

Research on the Development of Beautiful Rural Tourism Industry Based on Digital Media

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Abstract: with the Continuous Development of Digital Multimedia Technology, While Enriching the Experience of Contemporary People, It Has Invented Many Refreshing Technical Facilities, Bringing Unprecedented Subversion to All Walks of Life. Taking Tourism as an Example, Digital Media Has Improved the Image of Tourism Services and Combined and Produced High-Quality Service Products. Especially for Rural Areas with Relatively Backward Conditions, the Introduction of Digital Multimedia Technology Makes the Service for Tourists More Humanized, So That the Information That Tourists Understand is More Comprehensive and Timely, Which Can Promote the Development of Rural Tourism More Powerfully.

1. Introduction

1.1 Literature Review

Nowadays, the pace of life is very fast, so many consumers hope to return to nature and appease their own pressure through rural scenery, which to a certain extent promotes rural tourism to meet the travel demand quickly (Jiang, 2018). Rural tourism, because of its unique rural scenery, is deeply loved by tourists, and has gradually developed into the main development direction of today's tourism (Xue, 2018). The construction of a beautiful countryside is a systematic project, which needs to take the rural landscape, cultural connotation, ancient architecture, contemporary civilization, harmonious prosperity, common prosperity and other aspects as its construction goal, so as to build a more beautiful countryside (Zhou et al, 2019). In order to improve the quality and level of rural development and construction, we must vigorously promote the “beautiful countryside” construction project (Wang, 2019). From agriculture, ecology, landscape, tourism, culture and other aspects, the macro layout, meso layout and micro layout of “beautiful countryside” are carried out (Yu and Li , 2017). Build the vast rural areas into a “new paradise” with happier people's lives, more beautiful environment and more prosperous economy (Yu, 2019). With digital rural tourism products as the carrier, mobile network as the basis of communication, and multimedia as the publicity method, we can spread the tourism with the characteristics of villages and towns, and promote the role of rural tourism in promoting local economic development.

1.2 Research Purposes

With the continuous development of digital technology in recent years, the development and utilization of tourism resources are using this advanced means more and more, and it is promoted to scenic area display, route guidance, passenger reception, advertising and other aspects. It has become a widely used new way of communication. At present, the scientific use of digital media has also been explored in many countries and regions. Many provinces with rich natural features in China have taken the development of tourism in rural areas as one of the new economic growth plans. Vigorously developing the digital upgrading of tourism resources and continuously developing and utilizing multimedia technology have become an important factor affecting the income of scenic spots. It shows that the new media technology plays an important role and is increasing day by day. In this context, this paper studies the development of digital media rural tourism industry, expounds the digital rural tourism, introduces four specific ways of digital media communication of rural tourism, and discusses the impact of digital media on the development of

rural tourism communication.

2. The Concept of Rural Tourism Digitalization

Digitalization is a description of action state. It is to transform information, signals and other objective things into digital binary code, and form a fixed sequence of combination of digits 0 and 1 to express certain meaning of storage. Digital media technology is based on the network communication technology and computer technology. After the digital processing of all kinds of text, image, sound and other information, it can spread, realize the storage, transmission and conversion of digital information. In the era of mobile Internet, compared with the rapid development of Internet technology, the evolution of tourism industry is not so rapid, and gradually does not adapt to people's diversified tourism needs. Thus, digital rural tourism comes into being, which means that rural tourism is based on tourism resources and supported by digital technology to provide tourists with fresh tourism experience. In particular, it highlights the tourism experience brought by its supporting network digital hardware and friendly human-computer interaction. Generally speaking, the highlights include information digitization, tourism service digitization and related industry digitization derived from tourism digitization. Tired of urban life, urban people began to enter the countryside, with the guidance of mobile network to understand the destination information and place an order. In the scenic spot, with the help of multimedia equipment, such as tour guide explanation and Peugeot diagram, we can experience the human characteristics and natural customs in person. In the journey, we use digital cameras and other devices to record the beautiful moments synchronously, which is convenient for the design and production of souvenirs for the secondary consumption of tourists. It has formed a new form of tourism that combines rural tourism with digital multimedia. It is a new innovation of rural experiential tourism corresponding to the traditional management mode.

3. The Communication Mode of Rural Tourism Digitalization

Taking the historical origin, local customs, unique products and environmental characteristics of the countryside as the material carrier, and through text summary, image recording and music foil as the technical means, the rural tourism is packaged as the rural tourism products that tourists like and are willing to recommend relatives and friends. Extract the unique attraction, find the key words to describe the local cultural characteristics. On this basis, through the thorough exploration of the selling points, create a brand image on the network that is highly recognizable, and form a digital display and communication mode of rural tourism. Focus on several platforms where target customers gather, boldly adopt new channels such as self media, and promote online and offline simultaneously. There are four ways to maximize the advertising effect.

3.1 Network Platform Publicity is Interactive

Different from the simple purpose of advertising display, the key to establish contact with customers in the new situation is to form an open and interactive two-way communication platform for network communication. This is also in line with the general trend of the development of contemporary media communication to the community. Before the potential customers arrive at the scenic spot, use some hot topics to attract their attention. Then try to arouse the discussion of customers, launch award-winning activities, and collect the impression, expectation and other questions and answers of the target village on the virtual network. Customers can exchange and share experiences, sun exposure, sun route, and learn the hot topics of rural geographic knowledge and cultural tourism characteristics in advance. It can also develop virtual culture exhibition hall, interactive leisure games, and make customers keep their attention for a long time. The ultimate goal is to guide customers to be willing to try rural customs through the cultivation of goodwill, and then put it into action, guide service customers to place orders online, book time routes, pay to determine the food and accommodation line, and complete the introduction of tourists to scenic spots.

3.2 Authenticity of Graphic Media Presentation

Use the hardware equipment such as HD screen, 3D simulation technology, augmented reality and virtual reality brought by the development of new technology to design tourism product demonstration with different contents and forms for tourists. Let tourists immerse themselves in the beautiful countryside and learn more knowledge rich background stories at the same time. To make up for the lack that tourists can only satisfy a single sensory experience through vision, more importantly, they can unconsciously and naturally understand, so that they can form a panoramic perceptual cognition in the experience. At the same time of understanding human knowledge, we can understand the geographical environment and regional customs of the culture, forming a macro three-dimensional concept.

3.3 Cultural and Educational Forms Are Enriched

This kind of digital media rural tourism also has the positive effect of education. Through animation, graphics, text, sound effects and other means to show legends and biographies, the boring teaching materials are put into fun to form rich media rich and diverse forms of expression, which are suitable for tourists of all ages to watch and remember. The formation of value-added cultural and educational role in information dissemination shows the important educational significance of cultural and rural tourism. It can not only promote the development of regional economy, improve the living standards of local residents, but also promote the development of regional cultural and creative products and create local cultural reputation.

3.4 Mobile Media is Timely and Convenient

Different from the display equipment in the fixed place, the mobile network media, such as mobile phones, tablet computers, etc., are used as the interactive window to directly contact tourists. At any time, it can simultaneously broadcast the powerful innovative media functions such as tourism explanation, scenic spot introduction, map guidance and so on according to the needs of tourists, greatly expanding the information service media, forming a tourism digital communication system based on mobile media. Around the local cultural publicity policy, the labels are customized for specific visitors, and practical and interesting cultural information is pushed. The local culture is integrated in a modern popular way. The Internet and the Internet of things are used to break the distance between space and time, listen to the evaluation and feedback of tourists, and then create popular beautiful rural tourism products.

4. The Influence of Rural Tourism Digitalization

4.1 The Application of Digital Media Can Provide Convenience for Tourists

The application of digital media technology synchronizes tourists' own tourism preferences. Tourists can choose suitable tourism products in the database without help. Before traveling, you can compare and sort out the relevant information of tourist attractions, store the key information in preparation, and receive the information updates of tourist service platform and tourist attractions. This is conducive to the tourists to quickly and scientifically avoid the travel troubles caused by information mismatch, ensure the timely update of tourism information, improve the accuracy of tourism information, and formulate a more time-saving and labor-saving travel plan.

4.2 The Application of Digital Media Can Expand Publicity for Scenic Spots

The basic users of digital multimedia information dissemination belong to a large number of groups on the Internet, and each individual is a propaganda unit with real needs. Through point to point fission communication, the information of tourist attractions can be transmitted to the target tourists all over the world in the shortest time. Moreover, according to the different social software groups, we can also distinguish the customer attributes in detail, which is convenient to refine the operation and publicity scheme. Formulate a systematic publicity matrix with progressive levels and gradually in-depth contents. Let more tourists know the scenic spot with the least cost, generate

tourism impulse, so as to enhance the publicity depth and expand the publicity effect.

4.3 The Application of Digital Media is Beneficial to the Protection of Scenic Spot Resources

The application of digital media technology not only facilitates tourists' travel, but also transmits information to scenic spots, which enables scenic spot managers to know the scale of tourists in the future in advance, and make reasonable arrangements for scenic spot reception plans according to the actual situation. In this way, the tourists can be effectively divided, the number of staff can be reasonably arranged, and the safety risks caused by the insufficient bearing capacity of the scenic spot can be avoided. Digital media technology can also conduct real-time monitoring to monitor the unknown behavior of passengers. And pay attention to the damage of scenic spots in the scenic spot, prevent and prepare for restoration. Adjust the supply plan, such as the allocation of food supply, water and electricity security and other service resources, so as to promote the smooth reception of scenic spots. In short, the application of digital media technology can vigorously promote the development of tourism, greatly increase the income of rural tourism, better meet the needs of tourists, and promote the further development of tourism economy through innovative forms.

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