

Research on the Application of "Internet +" Rural Tourism Precision Marketing

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Keywords: "Internet +"; Guangxi; rural tourism; precision marketing

Abstract: In the development of rural tourism industry, the state strongly advocates the combination of government guidance and market-oriented development. The rural tourism industry has gradually established a sense of precision marketing in recent years, and in the era of "Internet +", the rural tourism industry has ushered in unprecedented opportunities for development and did a good job in the accurate marketing of rural tourism under the "Internet +" era, which can realize the brand development and agglomeration development of the rural tourism industry, and at the same time, further promote industrial upgrading and integration, and enhance product competitiveness. Based on the development background of rural tourism in Guangxi under the era of "Internet +", this paper analyzes the problems existing in the current precise marketing of rural tourism in Guangxi, and proposes an effective strategy to achieve accurate marketing of rural tourism in Guangxi under the background of "Internet +".

1. Introduction

Under the spirit of the 19th National Congress of the Communist Party of China, the development of the rural tourism industry should pay more attention to innovation, actively conform to the development trend of the "Internet +" era, and fully exploit the local rural tourism resources in light of the country's rural revitalization strategy. With the configuration, the rural tourism industry will be upgraded and developed to form an integrated rural leisure and tourism industry. Under this development goal, Guangxi rural tourism development planners should combine the Internet and rural tourism development to achieve precise marketing of the rural tourism industry, lay a foundation for improving the quality of rural tourism development, and at the same time form a more perfect rural tourism service pattern. Through precise marketing, the rural tourism industry will be transformed into an active form and an important growth pole of the national economy.

2. The development background of Guangxi rural tourism under "Internet +"

Located in the western part of China, Guangxi is a minority area with rich tourism resources.

According to the national tourism survey, Guangxi has received a total of 409 million tourists in 2016, and the total tourism consumption reached 419.136 billion yuan, compared with In terms of the growth rate of the national tourism industry, its growth rate is more obvious. In various industries in Guangxi, tourism has also leapt to the forefront of “100 billion yuan of industry”. The Guangxi region pays more attention to the development of rural tourism industry, and proposes to create a rural tourism development pattern with Guangxi characteristics while making full use of Guangxi resources. Under the "Internet +" situation, the development of Guangxi's rural tourism industry has become more inclined to transform and upgrade. At present, a variety of sustainable rural tourism routes have been formed, including mountain-climbing, hiking and cycling. Under the sustainable development strategy, Guangxi has actively built high-quality products such as famous tourist counties and clean rural tourist areas, reflecting the new face of the development of rural tourism industry. However, under the background of the current Internet platform, how to combine it with the development of rural tourism industry, how to highlight the advantages of Guangxi rural tourism resources and achieve precise marketing has become a key concern problem of Guangxi rural tourism development planners.

3. The existing problems of precision marketing of rural tourism in Guangxi under "Internet +"

Information input - insufficient investment in network information. "Internet +" has become an inevitable trend of the development of the times. Guangxi rural tourism industry should also actively strengthen the docking with the Internet platform to meet the development requirements of "Internet + rural tourism industry". In the networked precision marketing of Guangxi rural tourism industry, it is necessary to build a professional information platform, and most of the current rural tourism industry project leaders lack investment in the development of rural tourism industry information, leading to absence of information hardware, technology and talent support in its precise marketing process. The lack of informationization investment in the rural tourism industry in Guangxi is mainly reflected in the weak network infrastructure, the lack of efficient dissemination of tourism information, and the imperfect construction of tourism service support systems.

Market positioning - does not focus on market segmentation. The premise of accurate marketing in the rural tourism industry is to do a good job in market segmentation and precise positioning of products. For the rural tourism industry in Guangxi, in the process of development, it lacks targeted marketing activities, and does not do market research and market segmentation, resulting in a lack of clear marketing objectives, and does not make a breakdown of tourists, resulting in can not into the needs of tourists, spending power and other product segmentation, which can not be accurately pushed, does not highlight the advantages of the Internet platform.

Marketing channels - lack of diverse marketing channels. For the current rural tourism industry, with the support of the Internet platform, its marketing channels have been more traditional than offline marketing, and the online and offline marketing models provide a variety of marketing channels. However, in the actual precision marketing process of the rural tourism industry in Guangxi, most of the tourism publicity work relies on traditional marketing methods, including media announcements, filming short films, and organizing festivals. These publicity methods lack interaction and publicity is less efficient. Due to the lack of comprehensive use of Internet online promotion and marketing channels, including self-built website platform and WeChat and third-party e-commerce platforms, the precision marketing of rural tourism is inefficient, and there is no perfect marketing channel.

Marketing content - content is less realistic. In the process of using the Internet platform for

marketing, although the marketing effect has been significantly improved, there are also many problems in the marketing process. Among them, the fact that the authenticity of the marketing content cannot be guaranteed is a prominent problem. In the rural tourism information provided by the Internet, there are problems such as uneven information, distorted pictures and exaggerated text descriptions. These are the drawbacks of marketing in the Internet era. However, due to the low realism of the publicity content, consumers have high expectations. When traveling to the field, there will be a gap, which will lead to unsatisfactory evaluation. For the long-term development of Guangxi's rural tourism industry, consumers' lack of trust will not be conducive to the long-term healthy development of the industry.

Tourism platform - lack of accurate marketing consensus. In the process of modernization of rural tourism industry in Guangxi, Internet elements have been integrated into the development process, but a sound rural tourism precision marketing system has not been formed. The lack of consensus among various tourist attractions and travel agencies has led to the inability to realize efficient integration of rural tourism resources in the Internet platform, so as to cannot fully exploit the advantages of the Internet, big data, cloud computing and other technologies, which hinders the improvement of the service level of the rural tourism industry in Guangxi.

4. Suggestions on the development of precision marketing of rural tourism in Guangxi under "Internet +"

4.1. Increasing investment in information and improving marketing website standards

The government has always attached great importance to the development of rural tourism industry in Guangxi. However, in order to further promote industrial transformation and upgrading, it is necessary to continuously increase investment. Especially in the context of "Internet +", it is necessary to increase the investment in informationization of rural tourism industry development. First, the government should do a precise poverty alleviation for rural tourism in Guangxi, establish a special fund for tourism poverty alleviation, and provide more financing channels for the development of rural tourism industry, including government grants, bank loans, and investment promotion. The improvement of infrastructure provides sufficient financial support. Secondly, the government should strengthen policy support for the development of rural tourism industry, help rural tourism enterprises to actively build an Internet tourism platform, improve the function of webpages for rural tourism, and help rural tourism enterprises WeChat public number. As well as microblogging and other self-media operations provide talent and technical support. When constructing a rural tourism website platform, from the perspective of precision marketing, it should reflect the professional level of the website, and comprehensively optimize from the aspects of website structure, column layout and page setting. The website should emphasize the brand characteristics and position the overall style. In addition, the rural tourism destination service evaluation and supervision section can be added to the network platform to continuously improve the service level. In the construction of the website, it should also highlight the policy of being more intimate and benefiting the people. It is necessary to enrich the information about the tourist attractions on the website and to update them in time.

4.2. Accurately positioning the market and achieving accurate product marketing

A clear market positioning is the basic premise of precision marketing. Guangxi rural tourism enterprises should fully carry out preliminary market research with the support of the Internet platform, and form a market positioning plan by taking advantage of the scale and speed of the Internet platform. And targeted development of precise marketing strategies. In the market

positioning, market research needs to be done well. Rural tourism enterprises should pay attention to the market research work by means of big data technology, identify the target customer groups, analyze their consumption preferences and personal preferences, and on this basis Achieve targeted advertising of ads. In the case of precision marketing, attention should be paid to enhancing brand awareness and competitiveness, and actively creating rural tourism brands. In combination with current consumer travel needs, Guangxi can develop the following tourism products:

Develop healthy new products. At present, people's attention to health is constantly improving. When developing tourism resources in Guangxi, and from the perspective of health and wellness, we must do a good job of accurate marketing for the corresponding population. Guangxi region can rely on the planning and construction of the Bama longevity and health international tourist area, and actively build the National TCM National Medicine Health Indicators Demonstration Zone, which should form an integrated demonstration zone pattern, including health product research and development, health tourism, pension, diet, etc. Ribbon. Develop self-service products. For younger groups, Guangxi should focus on developing self-service products when developing rural tourism products. It is mainly aimed at young people who are mainly backpackers. For this customer group, Guangxi needs to develop corresponding tourism products, including indigenous cultural tourism and outdoor sports tourism in remote mountainous areas. Develop research and tourism products. In the current form of tourism, research tourism is emerging. As an important way of family travel, Guangxi rural tourism planners should pay attention to it and develop tourism products in a targeted manner. The Guangxi region is rich in forest resources and nature reserves. Based on this, it is necessary to develop different types of research and tourism products, and establish research and travel bases such as summer camps, winter camps, popular science, national conditions and local conditions, and constantly improve the reception system and cultivate The new form of rural tourism product development in Guangxi meets the demand for accurate tourism consumption of this family.

4.3. Broadening marketing channels to help develop precision marketing

Focus on the use of traditional media. Traditional media mainly includes newspapers, magazines, impurities and broadcasts. The use of these media can make a good foundation for tourism products and improve the visibility of products to a certain extent. At the same time, rural tourism enterprises should also pay attention to participate in various tourism promotion conferences and other exhibitions, and actively distribute handbooks and tourist maps at the exhibition to enhance their re-tourism interface and popularity among tourists. In addition, rural tourism products can be promoted through songs, film and television works.

Make the most of new media. "Internet + Rural Tourism" provides more comprehensive support for rural tourism enterprises. Firstly, rural tourism products can be marketed through search engines. Technicians can conduct big data analysis based on the search, browsing and other behaviors of potential tourists on the Internet. And the tourist preferences are selected for targeted push; secondly, rural tourism enterprises should focus on optimizing their own website platform, and when pushing marketing information, achieve accurate push, so that target customers and marketing information can be effectively connected to guide potential customers. In addition, the rise of various self-media platforms currently provides a more convenient channel for rural tourism enterprise marketing, including WeChat, Weibo, etc. Rural tourism enterprises should actively use these network marketing tools to achieve Effective interaction between the two. As a social platform with high interactivity, WeChat should fully apply it to rural tourism enterprises. It can establish a WeChat public number platform and regularly push information on tourism products. At the same time, it is possible to hold a sweeping gift event on a regular basis to attract the attention

of visitors so that they can get good promotion results when pushing products and services.

4.4. Focusing on honest management, innovative and precise marketing model

The advantage of information technology is the ability to integrate massive amounts of information while enabling visual marketing of rural tourism products. Based on this, Guangxi rural tourism enterprises should innovate the precise marketing model and actively create a new model of VR marketing. In the marketing process, we should pay attention to the needs of modern consumers, and focus on honest marketing to ensure the authenticity of marketing content. Rural tourism enterprises should constantly standardize their own marketing behaviors, ensure the transparency of the business environment, and obtain the good reputation of consumers.

In the process of precision marketing of the modern rural tourism industry, the use of VR technology, namely virtual reality technology, is to simulate the real environment through a computer, and visitors can make a panoramic virtual experience of tourist attractions through VR glasses. Under VR technology, visitors can use the panoramic VR to display the infrastructure of the tourist destination and the natural ecological environment in the website platform to obtain real travel information. At the same time, visual marketing through VR technology can also stimulate the consumer demand of tourists to a certain extent.

4.5. Building a precise marketing platform by the joint forces of enterprises

In the precision marketing, we must work together to build a precise marketing platform. In the process of cooperation, each enterprise should grasp the following points: First, cooperation between rural tourism enterprises. Enterprises should reach a consensus and focus on resource integration, establish a resource sharing platform, and formulate tourism development plans and strategies to create boutique tourism products and boutique tourism routes. Second, we must strengthen cooperation with various portals, including Baidu, Tencent, Ali and so on. Tourism official microblogs can be opened to increase interaction with Weibo celebrities and “big V” to make travel information more attractive. At the same time, rural tourism enterprises should pay attention to the use of social hotspots, combine them with tourism products, jointly shoot promotional videos and micro-movies, etc., to achieve all-round publicity of tourism products; third, we must focus on rural tourism enterprises and third parties. The cooperation of e-commerce platforms, including Ctrip.com, Qunar.com, Meituan, etc., can promote the promotion of tourism products on various platforms, and can launch various preferential activities and special events on third-party e-commerce platforms. Through cooperation with third-party e-commerce platforms, travel marketing information can be more conveniently sent, and user payment experience can be optimized to make travel products more competitive.

5. Conclusion

Paying attention to the development of rural tourism industry can inject more vitality into the development of China's tourism industry. For Guangxi rural tourism enterprises, they should actively conform to the development trend of “Internet +”, use information technology and websites, accurate marketing with information technology and website platforms for precision marketing. In view of the healthy development of rural tourism enterprises in Guangxi, the state should increase support and information investment. As a rural tourism enterprise in Guangxi, it is necessary to do a good job in market positioning, broaden marketing channels, focus on integrity management, and strengthen cooperation among enterprises, so as to provide multi-dimensional support for precision marketing.

Acknowledgements

The foundation ability enhancement project of young and middle-aged teachers of Colleges in Guangxi in 2017. Study on the Development Model of Industrial Tourism in Liuzhou, Guangxi.No. 2017KY1144; The foundation ability enhancement project of young and middle-aged teachers of Colleges in Guangxi in 2019. Application Research on precision marketing of rural tourism based on "Internet +" -- Taking Xincheng County as an example. No.2019KY1419; Scientific Research Projects of Guangxi ECO-engineering Vocational and Technical College. Guangxi Liuzhou industrial tourism development mode research No.201407B

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