

A Study on Short Video Marketing Dissemination for Rural Tourism Based on SIPS Model

Xiaoqin Zhu*, Manting Luo

School of Economics and Management, Guangxi University of Science and Technology, Liuzhou, Guangxi 545006, China

*Corresponding Author.

Abstract:

With the change of people's life concept and the development of rural resources, rural tourism has been developing rapidly. From 2011 to 2019, the total number of rural tourism trips nationwide increased year by year, from the initial 400 million to 3.09 billion, and the total revenue of rural tourism reached RMB1.81 trillion in 2019. 2020 was affected by the New Crown Pneumonia epidemic, but tourism trips gradually recovered from the second quarter onwards, and both the total number of people and total revenue has recovered to more than 90% of the same period in previous years. However, compared to the in-depth excavation and development of rural tourism products, there is still a significant deficiency in marketing and promotion, which is weak in spreading advice about rural tourism, showing the brand image of rural tourism, and expanding the number of visitors to rural tourism. In the era of fragmentation, social media has become the essential tool for people to create, disseminate and communicate. Among them, short videos, in turn, have become the most popular dissemination method in new media with strong dissemination power and high visual impact. Under the national creation boom, short videos have brought about many rural tourist attractions, but due to the varying production level, they have brought about a particularly negative impact on the dissemination of rural tourism. The article introduces the new opportunities brought by short videos for rural tourism marketing dissemination, focuses on analyzing the new problems existing in rural tourism short video marketing dissemination: Video theme without planning, content homogenization serious, poor video shooting quality and unclear video positioning, irregular account operation and lack of interactive dissemination with audiences, and puts forward four improvement strategies based on SIPS model. The model divides users' consumption behavior into four stages, one is Sympathize, two is Identify, and three is Participate. Thirdly, Participate, and fourthly, Share & Spread. The only way to avoid filtering or ignoring product information through social media is to resonate with consumers. In the dissemination process, users will confirm whether the product information that triggers resonance is valuable to them or not. This paper puts forward short video marketing dissemination strategies based on SIPS theory: First, based on local resource endowment, create unique content to trigger the emotional resonance of the audience. Secondly, overall planning and series design to improve video shooting quality to assist audiences' value judgment. Thirdly, we emphasize online dissemination and improve the quality of information dissemination to help users better participate. Fourth, create offline immersion experiences in multiple directions to achieve online and offline integration and promote the proliferation of user information. Short video transmission in the

future still need to continue to sum up experience, deep cultivation of high-quality content, access to user recognition.

Keywords: *Short video, Rural tourism, Marketing dissemination.*

I. INTRODUCTION

With the change of people's life concept and the development of rural resources, rural tourism has been developing rapidly. From 2011 to 2019, the total number of rural tourism trips nationwide increased year by year, from the initial 400 million to 3.09 billion, and the total revenue of rural tourism reached RMB1.81 trillion in 2019. 2020 was affected by the New Crown Pneumonia epidemic, but tourism trips gradually recovered from the second quarter onwards, and both the total number of people and total revenue has recovered to more than 90% of the same period in previous years. With the promotion of the rural revitalization strategy, the role of rural tourism in expanding rural income and developing the rural economy has become increasingly evident. However, compared to the in-depth excavation and development of rural tourism products, there is still a significant deficiency in marketing and promotion, which is weak in spreading advice about rural tourism, showing the brand image of rural tourism, and expanding the number of visitors to rural tourism. In the data published by Ai Media Consulting, in 2020, 59.06% of Chinese rural tourism consumers chose to be recommended by their friends and relatives, exceeding the amount of social media choices. In the era of fragmentation, social media has become the essential tool for people to create, disseminate and communicate. Among them, short videos, in turn, have become the most popular dissemination method in new media with strong dissemination power and high visual impact. According to CNNIC's 47th Statistical Report on the Development Status of China's Internet, as of December 2020, the scale of short video users in China was 927 million, accounting for 88.3% of Internet users as a whole, an increase of 100 million from March 2020 [1]. Under the short video national creation boom, short videos have brought fire to a large number of rural tourist attractions, and the significant number of users and attention of the platform has become the best carrier to create rural tourism. Short videos have brought new impetus to the tourism market and new opportunities for rural tourism development. Using short videos to spread rural areas' natural scenery and customs, attract more tourists, and promote rural tourism has become a critical breakthrough to help rural economic development and rural revitalization strategy.

II. SHORT VIDEOS BRING NEW OPPORTUNITIES FOR RURAL TOURISM MARKETING AND DISSEMINATION

2.1 Public Endorsement, Reducing the Cost of Rural Tourism Promotion

In November 2020, a short video of fewer than 10 seconds made Ding Zhen, a 20-year-old boy from Khampa, Sichuan, hit the Internet. In the video, Ding Zhen's handsome face, innocent smile, original skin tone, and clear eyes left a deep impression on people. After his popularity, Ding Zhen became the tourism

ambassador of Li tang County, Ganzi Tibetan Autonomous Prefecture, Sichuan Province, and filmed the tourism video "Ding Zhen's World" for his hometown, in which the blue sky, grass, snow-capped mountains, lakes, and other plateau scenery portray people's longing for a paradise in their hearts. Li tang's cultural tourism leverages marketing to drive the local tourism economy successfully.

In the past, tourism regions have invited famous stars as spokespersons; the emergence of new media such as short videos have made spokespersons more diverse, giving more ordinary people the opportunity to become local tourism spokespersons and reducing the cost of endorsements. After Ding Zhen became popular on social networks, he introduced the beauty of his hometown through a constant stream of short videos, showing the most realistic appearance of his hometown, opening the door for the outside world to understand his hometown and allowing more areas and more people to see the new development opportunities and development space for rural tourism.

2.2 Platform Support to Accelerate the Production of Short Videos on Rural Tourism

This year is the first time China has achieved comprehensive victory in poverty eradication. The central government has proposed in the 2021 government work report and the 14th Five-Year Plan that the results of poverty eradication should be consolidated and effectively linked with rural revitalization. In response to the national policy on poverty alleviation, various short video platforms have been actively cooperating with government departments at all levels to make better integration between short video and rural tourism with the help of their resources, technology, and other advantages, to help rural revitalization and poverty alleviation in poor areas. For example, the ShakeYin platform has launched the "New Farmers Plan," which allocates 1.2 billion traffic to support the creation of content for three rural areas, providing help to build rural creators in terms of traffic support, video operation, and traffic realization. In response to the rural revitalization strategy, Tencent WeChat hosted the "I Will Show You the Leisure Countryside - China's Beautiful Leisure Countryside Short Video Competition," which required sharing rural leisure tourism experiences with green water and green mountains exceptional food to viewers through short videos. The contest received much attention from netizens. The competition received much attention from netizens, with more than 244,000 votes cast online, which is significant for the countryside to build its tourism brand actively. The platform supports these short videos, which has increased people's enthusiasm to produce short videos and has largely promoted rural tourism development.

2.3 Official Empowerment to Help the Spread of Rural Tourism Short Videos

Developing rural tourism to drive economic development for many poor areas is crucial to eliminating poverty. The rapid development of rural tourism has benefited from national policies. In the Opinions of the State Council of the Central Committee of the Communist Party of China on the Implementation of the Strategy of Rural Revitalization, rural tourism is taken as an essential aspect in building a system for the integrated development of one, two, three industries in rural areas and cultivating new momentum for rural development. It is proposed to "implement leisure agriculture and rural tourism boutique projects." The

Strategic Plan for Rural Revitalization (2018-2022) proposes vigorously developing the ecological tourism industry and encouraging various social entities to participate in ecological protection and restoration and engage in the development of tourism and other industries. In 2020, after launching the second batch of critical rural tourism villages, the Ministry of Culture and the Ministry of Tourism will launch 300 rural tourism boutique routes across the country. Guide platforms such as Kuai shou and Dou yin to launch the "Rural Tourism Column" column, provide relevant, high-quality material content, and concentrate traffic. Push short video content related to rural tourism to increase the popularity. On the other hand, local officials have taken on the role of shooting short videos to help the development of local tourism.

III.THE NEW PROBLEMS IN RURAL TOURISM SHORT VIDEO MARKETING DISSEMINATION

3.1 Video Theme without Planning, Content Homogenization Serious

The major platforms of the Internet are flooded with a large number of short videos. Once high-quality short videos get attention, many imitators are prone to appear, which makes the content, style, and expression of the short videos very similar, resulting in the same works and serious homogeneity of video content phenomenon [2]. In addition, some short video platforms reduce the difficulty of creation to attract more users to participate in the production of short videos and regularly push current popular templates and materials to users. Works created under the same template and material are highly similar in content creativity, overall style, and shooting special effects. Those will cause users to experience aesthetic fatigue and is not conducive to the improvement of the innovation of video creation content, affecting the long-term development of rural tourism short videos. On the other hand, some accounts related to rural tourism often publish a lot of content unrelated to rural tourism to gain attention and attract more users' attention, resulting in the short video of rural tourism not achieving a good dissemination effect.

3.2 Poor Video Shooting Quality and Unclear Video Positioning

The threshold of short video creation is low, and the production process is simple. However, professional script planning, main idea, shooting guidance, and post-production editing are still required to present high-quality works. In the early stages of short video development, some creators attract attention by filming strange and primitive rural scenes, lacking design, a single shooting angle, and simple post-processing. As the audience's aesthetic vision improved, some short video producers began to use video editing technology to process the original video. However, video editing, image processing, and other technology are slightly inadequate due to restrictions. The ornamental nature is affected. Moreover, the positioning of the dissemination theme is not precise, the dissemination value is unclear, and it is not easy to cause consumers to resonate through the rural tourism short videos collected by major short video platforms. It is not difficult to find that some short video creators, due to limited filming technology and aesthetic level, their short video picture resolution is not high, the works are not deep in intention, and the post-processing is simple, resulting in the overall aesthetic, and ornamental works are poor.

3.3 Irregular Account Operation and Lack of Interactive Dissemination with Audiences

Compared to traditional marketing methods, short videos have become a meaningful way to promote rural tourism by their short, fast, and new features. However, many rural tourism accounts have problems with irregular operations. On the one hand, some accounts have too few works, slow update frequency, and irregular update time. Some rural tourism short video account creators are more enthusiastic when making short videos in the early stage of creation and update faster. However, after creating for some time, due to lack of in-depth cultivation and excavation and other reasons, the update speed of their works drops significantly.

On the other hand, many rural tourism account operators ignore the social attributes of short videos and lack interactive dissemination with their fans. Short videos are an information dissemination platform and a social platform. Users hope to interact with the account publishers and further understand the local tourism features and strategies by watching short videos. This kind of interaction can effectively mobilize users' sense of participation. However, many accounts only publish works related to rural tourism short videos without actively interacting with fans and responding to questions raised by them promptly.

IV. RURAL TOURISM SHORT VIDEO MARKETING DISSEMINATION STRATEGY BASED ON SIPS MODEL

4.1 Introduction to the SIPS Model

The SIPS model was proposed by Dentsu Corporation in 2011 and applied to consumer behavior analysis in the social media era. The model divides users' consumption behavior into four stages, one is Sympathize, two is Identify, and three is Participate. Thirdly, Participate, and fourthly, Share & Spread. The only way to avoid filtering or ignoring product information through social media is to resonate with consumers. In the dissemination process, users will confirm whether the product information that triggers resonance is valuable to them or not. Therefore, the SIPS model compensates for the shortcomings of traditional one-way consumer analysis by analyzing the two-way interaction between consumers and products and consumers and provides a new perspective on audience behavior and information dissemination on digital platforms in the social media era.

4.2 Rural Tourism Short Video Marketing Dissemination based on SIPS Model

4.2.1 Based on local resource endowment, create unique content to trigger the audience's emotional resonance

The countryside has many local resources such as traditional culture, food, beautiful scenery, and folk customs. For people living in cities, the original ecological lifestyle, fresh air, and beautiful natural scenery can meet the needs of relaxing and alleviating homesickness. Colorful ethnic activities and peculiar folk

customs can meet the curiosity and increase knowledge and experience; rich agricultural products, interesting picking, and production experience can meet the needs of family and friends gathering and entertainment. Short videos have the characteristics of solid expressiveness, strong dissemination, and intense interaction. Rural tourism should use short videos to combine local endowment resources with the inner needs of the audience and create distinctive short videos with a specific theme as the core. For example, the short video of Ziqi Li is based on the theme of Chinese rural life. It shows rural life's natural tranquility, warmth, and beauty and creates a contemporary rural life in China. The state not only relieves the pressure of people's lives in the hustle and bustle of the city but also comforts the longing for the memory of the taste of the hometown away from the hometown, and at the same time arouses people's yearning for rural tourism. Kuaishou Daren @nibage has more than 4.56 million fans. Based on the local intangible culture of clay sculpture, it promotes the craft of clay sculpture through short videos, attracting many enthusiasts to study and visit the local area, thereby promoting the development of the local tourism industry. Based on the excellent local history and culture and the beautiful scenery, Xu Zhong, director of the Xinglong Mountain Scenic Spot Management Committee, opened the account "Director Xu takes you to Xinglong" on the short video platform, explaining and promoting Xinglong's culture and culture in different ways such as dances and songs. The beautiful scenery attracts a large number of tourists to travel.

4.2.2 Overall planning, series design, improve the quality of video shooting to assist audience value judgment

Design the number and content of videos as a whole according to the theme so that videos become independent and coherent information carriers. Rural tourism is rich in resources, and it is necessary to create a series of short videos for publicity. These short videos are not isolated and accidental. Before shooting, it is necessary to carry out overall planning and design according to the established theme. The narrative logic, script structure, title, duration of each video, expression techniques, background music, copywriting characteristics, and interactive methods are outlined in advance to make them unified and central. After watching these videos, we can fully and deeply understand the characteristics of local rural tourism. In addition, the quality of the video shooting largely determines whether it can attract the audience at first glance. High-quality videos can immerse consumers in the scenes and emotions rendered by the videos and increase their sense of identity. The low threshold, convenient and quick mode of audiovisual dissemination has made a large number of digital grassroots into the main force of video content creation, generating a large number of short videos every day. However, subject to the level of creators, the quality of these works varies, making it challenging to maintain users' loyalty. In order to improve the quality of short videos, local official media should actively mobilize local short video creators, provide them with training on new media knowledge and skills, hire professionals to guide the creation and attraction of short videos, and help short video shooters to continuously improve their abilities and enhance their ability to produce short videos. At the same time, based on the number of short video creations, views, retweets, and other influence indicators, creators with a high short video influence index are selected and given certain rewards. For farmers creators who continue to create and have a large number of fans, realize one-on-one guidance from professionals, explore training programs that meet the integration of personal development

and local characteristics, teach more knowledge and skills about short video shooting, and improve farmers' creative enthusiasm and ability. Cultivate more excellent short video creators.

4.2.3 Focus on online dissemination and improve the quality of information release to help users better participate

The interactive design of the social platform interface delineates how creators and users interact and communicate within this digital media space and how they respond to the content and comments of others [3]. Social media increases the social interaction between viewers and publishers. In addition to watching short video content, viewers can send pop-ups, likes, and comments to interact with it during the viewing process and browse publishers' messages on social media platforms, thus bringing them closer to the publisher [4]. Most short video practitioners say that they need to pay timely attention to the audience's reaction to watching at the early stage of creation and promptly reply to the content of comments. Because such interaction removes doubts, helps them answer questions promptly, and gives the audience a feeling of quasi-social dialogue, bringing the two sides closer and increasing their emotional dissemination. At the same time, by designing inspiring and controversial topics in the video content, users are guided to be curious and express their opinions. In addition, for video producers, their tags, copywriting, and comment responses are all important factors influencing the audience's continued attention. Parasocial interaction theory suggests that the messages of media personalities can influence consumers' opinions, interests, attention allocation, and relationship construction, primarily through insights into social media personas that can change consumers' emotions, create empathy and inspire [4]. If recognized by consumers, consumers will generate online behaviors (comments, retweets, shares, etc.) and offline behaviors (word of mouth, changes in consumer behavior patterns, etc.). Therefore, the publisher's tag, avatar, and video title should be beautifully written and unique, consistent with the video content and cultural heritage, and closely related to rural tourism to associate it with the countryside. Viewers interested in finding it can find it through a simple search.

4.2.4 Create offline immersion experience in multiple directions to achieve online and offline integration and promote the proliferation of user information

Online short videos have a remarkable ability to realize traffic and convert users, leading them to consume offline. The offline experience will allow users to experience a different immersion effect. The higher the immersion level, the higher the user's enjoyment of the activity, promoting the sharing and liking of the online video. The spread and development of rural tourism need to be enhanced online and offline. Based on good safety and health, medical services, and other essential protection, rural tourism should combine local geography and resources based on culture and creativity to plan a variety of offline visitor experience projects to improve the experience value of visitors. For example, the high-end rural tourism created by Wucun provides more than 20 experience projects for tourists, including archery, outdoor cycling, manual DIY, traditional Chinese education, etc.; At present, the more popular research activities, through the construction of net red card points, biological research base, and other special

projects, in the way of agriculture + culture + tourism, vigorously develop rural research tourism; The surrounding one-day tour creates weekend leisure experience through artificial attractions, recreational facilities, parent-child activities and so on. The weekend leisure experience is created through artificial attractions, amusement facilities, and parent-child activities. These offline immersion projects have pushed online marketing to new heights, allowing more people to know about rural tourist attractions online and experience them offline to gain more satisfaction and accelerate sharing and proliferation.

V. CONCLUSION

The rapid development of short videos has brought new opportunities for rural tourism marketing and dissemination, setting off a craze for people to follow short videos to travel. Short videos have become an important marketing method for rural tourism. However, in the development process, there are also problems such as serious homogenization of content, unclear positioning of videos, poor quality of video shooting, and irregular operation. In the future, there is still a need to continuously sum up experience, deepen quality content and gain user recognition. At the same time, they are combining online and offline, building on the strengths and avoiding the weaknesses, using multiple channels to spread together, giving full play to the marketing and dissemination value of short videos, and injecting momentum for sustainable development of rural tourism.

REFERENCES

- [1] China Internet Network Information Center. The 47th Statistical Report on the Development of the Internet in China. http://cnnic.cn/gywm/xwzx/rdxw/20172017_7084/202102/t20210203_71364.htm
- [2] Nirobayr Ayrti, Liang Zheng. Characteristics, trends and dilemmas of short video content production in the new media era. *China Editorial*,2021(03):81-85.
- [3] Rubing Li. The media imagination and interaction of digital discourse: the example of Li Ziqi's short video. *Chinese Culture and Communication Research*,2020(02):370-381.
- [4] Denghua Yuan, Lidan Gao. A study of quasi-social interaction and marketing effectiveness in social media, *Foreign Economics and Management*, 2020, 7(42): 21-36.