

Research on Rural Tourism Marketing Based on Short Video UGC

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Abstract: we have a certain conception of the short video marketing, some characters of which are intuitive, convenient, socialized, and decentralized, is better than traditional marketing methods. Full integration of short videos with more advantages and rural tourism marketing will drive the rapid development of rural tourism. In order to provide support for short video UGC to drive the development of rural tourism, this article takes the role of short video UGC in promoting rural tourism marketing as an entry point, and analyzes the problems existing in the theme of short video UGC rural tourism marketing, and makes suggestions for short video to promote tourism development.

1. Introduction

Agriculture-related short video UGC means that the video length is less than five minutes, reflects the phenomenon of rural life, and mainly relies on mobile smart terminals to achieve rapid shooting and beautification editing, which can be shared and seamlessly connected on social media platforms in real time ^[1]. Due to the video originated from the original creation of the grassroots rural authors, the production and dissemination of short video information from self-media is closer to the reality of rural life than traditional film and television works, and can reflect the life style of various places, it is deeply loved and concerned by netizens. The short video UGC, becoming an important means of marketing and promotion for rural tourism, shows the beautiful rural scenery, the leisurely and peaceful rural life, and the anecdote and fun of the countryside, and arouses the motivation of netizens to travel while meeting the needs of urban residents to watch the video. Whether rural tourism can realize its own rapid development in the era of new media through the use of short videos is worthy of attention.

2. 1 The marketing role of short video UGC on rural tourism

According to the analysis of fan comments by popular agricultural media, many netizens have expressed a desire to interact with internet celebrities and experience the lives of local people at the short video shooting location. This is of great significance to the development of rural tourism in the shooting location.

2.1 Expanding the visibility of tourist attractions

Take Yuanjia Village, the first village of Internet celebrities, as an example. It does not have a great advantage in terms of geographical location^[2]. However, such a relatively remote village can be known by everyone and become an Internet celebrity village, benefiting largely from the spread of short videos that have expanded Yuanjia Village's popularity. Short videos can present the characteristics of tourist destinations to the audience in a short and concise manner. Tourists will also disseminate what they see and hear about tourist attractions through short videos, thereby realizing that expanding the market with the help of tourists. In addition, the channels for young people to obtain information about travel destinations are social applications such as Xiaohongshu, Douyin, and Ctrip^[3]. It can be seen that short video platforms have become new platforms for tourists to obtain travel information. More and more tourists like to watch short videos to make strategies before traveling, and they like to take videos to share their experiences and experiences when traveling. Therefore, choosing short videos that fit and satisfy the user's behavioral

preferences and communication methods to promote rural tourism information can expand the visibility of tourist attractions.

2.2 Increasing the attention of potential users

Through using the brand effect of media influencers, the agricultural-related short video self-media extends the attention of online fans to offline, and digs the internal experience needs and consumer needs of rural tourism. The current e-commerce business model of Internet celebrity brand IP is recommending the shooting content as a selling point, seeking more broadcast volume and attention, then achieving a certain powder absorption effect and realizing the realization of the product. Guangxi "Ingenuity Women Nine Sister", a well-known agricultural short video IP, has more than three million fans, whose farmhouse founded under the appeal of fans will officially open in 2019. In the comments of netizens, many netizens expressed their admiration for Nine Sister's rural life in the mountains and rivers, and were willing to experience it. This is a typical example of developing rural tourism through the use of Internet celebrity branding.

2.3 Creating a precision marketing system for rural tourism

Rural tourism is a category that is easy to imitate and blindly build. In order to reduce the negative impact of this feature, tourism product suppliers not only can understand the needs of potential tourists and adjust existing products ,but also can push positioning and design of tourism products to achieve precision marketing, by using fan comments, messages, interactions, and online surveys from the short video interaction. Douyin and Kuaishou are short video platforms that have become popular across the country in recent years^[4]. Many attractions capture the characteristics of their user groups, which are mostly highly engaged young people, and create "net celebrity" attractions, then conduct tourism marketing to attract users to "check in". For example, Hongyadong in Chongqing uses Spirited Away animation as a selling point, focusing on the fairytale-like romantic night scene, which is deeply loved by young people. Netizens visited this scenic spot one after another, forming a snowball-like marketing effect.

3. Reasons why short video UGC boosts rural tourism marketing

In terms of its mechanism, the triggering effect of short video marketing on rural tourism is promoting fan economy formation through short video marketing, and using the attractiveness of short videos to develop fans (potential tourists) as a source of tourists for rural tourism destinations ^[5]. Therefore, the trigger mechanism of short video marketing for rural tourism can be divided into two parts: pull and push. The content of the two factors is shown in Figure 1.

3.1 "Push" factors

The "push" factor, mainly based on the inner needs of netizens, which is the most primitive driving force for travel and the key to video marketing. It can be divided into two aspects: fans' yearning for rural life and the psychological needs of chasing stars and dramas: The first is the fan's yearning for the rural life shown in the video, which is based on the inherent needs of people to relax and make friends; the second is based on the psychological needs of fans to chase stars and chase dramas.

3.2 "Pull" factors

Main focus of the push factor lies in the content circle fans, it is to necessary to "pull" articles that really motivate fans to turn their motivations into real tourism activities. That is, building and integrating the tourist resources of the filming location and other attractive factors. Specifically including content of the scene displayed in the short video shooting and the attractiveness of the destination tourism resources: One is that the scenes shown in the short video shooting must be unique and accessible, and the other is that the rural tourism resources of the shooting location are sufficiently attractive.

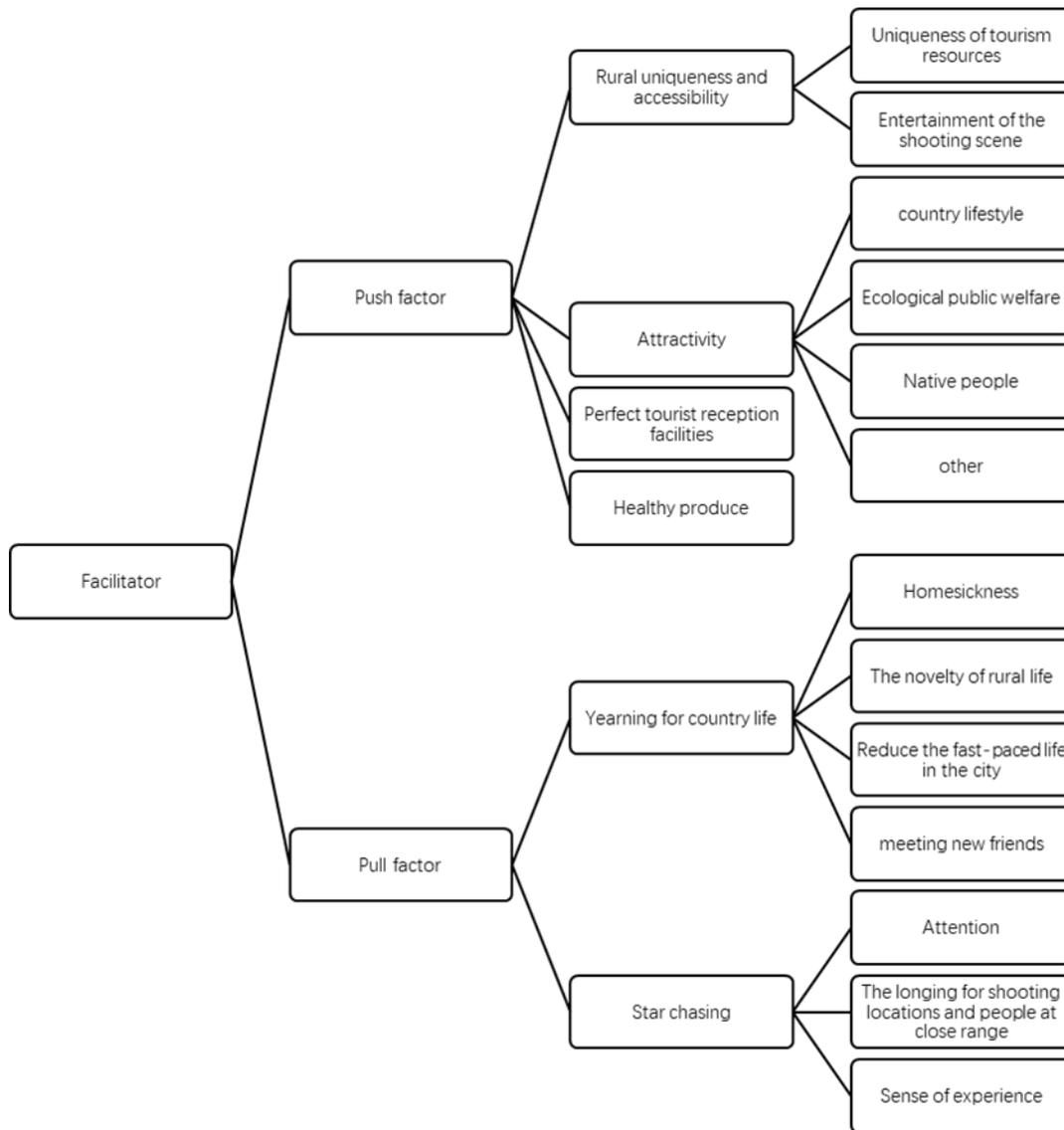


Fig.1 the factors that short video UGC boosts rural tourism marketing

3.3 Investigation and analysis of the influence factors of EECM-ISC model based on push-pull factors

The prerequisite for using short video UGC to market rural tourism is the continuous use of users' video IP. This study is based on push-pull influencing factors, using questionnaire analysis to investigate the influencing factors of rural tourism impulse. The statistical results found that: the information quality has the highest degree of influence on the short videos attractiveness, and the α coefficient is as high as 0.908. In the sub-project of information quality, the average scores of the three factors of "the originality of short video content", "content showing rural ecological beauty", and "content showing rural people's style" are higher, indicating that netizens pay more attention to short videos. The originality of content in the quality of information will attract the continuous attention of netizens and arouse tourism motivation.

4. Problems with short video UGC marketing theme

4.1 Tending to be vulgar

Some users use rural tourism as a guise. Most videos have nothing to do with rural tourism. They blindly use beauties, the elderly, and children as the protagonists to achieve the purpose of quickly increasing fans and gaining attention while satisfying the public's curiosity and entertainment psychology. For example, Lu'an Huoqiu Yuge Guangde Rural Tourism Development Co., Ltd. has

received 50,000 praises, 4631 followers, and 7701 fans. It is considered a "popular large" in rural tourism. The author checked the 146 videos shared by it and found the content is mostly to be handsome and cool for oneself, and has nothing to do with the theme of rural tourism. Gassang Meiduo Country Tour, with 533 works, 21,000 likes and 1,663 fans. The video content is almost all daily sharing by himself or with beautiful friends.

4.2 Vague theme

Although the content of many rural tourism works is a display of rural themes, on the one hand, users are limited by their vision lacking in-depth exploration and clear positioning of their own resource characteristics; On the other hand, the lack of different perspectives and different levels of display ability, day after day, the material will inevitably be exhausted, resulting in a single source of work and serious homogeneity. For example, Qingtupo Rural Tourism shared 94 works, including 14 flower field display videos, 22 strawberry planting videos, and 13 agricultural special product tourism fairs. These videos of the same scene are similar in content, making people feel repetitive and long-winded. Distinctive characteristics are the key to brand dissemination and recognition enhancement. To arouse the audience's interest and achieve explosive growth in user scale and traffic, it is indispensable to highly condense its own characteristics.

4.3 Lessing excellent content

Some videos are in minority languages and have no text description, so that many audiences can't understand what short video shows. There are some short videos that disseminate backward rural culture and ideas, those are not conducive to the display of rural culture and the spread of positive rural images. Among the survey, there are only 6 users who can always strengthen the promotion around their own positive characteristics. The specific user names and theme characteristics are as table 1.

Table 1 excellent content of agriculture-related short video

Name of agro-related short video publishers	Agriculture-related short video content theme
Baita Impression Rural Tourism	Baita spirit, green ecology and civilization in the new era that keep pace with the times
Laozhai Ayong (rural tourism)	Various customs of the Yao nationality
Rural tourism with a view of the world	Chinese herbal medicine and wild fresh vegetables
90s Rural tourism entrepreneurs	Their own entrepreneurial experience
Guilin Gongcheng Niulutou four-star rural tourist area	Outreach training and student behavior development norms
Small town youth rural tourism	Tujia and Miao customs and local canyon landforms

5. Discussion on rural tourism marketing strategy based on short video UGC

5.1 Creation of push factor

First, plan original and unique video themes. Based on overall situation of rural tourism, devote efforts to develop the collective brand positioning of the village, and design the sharing theme of individual videos, for example, the theme of rural leisure, the theme of nostalgia, and the theme of hospitality, presenting the characteristics that every household has its own characteristics, and every household has its own brand.

Second, optimize the production of videos to avoid giving netizens a crude visual sense. While emphasizing being close to rural life and reflecting the status of the agriculture, rural areas and rural people, avoid blindly following the trend and only pursue vulgar content with short-term attention, especially, put an end to the shooting mode that blindly bases on home-cooked speculation. Only in this way can the audience's support.

Third, strengthen the maintenance of fan relations, reasonably choose the broadcasting platform, and create a high-value video IP brand through a team-based and professional operation model, enhancing the attractiveness of short videos.

5.2 Creation of pull factor

The creation of pull factor is not only the selection of video scenes with amusement conditions, but also the planning and construction of tourism resources facilities.

First, content planning and scene selection should be as relevant to tourism as possible to increase the attractiveness of video tourism elements. The short video content scene should highlight the local agricultural characteristics and cultural individuality, grasping the uniqueness and selling points of tourism resources according to the local characteristics, and place these pulling elements in front of the camera.

Second, the construction and improvement of tourism elements. improve the tourist service locations and infrastructure facilities of the filming location according to the needs of the tourism market and demand dynamics of fans, and reasonably plan the construction layout and scale, and form a certain attraction from the six elements of "eating, housing, transportation, traveling, shopping, and entertainment" encouraging people to travel.

Third, the integration strategy of tourism resources. According to the market demand, follow the principle of gradual development to further develop and construct rural tourism, and use short videos to predict the number of tourists, as well as formulate the scale and cycle of rural tourism. At the same time, the scattered and disordered tourism resources will be unifiedly adjusted, planned and developed, and used in a centralized manner. Special attention is paid to the planning and construction of leisure farms, homestays, green organic farms, farmland, and organic agricultural products that meet the tourists' desire to travel to ensure a good experience.

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