

Research on Rural Tourism Development Under the Background of New Media

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Abstract:

The Internet era is an era of data explosion, new media is an important way of "Internet +", and it also affects the way of travel consumers' experience. As an important branch of tourism, rural tourism has made outstanding contributions in developing tourism economy, inheriting characteristic culture, developing tourism resources and increasing farmers' income. Rural tourism destinations are loved by more and more people because of the beautiful natural scenery and unique folk customs, but most of the rural tourism destinations are far away from the city, the information is blocked, the marketing methods are backward, and the popularity is not high, which makes the local tourism development. Using new media for planning and marketing in the development of rural tourism can give full play to the advantages of new media, reflect the characteristics of rural tourism, and achieve further development of rural tourism. By analyzing the existing problems of rural tourism in new media marketing, this paper proposes a feasible improvement plan, in order to achieve the effective integration of the two and promote the rapid development of rural tourism.

Keywords: *new media; countryside tour; developing tourism.*

I. INTRODUCTION

Rural tourism satisfies tourists' yearning for nature and rural life, but because of its geographical location restrictions, inconvenient transportation, and untimely information transmission, its popularity and number of tourists cannot be compared with large tourist attractions [1-5]. The promotion of the popularity of rural tourism is inseparable from marketing and promotion. Under the traditional media environment, the cost of publicity is high and the effect is not good, which greatly restricts the development of rural tourism. However, with the rapid development of information technology, new media such as Weibo, WeChat and various short video platforms have become part of people's daily life [6].

As a new and popular industry, tourism can provide people with certain leisure and entertainment places after their daily work, and meet the needs of people who want to relax their body and mind and enjoy spiritual enjoyment [7-11]. Therefore, tourism has become a key development industry in the current society. In order to realize the further development of society, my country vigorously promotes the strategy of rural revitalization, among which the countryside has the absolute advantage of developing tourism because of its unique natural environment, folk customs and well-preserved ancient buildings [12].

However, due to the short development time of my country's tourism industry and the lack of a complete publicity system, and the fact that rural tourism is in a niche position in many tourism industries, tourists' interest in visiting is low, which greatly hinders rural tourism. Development of tourism [13-15]. In order to achieve the rapid development of rural tourism in the new environment, it must be integrated with the new media industry, publicity and planning of rural tourism through new media means, clarify the image and status of rural tourism, and attract targets in a targeted manner. Tourists, improve tourists' acceptance and satisfaction of rural tourism, maximize the advantages of rural tourism, and promote the development and improvement of rural tourism through new media [16-18]. New media have had varying degrees of impact on travelers, tourism, and destinations. New media transcends the limitations of the physical environment and changes the interactive mode of people's lives, thoughts and interpersonal communication. The emergence of new media provides new ideas for rural tourism marketing. If rural tourism wants to develop by leaps and bounds, it is necessary to learn to use new media for marketing. In the information age, information is king. How to use new media means to carry out integrated marketing has become a topic that needs to be constantly thought about in rural tourism destinations [19].

II. CHARACTERISTICS OF NEW MEDIA AND NEW FORMS OF RURAL TOURISM

2.1 New media marketing concept

There is no unified standard for the concept of new media marketing. New media is relative to old media. Traditional media mainly refers to newspapers, magazines, television and radio. New media is the "fifth media" after television, radio, newspapers and magazines [20].

Traditional media marketing is a marketing method in which operators carefully package their products, rely on traditional media to promote and promote their products, let consumers understand and trust their products through advertisements, and finally promote consumers to complete their purchase behavior. In the information age, the marketing environment has become more complex, and marketing thinking has undergone earth-shaking changes. The traditional media has been unable to meet the needs of consumers both in terms of audience and information symmetry. Traditional media have been unable to adapt to the changes in the new marketing environment. New media marketing came into being. New media marketing refers to various marketing activities carried out by using new information technology means, such as Weibo, WeChat, and short videos, according to the characteristics of network users.

2.2 Current status of new media marketing content analysis

The new media marketing of rural tourism cannot lack high-quality content. In this era where content is king, if there is no high-quality content, no matter how rich new media methods are, it will not achieve the expected marketing effect. At present, the new media marketing of many rural tourism scenic spots lacks a complete plan, and there is no plan for "how often to push articles", "to push text, pictures or videos", and "on which platforms to push", which lacks systematicness and integrity. In addition, the content pushed by the new media is the same and lacks new ideas. Many of the content is imitating or plagiarizing the

promotional text of other scenic spots, lacking characteristics and originality. After reading these content, tourists will not only have no desire to come to consume, but even feel disgusted. Although the development of new media has accelerated the formation of the information society and facilitated the exchange of various information between societies, the rapid spread of new media and the loopholes in the lack of popularization of the real-name system on the Internet have brought certain hidden dangers to various industries in society. Proper new media publicity in rural tourism can speed up the popularity of rural tourism in society and attract more tourist resources, but online rumors can also be spread on the Internet through new media, causing reputation damage to rural tourism. In severe cases, the negative impact may even be higher than the positive publicity effect. Due to the short application time of rural tourism in new media, there is not enough experience in solving such problems, and appropriate strategies cannot be taken in time to deal with the impact of negative news, resulting in a bad impression of tourists on rural tourism, resulting in Part of the rural tourism industry goes bankrupt, and in severe cases it even leads to the bankruptcy of the rural tourism industry in a region, hindering the economic development of the region.

III. OPTIMIZING COUNTERMEASURES FOR NEW MEDIA MARKETING OF RURAL TOURISM

3.1 Strengthen the construction of network infrastructure

New media marketing is inseparable from a complete network infrastructure. Rural tourism is located in remote areas, with complex terrain and a wide range. In order to solve the problem of network coverage, the local government should actively cooperate with scenic spots to build network infrastructure. Set up wireless devices at suitable commanding heights to achieve full wireless network coverage, 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. At the same time, this method has the characteristics of low cost, stable network and simple maintenance, which meets the requirements of network construction of rural tourist attractions. In addition, rural tourist attractions should be equipped with corresponding electronic tour guides. For example, electronic tour guides with detailed explanation function should be provided in each major scenic spot; detailed map navigation with facilities such as scenic spots, restaurants, and toilets should be provided on the official website or small program of scenic spots. The population density of the project shows, intelligent electronic tour guides with functions such as play instructions and small suggestions; to ensure that the official website, various new media software and other electronic customer service, manual customer service are more professional, to meet tourist consultation, ticket purchase and other personalized needs, and collect relevant information Suggestions and comments, etc.

3.2 Upgrade tourism products and services

Tourism is an important way for us to explore the outside world and build a deeper understanding. China's tourism has always provided not only fancy sightseeing products, but also a series of characteristic cultures based on different touch points. Spiritual experience, it is like a guide like a lighthouse. Step into

the inherent cultural atmosphere of the region, and deeply experience the true connotation of tourist attractions and historical sites. Rural tourism needs to design relevant tourism products suitable for local characteristics, and it is necessary to comprehensively consider whether urban people can travel to rural areas to meet their needs. From a small perspective, Xinyang should, based on the people-oriented development concept, make boutique rural tourism routes, build boutique homestays, cultural museums, parks and other characteristic products to meet the needs of urban tourists for rural tourism. In addition, we know that tourism must be combined with local characteristics, strengthen the integration of local characteristic resources, develop such as tea hometown exploration, tea tasting competitions, etc., and integrate a batch of Xinyang characteristic rural tourism. In today's rapid development of information technology, the application of new media involves all ages, especially the youth group is the main body of the active tourism market. This group belongs to the group with ideas and attitudes, and they prefer to pursue trendy and new things. Therefore, in the past, a single tourism product could not meet more and more diversified needs. Tourism developers can use new media to collect relevant data, mine tourists' needs, and meet tourists' needs. Tourists can also quickly understand tourism information and choose tourism projects that suit them.

IV. CONCLUSION

With the development of the times, new media marketing has become the main marketing mode in today's society. The rural tourism market is a buyer's market with fierce competition. If rural tourism destinations want to achieve rapid development, they need to use new media means, according to the characteristics of tourism resources and tourists, implement marketing strategies, expand market share, and promote the long-term development of tourism. Rural tourism should keep pace with the times, make full use of new media tools to carry out marketing activities, continuously expand its own influence, attract more and more tourists to participate in tourism communication activities, and promote the sustainable and healthy development of rural tourism.

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