



Research on Rural Tourism Precision Marketing Path Based on Big Data Application

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Abstract. Now China has ushered in the era of big data. In this context, data has begun to show its importance in all daily life. China's rapidly developing tourism industry has begun to realize the importance of data as a resource in market competition. The application of big data, Internet and other technologies can improve the overall development effect of tourism and promote the high-quality management of tourism economy. This paper used big data to analyze the current situation of rural tourism development, used data collection and data analysis to capture the source of tourism consumers and new tourism models of target rural groups, and used big data multivariate statistical analysis to explore the consumption motivation, consumption preference and Consumption Satisfaction of tourism consumers driven by big data. In view of this situation, the author put forward the rural tourism precision marketing strategy based on big data from three aspects: the precision target group, the analysis of customer relationship management, and the implementation feedback. From the rural tourism in the process of building big data, on the one hand, the government, enterprises, tourism consumers get win-win, on the other hand, based on large data precision marketing stunt rural tourism competitiveness, this paper promoted the growth of rural tourism wisdom, the revitalization of the rural economy, the steady development of China's tourism industry as a whole in the future play a positive role in promoting.

Keywords: Big Data · Rural tourism · precision marketing

1 Introduction

Big data has become a new economic growth point in the 21st century, and the rapid development of big data application makes China's rural tourism coruscate with new vitality. After the epidemic, rural tourism has become a new growth point of tourism economy, and the need for big data, Internet + and multimedia marketing is more urgent. Developing rural tourism is an important way to improve China's rural economic structure and increase farmers' income, and it plays an important role to increase the construction of rural smart tourism driven by big data.

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2 Development Status of Big Data of Rural Tourism in China

2.1 The Consumption Scale of China’s Rural Tourism Market Increases

With the advent of the Internet+ and big data era, China’s rural tourism has been growing steadily in recent years. According to the tourism big data collected in Fig. 1, by the end of 2019, the number of leisure agriculture and rural tourism reception in China has been on the rise, and the overall growth rate is positive. Subsequently, the data showed that in 2020, the number of agricultural and rural tourism dropped to 1.27 billion people, and the growth rate decreased by 60.9%, the reason was related to the sudden epidemic, and then the industrial operation resumed in various places, the rural tourism market and other tourism markets also began to operate, and the tourist sites began to be full of vitality and vitality.

Rural tourism has become a popular choice for Chinese residents to travel and travel in recent years. According to the data in Fig. 2, the proportion of domestic rural tourism of Chinese tourists in the province in 2020 reaches 75.33%. Meanwhile, according to the frequency chart of rural tourism consumption in 2020, the data in Fig. 3 shows that 52.05% of the residents have visited rural tourist attractions several times in a year. 18.12% of residents visited rural tourist attractions several times in January [1]. To sum up, Chinese residents mainly choose the popular places of rural tourism as the reasons. First, rural tourism can promote people to relax their body and mind from the noise of the city field, and it can become the current tourism place for rural residents in China to relieve stress. In addition, affected by the epidemic, more and more tourists prefer to travel places with slow pace, short journey and short distance. These rural tourism can meet the above conditions, and at the same time, it can also better meet the modern life concept of safety, health and health. The development of rural tourism has become a new vane of rural economic development in various cities.

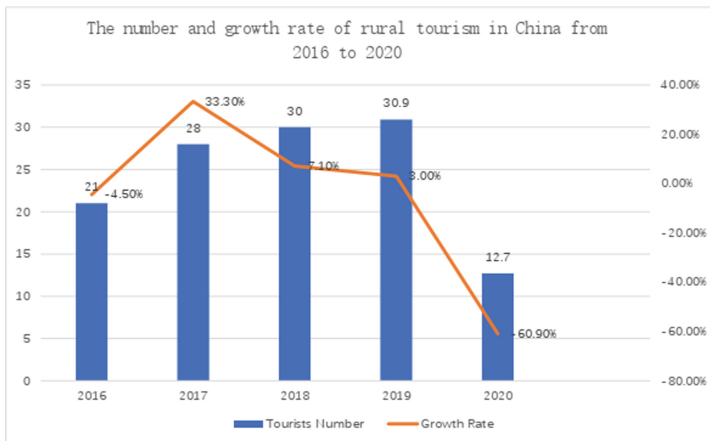


Fig. 1. Reception number and growth rate of rural tourism in China during 2016–2020

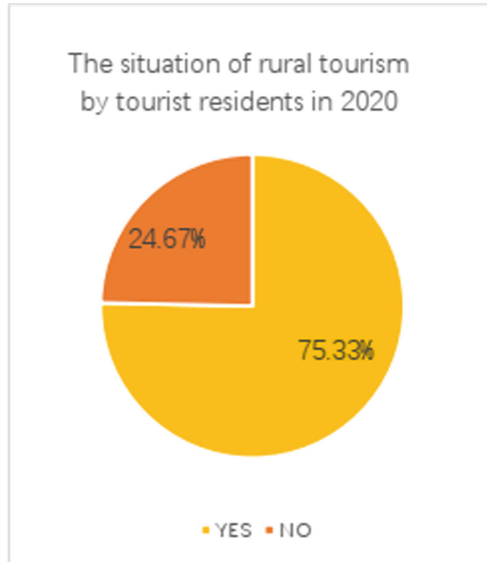


Fig. 2. Situation of rural tourism by tourist residents in China 2020



Fig. 3. Tourism frequency of rural tourism consumers in China 2020

2.2 Big Data Development Promotes Rural Tourism Marketing Innovation

The rapid development of big data and Internet+ is the key to the promotion and communication of rural tourism, as well as the analysis of the popularity of tourism destinations and tourists' preference for rural tourism products and scenic spots based on big data.

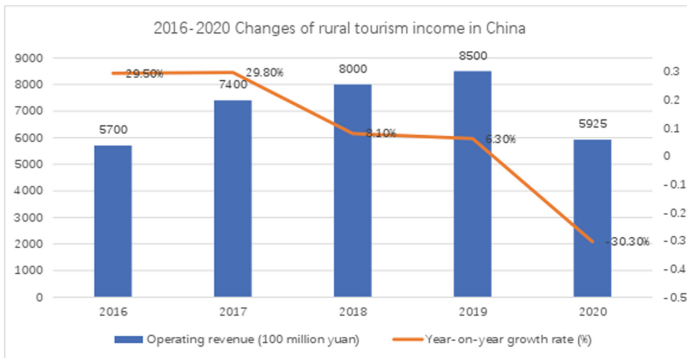


Fig. 4. Changes of rural tourism income in China from 2016 to 2020

At the same time, it also brings new ideas of innovation, coordination, healthy development and green sharing for rural tourism. Social media such as short videos and live broadcasts have become an important window for rural tourism promotion. In the new “We Media”, short video platforms such as Douyin and Kuaishou, Vlog clocking in, and tourism news forwarding in Moments are another important channel for tourism users to obtain rural tourism information, accounting for 55.56%. Short videos and live broadcasts usher in the opening period, and rural tourist attractions can use the flow advantages of the platform for marketing.

As can be seen from Fig. 4, in 2019, leisure agriculture received 3.2 billion tourists and its operating income exceeded 850 billion yuan. In the next step, rural tourism should optimize industrial transformation and upgrading, deeply explore the multiple functions of agriculture and the multiple values of rural areas, constantly improve the ability of innovation and culture, and improve the production quality and service level. In 2020, there will be a year-on-year decline of 30.30% because of the economic decline caused by the COVID-19 epidemic [2]. After the subsequent economic and industrial recovery, the rural economy will gradually improve, the industrial capacity will gradually return to the right track, and tourist attractions around the country will be reorganized to welcome the arrival of the new spring.

In summary, it is an inevitable trend that rural leisure tourism has gradually become a hot spot for rural people to choose tourism. At the same time, the service forms of rural leisure tourism are also gradually refined to become more diversified, and the service modes such as traditional farmhouse entertainment to rural leisure, sightseeing, health and health are changing. In recent years, China’s modern rural cultural tourism industry has begun to step into a new development period from a new direction, and the era of personalized and leisure tourism will also come. The product-type development of rural ecotourism is gradually surpassing the traditional rural farmhouse tourism mode in China and rapidly transforming to the cultural compound tourism mode of rural sightseeing, leisure and vacation. The cultural products of rural ecotourism are gradually entering a new historical stage of industrialization, refinement and sustainable development of humanistic creativity.

3 Rural Tourism Precision Marketing Path Based on Big Data

3.1 Rural Tourism Precision Marketing Based on Big Data

With the wide application of big data and the rapid growth of Internet users, the implementation of precision marketing has become an inevitable trend in the development of rural tourism in China. Compared with traditional marketing methods, precision marketing based on big data pays more attention to the analysis of target customers and carries out modern precision marketing on rural ecotourism to reduce marketing costs and improve marketing efficiency. By big data driven set consumers preference of scenic spot's official website, using the Internet, such as the media through to trill, the Little Red Book, SinaWeibo, WeChat public number as the main information about all kinds of rural ecological tourism information, and through the large data about specific tourism information and the latest dynamic real-time updates, structures, vertical marketing channel, Implement the precision marketing strategy of rural ecotourism under the environment of big data.

Firstly, target customers are accurately locked through big data. Target customers are subdivided through customer information data in the database, and their historical purchase records and buying habits are accurately locked. Then market segmentation is carried out according to target customers, and the characteristics of rural tourism consumers' personal preferences, consumption habits, shopping needs and other characteristics are analyzed by big data technology. Operators can recommend rural tourism products to tourism consumers according to their different trajectory preferences. So as to develop targeted marketing methods precision marketing. Finally, after the implementation of the big data precision marketing program, the big data is used to give accurate feedback on the implemented tourism situation. Using big data to accurately feedback the marketing strategies of rural tourism can greatly promote the quality of tourism destinations. In this way, we can improve the corresponding resources and facilities of rural tourism and provide customers with better rural tourism products [3].

3.2 Analyze Customer Relationship with Big Data and Provide Quality Service for Target Group

Customer Relationship Management (CRM) system is used to analyze rural tourism consumer behavior, tourism destination sentiment analysis, etc. These analysis data can objectively and dynamically reflect the image of rural tourism destinations in the Internet public. Precision is beneficial to improve and manage the relations between the subject and object, the rural government or the rural tourism enterprises can make full use of social media marketing to attract rural tourism target group, to build a good mutual benefit mutually beneficial win-win relationship between subject and object, create the wind from the use of big data more social and economic value, implementing big data driven rural digital strategy to the growth of wisdom, Create the competitive advantage of big data-driven digital economy, revitalize rural economy, rural society and rural culture, continuously optimize the image of smart rural tourism destination, continuously improve customer satisfaction, and improve the revisit rate of tourism destination [4].

On the one hand, precision is the important embodiment of poverty alleviation. Rural tourism also has made important contribution for the urban and rural development, to promote the rational distribution of labor force, that plays an important role in narrowing the gap between urban and rural areas, and it is the important embodiment of rural revitalization of the development.

3.3 Full Play to the Role of Big Data and Realize Smart Tourism Management in Rural Areas

Comprehensively promote the application of modern big data technology. Further promote the application of big data, artificial intelligence and other modern technologies in China's rural tourism marketing, to provide convenient services for the development of rural tourism. Collect rural tourism data through big data technology to provide accurate and comprehensive intelligent services for rural tourism development.

The application of hui rural tourism management platform can meet the needs of intelligent tourism in various aspects such as customer service and business operation. Giving full play to the role of big data technology can effectively realize the real-time update of information resources in smart tourism management, and provide tourists with more timely and detailed information. Tourism enterprises at the same time increasing the financial input in the wisdom of the construction of tourism enterprises, the enterprise can fully use big data technology, using the current relatively popular on the market since the media to promote the rural tourism products, comprehensive introduction to the service tenet of enterprise itself to the tourists, really show a higher quality of service itself, it is helpful to improve the construction efficiency of wisdom of tourism, it is also helpful to improve the humanized level of service and improve the economic benefits of tourism enterprises [5]. This will play a positive role in promoting the sustainable and steady development of China's tourism industry in the future.

4 Conclusion

Rural tourism development should keep pace with The Times, enhance the spirit of innovation, follow the trend of The Times, and the need for big data, Internet+ and multimedia marketing is more urgent. We should rely on the data advantages and publicity in the data era and new media era, innovate the development mode, enhance the diversity of marketing methods of rural tourism products, and take a sustainable, unique and local characteristics of marketing road.

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