

Research on Marketing Strategy of Rural Tourism

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Abstract

As a new type of tourism development model, rural tourism had broad development space and great development potential. The article studies the rural tourism marketing strategy, based on a brief summary of the post-urban tourism marketing situation. Taked Suzhou rural tourism as an example, the shortcomings of marketing and marketing were discussed, which were reflected in the lack of market research, the serious urbanization of tourism development, and the single product. It proposed to promote marketing from the aspects of market positioning, product design and integrated marketing to promote the development of rural tourism.

Keywords: Rural Tourism; Marketing; Market Positioning; Integrated Marketing

1. INTRODUCTION

Rural tourism is a place where rural communities are active. The rural ancient culture, rural folk culture, rural settlements, rural landscapes, and rural natural ecological environment are the attractions, the local environment, lifestyle and experience, farming and so on[1]. The lifestyle is different from the residents of the rural community as the target market, which is a form of tourism that integrates viewing, study, study, entertainment, shopping and vacation. At present, rural tourism has a considerable scale in developed countries such as Germany, Austria, Britain, France, Spain, the United States, and Japan, and has embarked on the track of standardized development. With the sustained and rapid growth of China's economy[2], the improvement of people's living standards, the maturity of the diversified vacation system and the continuous improvement of the concept of tourists' consumption, China's tourism market is experiencing structural upgrading. Traditional sightseeing tourism has gradually lost its monopoly position in the market. Rural tourism, which represents the value orientation of modern tourism, has become one of the new hot spots in the tourism market. However, at present, there are many shortcomings in the domestic, whether it is the theoretical study of rural tourism marketing or the practice of rural tourism marketing[3].

2. RELATED THEORY

Rural tourism includes a range of tourism activities and related tourism services that are provided by rural farmers to attract visitors and provide additional income for their operations[4]. It can be seen that rural tourism includes not only rural vacations, village scenery, farm tourism, rural folk customs, outdoor entertainment, handicrafts and agricultural products. At present, there are many theoretical researches on marketing[5]. In the formulation of rural tourism marketing, integrated marketing theory is adopted. The idea of integrated marketing started in 1990[6]. Professor Robert Lauterborn, professor at the University of North Carolina, proposed 4Cs marketing theory corresponding to traditional 4Ps. For rural tourism, integrated marketing is a dynamic combination of various marketing tools and means, based on the changes in the tourism marketing environment, so that exchange parties can realize value added in the interaction[7]. Governments, businesses, and communities play different roles in rural tourism development, and must integrate government, business, and community forces. At the same time, using the concept of integrated marketing communication, through the website, media, conferences, festivals, cooperative organizations and other active promotion, organization of customer sources, market promotion[8]. According to the 4Cs theory, rural tourism enterprises must first understand and study tourists, and provide rural tourism products according to the physiological and psychological needs of tourists[9]; Providing the total cost of tourism that the

traveler is satisfied and willing to bear; Efforts to reduce the total cost of customers' travel, including reducing the price of tickets, accommodation and so on, in order to reduce the cost of customers' money, and strive to improve work efficiency, as much as possible to save customers waiting in line for purchase time, through various channels (such as travel websites, guide maps) Etc.) Provide detailed information and good after-sales service to tourists; Establish effective and effective two-way communication through advertising, sales promotion, personnel promotion, packaging, events, sponsorship and customer service, and establish new customer relationships based on common interests[10].

3. RURAL TOURISM MARKETING STRATEGY

3.1 Rural tourism marketing status

The development process of rural tourism in Suzhou in the past 30 years can be roughly divided into three stages: from the mid-1980s to the mid-1990s, the "Southern Jiangsu Model" of realizing non-agricultural development through the development of township enterprises has become a model of rural economic development, attracted a large number of visitors to study, and has become the initial germination of rural tourism in Suzhou; From the mid-1990s to the end of the 20th century, agricultural and forestry demonstration parks, Sanshan Island and other farm entertainment began to develop. Jiangxiang Village, Changshu, as the representative of the "National Demonstration Village for Rural Modernization Construction" and "National Demonstration Site for Agricultural Tourism" became a new scenic line for rural tourism. Zhouzhuang, an ancient town in Kunshan, built the brand of "China's First Water Town". In the 21st century, rural tourism in Suzhou has entered a stage of rapid development. More than 300 rural tourism spots, represented by the Mingyue Bay of Xishan Mountain and the future world of agriculture and forestry, are becoming more and more mature, and there are more than 10 brands of Rural Tourism Festival activities. The total tourism revenue of Suzhou from 2010 to 2018 is shown in Figure 1.

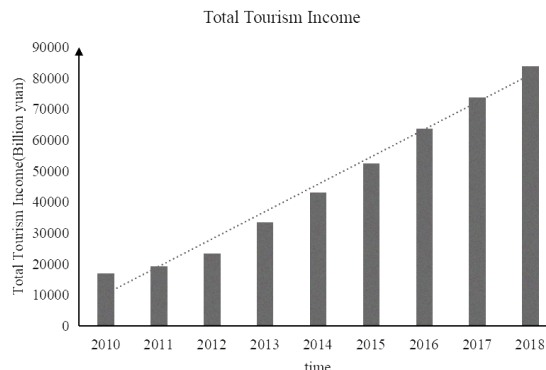


FIG. 1 TOTAL TOURISM INCOME OF SUZHOU

Rural tourism in Suzhou has been at the forefront of the province, and now it has six forms of rural tourism, namely, traditional craft rural tourism, Wu culture rural tourism, Ecological Rural tourism, new rural construction rural tourism, gourmet rural tourism, leisure rural tourism. A number of high-grade rural tourism resources in Suzhou rural areas have formed a brand. The city has 30 national agricultural tourism demonstration sites, 2 national agricultural demonstration parks, 50 national A-level scenic spots (2 AAAAA scenic spots, 23 AAAAA scenic spots, 16 AAA scenic spots, 9 AA scenic spots), 1 National Tourism resort, 2 provincial tourism resorts, and 6 characteristic landscape tourist villages (towns).

In the process of rural tourism development, there is no comprehensive and systematic investigation and market analysis of rural tourism resources. There is almost no comprehensive investigation and analysis of the actual situation of rural tourists in terms of their sources, types, market scale, passenger flow pattern, tourists' consumption demand and consumption capacity. At the same time, there is little understanding of similar tourism projects with or without competition in the surrounding areas. The whole Wuzhong District of Suzhou "Taihu Lake Leisure Holiday" is not strong in characteristics and lack of attraction. Although scenic spots can collect tourists' information in the

process of reception, to a certain extent, they can grasp the actual needs of tourists, but it is difficult to grasp the relevant information and demand characteristics of potential tourists, which is not conducive to the development and expansion of the scope of the tourism market. At present, some rural tourism areas in Suzhou do not have a deep understanding of rural tourism and have confused concepts, neglecting the essential characteristics of rural tourism. The single rural tourism product is common in many rural tourism destinations in Suzhou, one of the reasons is the lack of research on the market segments.

3.2 Accurate positioning of rural tourism market

The orientation of rural tourism market should take urban family market as the main body, urban middle-class and upper-class market as the focus, and actively expand the urban market for the elderly and adolescents. On the basis of rural tourism market, we should focus on developing rural cultural experience market and rural leisure and vacation market. Taking the local tourist market of Suzhou as the main body, relying mainly on the Shanghai tourist market, we will vigorously develop the tourist market of the cities around the Yangtze River Delta, actively guide the tourist market to Suzhou, and strive to develop the domestic tourist market in other regions.

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First of all, we should familiarize people with Suzhou countryside through high-density promotion. For the local citizens of Suzhou, we can improve their love and attachment to their hometown by carrying out activities such as "Suzhou People Travel to Suzhou", and provide preferential rural tourism with "Suzhou People's Card". For provincial tourists, they can set up designated sites in all parts of Jiangsu Province to regularly promote rural tourism activities. The Pearl River Delta and Bohai Bay are the long-distance tourist markets of rural tourism in Suzhou. Because of the long distance, tourists in these two areas mainly travel in groups. Therefore, they should take the initiative to cooperate with local tourism departments and large-scale travel agencies to establish a sound tourism sales network. Large-scale rural tourism thematic promotional activities can be held regularly to deepen the local residents' impression of rural tourism in Suzhou.

3.3 Careful design of experiential products

Sensory experience is to establish sensory experience through vision, hearing, touch and smell. The more sensory stimuli you experience, the more memorable it will be. Through visual, auditory, tactile and olfactory sensory experience, create idyllic Wudi rural landscape, so that visitors can hear the unique rural chicken, dog barking, bird singing, frog singing, insect calls, etc., design the fresh and fragrant rural olfaction of flowers, fruits, soil, hydrophilic, intimate and whole body tactile design. Integrate all kinds of sensory stimulation, let tourists participate in it, make it memorable experience impression.

Close to nature, away from noise, close to people's hearts, loving devotion, family call, etc., can become the basic appeal of emotional marketing strategy in rural tourism. Emotional experience is to attract tourists by touching the inner feelings and emotions of tourists. In the process of tourism, it touches consumers' inner feelings, creates emotional experience, and makes consumers naturally integrate into the scene. For example, in some farming cultural parks and agricultural museums, the display and reproduction of farming utensils and scenes decades ago can evoke childhood memories of urban tourists, especially elderly tourists, and thus obtain their emotional resonance.

3.4 Marketing promotion with integrated marketing concept

In strengthening the marketing of rural tourism destinations, the government should vigorously construct the information service platform of rural tourism, strengthen the publicity and promotion of rural tourism market, give full play to the role of government authoritative information channels, make full use of various government public relations activities, conferences, cooperative organizations and other market promotion, and unite Shanghai, Wuxi, Changzhou, Huzhou and other places to jointly launch the Taihu Lake Stream. Regional rural tourism brand. At the

same time, the government should strengthen its support and services for rural tourism, study and formulate policy systems for investment, taxation, land use, quality and management of rural tourism development, create a good investment environment, raise funds for rural tourism development through various channels and ways, coordinate various departments to provide comprehensive services for rural tourism development, and establish and improve rural tourism infrastructure, such as public transport. Improvement of conditions and sanitation conditions.



FIG. 2 PUBLICITY PICTURE

In its propaganda channels, we should diversify, actively integrate advertising marketing, public relations marketing, conference marketing, Festival marketing, celebrity marketing and other ways. In advertising marketing, we should pay attention to the creativity of advertising propaganda, select the mainstream strong media of major cities in China, especially in the Yangtze River Delta region, and make use of soft advertisements and outdoor large-scale advertisements to print all kinds of local tourism propaganda materials, tourism picture albums and magazines. At the same time, celebrities can be employed as image ambassadors of rural tourism in Suzhou to publicize with tourism advertisements. For example, Wuzhong District employs Liu Yifei as tourism image ambassador. Wuzhong tourism image promotional film "Seeking a Dream of Taihu Lake, Feeling Back to Wuzhong", starring Zhang Jizhong and Liu Yifei, takes "Millennium unchanged, through Millennium" as the theme, and shows the rich cultural background and richness of Wuzhong in Suzhou. Tourist resources have fully and vividly deduced the unchanged beauty of Wuzhong for thousands of years. Wuzhong District has further launched the "landscape Suzhou, humanistic Wuzhong" live sign by the help of Liu Yifei's celebrity effect and Wuzhong's unique human and geographical conditions. In public relations marketing, we should make full use of various government public relations activities, meetings, cooperative organizations and so on to promote the market. With the rapid development of Suzhou's economy and the upgrading of its city status, there are many high-standard meetings in Suzhou every year. We should make full use of the conference effect to form the highlights of tourism propaganda. At the same time, we should actively "go out" and be prepared to participate in major markets and important tourism fairs and promotional meetings at home and abroad with innovative thinking. For example, in March 2010, Suzhou Wuzhong District Tourist Promotion Group entered Beijing and held a promotion meeting of Dongting Mountain Biluochun Tea Culture Tourism Festival (Beijing), inviting Beijing tourists to enjoy Dongting Biluochun Tea and visit Taihu Lake in Wuzhong. In terms of festival marketing, large-scale festivals such as Taihu Plum Blossom Festival and Yangcheng Lake Crab Culture Festival should be well organized to strive to form a brand, while actively creating new and influential rural tourism festivals, as shown in Figure 2.

4. CONCLUSION

China is facing the marketing stage of the rural tourism product marketing in the initial stage of exploration. This paper introduces the concept of rural tourism and marketing theory, summarizes and summarizes the universal problems in Suzhou rural tourism marketing. On the basis of qualitative analysis, from the reality of rural tourism, combined with tourism marketing theory, proposes rural tourism. Product marketing improvement measures. This

study lacks systematic field survey data, so the analysis of the rural tourism market is slightly rough, and the proposed marketing improvement measures are slightly shallow, and continue to work hard in the future.

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