

Analysis of Precision Marketing Paths for Rural Tourism under the Background of the Internet

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Abstract: Nowadays, national travel to rural areas has become a core component of the tourism industry. Rural tourism has been implementing and practicing the spirit of the 20th National Congress of the Communist Party of China to improve the cultural quality of the industry, in both current and future development. The development mode of rural tourism is rough, with a relatively late start and inadequate infrastructure, making it incomparable to urban tourism projects. Therefore, the primary concern for relevant personnel is how to analyze tourists' needs more thoroughly to achieve precise marketing. This paper analyzes the current development of rural tourism marketing and studies the methods of precise marketing for rural tourism under the backdrop of the internet, with the aim of promoting the development of rural tourism and improving economic benefits.

1. Introduction

China implemented the rural revitalization strategy years ago. Under the active guidance of the central government policies, many rural areas have focused on how to transform into the tourism industry to achieve substantive breakthroughs. More and more people realize that promoting rural tourism can not only drive local manufacturers to develop resources but also boost economic development, thus better implementing the rural revitalization strategy. However, due to various limitations and influences, relevant industries and managers need to consider how to achieve precise marketing for rural tourism.

2. What is Rural Tourism and Precision Marketing

2.1. Overview of Rural Tourism

With the steady advancement of urban-rural integration in China, the advantages of rural tourism are increasingly evident. Rural tourism has many benefits: on the one hand, it allows tourists to feel mentally and physically pleased, experiencing a return to pastoral life; on the other hand, it can increase economic benefits, helping rural areas develop economically. Rural tourism spots are usually surrounded by natural scenery, offering visitors the opportunity to escape the hustle and bustle of the city and feel the tranquility and beauty of nature. Rural tourism includes traditional handicrafts, folk customs, and local culture, allowing tourists to understand more deeply the lifestyle and cultural traditions of the locals. Tourists have the opportunity to experience rural life firsthand through activities like farming, fruit picking, and making agricultural products, enhancing their understanding of agriculture. Rural tourism provides local specialty farm foods, letting tourists taste authentic rural flavors and experience the unique charm of farmhouse restaurants. By offering unique natural and cultural experiences, rural tourism attracts tourists to participate deeply, providing a way of travel that is in harmony with nature. For rural residents, the continuous development of rural tourism can also reduce the burden of living and significantly increase their economic income. Thus, developing rural tourism can solve the "three rural issues" to a certain extent. Relevant personnel deeply analyze the demand for rural tourism, hoping to effectively improve the traditional way of rural tourism and push it towards a more intelligent and modern direction[1-2].

2.2. Overview of Precision Marketing

With the continuous development of modernization systems, people are increasingly focusing on precision marketing. Precision marketing refers to the use of modern development technologies and new marketing concepts, such as convenient and efficient data analysis technologies and accurate and effective processing technologies, to capture the expected market and analyze the target group. This approach analyzes their needs and establishes more targeted marketing strategies based on this. Not only can it reduce marketing costs, but it also solves the problem of blind marketing. Today, under the backdrop of "Internet+", a massive accumulation of data and the rapid development of big data technology have occurred. These two technologies have become a solid support for the development of precision marketing. Relevant managers use big data to filter out appropriate tourist information, thereby greatly improving efficiency. The development of science and technology establishes a guarantee for achieving precise marketing in rural tourism[3].

3. Current State of Rural Tourism Marketing Development

As technology gradually improves, rural tourism marketing has shifted from traditional print media to new media marketing. However, due to technological and cost limitations, the effectiveness of tourism marketing is still significantly restricted, resulting in suboptimal outcomes.

3.1. Traditional Print Media Marketing

Print media refers to the publication of information in newspapers and magazines. The tourism industry often publishes travel route maps, local specialties, and other tourist information in print media. Today, many areas in China still use print media in marketing. Although this method can increase the number of tourists, the limited circulation and untimeliness of traditional print media mean that it cannot reach a sufficient target audience and is unlikely to make a lasting impression, making its effectiveness questionable[4].

3.2. Radio and Television Marketing

Compared to the more outdated print media, marketing through radio and television can reach a broader audience and have a stronger impact, thereby promoting publicity and marketing to some extent. However, this method also has many limitations. Marketing activities on radio and television media not only incur high costs, but their target audience is also limited. For instance, younger generations today pay little attention to radio and television, making it difficult for rural tourism marketing on these platforms to leave a lasting impression on young tourists[5].

3.3. Online Marketing

With the widespread use of the internet today, most rural tourism marketing chooses to promote on online media platforms. Evidently, compared to traditional print media and radio and television marketing mentioned earlier, online marketing has several advantages, such as lower costs and a wider reach[6]. However, in practice, many rural areas fail to maximize the actual utility of the internet and do not conduct marketing activities correctly, leading to unsatisfactory results.

4. Current State of Rural Tourism Marketing Development

Today, China's rural tourism industry is developing rapidly with a bright future. However, due to some issues, such as conceptual limitations and lack of innovation, there are still many deficiencies in rural tourism marketing in China.

4.1. Lack of Brand Awareness

With the development of technology, new opportunities have emerged in the rural tourism industry, but so have a series of problems and challenges—homogenization. Upon visiting various rural tourist spots, we found that although their scale is not large, there is a disparity in the quality of products within the scenic areas. Even worse, the tourist specialties between two areas are very similar, lacking

unique characteristics. This situation makes it difficult for the rural tourism industry to establish a unique brand image. If rural areas cannot accurately grasp their unique features, they will struggle to stand out in a competitive environment. In addition, industry homogenization also leads to insufficient brand recognition and positive impact of rural tourism, further weakening marketing effectiveness[7].

4.2. Lack of Product Innovation

Scenic spots with the selling point of "pristine ecology" are very popular among urban residents in today's fast-paced life. Therefore, more and more rural areas are exploring marketing strategies and actively researching and thinking about how to make themselves more distinctive. However, due to the relatively late start of this industry in China, infrastructure is not well-developed, and its popularity is far less than that of mature regions. This phenomenon is related to two aspects—marketing attention and product innovation. Although many areas use WeChat, Weibo, Douyin, and other short video platforms for publicity, often their content is not innovative and lacks highlights, still limited to basic pastoral scenery and folk villages. Relevant personnel need to consider how to meet tourist demands and explore tourism models that fit these demands, thus forming a high-quality tourism industry.

4.3. Lack of Reform Momentum

As mentioned earlier, the rural tourism industry is fragmented and small-scale, so it does not have a distinct advantage in marketing and publicity. If the government could provide funding for the industry, it could ensure maximum publicity effectiveness; otherwise, the impact would be significantly reduced. Although internet technology is developing rapidly and providing convenient channels for the development of rural tourism, marketing methods are still outdated, failing to fully utilize online media and conservative marketing models, and not effectively using internet marketing models to leverage new media advantages. At the current stage, when rural tourism is promoted on various platforms, issues such as bland content, insufficient exposure, shallow marketing, and lack of necessary interaction often arise, leading to unsatisfactory results. These issues restrict the further development of rural tourism. To change this situation, more innovative and in-depth marketing strategies are needed to increase exposure on internet platforms.

4.4. Inaccurate Marketing Strategies

In today's society, with an increasing population and diverse interests, how to meet the diversified needs of tourists of different ages, occupations, and regions is a major challenge. In addition, there are difficulties in applying advanced technologies such as artificial intelligence and big data in marketing activities. Some rural tourism attractions have scattered resources and facilities and traditional marketing models, making it difficult for relevant personnel to effectively collect real and valid tourist demand data to develop precise strategies. Furthermore, many areas have yet to build a substantial marketing database, resulting in a lack of strong data support for site marketing and resorting to simple push strategies, lacking specificity.

5. Analyzing Precision Marketing Strategies for Rural Tourism in the Internet Context

5.1. Strengthening Brand Strategy

Strengthening brand strategy can be approached from three aspects. First, to launch a striking and attractive brand in a competitive homogeneous market, it's essential to start from the root, deepening staff and public awareness of the brand. Successful brands possess multiple characteristics, not only having irreplaceable features but also offering undeniable added value. Therefore, to make the rural tourism industry more distinctive, marketing can fully integrate local characteristics and accurately position them, thereby creating a positive and appealing brand image and bringing positive recognition to tourists. For instance, while developing an eco-tourism environment, rural brands can also focus on local produce and souvenirs, extending the brand's industry chain and establishing a vivid brand image. Secondly, to highlight brand features, unique product systems can be developed

during the construction of rural tourism brands. This development can be based on local rural cultural resources to create a city's signature attraction. Continuously developing and preserving historical culture and exploring potential characteristic resources, combined with tourist demands, can deepen the rural image in the public eye. Lastly, precise control of catering is necessary in marketing, a component often overlooked in the past. As people's material living standards improve, their demand for cuisine does too. Many unique local dishes, like hot pot in Sichuan and Chongqing, seafood in coastal cities, and iron pot stewed goose in the Northeast, have become attractions. Thus, the rural tourism industry can use this approach, leading with cuisine to achieve precision marketing, creating local specialty snacks, strengthening food publicity, and making the culinary effect a part of the brand's appeal.

5.2. Diversification of Characteristic Products

A rich variety of tourism products is the basis and prerequisite for achieving precision marketing. When an area has enough rural tourism products, it can achieve more precise marketing effects. Therefore, while enriching product categories, it's also vital to establish composite marketing strategies. These strategies are often formulated by relevant enterprises after accurately analyzing market trends, combining actual tourist demands, and fully utilizing product value, services, packaging, and other features to develop distinctly differentiated strategies. To achieve this, the following two aspects can be considered. First, adopt an integrated product marketing strategy. During the construction of the rural tourism industry, relevant personnel need to integrate different types of tourism products, allowing tourists to make diversified choices to meet their needs. For example, introducing various experiential activities, such as agricultural experiences, handicraft making, traditional cultural performances, etc., can involve tourists directly, enhancing participation and satisfaction. Alternatively, utilizing rural areas' natural landscapes and climatic conditions in different seasons to launch seasonally adaptive tourism products, such as flower viewing seasons, harvest seasons, snowy seasons, etc., can increase the seasonality and attractiveness of products. Currently, many areas have the basic conditions to build a complete tourism industry chain. Cooperation with other local tourism-related businesses, such as restaurants, accommodations, and local handicraft makers, can expand the fame of rural tourism through joint promotions. Secondly, integrate resources and strengthen their application. Many rural areas in China have unique traditional cultural resources, especially some villages with revolutionary heritage. These suggest the need to integrate and innovate these resources to develop tourism products. Rural tourism can create traditional culture-based travel plans for the elderly, exploration and adventure-based plans for the youth, and amusement-based plans for children. By integrating resources, the diverse needs of tourists of different ages can be better met, further enhancing the attractiveness and competitiveness of rural tourism.

5.3. Strengthening Integrated Online Marketing

In today's era, innovative media forms have provided numerous conveniences for the rural tourism industry. This industry has utilized the internet for development, publicity, and promotion, breaking many barriers. The development of new media has integrated various marketing methods, mainly reflected in the following three aspects. Firstly, the widespread use and high popularity of WeChat have made it a powerful tool for publicity and promotion. Many emerging phenomena are promoted through WeChat official accounts, attracting more followers. Many scenic spots also use WeChat for activities like ticket reservations and souvenir collection. A significant advantage of WeChat official accounts is the ability to push articles and videos related to rural tourism information at any time, allowing tourists to more directly appreciate the unique charm of rural tourism. Additionally, polls on the WeChat platform can be conducted to let tourists vote for the most culturally significant and charming projects, thereby expanding the publicity range. Precise advertising plans can also be formulated on the WeChat platform, with targeted ads based on different time slots and user characteristics, to improve advertising effectiveness. Secondly, short video platforms are one of the extremely important social platforms that have attracted a large number of users' attention. The rural tourism industry can use short video platforms, such as Douyin and Kuaishou, to create content-rich

and innovative short videos, further highlighting local characteristics and displaying natural scenery. Publishing short videos on multiple platforms allows viewers to intuitively experience rural characteristics and use the traffic entrances of these platforms for cooperative promotions to increase exposure. Lastly, inviting tourists to write travelogues on platforms like Meituan, Dianping, Weibo, and Douban is an effective way of publicity. Many tourists record their travel experiences and share them after their trips, so the rural tourism industry can seize this opportunity to actively invite tourists to write travel diaries. Adequate funds can be prepared to invite popular bloggers on these platforms to visit and promote the rural tourism areas through videos, photo logs, and live broadcasts, creating internet-famous spots. In addition to these three points, building professional websites and apps and search engine optimization (SEO) are also suitable online marketing methods.

5.4. Implementing Precision Marketing

In the internet era, the continuous development of big data technology and artificial intelligence provides indispensable technical support for implementing precision marketing in the tourism industry. Researchers have found that big data can fully utilize large computer databases in the marketing process to filter out valuable information for marketing, thus establishing a comprehensive database and achieving information sharing. Firstly, establishing a database is a crucial step. Rural tourism can collect data reflecting tourists' demands to build a tourism marketing database, such as tourist flow, purchasing power, travel routes, etc., to identify the customer groups the industry aims to attract. For example, some people might prefer outdoor adventures, while others might favor cultural experiences or seek relaxation and peace. Through big data analysis, target groups can be more accurately and precisely segmented, further understanding their motives and preferences, thus formulating product marketing strategies. Customized and personalized travel experiences can be provided based on different customer groups' needs. Secondly, realizing a shared database. To help local governments and developers share relevant information and data, information can be used to accurately target the market, comprehensively analyze tourist data and market conditions, and design and develop a series of different types of tourism products and projects, achieving personalized, targeted, and precision marketing. Using data analysis tools to understand customers' behaviors and preferences, continuously optimizing marketing strategies and experiences to better meet customer needs, and constantly innovating and updating tourism products and services to attract new customers and retain old customers' interest are points often overlooked in many regional tourism industries.

6. Conclusion

In summary, in today's era of booming internet development, rural tourism has enormous development potential. If we can vigorously develop the rural tourism industry, it will not only promote economic growth but also greatly advance the transformation of China's tourism industry. Therefore, under the guidance of the internet, rural tourism is poised for a brighter future. We need to carefully consider this question - how to embrace the trend of technological development and implement precision marketing in the rural tourism industry. Domestic rural areas need to clearly recognize and analyze their shortcomings, and continuously deepen their understanding during development. Based on this, measures such as establishing brands, diversifying publicity, and other precise reform actions should be taken to help China's rural tourism industry continuously move forward.

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