additional rest facilities along main routes, wheelchair rental services, and short-distance routes for people with limited mobility. Refining these details enhances the experience of diverse groups and cultivates a friendly, inclusive brand image. Given its remote location, Danxia Mountain could offer free shuttle services from Shaoguan Railway Station or high-speed rail stations, offsetting its geographical disadvantage and enhancing visitor appeal.

5. Conclusion

Set against the backdrop of rural revitalization, this study examines the tourism e-commerce marketing strategies of Shaoguan Danxia Mountain, employing literature review and inductive research to identify existing shortcomings and propose improvement strategies for these marketing approaches.The study identifies the following shortcomings in the tourism e-commerce marketing strategy of Shaoguan Danxia Mountain: insufficient promotional efforts; promotional content lacking appeal; limited intensity in ticket price promotions; absence of phased promotional strategies; inadequate awareness of IP promotion for local agricultural specialty products; lack of incentive mechanisms to encourage spontaneous tourist advocacy; limited tourist outreach channels; relatively low personalization of tourism services; and a need to strengthen the development of customized tourism products.

Given the shortcomings of the aforementioned tourism e-commerce marketing strategies for Shaoguan Danxia Mountain, and in light of national rural revitalization policies and a macro-environmental analysis of Shaoguan Danxia Mountain, the following recommendations are proposed based on the specific circumstances of Shaoguan Danxia Mountain: 1.Conduct strategic optimization of the official social media accounts of Shaoguan Danxia Mountain, including diversifying the content published on these accounts and enhancing their perceived human touch.In conjunction with the development of digital experience projects, create VR panoramic tour content 3.Refine the development of ticketing strategies for Shaoguan Danxia Mountain (Step 4).Leverage Danxia Mountain to drive the development of the agricultural product industry chain in surrounding areas 5.Establish interactive channels for visitors to encourage spontaneous user sharing.Introducing

customized services tailored to the specific conditions of Danxia Mountain in Shaoguan 6.Develop customized IP-based products for Shaoguan Danxia Mountain.By enhancing the visitor experience and the added value of agricultural products, we can better leverage the role of scenic areas in driving development in surrounding rural communities, thereby fostering a positive synergy between tourism growth and rural revitalization.

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