

Digitalizing Rural Tourism: A Marketing Strategy for Advancing Guangxi's Rural Tourism Sector

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Abstract

The objectives of this study were to digitalize Rural Tourism: A Marketing Strategy for Advancing Guangxi's Rural Tourism Sector. The independent variables encompass factors influencing the digital marketing strategy of rural tourism in Guangxi, including tourism products, infrastructure and service quality, publicity and marketing, brand characteristics, cultural excavation, and capital investment. The dependent variable is the digital marketing strategy of rural tourism in Guangxi.

The population comprises tourists who have visited rural tourism scenic spots in Guangxi. The authors selected 300 participants using eluate sampling among tourists (1,200 tourists registered as of August 15, 2023) at rural tourist attractions in Yangshuo Tourism Famous County. The instrument for this study, were the questionnaire of 1. basic tourist information 2. tourist travel behavior Statistical tools were employed for data interpretation and analysis (Suharsaputra, 2014), and the questionnaire was administered until July-August 2023.

The study results indicate that digital technology plays a crucial role in promoting rural tourism in Guangxi. Digital marketing tools enhance the visibility and exposure of rural tourism, effectively attracting more tourists. Simultaneously, the digital platform provides tourists with a better experience and service, improving tourist satisfaction. Digitalization is identified as an inevitable trend in the development of rural tourism in Guangxi.

Keywords: Digitalization; Guangxi Rural Tourism; Marketing S strategy

Introduction

Digitization is the process of transforming information, products, services, etc. in traditional mode into digital form. The emergence of digital technology provides technical support for digitization, and the development of digitization promotes the innovation of digital technology. From the birth of computers in the 1950s to the

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emergence of emerging technologies such as cloud computing, big data and artificial intelligence in recent years, digitalization has become an inevitable trend of social development.

The digital background refers to the use of digital technology and the popularization and application of the Internet to promote the development of rural tourism in Guangxi as well as the optimization of marketing strategies. With the arrival of the network era in China, people can obtain information and communicate through the network. Therefore, it is of great significance for marketing strategy research. It is mainly reflected in the following aspects:

1. Internet popularization

In recent years, with the rise of mobile Internet and mobile APP and other emerging digital media platforms, people can share their travel experience with friends at any time through smartphones. In addition, social media has gradually become an indispensable part of people's leisure and entertainment life. It can be seen that communication and sharing with friends can be easily realized with the help of mobile devices and smartphones and other devices.

2.Mobile Internet and APP

With the continuous improvement of China's big data analysis technology and software application level, users have put forward higher requirements for tourism services. At the same time, social platforms such as WeChat are rapidly emerging as one of the most commonly used by tourists. In this case, applying these emerging technologies to tourism services has also become a trend. The use of big data analytics to predict tourist destinations is one of the future trends in the tourism industry.

3.Big Data Analysis

In the era of big data, the "thousands of people, thousands of faces" model and personalized recommendation service model is gradually recognized and widely used. At the same time, the data collection ability has been greatly improved, such as: tourists travel record information can be obtained through big data, so as to provide a basis for accurate marketing, which is conducive to enhancing the marketing effect and corporate brand image; at the same time, the use of big data can achieve resource sharing, which is conducive to enhancing the competitiveness of enterprises, thereby promoting the development and growth of enterprises; in addition, the use of social networks to carry out personalized recommendation service will greatly reduce the cost of information dissemination and help consumers. In addition, personalized recommendation service with the help of social networks will greatly reduce the cost of information dissemination and help consumers to further understand the content of products or services, thus realizing the goal of precise marketing promotion.

In conclusion, the digital background provides more innovative marketing means and technical support for rural tourism in Guangxi, which can more effectively promote the development of rural tourism in Guangxi and enhance the implementation of marketing strategies. For rural tourism enterprises, making full use of the digital platform to develop tourism is a trend, this paper tries to take the study of rural tourism marketing in Guangxi as a starting point from the background of "digitalization", and explore an innovative idea of rural tourism marketing in the network environment through the analysis of rural tourism development in Guangxi.

Research's objective

1. To analyze the interrelationship between digital countryside and rural tourism marketing strategy on the basis of an overview of the current situation of digital countryside-related research, explore the new mode of rural tourism marketing under the background of "digitalization",
2. To apply digital technology to the development and operation of rural tourism, and explore the marketing path of rural tourism in Guangxi,
3. To promote the high-quality development of the rural tourism industry in Guangxi.

Hypothesis

The independent variables of tourism products, infrastructure and service quality, publicity and marketing, brand characteristics and cultural excavation, and capital investment have an impact on the digital marketing strategy of rural tourism in Guangxi.

Methodology

1. Research method

This research is a survey research

The population of this study is tourists who have traveled to rural tourist attractions in Guangxi. the following formula:

$$\text{Formula } n = (N / (1 + N (e)^2)).$$

Requiring	n	is the sample size.
	N	is the population size.
	E	is the error of sampling

2. Population and sample

2.1 The population of this study were the 1200 tourists who traveled to rural tourist attractions in Guangxi. The authors chose Yangshuo Tourism Famous County Rural Tourism Scenic Area tourists (1200 tourists registered, August 15, 2023) to distribute questionnaires on-site as a cluster sampling to determine the population and sample.

2.2 The samples were 300 tourists who traveled to rural tourist attractions in Guangxi. The authors chose Yangshuo Tourism Famous County Rural Tourism Scenic Area which obtained by cluster sampling

3. Research instruments

For creating tool used in this research the researcher used cluster sampling for gathering the data total 300 sampling. The quantitative method was implemented in this study. It was aimed to explain the phenomenon or indications that appear by using numerical data. The statistical instrument was used for the data interpretation and analysis (Suharsaputra, 2014). The relevant theories and related research findings were applied to propose the hypothesis of the study. The questionnaire used as the research instrument, was constructed by applying the related theories that relevant to the research topic. And the questionnaire has been approved by some experts who had relevant knowledge in this research topic.

Results

1. Analysis of basic tourist information

1) Gender Characteristics Analysis

As shown in Table 1-1, there are 127 males in the survey, accounting for 47%, and 146 females, accounting for 53%. From the statistical results, the number of males and females is close to each other, and there is no significant gender difference.

Table 1 tourist gender analysis results

variable	category	Number of people	percent
sex	male	127	47%
	female	146	53%

2) Analysis of age characteristics

In terms of age characteristics (as shown in Table 1-2), the proportion between 36-59 years old is the highest, accounting for 44%, with 121 people, followed by 21-35 years old, over 60 years old, and under 20 years old, accounting for 80, 40

and 32 people respectively. The survey found that 21-59 years old is still the main force of tourism, Guangxi rural tourism construction should pay attention to the preferences of this group, targeted development and provision of corresponding tourism products and services.

Table 2 Analysis results of tourist age

variable	category	Number of people	percent
age	Under 20 years old	32	12%
	21-35 years old	80	29%
	36-59 years old	121	44%
	Over 60 years old	40	15%

3) Analysis of tourist origin characteristics

According to the questionnaire survey on the sources of tourists in Guangxi rural tourism scenic spots and the status of tourist sources (as shown in Table 1-3), there are 118 tourists in Guangxi, accounting for 43%, 137 tourists from other cities in China, accounting for 50%, 4% from Hong Kong, Macao and Taiwan, and 3% from abroad. This shows that Guangxi rural tourism should adopt effective marketing strategies to attract more tourists from Hong Kong, Macao, Taiwan and abroad, so as to expand the visibility of Guangxi rural tourism.

Table 3 Analysis results of tourist origin

variable	category	Number of people	percent
provenance	Guangxi region	137	50%
	Other cities in China	118	43%
	Hong Kong, Macao and Taiwan	10	4%
	abroad	8	3%

2. Analysis of tourist travel behavior

Analysis of tourist travel frequency

The results of the questionnaire survey show that the frequency of tourist travel (see Figure 1.1), tourists to Guangxi rural tourism scenic spots, the highest proportion of 0-1 travel per year, accounting for 63%, the number of 172 people. The number of people who travel 1-2 times a year is 71, accounting for 26%. The number of people who travel 1-3 times a year is 25, accounting for 9%, and the number of people who travel more than 5 times a year is 5, accounting for 2%. It can be seen

that rural tourism in Guangxi is not well known, so it is necessary to increase publicity efforts to enhance the market share of rural tourism in Guangxi.

Discuss the results

This study aims to explore the marketing strategy of rural tourism digitalization to promote the development of rural tourism in Guangxi. By collecting and analyzing relevant literature, joining fieldwork, literature analysis and questionnaire survey, the study thoroughly researched the current development of rural tourism in Guangxi, found the problems faced by rural tourism in Guangxi in the process of digital development, and put forward some suggestions and countermeasures for improvement. The results of the study show that digital technology has an important role in promoting rural tourism in Guangxi; digital marketing means enhance the visibility and exposure of rural tourism, effectively attracting more tourists; at the same time, the digital platform also provides tourists with a better experience and service, and enhances the satisfaction of tourists, and digitalization will become an inevitable trend in the development of rural tourism in Guangxi.

Research discussion

The digital background provides more innovative marketing means and technical support for rural tourism in Guangxi, which can more effectively promote the development of rural tourism in Guangxi and enhance the implementation of marketing strategies. For rural tourism enterprises, making full use of the digital platform to develop tourism is a trend, this paper tries to take the study of rural tourism marketing in Guangxi as a starting point from the background of "digitalization", and explore an innovative idea of rural tourism marketing in the network environment through the analysis of rural tourism development in Guangxi. That is because of social media that can be changed the better social and better life. In addition it improve China's technology and software application level, The use of big data analytics to predict tourist destinations is one of the future trends in the tourism industry. However

the data collection ability has been greatly improved, such as: tourists travel record information can be obtained through big data, so as to provide a basis for accurate marketing, which is conducive to enhancing the marketing effect and corporate brand image; at the same time, the use of big data can achieve resource sharing, which is conducive to enhancing the competitiveness of enterprises, thereby promoting the development and growth of enterprises; in addition, the use of social networks to carry out personalized recommendation service will greatly reduce the cost of information dissemination and help consumers In addition, personalized

recommendation service with the help of social networks will greatly reduce the cost of information dissemination and help consumers to further understand the content of products or services, thus realizing the goal of precise marketing promotion.

Recommendation

1. Develop specialty products to enhance the competitiveness of scenic spots

In the process of rural tourism, some seemingly banal activities, such as picking vegetables, cooking farmhouse meals, watching the stars, chasing chickens and catching ducks and walking dogs, etc., they can play a role and significance in easing the pressure of life, calming the mood and helping to think for some rural tourism consumers. In order to realize this goal, the future of the countryside should not only serve as a carrier to vent the mental space of tourists, but also to raise the emotional connection of the countryside to the native culture to the economic level, so that it can play a new value of the treatment of body and mind. To this end, Guangxi rural tourism can take advantage of this opportunity to develop a series of rural nature and humanities with the integration of "healing" products, such as Guangxi ethnic music listening, tropical jungle meditation, terraced yoga, farming experience, grains and slow food, rural community emotional connection, etc., so that the "urban disease" This will help to cure the "urban disease" in the countryside. In addition, under the pressure of urban life, people's desire for "poetry and faraway places" has become stronger and stronger, and under this high-quality lifestyle, tourists will also have a higher quality demand for rural tourism and a strong desire for their own sense of belonging. On this basis, endogenous factors that play an important role in the digitalization of rural tourism are identified, including the "rural imagery" of the scenic spots themselves and the tourism products developed with local characteristics, rich connotations and strong experience. In the development of rural tourism, it is necessary to highlight the characteristics of the countryside and retain the characteristics of the countryside.

Therefore, to revitalize rural tourism in Guangxi, it is necessary to meet the higher market demand and build it into a new idyllic place for tourists to have a better life, and not only to make it a place of leisure and a place to live with hometown sounds, nostalgia and nostalgia. In addition, by subdividing rural tourism, it accurately meets the needs of different classes and groups, so that people of any status and occupation can release themselves through rural tourism.

2. Strengthen infrastructure and improve service level

Perfect supporting services are the key to shift rural tourism from rough and inefficient to fine and efficient. First, the digital development of rural tourism cannot

be separated from the construction of rural infrastructure. Especially in the network era, tourists always need to experience the fun of sharing during the tour. Guangxi rural tourist attractions need to increase the construction of network infrastructure, so that high-quality network signals, for tourists to bring more intelligent services. Secondly, we should start from the source, improve the cultural quality of rural tourism operators, change the digital understanding of rural tourism, and focus on the use of digital technology. Thirdly, we should pay attention to the cultivation of local information and network technology talents, and we can hire specialized teachers to offer information technology courses, or we can teach information technology courses through remote video recording, which is less theoretical and more practical, and take application maintenance as the main teaching content. Further, professional companies can be entrusted to carry out digital operation, or talents can be introduced to encourage college students with professional backgrounds to develop rural tourism at the grassroots level, so as to provide talent guarantee for the stability of the digital development and construction of rural tourism. Fourthly, the operators of rural tourism places in Guangxi should establish corresponding management standards of health and safety quality for local scenic spots, hotels, lodgings, farmhouses, entertainment places, etc., and set up corresponding reward and punishment mechanisms, so as to control the health and safety quality of the places where tourists spend their time from the top level design. Fifthly, it is necessary to do a good job of evaluating the performance of all kinds of main operating bodies of rural tourism places in Guangxi on the public services of rural tourism, and according to the actual situation of the locality, to formulate a set of public crisis emergency plan suitable for rural tourism places, and to form a corresponding emergency plan, so as to be able to get a timely and effective disposal in the case of emergencies.

3. Use modern technology to build a new platform of rural tourism intelligence

According to the different characteristics of Guangxi's countryside, the use of modern science and technology means to carry out information transformation, establish a new intelligent development platform for rural tourism, improve the operation and service level of rural tourism, and in this way expand the influence of their own rural tourism brand. One is to use VR/AR technology to collect data on the humanities, geography, humanities and other information of Guangxi's countryside, and transform it into information that can be used by tourists to have an immersive experience in it, so as to achieve the purpose of letting people interact with each other in it, so that people can feel it better, and thus better provide a better way of learning for young people in the future. The second is to promote industrial integration,

combined with smart cities, smart scenic spots, digital agriculture and other scientific and technological means, to "rural e-commerce", "creators" logistics", "education and training ", "agricultural products sales", "scientific and technological agriculture", "rural tourism" and other themes, all-round, three-dimensional display of rural production and life scenes in Guangxi To create "industrial composite", "travel and living in one" "rural tourism". Thirdly, innovative online marketing, using the Internet's communication function, realizing "food, accommodation, travel, purchase and entertainment" and other aspects of accurate marketing, and using the new "rural tourism wisdom" platform, Guangxi rural tourism to find an entry point, so as to fundamentally solve the problem of information asymmetry in Guangxi rural tourism. In order to fundamentally solve the problem of information asymmetry in Guangxi rural tourism, reduce the intervention of the third-party intermediary institutions, and realize the maximization of rural tourism revenue and income. Fourthly, we should publicize the digitalization of rural tourism to the general public, so that they can actively change their traditional concepts, gradually accept the digitalization of the development method, and be willing to accept the new information technology. At the same time, it should also carry out innovative display of rural tourism style publicity platform, from the demand side, so that people's demand for convenient services for rural tourism can be met, and functionally improve the full range of services of digitalization.

4. Grasp the new forms of rural recreation and enhance the excavation and utilization of local cultural IP.

With the release of the "Healthy China 2030" planning program, recreation tourism has become a new business form of the fastest growing tourism industry. Villages on the outskirts of large cities can enjoy the convenience of the city, but also enjoy the beautiful environment, and nature as one, "away from the hustle and bustle, far away from the city," the perfect location, is the best choice for the residents of the neighborhood recreation. In this regard, Guangxi rural tourism to grasp the new rural recreation industry, around the "health care", "dietary care", "health checkups", "Chinese medicine and health" and so on. Chinese medicine and health" and other contents, gradually cultivate Guangxi rural recreation brand, for rural tourism to create a new profit growth point. Rural tourism operation is a kind of lifestyle operation with local characteristics, and each village should have its own local cultural IP. firstly, to provide a good image for rural tourism in Guangxi, such as Kumamoto Prefecture in Japan, which has Kumamoto Bears as its IP and is very popular on the Internet, which is a brand name merchant funded by the government through the excavation of its cultural background. The second is to deeply explore Guangxi's local culture, such as

Zhuang folk songs, traditional operas, exotic ethnic farm clothes, crop harvest festivals, ethnic non-legacy culture, tropical farmhouses, etc., and incorporate them into cultural IPs, so as to gradually create an atmosphere of cultural IPs; the third is to develop IPs with special characteristics and related products, and develop a series of creative projects for rural tourism with them, so as to realize the whole industry chain of Guangxi's rural tourism operation.

5. Increase capital investment to break the development bottleneck of "people, land and money".

At present, the international government-led, industry-autonomous rural tourism development model has been basically formed. In this regard, as a manager, it is necessary to strengthen its own responsibility. For example, to carry out overall planning for the digital construction of rural tourism, formulate standards; standardize their own construction; increase the financial investment in the digital construction of rural tourism; make full use of social financing; and create a good business investment environment. Foreign investment in various ways, the introduction of public-private partnership and so on. Guangxi rural tourism revival and revitalization, the key lies in the rational allocation of resources and elements between urban and rural areas, which is specifically expressed as "people, land, money, production" of the four core factors, in order to make the rural tourism in Guangxi to get a better development, must break through the "people, land money To make Guangxi rural tourism better development, we must break through the "people, land and money" constraints of the "people" and "money" constraints. First, the "capable person to return to the countryside", from the top design of Guangxi, the implementation of the "capable person" project, the formation of a kind of open "capable person" to introduce the way, not only to foreign people to the countryside, but also to the local "capable person" of Guangxi. Guangxi local "capable person", through the "project cooperation", "technical adviser", "post exchange" and so on. The way to "capable people" to the countryside, to achieve "capable people to the countryside" of the "leading" role. At the same time, it is necessary to strengthen the talent protection services, regularly provide quality services for the introduced individuals and organizations, and help them to solve the relevant problems encountered in the development, so as to improve the chances of the talents to stay. Secondly, in terms of land transfer, the land use policy for rural tourism development in Guangxi should be reformed, the area of land used for rural culture and cultural construction should be enlarged, the land transfer between the government and enterprises, organizations and individuals should be improved, and illegal construction and illegal building should be prevented while the land transfer is maintained.

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