

Brand Construction of Rural Tourist Attractions Based on We Media

——Taking Beijing WTown as an Example

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Keywords: We Media; Rural Tourist Attractions; Tourism Brand

Abstract: The development of we media has provided new opportunities for the development of brand marketing in rural tourist attractions. According to the characteristics of we media, this paper takes Beijing WTown as an example, and analyzes its marketing status by collecting network data. On this basis, this paper proposes measures to improve its tourism brand marketing.

1. Introduction

We media is also known as "citizen media" or "personal media". It refers to the general term of the new media that the communicators, who are private, civilian, general and independent, transmit normative and non-normative information to the unspecified majority or specific individual by means of modernization and electronization. It is a new form of media generated by the deepening application of Internet and Web 2.0^[1].

In the tourism industry, tourism enterprises use WeChat, micro-blog, blog, BBS, QQ and other we media to directly transmit tourism related information to the target market terminal to achieve the purpose of marketing. At present, the research on the brand construction of rural scenic spots of we media mainly involves the brand marketing strategy of emerging scenic spots, brand marketing of Internet rural tourism, and the brand construction of scenic spots. However, the content of brand construction of rural tourist attractions based on we media is rarely involved, and there is not a complete theoretical framework of brand construction model. By studying the brand construction and marketing cases of rural tourist attractions in Beijing, this paper analyzes the influence of we media on rural tourism brand marketing. On this basis, it proposes suggestions to improve the tourism brand of Beijing WTown.

2. Brand Core Values and Market Positioning of WTown

Based on the ecological, green, historical, cultural and other attributes of WTown, it presents the following two brand core values. The first is ecological and green natural resources, surrounded by mountains and clear water, beautiful natural scenery and high air quality; The second is rich folk cultural resources, with the most beautiful ecological ancient Great Wall - Simatai Great Wall, architectural characteristics and folk activities to reflect the border customs.

According to the survey of CYTS, a travel agency cooperating with WTown, the potential market demand for short-distance rural tourism in Beijing is about 50 million people per year, while the famous scenic spots around Beijing have become saturated. Thus, the tourists of WTown are mainly urban residents of urban agglomeration from Beijing, Tianjin and Hebei. For a suburban rural tourist attraction, we can use we media to directly target the market terminal marketing. This can not only reduce the marketing cost, but also improve the marketing effect, so as to construct the marketing brand of the scenic spot.

3. Brand Marketing of We Media Tourism in WTown

3.1 Brand Marketing of Advertorials on WeChat Public Account and Micro-blog

WTown has created a public account and micro-blog account based on we media. Consumers will receive advertorials of WTown after paying attention to this account, the content of which mainly introduces the featured spots with pictures and illustrations. The micro-blog account has attracted tens of thousands of people, and operators will regularly publish the headlines of the scenic spot. Marketing is achieved through real-time hot topics and hypertext with fans, and by inserting some pictures and text ads appropriately to conduct brand marketing.

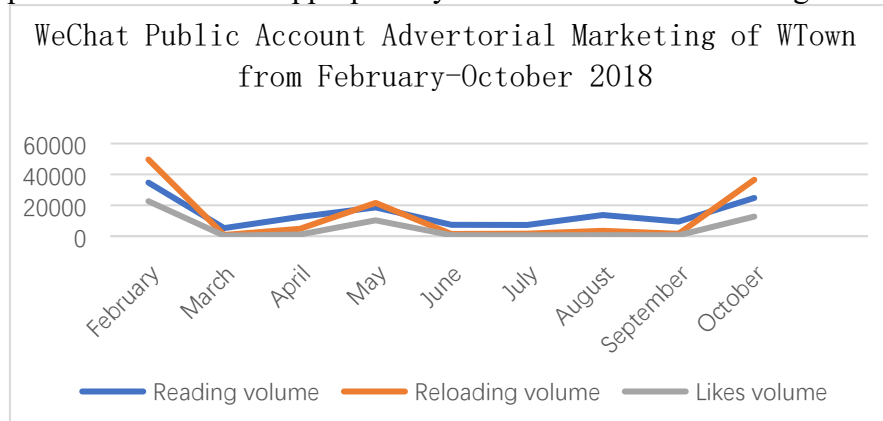


Fig. 1 WeChat Public Account Advertorial Marketing

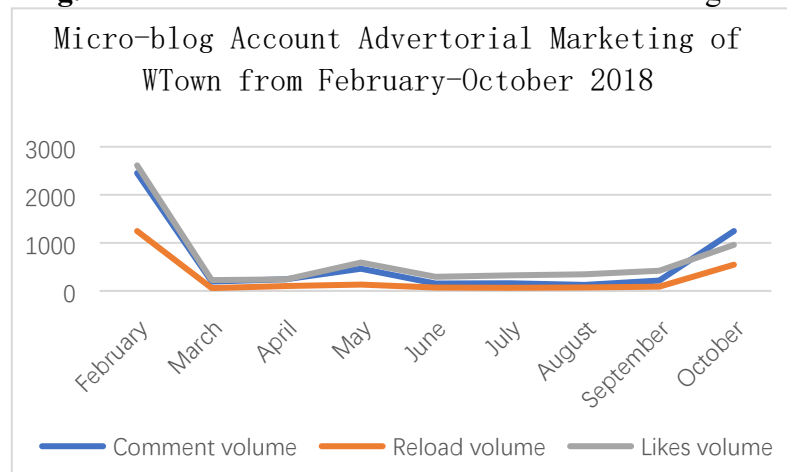


Fig. 2 Micro-blog Account Advertorial Marketing

According to the data of WeChat public account (Fig. 1) and micro-blog (Fig. 2) of WTown, it is shown that in February and October, the volume of reading, reloading and likes increased greatly compared to other months. The reason is that these two months are the longest holidays in China, and autumn is the golden season to this town. The operators of the public account of this small town market the brand of the scenic spot by releasing more advertorials. Tourists share these messages through WeChat's sharing and sending friends circle to help the town's brand marketing. The advertorials on micro-blog not only publicize the scenery, but also release the activities and related policies of the town, which is richer than the public account of WeChat.

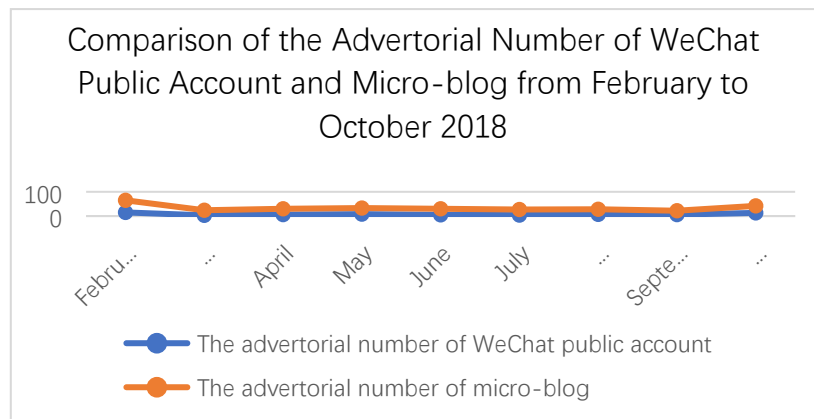


Fig. 3 Comparison of the Advertorial Number of WeChat Public Account and Micro-blog

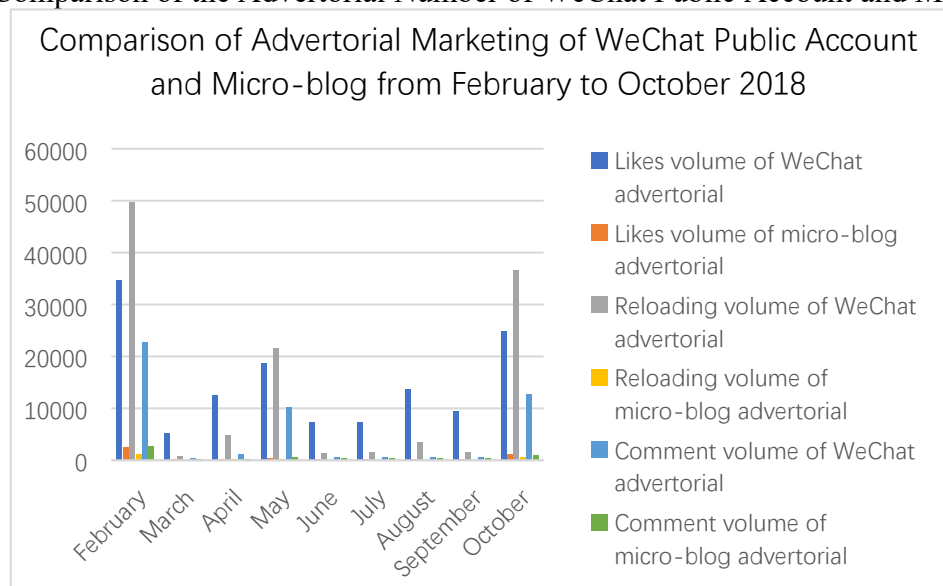


Fig. 4 Comparison of Advertorial Marketing of WeChat Public Account and Micro-blog

The horizontal comparison of advertorials of WeChat public account and micro-blog of WTown (Fig. 3) shows that the advertorial number of micro-blog of the small town is higher than that of WeChat public account. This shows that micro-blog is the main we media marketing channel in WTown. However, the volume of reading, reloading and likes on micro-blog is much less than that on WeChat public account (Fig. 4). Although WTown is mainly marketed through the we media platform of micro-blog, the public is still more inclined to receive the brand marketing information through advertorials on WeChat public account.

3.2 Brand Marketing of Short Videos on Tik Tok and Micro-blog

In August 2018, WTown opened the official account of Tik Tok. The short video has won more than 100,000 likes, and the fans have reached tens of thousands. It mainly publishes short videos to publicize the beautiful natural scenery in the scenic spot and ancient costume role-playing videos to reflect the national customs. Besides, Miaopai of micro-blog is more official than Tik Tok. WTown mainly releases the conceptual films of special scenery, costume role-playing and cultural creation products in the scenic spot. These films show the characteristics of resources in the scenic spot through short stories to achieve the purpose of brand marketing.

According to the data of Tik Tok, there is no obvious holiday rule for the number of short videos released in WTown from August 2018 to April 2019, but the number of short videos in December was very large. This is mainly because of the interesting short videos of Christmas activities in the scenic spot, and the volume of comments, forwarding and likes of short videos has increased significantly. The folk custom activities of Christmas, Spring Festival and Qingming Festival have a significant effect on brand marketing through short videos on Tik Tok.

Table 1. Marketing of Short Videos on Tik Tok in WTown from August 2018 to April 2019

	Number of short videos	Comment volume	Forwarding volume	Likes volume
August	3	18	103	146
September	1	9	93	115
October	6	59	315	389
November	0	0	0	0
December	17	149	1462	13459
January	7	132	724	21532
February	6	70	86	527
March	3	43	352	560
April	4	3824	7536	116524

The short videos released on micro-blog is the main video marketing platform for WTown. The short videos released by the town on micro-blog has received a considerable number of watching,, but the volume of forwarding and likes is quite low. This shows that micro-blog users are more likely to receive information when watching short videos, while the high volume of forwarding and likes on Tik Tok indicates that its users are more likely to share with other users.

Table 2. Marketing of Short Videos on Micro-blog in WTown from August 2018 to April 2019

	Number of short videos	Comment volume	Forwarding volume	Likes volume
August	15	310589	2215	2405
September	9	34029	143	271
October	9	427215	45	84
November	7	18436	17	56
December	29	105365	276	180
January	20	1161549	1035	205
February	6	24682	22	125
March	10	19426	15	78
April	6	10484	9	39

What is the same of short videos on micro-blog and Tik Tok is that short video watching volume on micro-blog is also greatly increased because of the increasing of festivals and large events in the scenic spot. However, the time limit of Tik Tok can not fully show the brand characteristics of the town through videos, but more emphasis on interest. On the contrary, micro-blog short video is more to market the brand of the scenic spot.

3.3 Brand Marketing through Cooperation with Online Travel Agencies

WTown has established distribution channels through cooperation with several online travel agencies. The marketing content includes scenic spot tickets, coupons, tickets + hotels, traveling routes and other combined products. These combined products complement the direct sales platform of official website and WeChat public account of WTown. According to the data of the six online travel agency platforms (Table 3), the evaluation of these platforms is very good. However, there are more tourists using Meituan, Public Remark, Gunar and Ctrip, and the number of comments is significantly higher than Mafengwo and Tuniu.

Table 3. Evaluation of Online Travel Agency Platforms of WTown

	Evaluation	Overall score	Scenery score	Interest score	Cost performance score	Convenient ticket score	Scenic service score	Booking discount score	Number of comments
Meituan	Very good	4.6	5		4.5		4.6		8952
Public	Very good	5	4.9		4.7		4.7		9425

Remark									
Gunar	Very good	4.9	5		4.5				9391
Ctrip	Very good	4.6	4.6	4.4	4.3				4053
Mafengw o	Very good	4.5	4.6	4.4			4.4		911
Tuniu	Very good	4.5				4.6	4.7	4	533

Although the overall score of WTown is very high, the problems of online travel agency platforms are also prominent (Table 4). This focuses on strong commercial nature, poor service quality, expensive food and accommodation, and inconvenient parking. The town can improve the scenic spot and perfect the brand construction according to the key words of poor evaluation of these platforms. Meanwhile, after the improvement, it can also be used as a new marketing point to conduct brand marketing through advertorials and short videos.

Table 4. Poor Evaluation of Online Travel Agency Platforms of WTown

	Score	Strong comm ence	Incon venie nt traffic	Expensive food and accommodati on	Poor service quality	No features in the scenic spot	Inconve nient parking
Meituan	4.6	√			√		√
Public	5	√		√	√		√
Remark							
Gunar	4.9	√		√	√	√	√
Ctrip	4.6	√	√	√	√		√
Mafengwo	4.5	√		√	√	√	√
Tuniu	4.5			√	√	√	√

4. Measures to Improve the WTown Brand by Using We Media

4.1 Increasing Comments and Forwarding on We Media

Regardless of advertorials marketing or video marketing, the ultimate goal is to automatically forward through the reading of potential tourists and become the obligatory salesman of scenic marketing. Based on the survey results, the advertorials should be released more through the WeChat public account. These advertorials should closely follow the characteristics of the scenic spot and combine the corresponding topics. For example, combined with the popularity of film and television works, it can be quickly and widely spread by young tourists. For another example, the use of natural resources combined with health and health preservation can be recognized and forwarded by middle-aged and elderly tourists, and advertisements of scenic resources can be implanted into advertorials without any traces. The production of videos should pay attention to interest, shortness and shrewdness, which is suitable for the fast pace of current social life.

Scenic spot can encourage tourists to submit their travel experiences in the form of articles, photos or videos during the off-season, and select representative articles and videos to be released. This can not only drive the subsequent off-season marketing, but also the marketing of potential tourists. The scenic spot can provide tourists with a suitable spot for taking pictures, or provide a professional photo for each one free of charge. Then, it create conditions to encourage tourists to share their travel experiences through social media such as Moments, QQ zone and micro-blog, so as to achieve the purpose of tourism marketing.

4.2 Increasing Tourists' Experience through Game Marketing

A rural tourist scenic spot does not have strong economic strength to develop mobile games. However, if it is combined with the WeChat public account, it can be used directly by scanning the official website's QR code or WeChat applet by using a small program. In this case, the development cost is reduced, and the demand of the scenic spot can also be met. Tourists can enter the game through the public account, answer questions related to the scenic spot or pass the game,

etc., to obtain the virtual coins. These virtual coins can be used to exchange coupons in scenic spot, increase the interest of consumers, and achieve the purpose of increasing tourists' experience. Meanwhile, it can also use the principle of demand price elasticity to reduce prices in disguise and increase the income of the scenic spot.

4.3 Establishing a Good Brand Image of the Scenic Spot and Improving Tourist' Satisfaction

The evaluation data of tourists on the online travel agency platforms will greatly affect the travel decision of potential customers. Thus, improving customers' satisfaction is an important guarantee for establishing a good tourism brand. According to the problems reflected on the platforms, WTown should take active measures to improve, promote the quality of goods, match the quality with price, enhance service skills, and make tourists feel at home. When tourists get a good consuming experience, they will be more willing to promote the scenic spots through we media to establish a good brand image.

In conclusion, the development of we media provides new ideas for the marketing of tourist attractions. In the process of we development, there will be more brand marketing methods. Thus, rural tourist attractions should stand in the forefront of we media era, and take a more efficient and effective brand construction model according to the changing needs of tourists, so as to enhance the image of rural tourism brands.

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