RESEARCH ON THE APPLICATION STATUS OF BRAND MARKETING IN CHINA 'S TOURISM INDUSTRY

HUANG MINGHE

6217195024

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT

OF THE REQUIREMENTS FOR

THE DEGREE OF BUSINESS ADMINISTRATION

GRADUATE SCHOOL OF BUSINESS

SIAM UNIVERSITY

2021

RESEARCH ON THE APPLICATION STATUS OF BRAND MARKETING IN CHINA 'S TOURISM INDUSTRY

Thematic Certificate

To

HUANG MINGHE

This Independent Study has been approved as a Partial Fulfillment of the

Requirement of International Master of Business Administration in International

Business Management

Advisor:...................................

(Dr. Zhang li)

Date: ....29...../.....3...../....2022....

....

(Associate Professor Dr.Jomphong Mongkhonvanit)

Dean of Faculty of International Master of Business Administration

Date.......20...../...04...../....2022.....

Siam University, Bangkok, Thailand

ABSTRACT

Title: Research on the Application Status of Brand Marketing in China's Tourism

By: HUANG MINGHE

Degree: Master of Business Administration

Major: International Business Management

Advisor: ....

(Dr. Zhang Li)

29 / 3 / 2022

With continuous advancement of reform, opening up, and rapid development of the national economy, tourism has become a main ways for people to relax. China pays more and more attention to the development of tourism, and successively introduced some policies to support it. Tourism has become an indispensable part of the national economy. China has a vast territory, a long history, and natural and human resources, and is leading in tourism resources. Compared with other developed countries, China's tourism industry began late, and there is a gap. After the reform and opening up, China has paid more and more attention to the tourism industry, and now China has become a world tourist country. Although China's rural tourism started late, it has developed rapidly,from the 1980s to present, it has gone through three stages: the budding period, the early development period and the vigorous development period. With the continuous development of China's economy, peoples demand for spiritual life has also been on an upswing. The rural tourism economy has also continued to heat up, courtyard tourism also continued to emerge, and there were also some problems. This article was based on research and development. From the perspective of courtyard tourism, it analyzed how China's rural tourism used brand marketing to develop tourism with its own characteristics in combination with local reality and solve the outstanding problems in the application of rural tourism.

Keywords: Rural tourism; economic development; brand marketing;

摘要

题目：品牌营销在中国旅游中的应用现状研究

作者：黄鸣鹤

学位：工商管理硕士

专业：国际商务管理

导师：

（张力博士）

29 / 3 / 2022

　　随着改革开放的不断推进和国民经济的飞速发展，旅游已成为人们放松身心的主要方式之一。中国越来越重视旅游业的发展，并相继出台了一些支持旅游业的政策。旅游业已成为国民经济不可或缺的一部分。中国幅员辽阔，历史悠久，自然资源和人力资源丰富，旅游资源处于领先地位。与发达国家相比，中国旅游业起步较晚，存在一定差距。改革开放后，中国对旅游业的重视程度日益提高，现已成为世界旅游大国。尽管中国的乡村旅游起步较晚，但发展迅速。从1980年代到现在，它经历了三个阶段：萌芽期，早期发展期和蓬勃发展期。随着中国经济的不断发展，人们对精神生活的需求也不断提高。由此产生的乡村旅游经济也持续升温，四合院旅游也不断涌现，还存在一些问题。本文基于研究和开发。从四合院旅游的角度，分析了中国乡村旅游如何利用品牌营销结合当地实际，发展具有自身特色的旅游业，解决乡村旅游应用中的突出问题。

关键词：乡村旅游　　　　经济发展　　　　品牌营销

ACKNOWLEDGMENTS

First of all, I would like to express my sincere gratitude to my mentor Zhang Li. From the selection of the topic "Research on the Status Quo of the Application of Brand Marketing in China's Tourism", whether it is the collection of documents and background understanding in the early stage, the writing of the opening report, the mid-term report or the final draft, the whole thesis is carried out In Chinese, I always encounter all kinds of difficult problems, and every time I am revised and completed under the careful guidance of the teacher. It is the teacher's serious and truth-seeking scientific attitude that infects me, and the noble demeanor of the teacher's generosity that moves me. I want to thank the teachers of other business schools for their education and help me improve my knowledge and ability. I would also like to thank all the participants in this study. Without them, I would not be able to complete the task. In short, all the teachers who have taught me are the beacon on my way forward and the role model for my lifelong learning.

Then, I would also like to thank all the students in the class. It is the united and friendly family that has inspired me deeply. I will be full of forward strength on the road of learning and knowledge! Thank you for your tolerance and company. During the years in school with you, I have gained a lot!

Finally, I would also like to thank my family. It is you who always give me unlimited care and support. Only by studying hard and living seriously can I repay me.

Contents

Figure contents

1. INTRODUCTION

This chapter expounds on the background of the topic selected for the "Internet +", the development of rural e-commerce, and the research significance. After analyzing the purpose and main content of rural tourism research, the main research methods and thesis structure are given—layout to pave the way for the following discussion.

1.1 Research Background

With improved people's quality of life, the tourism industry has gradually developed, and even more profit margins exist than other industries. So that many politicians worldwide, especially in tourist attracting countries, take advantage of this industry to achieve some of their goals (Kotler, 2002, 249- 250). When tourism locations and projects globally compete for destinations such as tourist, capital, and talent attraction, the concept of branding is proposed (Divandary, 1391, 29). Today, most cities worldwide are promoting tourism, attracting tourists from other regions to visit, and gradually building and upgrading the city's brand image. This process needs to be done using branding. Perhaps it is possible to say that the academic discussions of place branding are relatively new, but in practice, branding discourse has begun in the 1970s, and with Hunt's research, in1975 (Esmaeelpooe and Parsa, 2017, 6).

On the one hand, the concept of branding was used for tourism purposes in the late 1990 s (Gnoth & Ritchie, 1998, 14). There is no doubt that the primary goal of a tourist destination is to attract tourists to stimulate tourists to return. From the perspective of consumers, increase the loyalty of consumers and establish the tourist city's brand image so that more people can prioritize travel planning. Location branding is one of the most current concepts in tourism which allows perceiving a clear and unique perception in tourists' minds of the attributes and features of the site (CIA, 2002, 723).

According to relevant research, e-commerce is the product of the current Internet era, and rural tourism development can use the Internet to innovate. E-commerce is an opportunity for rural tourism development, attracting more online tourists utilizing the

1

Internet to expand brand marketing. There is not much research on rural tourism e-commerce systems, and there is a lack of research on new channels and new models under the background of "Internet +."Sell souvenirs and plan travel itineraries to provide more research directions for related research on rural tourism in my country.It is based on the relatively immature development of the e-commerce era, so for the development and promotion of some rural tourism, to a certain extent, it is necessary to use local resource conditions and industrial base for marketing. And through marketing means to realize the value increase of innovative activities improve the dissemination of the local rural tourism image so that consumers can be interested in this place, which also plays a guiding role in the tourism destination. Only in this way can consumers get a preliminary impression and improve the status of rural tourism in consumers' minds.

More people can just do it with a couple of touches on their phone. Since 1950, people usually booked and planned their trips manually and spent more fares and time than they do now, and even the process of buying tickets is more troublesome. Due to the inconvenience of transportation, it was not easy for people to travel in those days.

Nevertheless, that period is book a tour or flight tickets. All the necessary information will be shown on the website and social media platforms. What they need is to click on the "Reserve" button.

Tourism has been one of the most developing industries worldwide recently at exponential rates. The smokeless business promises a massive economic potential by drastically increasing unique destinations. As reported by the World Travel & Tourism Council (WTTC), around 185 countries and 25 geographic regions in the world have contributed to the successful development of the global tourism industry.It can be said that the tourism industry in the current data shows that it can bring more income to the region and the country, and they can improve the local economic level and obtain more funds. Therefore, according to the data, Asian countries play the most prominent role as destinations with more tourists every year. According to national policies and related tourism marketing promotion, more people are attracted, and economical consumption is stimulated.

Source: WTTC

Figure 1: Travel & Tourism regional performance 2019

The industry had an average growth of 3.5% in 2019 compared to the previous year, reaching the ninth consecutive year of surging. Referring to figure 1, the green numbers are highlighted when it surpasses the global Travel & Tourism GDP growth of 3.5%. There is a giant leap for those countries in Asia, especially North-East Asia, with the four major countries: Korea, China, Japan, and Taiwan. This sector also helped the world deal with 330 million jobs in the same year. (WWTC 2019 report.)
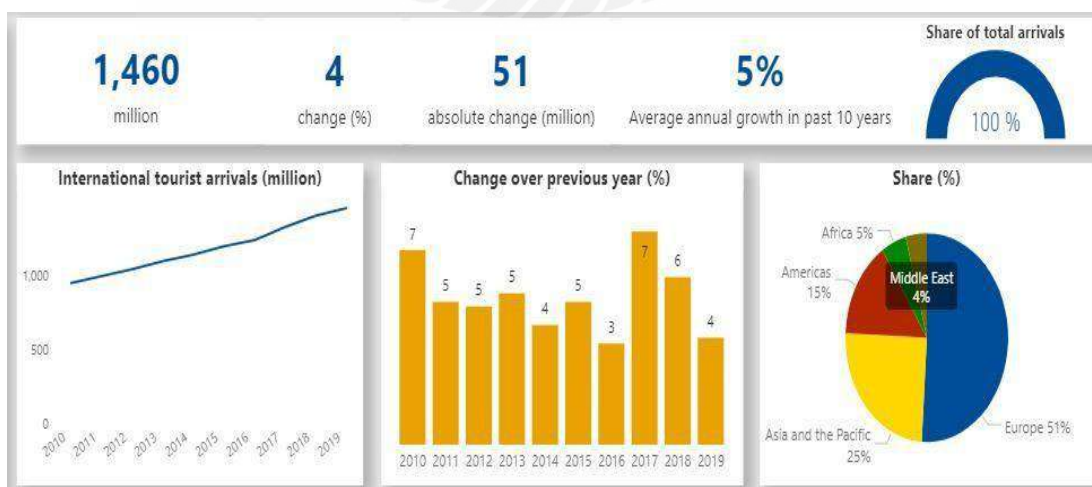
Figure 2: International Tourist Arrivals 2019

Carefully explained, the orange numbers above the orange column stand for the changes in the percentage of current tourist arrivals compared to the previous year. It does not describe the drop in number. The two regions with the highest tourist arrivals percentage are Europe and Asia and the Pacific at 51% and 25% respectively in 2019. It is followed by the Americas, Africa, and the Middle East at 15%, 5%, and 4%. (The Travel & Tourism Competitiveness Report 2019.) Many tourist attractions and entertainment places worldwide, such as castles, palaces, museums, amusement parks, theaters, etc., are closed.
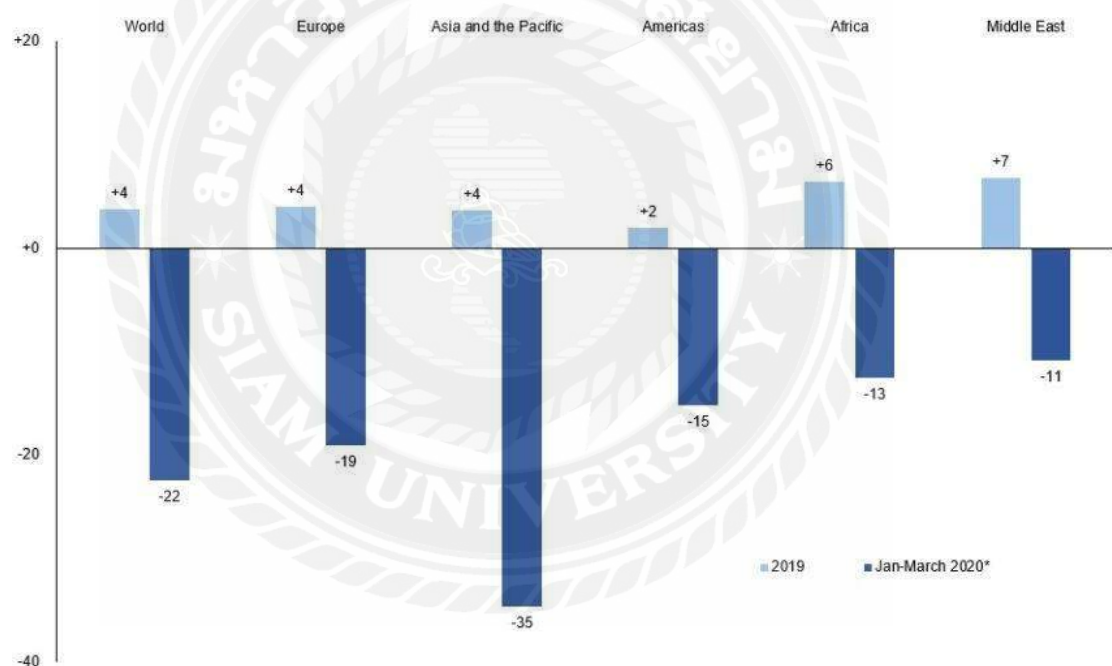
Figure 3: International tourist arrivals, 2019 and Q1 2020 (% change)

Although the Middle East has less impact on the virus than other continents, the countries also lost 11 percent of the arrivals. Some experts and economists suppose that there are three scenarios for the whole travel industry this year, these predictions are based on the re-

opening of international borders.

- Scenario 1: International borders reduce the entry restriction in early July 2020. (-58%)
- Scenario 2: International borders reduce the entry restriction in early September 2020. (-70%)

Under any of these scenarios, there is a certainty in the loss of tourist arrivals, jobs, and export revenues referred to the tourism sector. After every crisis, the sharp economic climb is noticeable, but how each country comes back is the matter. Africa and the Middle East are the two fastest regions that will recover in late 2020. At the same time, the Americas are the most miniature positive continent due to the quick surge in cases every day until now. Sirakaya E. (1996) believes that selecting tourist destinations is continuous, staged, and layered. During this process, tourists will make strategies in advance to make the itinerary more perfect, including the generation of demand, information collection, evaluation of potential destinations, selection of tourist destinations, and evaluation of post-tour goals. Balogu (2000) believes that China's informatization is developing rapidly. As a result, tourist destination choice is based on personal motivation and attitude.

When tourists choose a tourist destination, they first evaluate the environmental and social factors of the area. If they can achieve the expected results, they can be included in the tourist list. However, there are differences between urban and rural areas and differences in policy promotion, which lead to some problems in the development of rural informatization. Coupled with the influence of local culture, it also restricts rural tourism development. Therefore, the growth of rural tourism e-commerce is not only necessary but also urgent. Based on theoretical analysis, this article combines the actual situation of rural tourism in Shuanglang Town, Dali, and proposes to build rural tourism with the development of rural tourism as the mainstay. The recommendations of the e-commerce platform will help the further development of rural tourism in the case study area.

Suppose brand marketing is used in the process of tourism promotion. In that case, it is mainly to accumulate the consumption data of tourists, expand the behavior of consumers, and use the obtained data to develop tourism products in line with market demand information to improve the promotion of tourism products. Accuracy, compared with the development of traditional tourism products, modern tourism products can be designed and developed in combination with consumers' needs. In the Internet era, big data can capture

consumers' consumption habits and interests quickly through big data. In this way, consumers can also conduct online transactions and feedback demand information through the Internet to generate more interactions. After all, the essential thing in online brand marketing is to use the information to communicate and build trust, which can stimulate and activate the perception of tourists' needs to process the relevant information to get the final response to the destination choice. The current tourist consumption behavior is mainly Affected by the two factors of tourism awareness and destination support. When developing local brand marketing, it is necessary to divide tourism products according to different consumer groups and consumption levels to establish rich tourism products and obtain profits. , meet the individual needs of niche groups, and improve the competitiveness of local tourism. Consumers need to evaluate local resources and specific conditions before traveling, and the value obtained after purchasing the product should also meet expectations. As a result, the perception of value gained from transactions helps destinations compete successfully and stay afloat in the market. Tourism product developers can customize exclusive products according to the personalized consumption needs of tourists. This will promote the development of traditional tourism products with "all goods."

Brand marketing breaks the restrictions of the tourism industry on tourists in terms of time and space, forcing tourism product providers to establish a "tourist-centered" concept. "Tourist-centric" requires tourism product providers to consider realizing the value of tourists in all aspects of tourism brand operation, tourism enterprise management, and tourism industry, completely eliminate the asymmetry of tourism consumption information, and usher in the era of tourism consumer sovereignty. In the process of tourism management, we pay attention to tourism user experience, and consider what the tourists experience from the perspective of tourists. In the process of tourism management, through brand marketing collected.

1.2 Research significance

The brand is an essential feature in business, mainly through a specialized division of labor and collaborative combination of internal inherent brands to create a suitable image for tourists on a global scale to travel. It is equally essential for the marketing of locations and

products. Brand image: When targeting brand marketing, it should be designed according to the local situation. A reasonable brand marketing strategy can improve a city's brand image and show its core values and characteristics. The brand message may also point to future aspirations and themes while at the same time rooted in the real story of the city. Cities must be aware of the risk of creating a vast gap between brand message and reality. Ideally, cities should first be able to describe a feature and then transfer it. Urban branding is a long-term process for success and must involve critical local stakeholders in a fully structured process. This allows stakeholders to provide enough time to assist promoters in brand marketing planning that reasonably reflects the identity and values of the city, thereby attracting tourists to a certain extent.

When creating a brand, cities must define their brand strategy, including key messages, goals, and target audiences (Daclin, 2010, 7). Urban branding is a topic of interest to academics and policymakers. As cities compete globally to attract tourism, capital, and talent and strive to achieve other goals, branding strategy is adapted from the business world. It is used to pursue urban development, resuscitation, and quality of life. (Dinnie, 2011, 3). Brand marketing in urban decision-making can affect the outcome of local society and economy and improve the sustainable development of local culture to a certain extent. Tourism is currently one of the sources of a country's economy. More investment and commercialization have been achieved through tourism (Asgari, 2013, 34).

During the development of the Internet, the emergence of brand marketing has provided opportunities for other industries. Therefore, most related research on rural tourism in China is based on product supply. Still, the research on the combined application with brand marketing is similar, and there are relatively few materials on the Internet. For a long time, brand marketing can bring new models and new channels to the development of an industry. If you want to promote the integrated development between brand marketing and the industry, its foundation is based on network construction. As the current development of rural tourism is not optimistic, in this context, brand marketing can bring more positive effects to rural tourism. Based on this, this article will take the actual situation of rural tourism in Shuanglang Town, Dali, and put forward suggestions on constructing a rural tourism brand marketing platform based on rural tourism development and then discuss it.

1.3 Research objective

Brand marketing is mainly because people's living standards and quality requirements have improved, so it is necessary to meet these consumers' material and psychological needs, with the characteristics of operating brand marketing well, and fully understand the advantages that brand marketing can provide. And according to changes in the market environment and consumer needs so that old consumers can be retained and stable customers can be cultivated. Customer-centric, providing tangible and intangible The service program can form a mutually beneficial relationship and maintain a good relationship with customers. This article first analyzes the development status and main problems of rural tourism brand marketing in Shuanglang Town, Dali, and puts forward the main measures and develop strategies to strengthen the further development of rural tourism brand marketing in Shuanglang Town, Dali.

1.4 Research questions

1.The current development status and main problems of DaiLi's rural tourism e-commerce.

2. What development has the rural tourism industry achieved by relying on rural characteristic culture?

3.Design questionnaires and conduct research.

1.5 Research content

The rural tourism industry mainly relies on the distinct local culture of the countryside to develop. After all, the rural environment is better for consumers than urban public transportation. They can also experience many things that cannot be touched in the city because Such differences have brought sustainable development and colossal development space for rural tourism. With the Internet age as the background, to realize the development of tourism based on e-commerce, it is possible to use the e-commerce platform to promote further the growth and stability of rural products and images.This article first analyzes the

development status and main problems of rural tourism e-commerce in China, and puts forward the main measures and development strategies for enhancing rural tourism and further developing rural tourism e-commerce.

This paper firstly summarizes the research background of the first chapter by arranging the collected information, research significance, research content, etc. Secondly, the second week of this paper mainly summarizes the theories and knowledge points of rural tourism development and e-commerce related content in the relevant literature. The third chapter is mainly based on the questionnaire designed in this research. This empirical analysis is based on my paper's research plan and method, which can more clearly show the role of wage brand marketing in building regional brand image. It can make tourists recognize and recognize the region's idea to attract investment and talents to improve certain brand competitiveness. The fourth chapter mainly analyzes and discuss the data of the questionnaire. It is understood that the current and comprehensive analysis of its influencing factors and confirmed aspects will provide a specific basis and theory for this research. The fifth chapter mainly analyses the existing problems and, based on two-way communication with stakeholders, offer some reasonable suggestions to help scenic spots develop the status of rural tourism in the minds of tourists and increase their attention.

```
┌─────────────────────────────────────────────────────────────────┐
│ Research Background and Motivation, Research Purpose, Literature  │
│ review,Research ideas and methods.                                │
└─────────────────────────────────────────────────────────────────┘
                                │
┌─────────────────────────────────────────────────────────────────┐
│               Company profile and analysis of the status          │
└─────────────────────────────────────────────────────────────────┘
                                │
┌─────────────────────────────────────────────────────────────────┐
│                          Research method                          │
└─────────────────────────────────────────────────────────────────┘
                                │
┌─────────────────────────────────────────────────────────────────┐
│           Analysis of Problems and Causes of problems existing    │
└─────────────────────────────────────────────────────────────────┘
                                │
┌─────────────────────────────────────────────────────────────────┐
│                    Conclusions and discussions                    │
└─────────────────────────────────────────────────────────────────┘
```
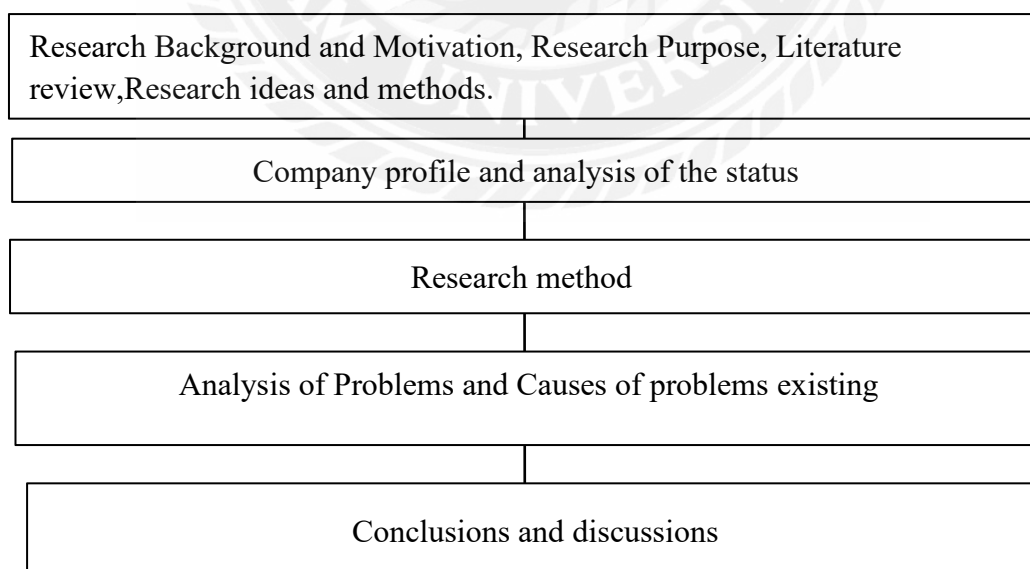
Figure 1：Technical circuit diagram

2. LITERATURE REVIEW

This chapter uses relevant news reports on the Internet platform, reports from some traditional mainstream media in economic marketing, publicly published works on relevant theories and practices, and literature retrieval through the Internet, making full use of Howie. Once the brand of rural tourism is formed, it is difficult to be copied or imitate. Therefore, this paper examines the research on brand marketing and its influencing factors by many scholars. Learning Essence starts from the background of e-commerce.

2.1 Definition of rural tourism

Rural tourism is based on agriculture and agricultural resources, with rural customs, natural scenery, and life scenes as tourist attractions. Urban residents are the main tourist groups that meet the needs of rural tourists for vacation, tourism, and leisure.

Rural tourism encompasses a range of different activities, including inter aria farm/agritourism, ecotourism, cultural tourism, heritage tourism, wine tourism, adventure tourism (Sharpley & Craven, 2001; Woods, 2007; Lane, 2009; Haven-Tang & Jones, 2012, Viljoen & Henama, 2017). Numerous other components of tourism are directly linked to rural tourism, but only the six illustrated in Figure 2-1 are included for this study.
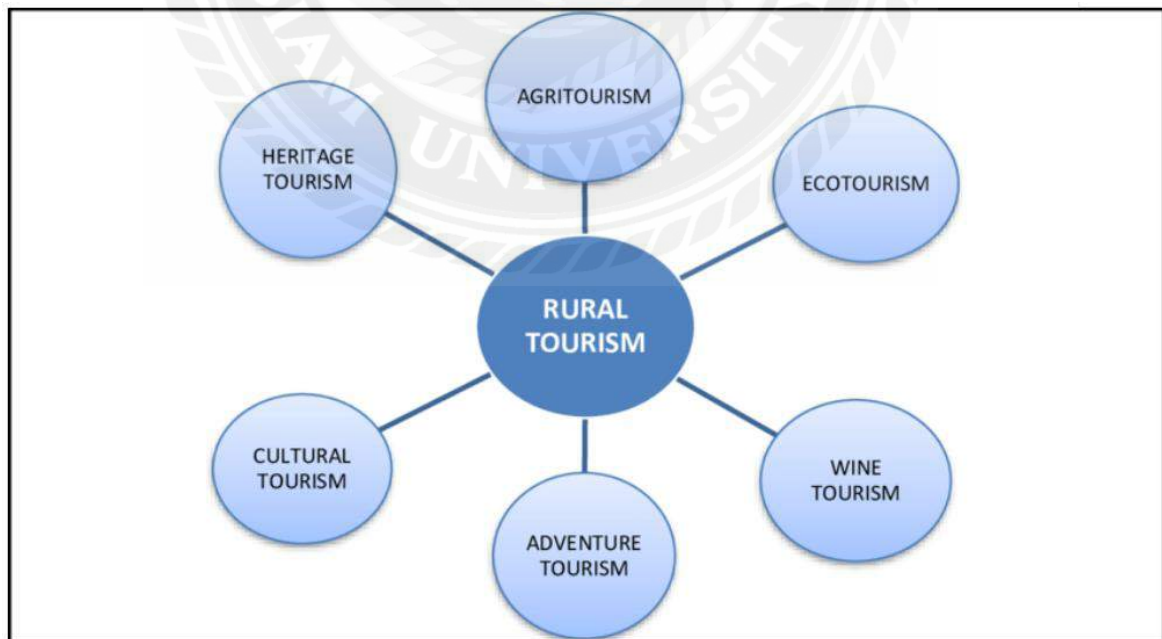

Figure 2-1   Rural tourism activities

The general conception is that a working farm is the key defining characteristic of

agritourism and that tourism, in this case, is a complementary income stream for farm households, as highlighted by Iakovidou (1997), Gladstone and Morris (2000), Sonnino (2004) and Kizos and Losifides, (2007). Phillip et al. (2010) contend that by definition, 'Non-Working Farm' (NWF) agritourism could be identified as generic rural tourism. In most cases, NWF agritourism is realized through agricultural heritage or imagery (for example, accommodation in a converted farmhouse) or where agricultural practices, past or present, form part of the tourism product (such as sheep shearing demonstrations). Other examples of NWF agritourism include farm heritage attractions and tourism activities based on converted farms (such as horse riding) (Phillips et al., 2013).

Ecotourism

Ecotourism has become a doorway to the global economy for many rural and indigenous communities, as indicated by Ketema (2015). This statement is supported by Fennel (2015), who mentioned that residents, lodges, hiking trails, and interpretive activities for visitors are gaining a foothold in capitalist markets and bringing returns directly to local and rural communities. For better or for worse, these returns have profound effects on the environment, wildlife, cultural traditions, and the shared pool of resources (Noela & Lisa, 2007; Lane, 2009; Fennel, 2015; Ketema, 2015). Drumm, Moore, Soles, Patterson, and Terborgh (2004) also avowed that ecotourism would affect traditional tourism natural protection areas and even cause particular harm to the ecological environment. Local Although another type of ecotourism can create more economic development opportunities and promote cultural exchanges and regional GDP, there is no guarantee that tourists will actively appreciate and protect the local environment.

Wine tourism

The tasting and purchasing of wine have been identified as motivation for visiting a particular region (Alant & Bruwer, 2004; Dawson, Holmes, Jacobs & Wade, 2011). The difference of place (Bruwer, 2003) draws tourists to wine regions and signifies the escapist realm in which visitors are engrossed in a different time or place. While tourists may gaze at the wine tourism landscape (esthetical experience), they may also actively engage in wine country recreation (escapist experience), abundant in the natural and rural setting of wine regions, as mentioned by Marza-Navarro and Pedraja-Iglesias (2012). For example, in some tourist areas, if you own wine, you can use it as a brand marketing product, create employment opportunities for the local area, and attract more consumers, thereby helping to stimulate the local area's economy.

Adventure tourism

South Africa is fast becoming recognized as an adventure tourism destination. The 3 000km coastline and its numerous mountain ranges make it ideal for adventure tourism, as George (2014) described. In addition, the wide-open spaces and a warm climate lend themselves to outdoor activities. Certain areas of South Africa, such as the North West province and Mpumalanga, to mention a few, promote themselves as being particularly suitable for adventure tourism (George, 2014).

Cultural tourism

Culture is significant to the image of a region and distinguished from other competitive areas to establish a clearer regional picture to obtain brands with its characteristics. The home still uses the e-commerce platform to achieve electronic development, combined with the digital platform for business circulation, Increase the thickness of the brand to achieve digital transformation and upgrading, and improve the path of marketing development(Liu, 2006; Sdrali & Chazapi, 2007; Karmakar, 2011). Local communities' involvement and cooperation with tour operators, property owners, and policymakers are crucial for the success of cultural tourism activities (Sdrali & Chazapi, 2007).

Heritage tourism

As a form of tourism, as Viljoen and Henama (2017) described, heritage tourism also includes visits to sites or areas of particular historical importance. Since ancient cultural buildings have a specific commemorative significance, they can be used as cultural heritage tourism sites to promote communication between consumers and culture, understand possible historical events, and have specific cultural significance. The substantial value of the local economy can attract many tourists to stimulate the development of regional cities. If the local has a certain well-known ancient people, their related residences, monuments, etc., are the focus of tourism (Timothy & Boyd, 2006).

The most prominent definition of location branding ever used was suggested by Anholt in 2004; location branding is the application of brand strategy and other marketing practices and principles to the economic, social, political, and cultural development of the cities and Countries (Karvelyte, 2011, 12). The urban brand is an essential asset for city development and an effective tool for cities that distinguishes them from other towns and enhances their success. Cities that have created and promoted their right brand can have a distinct identity. Orchestrating combinations of these types of tourism into different packages for different markets will undoubtedly facilitate the sustainable development of a rural region.

2.2 Definition of e-commerce

E-commerce is the use of computer technology and network technology to carry out transactions or information exchange between buyers and sellers. The purpose is to satisfy enterprises and consumers (individuals or groups) to improve product quality, accelerate service speed, and reduce costs. Among them, payment of accounts between online shopping companies or electronic document communication are important links of e-commerce. The e-commerce that people are discussing is mainly done with EDI (Electronic Data Interchange) and the Internet. It can be said that e-commerce is a product of the rapid development of the Internet and a new development direction of network technology applications. E-commerce is based on the rapid development of the Internet.
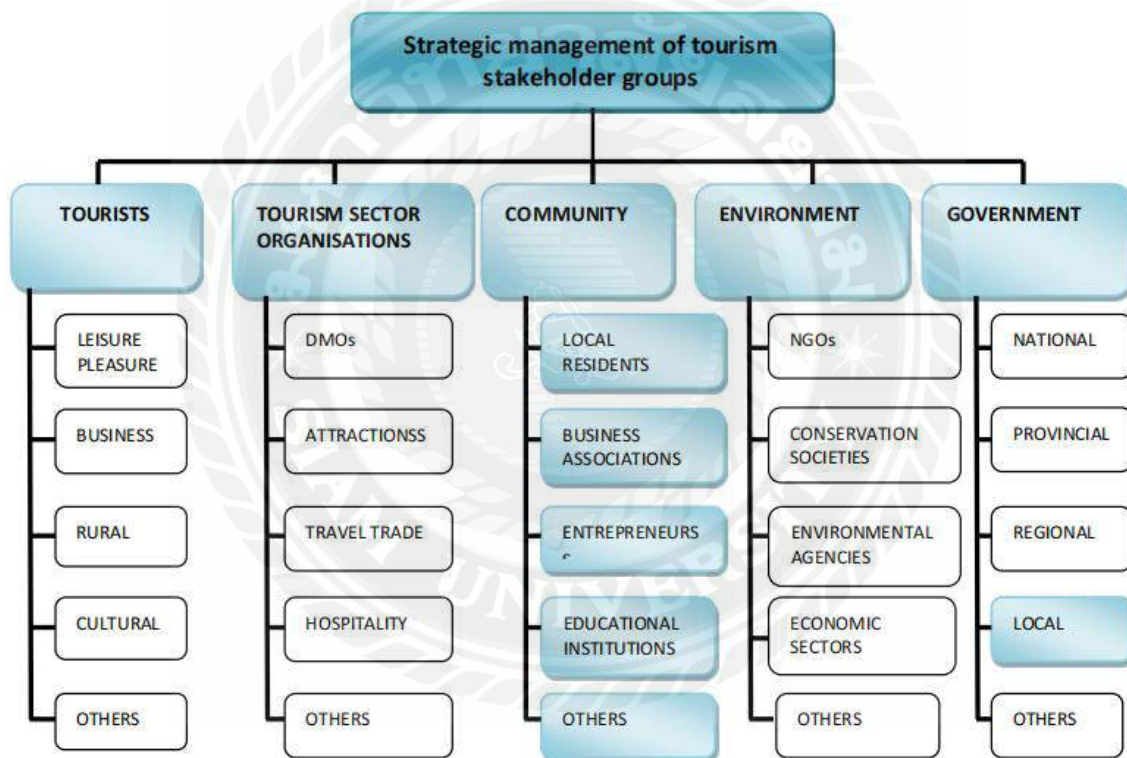
Figure 2-2   Strategic management: tourism stakeholder approach

As an intangible asset of the company, it innovates the management strategy of tourism services and comprehensively analyzes the advantages of the potential market. Moreover, individuals and enterprises are interconnected in this process, and some stakeholders need to protect their rights and interests.Doh and Guay (2006) and Enquist, Johnson and Skalen (2006) point out that internal stakeholders are fundamentally primary stakeholders.

2.3 Definition of tourism e-commerce

Since the 1990s, increasingly mature modern information technology has gradually penetrated into every area of our lives, and e-commerce has developed rapidly in various industries. The tourism economy is growing rapidly, and e-commerce has played an increasingly significant role in it. In recent years, tourism e-commerce has received wide attention at home and abroad and has developed rapidly. The application of e-commerce in the tourism industry is called tourism e-commerce. Travel e-commerce realizes the electrocution of all links of travel activities through modern network information technology, including: using the Internet to publish basic travel information, receiving travel customer feedback, electronic travel promotion, online ordering, travel pre-sales and after-sales service, travel electronics Transactions etc.

Tourism e-commerce is based on the network, and according to the information technology developed today, it is used for the needs of the consumer market. According to the business system of the tourism industry in this study, it is based on the tourism information database and electronic commercial bank and its circulation system(Phillip, Hunter & Blackstock, 2010). Tourism e-commerce provides an internet platform for tourism companies. In this process, tourism needs to actively cooperate, improve brand management awareness, integrate brand-building concepts into the entire brand positioning, determine consumer groups according to consumer demand, and then promote souvenirs and tourist attractions according to the preferences of consumer groups(Freeman, Harrison, Wickes, Parmar & Colle, 2010).

The distinctive culture provides a personalized brand marketing strategy. Strengthen the experience management of consumers. After all, brand building and consumer service are related brands. It is necessary to improve the success of customer experience to have a strong promotion effect on brand communication. Consumers feel in the experience process. The pleasure of travel, thereby strengthening the distance with consumers. This experience enables the brand communication club to increase the sales of the business and shape the brand image of the tourist attraction to a certain extent.

2.4 A marketing framework centered on Stakeholder Management

Stakeholder management presents the necessity for control to actively manage relationships with its specific stakeholders and stakeholder groups (Carmin, Daunall & Mill-

Homes, 2003; Nicodemus, 2004; Aas, Ladkin & Fletcher, 2005; Kruja & Hasaj, 2010; Ramachandra & Mansor, 2014; Waligo et al., 2014). Thus, leadership that embraces the collective interests of organizational stakeholders, moderated by incentives, positively impacts business performance (Garcia-Morales, Jimenez-Barrionuevo & Gutierrez-Gutierrez, 2012).The benefits of using a stakeholder-based approach, as presented by Ditlev-Simonsen and Wenstop (2013), are:

This engagement is the use of collective intelligence to predict consumer buying behavior, including identifying different categories of stakeholders; the influence that brand marketing wants to create is the need to develop and implement strategies to manage these stakeholders (Sheehan & Ritchie, 2005; Chinyio & Olomolaiye, 2010; Ackerman & Eden, 2011; Ramachandra & Mansor, 2014). Organizational stakeholders can be divided into internal stakeholders (e.g., as employees and shareholders) and external (e.g., governments and suppliers) (Aas et al., 2005; Bourne, 2010; Louw & Venter, 2013).

BBKTA should involve in the process of developing its strategy. Reed, Graves, Dandy, Posthumus, Hubacek, Morris, Prell, Quinn, and Stringer (2009) and DitlevSimonsen and Wenstop (2013) argue that the two factors of brand competence and integrity in the tourism industry are primarily for profit. Therefore, when conducting tourism brand marketing, it is necessary to create unique design concepts and implementation processes, enhance intangible assets and brand benefits, establish unique cultural souvenirs and services, and attach importance to the construction of tourism brand market performance.

2.5 The origin of experiential marketing

Experiential marketing came into being under the influence of the experience economy. Dr. Bernd H. Schmitt pointed out in his book "Experiential Marketing" that Experiential Marketing stands for Redefine and design marketing thinking in five aspects: Sense, Feel, Think, Act, and Relate.

4P marketing	Traditional marketing	Third party marketing
Product strategy	The core requirement of the product is to bring more benefits to customers with high-quality efficacy to improve the reputation of the company and provide customers with high-quality after-sales service.	Mainly can let the consumer feel convenient and fast, request to provide the diverse, characteristic purchase way for the consumer.
Price strategy	Cost is the main basis of enterprise pricing.	Physical stores and online stores have samples for trial, prices are generally cheaper online than offline, and send more small gifts.
Promotional strategies	Through advertising, personnel marketing, business promotion and public relations promotion means, but easy to provoke right and wrong, and because it is a large amount of information hard to consumers, consumers experience is not good, can not promote consumption.	Physical stores and online stores have samples for trial, prices are generally cheaper online than offline, and send more small gifts.
Distribution strategy	The main problems are commercial flow and logistics.	Online and offline joint trading.

Figure 2-3　Marketing strategy comparison

In recent years, residents' income has continued to increase the domestic economic level. People's requirements for the quality of life have also increased with the advancement of life. People are increasingly pursuing high-quality life, and tourism can meet this demand. Important way. In the corresponding development stage, tourism has gradually become the government's core development industry, and a series of measures, regulations, and laws have been formulated and issued for its development. In the "Research on the Marketing Strategy of Tourism Brands in M Ancient City," Zhang Meng conducted research on the marketing strategy of M Ancient City and searched for a large amount of information. The Rizhao Municipal Party Committee and Rizhao Municipal Government held a meeting on September 18, 2018, to welcome the era of high-speed rail and accelerate the implementation of tourism wealth. The Municipal Strategy Promotion Conference will fully launch a new round of

"tourism rich city" strategies. The municipal party committee will regard M County as the focus of tourism in the decadent city. M County is the cultural source of Rizhao and the artistic conception of Southeastern Shandong, combining culture and tourism. M County has more tremendous advantages.

As a critical project and leading project in the city, M Ancient City has brought a golden opportunity for the long-term development of the tourism industry in M County. This article analyzes the advantages and disadvantages of the ancient city of M in the development of tourism, and the opportunities faced by marketing operations such as the status quo of brand marketing, marketing environment, etc., by using several research methods such as literature research method, field research method, comparative analysis method, and Qualitative research method. And challenges, the current marketing strategy of M ancient city tourism brand has been rectified and improved.

The central core of tourist attractions is to arouse the emotional resonance of consumers and integrate the brand concept into the concept of consumers. Through brand communication, the tourist attractions and products are displayed in front of consumers. In this process, improve the core competitiveness of the enterprise, and achieve unique innovation points for the services and innovative marketing strategies you provide. There are also obvious differentiation strategies for constructing culture and brand so that the product supply of brand marketing is well-targeted. And integrate local cultural elements into tourism products to improve innovation so that tourists can experience a good tourism experience and maintain the continuity of brand marketing.For example, advantageous tourism brands can gain a place in the fierce tourism market. Through analysis, it is found that M County has rich tourism and cultural resources and needs to build the concept of overall brand marketing. M Ancient City Tourism and the overall tourism brand of M County are: "Don't forget in Ju". Introduce the related concepts of brand marketing and marketing into the process of tourism brand building, integrate relevant tourism resources in the county, carry out package marketing under the conditions of maintaining good market cooperation, and launch boutique tourism routes.

2.6 The difference between traditional marketing and experiential marketing

With the advent of the new century, traditional marketing with features and benefits has gradually been replaced by experiential marketing. The biggest difference between

experiential marketing and traditional marketing is that traditional marketing concepts and strategies are based on consumers' differentiation and benefits of products In terms of understanding, experiential marketing believes that consumption is a subjective willingness of consumers, and is more affected by consumer experience. In the process of experiential marketing, customer participation experience is crucial to the decision-making process. Now many picking gardens This is a way that allows customers to experience farm life while enjoying the beautiful scenery. In this way, product services are closely linked to customers' lifestyles, giving customers a broader social significance for individual behavior and purchase timing.

For example, Wang Xian once mentioned that green marketing is a marketing model based on the coordinated development of the three aspects of the economic interests of producers and operators, the needs of consumers for social services, and the protection of social-ecological benefits. It is crucial for the green and sustainable operation and development of the social market economy. Meaning. His research "Embodiment and Application of Green Marketing in Tourism Marketing" will analyze the application of green marketing in tourism marketing in brand marketing, integrated marketing, and network marketing and discuss green tourism marketing from multiple levels. In his "Tourism Brand Marketing Strategy Based on Rural Culture, " Pan Chunsheng mentioned that rural tourism that ignores cultural characteristics would lose its advantages and vitality. Rural tourism needs to pay attention to cultural aspects to maximize its benefits. Still, at present, most of the rural tourism in China is only a rough tourism plan without careful measurement and connotation, confusing rural tourism marketing. In addition, the lack of precise market positioning by tourism brand operators leads to many similarities with other tourist attractions and services, which makes the tourist attractions lose the characteristics and competitiveness of the tourist facilities themselves, which seriously hinders the further development of rural tourism. Therefore, in the research process of this paper, combined with the current situation of rural tourism development, and from the brand marketing construction to create their cultural brand, improve the innovation of management strategies.

In addition, traditional marketing focuses on the characteristics and benefits of products, and profits are made through product sales. In contrast, experiential marketing focuses on customer experience needs, such as Li Gaozhan's research "Brand Marketing of Agricultural Products in the Development of Rural Tourism", allowing customers to gain valuable experience and profits. Therefore, the village tries to realize the integration of rural tourism and agricultural product brands, build excellent brands, and promote the economic

development of rustic farm products. To this end, this article briefly analyzes the innovative research of brand marketing strategy based on the conversion of new and old kinetic energy. And Shen Ruiyan once studied the "Research on the Integrated Marketing Communication Strategy of Rural Tourism Brands-Taking the Thousand Duo Cauliflower Festival in Xinghua City as an example." However, in developing rural tourism products, all localities neglected the brand effect. The phenomenon of product homogeneity, lack of personalization, product extension, and business model ecological chain and consumer demand are lagging, and competition is fierce.

Secondly, traditional marketing assumes that the target consumers they face are rational and make decisions through a sensible purchasing process. Experiential marketing is different. They believe that the target consumers are both suitable and perceptual. Consumers make purchases through the combined effect of rationality and perceptuality when they consume. In this process, the concept of customer orientation is truly reflected.To a large extent, traditional marketing focuses on the characteristics of products and the benefits to consumers. It is believed that a product is convenient for customers, and the focus is on the product's functionality. For example, food is hygienic and nutritious; home appliances are high quality and durable; retail stores have great products and reasonable prices; various software has good performance, stability, and efficiency. However, in the era of the experience economy, this may not necessarily win consumption the author. Experiential marketing has always been conceived from the perspective of consumer experience. It is not only satisfied with function and quality as in the past but considers how consumers will feel when they see it, hear it, and use it. More pay attention to all the consumer experiences before during. After consumption, so that consumers feel that the products are so fresh, diverse, and can be seen and experienced personally, beyond their pre-conceived, such an experience is Real experiential marketing.

2.7 Literature Review

Tourism and agriculture were initially identified as the potential economic pillars for rural development in South Africa. As asserted by Louw and Venter (2013), sustainability and strategy are considered to be inseparable.As resolved by Dimitrovski, Todorovic, and Valjarevic (2012), sustainable tourism is thus acknowledged as a critical component of rural development.In the entire brand marketing strategy management, it is necessary to clarify the control of the tourism destination and effectively organize all the processes when planning

and implementing the strategy. Identify the brand's problems, solve the limitations of low brand persistence, and provide information about rural tourism. The resource is that consumers make mistakes in judging the brand image of rural tourism, but should provide consumers with comprehensive consulting services from high-quality information resources (Byrd, 2007; Perch-Nielsen, Sesartic & Stucki, 2010; Louw & Venter, 2013; Waligo, Clark & Hawkins, 2013; Konu, 2014).

Therefore, if rural tourism wants to stand out from many competitors, it must establish and promote its brand and convey a complete and consistent tourism brand image through different media tools, strengthening the integrated marketing communication of tourism brands.

3. RESEARCH METHOD

The main research methods used in this paper are Qualitative research method, literature research method, in-depth interview method and questionnaire survey method.Explain the theoretical basis involved, combined with relevant data, show that 2016 is the first year of China's large rural tourism era". Rural tourism has developed a large scale, large investment, and large impact, and it has become a new way of life for people. Provide corresponding industry experience.

3.1 Research design

After experience marketing enters China, it is mainly applied in the domestic appliance industry, IT industry and service industry. These well-known domestic companies have achieved certain results in the process of developing experience marketing.

Tajzadeh et al. (2013) carried out using a questionnaire tool using the Konkenik and Roozer model. The findings of this study show that, in addition to brand image, brand loyalty, perceived quality and destination brand awareness, in the process, consumers look for the most trusted influencers, especially those who can directly influence Ramsar Town as a former leader specific value, which has a high value. In terms of importance, adherence to the brand, the appeal and expertise of the influencer, and the number of followers they have are considered to be the most extensive known factors.

It is well known that price is an essential factor affecting consumers' choice of products or services and purchasing decisions (Ryu & Han, 2010). Price reasonableness in this study refers to customers' perceptions of the appropriateness of the price of a product or service compared to competitors' prices(Cham, Ng, Lim, & Cheng, 2018; Gauzente & Roy, 2012; Jayasingh and Knot, 2012). In addition to brand awareness and loyalty dimensions, their relationship to word of mouth has been shown in previous research confirmed (Han & Hyun, 2015). Reasonable price plays a crucial role for customers to shape their attitudes towards sellers and serves as a cue for evaluating product and service experience (e.g., Han & Kim, 2009; Varki & Colgate, 2001).

Price rationality has been considered to affect consumer behavior (Crozier & Baylis, 2010; Han & Kim, 2009; Ryu & Han, 2010；Han & Kim, 2009) have a significant impact. Han & Hyun, 2015), and repeat business with a fixed firm (Varki & Colgate, 2001). In this

way, when analyzing tourists' perception, it is found that the importance of tourist loyalty to the corporate brand is relatively large. Only with solid tourist loyalty can a certain degree of competitiveness gain a position in the market.

Secondly, the perceived quality of tourists will affect the decision of tourists to choose a destination. The development of tourism requires characteristic local elements to create a tourism atmosphere and to hold special activities that are only available in the local area to improve the perception of tourists, and to pay attention to details, and there will be diversified publicity and media planning to allow tourists to customize willingness to choose a tourist location. Nowadays, short video platforms are relatively popular. Kirke Abadi et al. (2014) investigated tourism and its economic impacts in a study. Therefore, rural tourism combines two aspects of e-commerce and short videos to achieve brand awareness. Consumers can first form brand recognition and, secondly, shape brand recall. Different from the behavior of other tourist attractions, it makes tourists expect the tourist attractions and ensures that the tourists have a deep memory so that they can further realize on-the-spot cognition.

Sunlitner (2011), in his thesis entitled Destination Image and its Impact on Tourism Destination Branding stating that the concepts of destination image and its branding are interrelated, defines the final purpose of each destination as influencing the final decision of tourists. The results indicate that destination image studies are the basis of successful marketing strategy and that image is one of the few points of distinction from other tourist destinations. Of course, cultural differences also affect how images are understood.

Nowadays, experiential marketing has penetrated into various fields, from "free experience" in the home market to the setting of "husband storage", from online shopping Alipay payment to home delivery, there are experiential marketing figures, like Zong Ziyi in "Wisdom The Promotional Role of Tourism in the Marketing of Tourist Attractions-Taking the Smart Summer Palace as an example.It is mentioned that smart tourism is to actively perceive the tourism resources, tourism economy, and tourism activities before, during and after tourism through the Internet and with the help of convenient network terminals. Information in aspects such as food, accommodation, transportation, travel, shopping, and entertainment are optimized for tourist experience.

As the first batch of pilot scenic spots for smart tourism, the Royal Garden Summer Palace has achieved remarkable results after years of continuous informatization construction and exploration. First, it briefly elaborates the concept of smart tourism and smart marketing. The homogeneity of products gives consumers more choices. Traditional marketing that simply emphasizes the efficacy and characteristics of products is no longer adapted to the

development of the times. Experiential marketing is becoming more and more popular in China due to its advantages. Favored by the majority of enterprises.This approach is primarily interpretive, using literature reviews and case studies to obtain data, combined with a centralized analysis based on real-life phenomena(Thomas 2003, p. 2.).

Qualitative methods are mainly used in the theoretical part of the dissertation to study information through literature, books, websites, articles, etc. First, you need to sort out the current customer data and identify the customer group as a target customer in food production. As mentioned in the article, the existing target customer is the relevant large company's marketing manager and market research manager. First, collect and develop customer information to improve the probability of being selected. For example, inviting customers to participate in food exhibitions can provide sales staff with opportunities to meet customers and meet many new customers. Introducing and demonstrating product information to customers and understanding the formation of customers and their personal needs can improve the back selection rate and achieve multiplier effects with half the effort. The participants in the customer's business purchase process mainly include user influencers, purchaser decision-makers, and information flow, controllers. In this process, we must first understand the needs of consumers, thereby generating the needs of commercial buyers. Secondly, when customers have the awareness to buy, the products and services provided by suppliers and manufacturers to customers need to change to improve the cost-effectiveness of products and services. Customers will make purchasing decisions within a certain period when they are satisfied. Cui Yi said I have participated in the late-night purchase process. All participants need to perform their duties to improve the probability of being selected. After all, for users and buyers, the quality and cost-effectiveness of products are the most critical areas that need to be considered. The decision-makers and information flow to the controller mainly reduce the purchase risk, provide consumers with brand recognition services and high-quality products, and thus generate transactions.

For influencers, they are primarily aimed at consumers who have feelings after purchase. There is a particular idea of using the product in this process, and the salesperson can ask more questions and understand the customer's condition. According to the actual situation, introduce products to customers. When customers have purchasing ideas and purchasing behaviors, sales staff understand customer needs in-depth, stimulate purchasing desires, help customers build products that meet their purchases and guide customers' purchasing decisions. When analyzing data from people, a quantitative approach is used for empiricism (Rabianski 2003.)

This study will use both types of data collection to convey the best credible information to the reader. The secondary data will be extracted from books, journals, academic articles, videos, and websites to serve the theoretical part. In the empirical part, interviews and surveys will be carried out to collect primary data.But on the whole, the implementation level of experience marketing is low, and there are still many problems in the implementation process. Mainly manifested in:

(1) the understanding and acceptance of the concept of experiential marketing, different companies are quite different, and the degree of application is very different.

(2) The implementation of experience marketing is not very systematic. Some companies can only design the experience of a certain link of the product or service, and lack systematic planning. The ultimate goal of experience marketing is not simply a certain type of experience, but to create an impeccable and unforgettable overall experience for customers.

(3) The foundation for the implementation of experience marketing is not strong, general marketing has not been done well, and the implementation of experience marketing has insufficient confidence. Product quality is the core of traditional marketing. In most cases, products under experience marketing only exist as carriers of experience. In the advanced stage of experience, experience can even exist independently of the product. But this does not mean that the quality of the product itself can be ignored. Without solid quality backing, the experience cannot be successful.

3.2 Analysis of Marketing Policy of Rural Tourism Brand in a City

In recent years, in order to develop rural tourism, the governments of a certain province have implemented a lot of support policies to adapt measures to local conditions, vigorously support the development of rural tourism, and vigorously support the development of rural tourism financially. rural tourism has developed rapidly. In recent years, many industries are seeking to have great cooperation potential with brand marketing.Attach great importance to it. Rural Intelligent Tourism Brand Marketing is a new thing, which has developed and integrated tourism and network information technology, and is full of vitality. Social media sites provide a platform for the public to communicate, discuss, chat, video confer, and share opinions; they have also attracted millions of users (Bruen, Schoenmuller & Schaeffer, 2012; Kaplan and Heinlein, 2010; Sivinsky and Dabrowski, 2016).

Social media refers to a set of Internet-based applications that build on the technological and ideological foundations of Web 2.0, allowing the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). It can provide customized information,

promote marketing strategies, and shape customer behavior in the service industry (Henig-Turow et al., 2010; Lodera-Lira, Martinez-Ruiz, Jimenez-Zaco, and Ian Zkildo-Usta, 2015). The advantage of social media is to enhance marketing activities in the tourism sector, as tour operators can provide customized information for tours (Zeng & Gretson, 2014). First of all, it is necessary to clarify the relevant views of rural tourism scenic spot strategy, define the definition of development strategy and strategic management, provide direction for rural tourism scenic spots, and clarify rural tourism. The scenic area is analyzed from the aspects of the internal and external environments.

3.3 Qualitative research method

Qualitative research is to analyze the research object in the "qualitative" aspect. Specifically, it uses methods such as induction and deduction, analysis and synthesis, abstraction and generalization to process the various materials obtained, removes the roughness and essence, terminate the false and keep the truth, and complement each other (Cooper & Schindler, 2011).

This study's qualitative and quantitative methods complemented each other, providing richness and detailed findings that would not have been possible from using one way alone. Quantitative analysis requires unifying the data and developing the questions to be studied by the subject. According to the purpose of this research, the relevant content of the literature and the research framework involved are integrated, and clues are obtained, former experience is obtained. This enables and completes in-depth research (Saunders, Lewis & Thornhill, 2007). The application of this method was in line with the descriptions of McCartney, Butler, and Bennet (2008) and San Martin and Del Bosque (2008). A survey was undertaken to obtain the quantitative data needed, and the data extracted were analyzed using the Statistical Package for Social Science (SPSS). The survey was conducted in four villages nearby the BBKTA administration offices in

Moruleng and the villages selected were: Lerome, Lesetlheng, Matangwaneng, and Manamakgotheng. The qualitative sample size for this study comprised six high-level participants (interviewees). This involved representatives from the Bakgatla-ba-Kgafela Traditional Authority (BBKTA), the Moses Kotane Local Municipality (MKLM), the North West Parks Board (NWPB), the Moses Kotane Accommodation Association (MKAA), and also the Mankwe TVET College. The sample size for the quantitative component was 800 residents (referred to at the community) who reside in the area of the Bakgatla-ba-Kgafela

(BBK) community as stakeholders.All effort was made to obtain more completed questionnaires to reduce the margin of error to 3.5%; thus, 800 questionnaires were distributed, and 480 were returned. However, after the data editing and cleaning process was complete, 359 qualified to be used and were captured onto an excel spreadsheet.

Therefore, this method can understand the essence of things and reveal internal laws, including resources such as HowNet and Duxiu, to organize and analyze related journals and papers. And combined with news reports related to Uniqlo marketing, collect and summarize, indirectly put 4p marketing analysis methods into practice.

3.3 Literature research method

The literature research method is to obtain information through investigating literature according to a specific research purpose or topic to fully and correctly understand and master the research problem. The literature research method quilt is widely used in the research of various disciplines.

Based on the reading and analysis of literature related to this research topic in various databases at home and abroad, destination image is defined as the concept of attitude, "the number of tourists' beliefs, thoughts and impressions of a destination" (Crompton, 1979, p.18). Destination descriptions are related to tourists' subjective interpretations of their feelings and beliefs about a particular destination (Baloglu & McCleary, 1999; Bigne, Sanchez, & Sanchez, 2001). According to past research, the destination image is formed by a complex process in which tourists' developmental blocks are based on perceptions, thoughts, beliefs, impressions, identities, or emotions. Destination image is an essential concept in tourism research for two main reasons.

First, destination image may be one of the essential factors for tourists (Byon & Zhang, 2010; Chen & Tsai, 2007). Second, place image has been found to affect tourist satisfaction based on place experience (Chon, 1990; Lopes, 2011; Mayo, 1975). A return destination is an individual's desire to visit a previous destination a second time within a given period (Cole & Scott, 2004). It needs to be emphasized that more economic benefits are to be gained by continuing to attract existing tourists back to the same destination rather than looking for new tourists (Cham, Lim, and Aik). , 2015; Donica and Glenn, 2013; Qu, Kim, and Lin, 2011; Stylos, Vassiliadis, Bellou, and Andronikidis, 2016). The overall condition of the goal is said to influence tourists' willingness to visit again (Chew & Jahari, 2014; Hallmann, Zehrer, & Müller, 2015; Li, Wen, & Ying, 2018). A survey of 255 Malaysian tourists by Chew and

Jahari (2014) found that the image of Japan is positively correlated with the willingness to visit the country. In addition, Hallmann et al. among 795 tourists. According to a survey (2015), the image of winter sports goals in Oberstdorf (Germany) and Saalbach Hinterglemm (Austria) has a strong influence on the return of goals.

Customer value comes from the difference between the perceived benefit of a product or service, and the sacrifice felt in obtaining it (Kotler, 2006). Woodall (2003) explained that the value creation process is divided into three stages:

Customers need to have some value before they buy.

Customers experience value through transactions.

The client assesses the value of the transaction based on the exchange or acquisition process taking place.

Show that the value received in the post-purchase phase exceeds expectations, and customers will recognize the value of the transaction. Medical tourism emphasizes the importance of value perceived by the client to understand whether the trip taken by a medical tourist is worth the sacrifices made for that trip (Mechinda). , Serirat, Anuwichant and Gulid, 2010).

Several studies have shown that behavioral attitudes directly affect behavioral intentions and can also be an intermediate variable (Han, 2010). For example, Foulds (1962) argues that people consciously change to maintain group norms. The tourism industry is highly competitive, and corporate brand awareness is closely related to all aspects of service. It has a significant impact on behavioral attitudes, and some studies have confirmed that there is a significant pathway relationship between subjective norms and behavioral attitudes (Man, 1998; Laukoff, 2013). External, internal control creates an excellent corporate brand image and comprehensively builds and integrates corporate brand management mechanisms. Perceived behavioral control significantly affects the latter (Al-Rafee, 2006) and is an effective predictor (Qiu, 2017). The brand management of typical tourism products combines the company's characteristic products with brand building and, through the active cooperation of various departments, raises the awareness of the top management on the brand management of the grassroots. Individuals with higher behavioral control in wellness tourism tend to be more optimistic about such tourism(Heidari and Saadlunia, 1395-94-109).

Given that brand equity comes from customer perceptions.The national macro policy stimulates consumers to carry out tourism consumption-based brand marketing and solve the severe phenomenon of homogenization of tourism products. In the brand marketing process, the first thing to do is to clarify the publicity plan for the tourism industry. The purpose is to

ensure the loyalty of the target tourists to the brand. In this way, they can attract the target tourists when choosing a tourist attraction. Only by deepening the impression of tourists and forming a virtuous circle can they attract tourists to visit again, thereby promoting the circular development of the tourism economy. After all, consumers' emotions about products mainly belong to the level of emotional sustenance. Consumers will maintain the products because of the high quality and even be proud to own them.

Therefore, in promoting brand marketing, we must pay attention to the price and quality of products. The guarantee can make consumers identify with the product and have a fixed purchasing behavior and preference for the consumption of the product.Given that brand equity comes from customer perceptions, administrators must be able to measure and evaluate this equity at the customer level. The brand equity of a tourist destination will provide customers with some image created by the name and logo of the tourist destination, helping the business determine the sum of the brand equity, which changes the value of the marketing effectiveness of the services and experiences offered by the tourist destination. In many cases, brand equity is far greater than the value of brand personality and physical assets (Imani Khosh Kho and Ayoubi Yazdi, 2010, 16).

Awareness of the destination brand of tourism

In today's challenging business environment, the competitive advantage lies in delivering remarkably high-quality services to satisfy customers (Shamwell, Yavas & Bilgin, 1998). In the travel industry, competitiveness among organizations depends on consumer satisfaction. Consumer satisfaction is created through responsiveness to patient views and needs and continuous improvement of services. Identifying factors related to consumer satisfaction is essential in understanding what consumers value, how consumers perceive travel quality, and understanding where, when, and how service changes and improvements can be made. Service quality can improve customer satisfaction, stimulate willingness to return, and encourage referrals (Nadiri & Hussain, 2005).In this study, the meaning of brand awareness is ability to recognize and remind potential tourists about tourism brand of Damghan as a tourist destination.

Brand image of tourism destination

Brand image is defined by the perceptions of the brand as reflected by the brand associations in the consumer's mind. The brand image does not necessarily have to be objective or reflect reality. In the Journal of Tourism and Hospitality Research, Volume 34,

Consumers can base their perceptions on inherently intangible experiences and have some unspecified, non-standardized experiences. In short, the brand image of service can usually be a kind of good buying behavior and psychological phenomenon for customers (Woodward, 2000, 120).The development of tourism in developing countries also depends on promotion and marketing strategies developed by governments, primarily through multilateral trade between governments.

In addition to this, Baby Boomers and the Internet-heavy younger generation have established a travel lifestyle. Therefore, these target groups prefer to travel and tour before or after treatment in the destination. Cooperation with tourism and tourism is expected to attract more tourists and may help tourism and tourism develop into a hole. The efforts of governments as facilitators to outline the planning and execution of cooperation with the tourism industry are critical to the development of tourism. Therefore, this study will examine government regulations from the perspective of tourist satisfaction to gain a competitive advantage in the tourism industry in the region.

Perceived quality

Cutler considers the relationship between product quality and service and customer satisfaction, and the company's profitability. Perceived quality is not the actual quality of the product but the customer's mental evaluation of the product (Zeithaml, 1988, 6). Like the brand image, perceived quality also provides value to customers to have a reason to buy by distinguishing the sounds interesting because the overall assessment of tourists from one destination includes products, services, and experiences.

3.4 In-depth interview method

Before setting up the questionnaire, the author will conduct open interviews with the designed interview outline through WeChat, face-to-face interviews, etc., while guiding the interviewees to provide corresponding details and feelings. The duration of each interview is 45-60 minutes, and the interviewee is instructed to tell the truth in a relaxed environment. After each interview, the author categorized the critical points of the recorded interview content into files through word. It also guides the questionnaire design of user-generated content behavior.

The development of the tourism economy in Damghan has been investigated. This research is based on the type of research, applied and descriptive-analytical method. This

study aims to examine the impact of the global brand of pistachio on tourism development in Damghan. Data collection was done through documents and surveys (questionnaire distribution). The sample using the Cochran formula was 384 people , and the sampling method was simple random sampling distributed among urban areas of Damghan based on population size over 15 years. LESREL and SPSS software's are used for this purpose.

No	Independent variables	Number of questions	Reliability coefficient of variables
1	awareness	3	0.763
2	Image	12	0.654
3	Perceived quality	10	0.732
4	loyalty	4	0.743

Source: Research Findings, 2019

3.5 Questionnaire survey method

After in-depth interviews with first-hand information and references to domestic and foreign documents, hypotheses are proposed, and the model is initially conceived. Secondly, based on the constructed model, refer to the maturity scales used by related researchers at home and abroad and design the research questionnaire according to the basic principles of questionnaire design.After the final version is determined, we will continue to sample proportionally to distribute and collect questionnaires on a large scale. After excluding invalid questionnaires, analysis was conducted through cases and a large amount of data to verify the hypothesis, comprehensively verify the research model of this article, and draw relevant conclusions.

Simply put, brand marketing is to deeply reflect the specific image of the company's products into the minds of consumers in some way. The primary purpose of this paper is to make use of qualitative analysis, combined with the collected literature and data, to make it clear that at a high level, brand marketing is to show consumers or customers the image, popularity, and good reputation of the company to form a company. The brand image of a product or service in the minds of customers and consumers, the brand needs to plan and guide the long-term development of its brand, define the core value of the brand to formulate development strategies, and always meet the specific needs of consumers. It means to create brand value in the eyes of users and inject vitality into the market's sustainable development.

In addition, it must also have specific unique brand characteristics and have established cooperative relations with the local area to achieve mutual promotion and increase the company's sales.

4.DATA ANALYSIS

This chapter mainly analyzes the current situation of rural tourism marketing, because rural tourism plays a role in increasing farmers' income, improving rural living environment, improving farmers' quality of life, and updating farmers' thinking and concepts. It is also a solution to the three rural issues and narrowing the income gap under the new situation. , Promote an important way of urban and rural development. Taking the 4Ps theory as the analysis framework, in-depth analysis of China's rural tourism marketing strategy. This questionnaire survey selected Shuanglang Town, Yunnan Province, China as the research object.

4.1 Tourism Overview

As Haven-Tang and Jones (2012) report, tourism is currently a relatively popular economic development strategy for individual countries and is a direct source of responsiveness and declines in other economic sectors. With the improvement of people's quality of life, the demand for daily life has also increased. People have a particular financial foundation, especially when there are many vacations every year, so tourists will use vacation time to travel or even go abroad to further places. The realization of self-driving travel is a process. The local area needs to consolidate the tourism image and develop more tourism projects to attract tourists.The strategic development and management of tourism as a developmental sector can assist the BBKTA to capitalise on the benefits obtainable through tourism seeing that tourism is an acknowledged contributor towards the entire socio-economic spectrum of a geographical area.

Tourism as an economic sector does not only directly and indirectly make a substantial contribution towards almost all other economic sectors, as avowed by Garcia-Buades and Diedrich (2008), but is also regarded as being pivotal in influencing the development and prosperity of destinations in their entirety. Tourism is based on the pillars of public utilities and infrastructure seeing that tourism would otherwise not have been possible and this includes electricity, water, retailing, attractions, accommodation and many more, as listed by Harrill (2004),.

4.2 Analysis process

4.2.1 Questionnaire analysis

In order to reduce the participants' online participation time, the author uses the questionnaire star to make the web page version questionnaire, the netizen selects the questionnaire item through the link, finally submits, thus enhances the participant enthusiasm. Participants come from two sources: through QQ contact with Weibo, QQ and WeChat group members in a city of , after talking, agreed to issue links. Finally ,91 valid questionnaires were collected 288 questionnaires were received, of which 261 were valid questionnaires, and the recovery efficiency was 90.6.

After the questionnaire was recovered, the five basic information of the participants was described.

Table 4-1 Gender Statistics

Classification	Frequency	Percentage
Male	157	60.2
Female	104	39.8
Total	261	100.0

The gender ratio is more than 53 men and the percentage difference between men and women is 20.3 percent.I think about travel e-commerce, men are more interested than women, and there are a lot of work if boys do a comparison with girls can save a lot of costs.

Table 4-2 Age distribution

Classification	Frequency	Percentage
24 years and under	60	23.0
25-34	176	67.4
Over 35	25	9.6
Total	261	100.0

In terms of age structure, the age of the main working population is 25-34 years old, accounting for 67.4%, and the population in this age group is generally in the period of establishment. It is not suitable for correlation analysis over 35 years old.

Table 4-3 Occupational distribution

Classification	Frequency	Percentage
Fresh graduates	92	35.24
Individual businesses	69	26.44
Freelance workers	47	18.01
Other	61	23.37
Total	261	100.0

In the distribution of occupations, the percentage of newly graduated students and self-employed households accounts for more than half, so in the whole social division of labor structure, self-employed or graduated students are the largest proportion of the

population. You can see the employment in tourism e-commerce huge use or working population base.

Table 4-4 Monthly Income for Population

Classification	Frequency	Percentage
$1000-3000	32	12.3
$2000-5000	82	31.4
$5000-$8000	77	29.5
$8000-12,000	41	15.7
More than $12,000	29	11.1
Total	261	100.0

The number of groups with monthly income of 8000-2000 and more than 20000 is small, combining two categories.

Project	Content	Percentage
Understanding Rural Tourism in a City of	Very familiar	21.31%
	General knowledge	4.42%
	Less known	31.21%
	I don't know	4.06%
Your average number of country trips per year?	Within 3	23.42%
	4 to 8	23.43%
	8 or more	45.21%
	No	7.94%
If you travel to a city in , what is the most likely time of time?	Weekend	56.21%
	Spring Festival	11.32%
	New Year's Day	14.32%
	Qingming Festival	13.21%
	May I	4.94%
	Dragon Boat Festival	22.21%
	Mid-Autumn Festival	2.31%
Where do you generally know about a rural and urban village in tourism information?	Cheap price	55.65%
	Television broadcasting	67.87%
	Network	23.76%
	Newspapers and magazines	45.54%
	Family and friends	77.54%
Go to a city in , your way of travel	Self-driving	55.35%
	Public transport	22.31%
	Tour groups	67.54%
	Other	18.65%

What do you think rural tourism needs to be improved?	More modern technology should be added	45.21%
	The content of tourism should be more abundant	11.23%
	Tourism management needs to be improved	33.21%
	Should be closer to folk customs	10.35%
If you travel to a rural and urban village in , will you choose to stay there if time permits?	No	33.21%
	Consider peer thoughts	22.31%
	Subject to accommodation	45.32%
	Very happy	22.41%
You are not optimistic about a urban and rural village tourism reasons?	Lack of understanding of the current situation of rural tourism	15.23%
	Considering that rural tourism is not funded or experienced	13.11%
	Think rural tourism market is small, profit space is limited	66.54%
	Rural tourism does not have sufficient policy support	42.24%
	No technical talent, not in line with the trend of the times to develop	358%.1

According to the above arrangement, we know that the respondents' knowledge of a city is not exceptionally high. The highest proportion is that they do not know much, do not know plus general knowledge 8.4% know very well about an urban and rural tourism 21.31%. The average annual number of rural tourists, most of them are more than eight times. This is also because many festivals in our country, such as weekends, Spring Festival, New Year's Day, Qingming Festival, May 1st, Dragon Boat Festival, Mid-Autumn Festival, etc., can travel, so the proportion is 45.21%.

Respondents learned about urban and rural tourism through introductions from relatives and friends and television broadcasts. If some guests want to go to a small town, most options are to follow a tour group or drive by themselves. The self-driving ratios are 55.35 and 67.54, respectively.13.11% believe that rural tourism has no capital income to develop the local economy. 66.5% believe that the current tourism market in specific cities is small and the profit margin is limited, and 42.24% believe that 35.18% believe that there are not enough policies to support rural tourism development. 35.18% of the population believe that a city lacks technical talents, and the use of e-commerce is currently increasing globally. Nevertheless, the development of tourism is still reflected in the Internet platform.

4.2.2 Conduct in-depth and limitations based on literature analysis

Tourism has become a large-scale human social activity and an essential part of human life in today's world. The tourism industry in every region and country is witnessing high competitive growth (Blanke & Chiesa, 2013). Due to this global competition, tourism destinations seek a global branding strategy to create strong brands (Kotler & Gertner, 2002) and overtake competitors and generate differentiation for themselves (Buhalis, 2000). Any product or service requires a purposeful effort in branding to attract customers and survive in the competitive market. More significantly, branding requires a vision (Miličević et al., 2017) and a mission (Ritchie & Ritchie, 1998) regarding the destination and its future success. In essential marketing, the term Brand is widely referred to any product or service. A tourism destination can also be considered a kind of product or brand with tangible and intangible attributes (Pike, 2005; Pike et al., 2010). Despite the novelty of the destination branding concept, many tourism destinations worldwide are trying to acquire the necessary strategies for branding their places, similar to manufacturing units, to obtain a unique identity among their competitors (Hosany et al., 2006; Hankinson, 2005).

However, after conducting research and in-depth interviews through this questionnaire, it is found that the current tourism industry in Yunnan still has some limitations. Only a clear understanding of the current self-deficiencies of tourism brand marketing and discussion of tourism brand marketing strategies to promote tourism brand health Orderly development.

Its limitations:

(1) Insufficient ability to build brand image

As a service industry, tourism has different characteristics from other sectors. On the one hand, tourism services are intangible, and tourists often find it difficult to feel their quality and the true connotation of quality before purchasing; on the other hand, tourists before consuming tourism products (Campelo et al., 2014; Morgan & Pritchard, 2004; Blain et al ., 2005). Neither can it be seen, touched, nor can it be tried or tasted like a tangible product. According to Hu (2009), the marketing mix strategy is fundamental in maintaining the appearance of products. The results obtained by Garay (2019) indicate that destination management organizations should be oriented toward creating systems that project the image of tourism destinations based on the promotion of certain products, even if it means paying less attention to already popular products. The image publicity and display effect of the tourism brand is a simple basis for judging the pros and cons of tourism brands. The fundamental difference between product and brand marketing lies in whether it is price

competition or image competition. However, my country's tourism brand image capability is insufficient, which hinders the development of tourism brands. Most of my country's tourism brands lack image awareness.

Brand image reflects the overall style and characteristics of the brand in the minds of the public. However, the public's perception of the type and features of tourism brands is not clear. Many tourism companies do not clearly distinguish themselves and other tourism companies. At the same time, recognise that there are still many tourism companies blindly tracking and imitating. Some tourism companies with brand image awareness have not made sense of integrity and strong momentum when establishing their brand image. The core of brand marketing is to correctly position and install the brand image and accurately convey this image to the target audience. Product development is the prerequisite for conceptual marketing. The development of "conceptual products" must be unique and innovative, which can meet the requirements of tourists and have the characteristics of tourism in Yunnan Province, and indeed arouse tourists' interest and attention in tourism.

At present, tourist attractions are mostly static and non-participatory landscape content, which is relatively monotonous. However, the characteristic tourism of Yunnan Province has not yet formed, and there is a lack of attractive tourist products. The tourist products are of low grade and have incomplete functions, which can not give customers vivid images. Under the conditions of a highly competitive modern market economy, the focus of competition in the tourism industry is on the differentiation of tourism products and the competition of imagery. As far as the development of tourism products in Yunnan Province is concerned, the depth of product development is insufficient, lack freshness and individuality, and cannot attract new tourists. This is also one of the obstacles restricting the development of the tourism economy in Yunnan Province. The adequate resources and available channels cannot be converted into the driving force of brand strength and form an obstacle to the development of tourism brands. Therefore, learning and learning from the development experience of brand companies in other industries will save the time cost and market operation cost of my country's tourism companies.

(2) Lack of brand development strategy

Simply put, the brand development strategy is to formulate a time plan and actionable plan for the development of the brand, which is the basis for the brand's marketing development process. Preparing brand development goals requires careful market research, rigorous market analysis, prudent market development judgments, and bold plan

implementation.Hence, they lack a comprehensive brand development strategy. In this regard, the author believes that the meaning of the existence of tourism companies is to make a profit and to make a profit, they need to be a source of tourists. That is the sales of tourism products.

(3) Weak research and development of branded products

Products are the foundation for establishing and developing a tourism company's brand, the carrier of the brand concept, and the entity that tourists consume. Therefore, the research and development of brand products are fundamental. First of all, the phenomenon of product homogeneity is serious. For example, since the appearance of the miniature landscape of Shenzhen Overseas Chinese Town, there have been miniature landscapes all over the country. These products are not only seriously homogenous in product entities but also have too many similarities in names. There is no difference at all, let alone build up tourists' loyalty to it. Secondly, product innovation is insufficient. The development of tourist attractions and the route design of travel agencies have shown nothing new. The similarity in the development of tourist attractions has dramatically reduced the novelty of tourists. There is no difference in the tourist routes operated by travel agencies in the same area, and the difference is only reflected in the difference in the quotation. Therefore, my country's tourism brands and products have not formed a benign interactive relationship. The brand's commitment to the interests of tourists cannot be realized through specific products. Brands have a limited influence on consumers' purchasing decisions.

As an emerging industry in the national economy, China's tourism industry has clearly defined the basic guidelines for development and construction at the early stage of its development. This open-investment policy has promoted the vitality of China's tourism investment market and the improvement of tourism reception capabilities, creating conditions for the prosperity and development of the tourism industry. China's market is in a transitional stage, and there is still a big gap compared with mature Western markets. China's tourism industry is also undergoing the baptism of economic transition.

Therefore, tourism marketing will inevitably experience a transition from the initial stage of the market to the market—the conversion process of the advanced stage. Although the marketing awareness of the entire tourism industry is generally not strong, the marketing capabilities are not high, and even some places do not have tourism marketing awareness. In some areas, system problems, funding problems, and interest problems are more incredible than marketing problems due to government behaviour factors. Still, it must be seen that

with China's entry into the WTO, advanced international concepts and successful operating experience have entered China. These advanced concepts and successful experiences will be effectively "connected" with Chinese characteristics by people of insight and rationally applied to our country. The market practice effectively promotes the rapid development of China's economy.

This study aligns with Kavaratzis and Hatch (2013) in that image and place branding should be analyzed to promote tourism. Other studies have supported a positive relationship between place branding and destination image. McCreary et al. (2020) claim that a component of site branding is the visual image of the business. Gertner (2019) refers to the influence of place branding on destination image through cultural appropriation but criticizes that indigenous rituals and traditions are exploited to draw in tourists.

4.3 Summary of this chapter

A total of 261 people participated in this survey. The literature review in this article shows that further research should analyze the local images and brands of other tourist destinations to lay a solid foundation for designing promotion strategies. Therefore, they should distinguish the types of tourist destinations (beach, mountain, city, etc.) and build components that make them unique to manage their image better. And clarify the existing problems for analysis and solve these problems as much as possible to promote local tourism development better. Cities in our age that plan to get high benefits from tourism have begun to pay more attention to the issue of branding. Thus, destination marketers treat with more excellent care while marketing a country, a region or a territory where they exist. In addition to customer satisfaction, they try to build a brand and a brand value to be permanent. Remarkably, the idea of marketing a country as a single destination and as a single product has been abandoned. Regional and urban touristic promotion and marketing are becoming widespread by bringing touristic product identities of various countries and certain territories of regions into the forefront. Thus, becoming a brand, building a brand value and developing an identity means being one step ahead in the competition for each touristic product. As a touristic product, becoming a brand and creating a brand value to make consumers accept a destination's identity and appearance is significant for destinations to acquire competitiveness. For this reason, the brand value of a goal is the most crucial point for the marketing success of a destination.

The world market has fallen under the significant influence of globalization in our age.

Accordingly, destination branding is becoming necessary due to technological developments of the 21st century and the increase in the mobility of human resources. More tourists visit a country, a region, a city and an enterprise that has managed to be a brand.

5.CONCLUSION

This chapter is mainly about conclusions and measures, and puts forward the research conclusions of the paper and recommendations for rural tourism marketing.

5.1 Conclusion

Tourism has been one of the fastest-growing industries in recent years. Every country has a vast potential to develop this smokeless sector by utilizing national values. Tourism has also contributed significantly to the world's GDP at US$8.9 trillion as well as reduced the unemployment ratio by providing 330 million jobs in 2019. In developing courtyard tourism, it is necessary to look at the essence through the phenomenon and grasp the essential links from the intricate tourism elements. In developing courtyard tourism, we should follow the principle of scientific planning, pay attention to ecological, environmental, and economic benefits, and adhere to science. The development concept serves as a guide to enable tourism resources to obtain sustainable development and take a path of harmony between man and nature.

The first is to provide suitable tourist routes from the perspective of tourism development planning to help tourists better experience the trip and strengthen the construction of scenic spots. The second is from the standpoint of ecological protection. After all, rural tourism development mainly belongs to the natural ecology. Large areas of vegetation need to be greened and protected and follow the laws of environmental development to launch high-quality projects and unique products in the tourism industry chain.

As the achievements of information technology and network technology of the e-commerce platform, it can use the computer to set up online video and online chat to communicate with consumers. It can give more accurate answers to consumers' needs. In addition, the establishment of online stores and virtual reality can enable consumers to have a variety of experience methods and directly use online purchases for their favorite products to realize the perception of online experience instantly. The Internet is a good place for a cheap and fast experience, bringing consumers more convenience and a unique feeling. Through websites or e-commerce, "business show" technology attracts customers, releases new products, establishes brands, makes news, and establishes deep customer relationships.

In general, experience is a service, a higher-level service. Experience is a marketing offering that mainly meets the emotional needs of customers. It is a special service method that allows consumers to experience, generate feelings, leave an impression, and excite them during the

consumption process. The implementation of the experience marketing strategy is affected by many aspects. The company must first define the target market and position it accurately. The impact of the experience is mainly caused by sensory factors or other factors. Pay attention to the coordinated operation of all aspects. The experience strategy provided by the enterprise can be one of the prominent modes, or a combination of several modes. The greater the compatibility of the combination, the better the effect.

5.2 Suggestions

(1) Enhance the awareness of e-commerce applications in rural tourism

Rural tourism enterprises must be aware of the development trend of tourism, and e-commerce has a lot of room for development in rural tourism. Through e-commerce, online transactions can be completed anytime and anywhere, realizing all-weather, cross-regional business activities. Therefore, the managers of rural enterprises should raise their awareness of the development of rural tourism e-commerce, dare to break traditional ideas, and make full use of the advantages of e-commerce to promote the development of rural tourism. In the development of rural tourism, e-commerce and rural tourism are combined to encourage the growth of rural tourism through e-commerce. Facts have proved that many rural tourism companies have prospered by creating e-commerce websites. There are also many rural tourism companies whose business is bleak due to the lack of corporate publicity and online marketing tools for e-commerce websites.

(2)Vigorously train rural tourism e-commerce talents

Relevant government departments can introduce high-quality and high-quality talent teams by formulating favorable policies to strengthen the development and research management of the tourism industry. At the same time, the training mechanism of rural tourism should be carried out by high-quality local people familiar with the local geographical conditions and humanistic environment. If outsiders do not have firm ideas, they would quickly not settle down in this place in the countryside. The countryside is the root of the locals and the attachment of life. Only by digging in the local tourist talents can tourist talents be retained, because the locals are used to the local way of life, so long as they can make money, they can keep their roots here. Regarding cultivating talents, we can conduct publicity, education, and education in various ways, invite professionals to give lectures, lectures, and lectures, and improve through short-term travel and training courses.

Facing the rapid development of Yunnan's tourism industry, we must take a long-term perspective, step by step, and consciously accelerate the promotion of talent training, increase the funding of colleges and universities in tourism talent education, and train a batch of high-quality

and advanced management concepts. Talents to ensure our tourism talent team, improve the overall professionalism of tourism practitioners, and strengthen relevant training on tourism norms, customs, and local culture and environmental protection knowledge for those engaged in rural tourism. Gradually, rural tourism has entered a professional track.

To promote courtyard tourism's healthy, healthy, and sustainable development and create a civilized, orderly, and harmonious tourism environment. In terms of the specific implementation, it is necessary for tourism departments at all levels to work together to formulate a related package of tourism talent training programs and unite in terms of pace to promote and implement. At the same time, it can also carry out relevant cooperation plans with some well-trained schools and training institutions for tourism education and send a group of outstanding talents to foreign countries for further studies with the conditions and scenarios. Strengthen the "bringing in" strategy and invite high-quality and professional celebrities to the department for training. It is also possible to set up its training institutions through social contracting to form a complete set of training and mechanisms to comprehensively improve employees' comprehensive quality.

In addition, in terms of human resources management, it is necessary to know how to make good use of people and improve the employment mechanism in the employment mechanism. At the same time, culture is the soul of an enterprise. Create a harmonious corporate culture within the enterprise and cultivate employees' sense of belonging and identity. Improve the existing reward mechanism and bonus distribution system, improve employee assessment standards, and take customer satisfaction as the primary standard for work quality. Secondly, we must create a high-quality tourism marketing management team to standardize employees and behaviors, motivate employees, and make progress.

(3)Build an e-commerce platform for rural tourism companies

Rural tourism is a compound industry with six food, housing, transportation, travel, shopping, and entertainment elements. Each element is related to different tourism suppliers. To this end, the government should strengthen the macro guidance for the development of e-commerce and use the e-commerce platform of the Internet to realize the formulation of medium and long-term plans for the development of informatization and a series of tourism e-commerce supervision systems. On this basis, build a unified, authoritative, and standardized e-commerce platform, which can realize tourism information exchange and tourism. Realize tourism information exchange and tourism. Functions such as corporate management, travel information services, and electronic travel transactions can also integrate marketing methods, reduce marketing capital, and obtain new strategies for selling products or services. The platform rationally plans various regions' tourism

resources and uses e-commerce platforms to introduce and promote local characteristics. Through cooperation with major online tourism e-commerce platforms, news media, tourism websites, and tourism forums, consumers have a more comprehensive and profound understanding of the characteristics of the scenic spots. And attract more consumers to travel. At the same time, to reduce the operational risks of rural tourism as much as possible, my country's rural tourism e-commerce enterprises should establish industrial alliances. In this situation, the resource advantages of different enterprises can be used to achieve complementary advantages, expand development space, and improve industries and industries. The loss is minimized, and the benefit is maximized.

(4)Persist in the concept of ecology tourism, and achieve sustainable development

In the development process of rural tourism, a "green development mechanism" should be advocated. Realize the sustainable development of township and village tourism. Promote green development and implement green management. The construction of service facilities such as rural tourism, tourist attractions, rural residents, ecological tourism, pavilions, entertainment venues, transportation facilities, etc., requires environmental impact assessment. The focus is on prevention, control, development, and protection, and adopting various environmental Safeguards. It should be repeatedly demonstrated that the construction of human and industrial facilities in rural areas, tourist areas, may damage the township, village landscape, and environment. Formulate agricultural, village green, hotel standards, ecological catering standards, low-carbon transportation standards, and implement green, color tourism, product quality, quantity standards, green tourism, tourism services, standards, and green tourism management. This means realizing the standardization of green development, green operation, and green management.

The social environment, ecological environment, and reception facilities capacity of rural tourists. This method is used to control the flow of tourists under the conditions of fragile environment and resources, routes, nuclear tourist routes, and sections of time and quantitative travel. Carry out green and color publicity, and inject green and color technology. Carry out township, village tourism, environmental protection, advertising, educational activities, and activities to improve the ecological awareness of tourism enterprises, businesses, rural residents, and tourists; promote cultural, Ming tourism, and environmental tourism. , Green tourism. Tourism; Strengthen ecological protection. In this process, we should develop environmental protection habits such as not littering and protecting animals and plants, Respecting rural customs and the purpose of rural tourism Local characteristics.

In developing rural tourism resources and environmental protection, we must also make full use of modern scientific and technological achievements, promote advanced environmental

protection technologies, and promote pastoral tourism resources and environmental protection. Increase investment in agriculture, rural tourism, and ecological protection technology, and explore establishing a rural tourism cycle and environmental economics. Promote tourism energy conservation and emission reduction plans, focusing on developing water-saving and energy-saving technologies, environmental energy, and clean energy. Other tourism. Enterprise technology. Promote the use of low-carbon transportation; support and encourage the use of environmentally friendly, energy-saving, and environmentally friendly materials in the construction of various leisure and entertainment facilities and tourism infrastructure.

REFERENCES

Aas, C., Ladkin, A. & Fletcher, J. (2005). Stakeholder collaboration and heritage management. *Annals of Tourism Research,* 32(1):28-48.

Aaker, D. (1991). Managing Brand Equity: Capitalizing on the Value of the Brand Name. New York: The Free Press

Arita, S., Edmonds, C., Croix, S. L., & Mak, J. (2011). Impact of approved destination status on Chinese travel abroad: an econometric analysis. *Tourism Economics*, *17*(5), 983-996.

Ackerman, F. & Eden, C. (2011). Strategic management of stakeholders: Theory and practice. *Long Range Planning*, 44:179-196.

Alant, K. & Bruwer, J. (2004). Wine tourism behaviour in the context of a motivational framework for wine regions and cellar doors. *Journal of Wine Research*, 15(1):27-37.

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411–423. http://doi.org/10.1037//0033-2909.103.3.411

Anholt, Simon. & Hildreth, Eremy. (2004) Brand America: The Mother of all Brands, London: Cyan Books.

Anholt, Simon. (2007) Competetive Identity: the New Brand Management for Nations, Cities and Regions, USA: Palgrave Macmillan, Journal of Brand Management, No.14, pp.474-475.

Baloglu, Seyhmus. & Mangaloglu, Mehmet. (2001) Tourism Destinations Images of Turkey, Egypt, Greece, and Italy as Perceived by US-based Tour Operators and Travel Agents, Tourism Management, Vol.22, No.1, pp.1–9.

Bordea, Andreea. (2014) Destination Brand Equity for European City Destinations from Customer Perspective, Master Thesis Project, pp. 2-101.

Benur, A.M. & Bramwell, B. (2015). Tourism product development and product diversification in destinations. *Tourism Management*, 50:213-224.

Bourne, L. (2010). Stakeholder relationship management and the stakeholder circle. *Lombert Academic Publishing*, Saarbrucken.

Bruwer, J. (2003). South African wine routes: some perspectives on the wine tourism industry's structural dimensions and wine tourism product. *Tourism Management*, 24(4):423-435.

Byrd, E.T. (2007). Stakeholders in sustainable tourism development and their roles: Applying stakeholder theory to sustainable tourism development. *Tourism Review,* 62(2):6-13.

Carmin, J., Daunall, N. & Mil-Homens, J. (2003). Stakeholder involvement in the US voluntary environmental programs: does sponsorship matter? *Policy Studies Journal*, 31(4):527-543.

Carmichael, B. (2005). Understanding the wine tourism experience for winery visitors in the

Niagara region, Ontario, Canada. *Tourism Geographies*, 7(2):185-204.

Chang, J., Wall, G. & Chu, S.T. (2006). Novelty seeking at Aboriginal attractions. *Annals of Tourism Research*, 33(3):729-747.

Clarkson, M.B.E. (1995). A stakeholder framework for analysing and evaluating corporate social performance. *Academy of Management Review,* 20(1):92-117.

Choiy, Kimy, & Leec K. (2015). The role of functional and wellness values in visitors' evaluation of spa experiences. *Asia pacific journal of tourism research*, 20(3), 263-279.

Davis, F. D. (1989).Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly,* 13, 319-340

Dose, J.(1997).Work values: An integrative framework and illustrative application to organization socialization. *Journal of Occupational and Organizational Psychology, 70* (3), 219-240.

Dellarocas C. (2006). Strategic manipulation of Internet opinion forums: Implications for consumers and firms. *Management Science*, 52(10), 1577-1593.

Enzensberger, H.M. (1996) . A theory of tourism. *New Ger. Crit. ,68*(1), 117–135.

Fratu, D. (2011). Factors of influence and changes in the tourism consumer behaviour. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, *4*(1), 119.

Gollwitzer P.M., & Barph J.A. (1996). The Psychology of Action: Linking Cognition Motivation To Behavior. *New York, Guilford Press*, 69-73.

Harrison, & David. (1997). Executive Decisions About Adoption of Information Technology in Small Business: Theory and Empirical Tests. *Information Systems Research,* (8), 171-195.

Han S. H. (2017). The Sociocultural Brain: A Cultural Neuroscience Approach to Human Nature. *Oxford*, Oxford University Press.

Hwang, D., Stewart, W.P. & Ko, D. (2011). Community behaviour and sustainable rural tourism development. *Journal of Travel Research,* 51(3):328-341.

Iakovidou, O. (1997). Agrotourism in Greece: the case of women agrotourism co-operatives of Ambelakia. *MEDIT*, 1:44-47.

Lamberti, L., & Noci, G. (2010). Marketing strategy and marketing performance measurement system: Exploring the relationship. *European Management Journal*, *28(2)*,139–152.

Liu, W. (2018). Huawei International brand construction and global marketing strategy.*Cooperative economy and Technology.18(01)*: 44-46.

Laforet, Sylvie. (2010) Managing Brands: A Contemporary Perspective, Publisher: Mac Graw, Hill Education.

Laing, Jennifer, (2018), Festival and event tourism research: Current and future perspectives, Tourism Management Perspectives.

Liu, C. Y. & Virta, J. (2010). Destination Branding and Demand, Master thesis within Econmics

and Management. Jönköping University, Las Vegas.

Jin Yongsheng, & Tian Hui. (2016). Research on Influencing Mechanism of Website Characteristics on Spreading Intention of Word of Mouth by Consumers. *Modern Intelligence*, 36 (10), 107－112.

Jack, E.P. & Raturi, A.S. (2006). Lessons learned from methodological triangulation in management research. *Management Research News*, 29(6):345-357.

Karmakar, M. (2011). Ecotourism and its impact on the regional economy – a study of North Bengal (India). *Tourism,* 6(1):251-270.

Kastenholz, E. & Sparrer, M. (2009). Rural dimensions of the commercial home. *Routledge publisher*, 138-149.

Owusu, E. (2017). The financial strategic target of the investment market. *Journal of Hospitality and Tourism Management*, *33*.

Parvazi, Mahnaz, (2016), Brand Equity Analysis of Urban Tourism (Case Study of Baneh Frontier City). Journal of Geography, Seventh Year. No. 1, pp. 49-69.

Peng, H. (2015). Discussion on how financial strategy supports enterprise development strategy. *Managers*, (6), 134-135.

Qi, Y. H. (2017). Corporate financial strategy under the asset-light operation model: Taking Xiaomi mobile phones as an example. *Finance and Accounting*, (8), 58-62.

Qian, Q., Li, J. Y., & Zhang, F. (2018). Research on the financial strategy of the coal industry under the background of the "Thirteenth Five-Year Plan" - Taking China God as an example. *Finance and Accounting Monthly*, (13), 111-118.

Schroeder, A., Pennington-Gray, L., Kaplanidou, K., & Zhan, F. (2013). Destination risk perceptions among US residents for London as the host city of the 2012 Summer Olympic Games. *Tourism Management*, *38*, 107-119.

Schumacher, R. E., & Lomax, R. G. (1996). A beginner's guide to SEM. *New Jersey: Mahwah*.

Seddighi, H. R., Nuttall, M. W., & Theocharous, A. L. (2001). Does cultural background of tourists influence the destination choice? An empirical study with special reference to political instability. *Tourism management*, *22*(2), 181-191.

Sönmez, S. F. (1998). Tourism, terrorism, and political instability. *Annals of tourism research*, *25*(2), 416-456.

Sönmez, S . F., & Graefe, A. R. (1998a). Determining future travel behavior from past travel experience and perceptions of risk and safety. *Journal of travel research*, *37*(2), 171-177.

Sönmez, S. F., & Graefe, A. R. (1998b). Influence of terrorism risk on foreign tourism decisions. *Annals of tourism research*, *25*(1), 112-144.

Smith, A. (2015). *The wealth of nations*. Guo, D. L. & Wang, Y. N., translated. Beijing: Beijing

Diwu Press.

Tang, G. L. (2007). Adding strategic connotation to investment. *New Finance*, (5), 54-56.

Timothy, D.J. & Boyd, S.W. (2006). Heritage tourism in the 21st century: valued traditions and new perspectives. *Journal of Heritage Tourism*, 1(1):1-16.

Taylor, S., & Todd, P. (1995). Understanding household garbage reduction behavior: a test of an integrated model. *Journal of public policy & marketing*, *14* (2), 192-204.

Teng, Weifeng. (2005). Risks perceived by Mainland Chinese tourists towards Southeast Asia destinations: A fuzzy logic model. *Asia Pacific Journal of Tourism Research*, *10*(1), 97-115.

Tsaur, S. H., Tzeng, G. H., & Wang, G. C. (1997). The application of AHP and fuzzy MCDM on the evaluation study of tourist risk. *Annals of Tourism Research*, *24*(4), 796-812.

Tsaur, S. H., Tzeng, G. H., & Wang, K. C. (1997a). Evaluating tourist risks from fuzzy perspectives. Annals of Tourism Research, 24(4), 796–812.

Um, S., & Crompton, J. L. (1999). The roles of image and perceived constraints at different stages in the tourist's destination decision process. Consumer behavior in travel and tourism, 81-102.

Viljoen, J. & Henama, U.S. (2017). Growing heritage tourism and social cohesion in South African. *African Journal of Hospitality, Tourism and Leisure*, 6(4):1-15.

Walter, J. E. (1997). *Financial strategies for managers*. New York: John Wiley & Sons Inc.

Wang, H. C. (2006). *The theoretical structure of financial management*. Beijing: Renmin University of China Press.

Wang, H. C., Zhang, S. B., & Wen, W. (2012). Research framework of generalized financial management theory from a strategic perspective. *Journal of Beijing University of Technology and Business (Social Science Edition)*, *27*(6), 52-57.

Waligo, V.M., Clarke, J. & Hawkins, R. (2014). The leadership-stakeholder involvement capacity nexus in stakeholder management. *Journal of Business Research,* 67(7):1342-1352.

Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26(2):349-370.

Woods, M. (2007). Engaging the global countryside: globalisation, hybridity and the reconstitution of rural place. *Progress in Human Geography*, 31(4):485-507.

Wang, Jingjing. (2012). Study on the Effect of Perception of Tourism Safety on the Intention of Travelling to Taiwan ——Taking Residents in Fujian Province for Example. Huaqiao University. Master Thesis. (in Chinese)

World Tourism Cities Federation (WTCF). (2017). Market Research Report on Chinese Outbound Tourist (City) Consumption (2015-2016).

World Tourism Cities Federation (WTCF). (2019). Market Research Report on Chinese Outbound Tourist (City) Consumption (2017-2018).

Yang, E. C. L., & Nair, V. (2014). Tourism at risk: A review of risk and perceived risk in tourism. *Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT)*, *3* (2), 1-21.

Yavas, U. (1990). Correlates of vacation travel: some empirical evidence. *Journal of Professional Services Marketing*, *5*(2), 3-18.

Yüksel, A ., & Yüksel, F. (2007). Shopping risk perceptions: Effects on tourists' emotions, satisfaction and expressed loyalty intentions. *Tourism management*, *28*(3), 703-713.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. (2003). Customer perceptions of service. *Services Marketing: Integrating Customer Focus across the Firm*.

Zint, M. (2002). Comparing three attitude‐behavior theories for predicting science teachers' intentions. *Journal of research in science teaching*, *39*(9), 819-844.

APPENDIX

Rural Tourism Rural Tourism Survey Questionnaire

Dear lady/sir, thank you for participating in this survey. The purpose of this survey is to analyze related surveys on rural tourism and rural tourism. The results of the survey are for scientific research purposes only. Please tick √ in the most suitable option according to your own real wishes.

For wasting your precious time, thank you very much for your assistance!

Q1: Your age
A Under 20
B 20-30 years old
C 31-40 years old
D Over 40 years old

Q2: Your education
A High school and below
B College
C Undergraduate
D Undergraduate or above

Q3: Your monthly income level
A below 1000
B 1000—2000
C 2000—4000
D 4000-6000
E 6000-8000
F 8000 or more

Q4: Do you know the rural tourism of rural tourism?
A participated
B understand some
C heard of
D never heard of

Q5: How often do you travel to the countryside each year?
A within 3 times
B 4 to 8 times
C 8 times or more
D no

Q6: If you go to the countryside to travel, what time are you most likely to choose? (Multiple choice)
A weekend
B Spring Festival
C New Year's Day
D Qingming
E May 1
F Dragon Boat Festival
G Mid-Autumn Festival
H National Day

Q7: Where do you generally get information about rural tourism and rural tourism destinations?
(Multiple choice)
A TV broadcasting
B Network
C Newspapers and Magazines
D Introduction of relatives and friends
E Other

Q8: Your primary purpose of rural tourism is
A Decompression
B Appreciate the rural scenery
C Increase the relationship with friends
D Away from the hustle and bustle of the city
E Taste the farm's specialty dining, holiday and leisure
F Purchase native products
G Collect inspiration for work

Q9: Travel to the countryside, your way of travel
A Self-driving
B Take public transportation
C tour group
D other

Q10: If you travel to the countryside of Dali, would you choose to stay there if time permits?
A no
B Consider the ideas of your partner
C Depends on accommodation conditions
D very happy

Q11: In your opinion, what are the advantages of rural tourism compared to large scenic spots and playgrounds?
A Fewer people, away from the noise
B Taste fresh farm dishes
C Experience the long-lost life
D Recognize yourself and enhance happiness

E No special advantages

F Other

Q12: If you go to the countryside to travel, what is your opinion on the cost? (Per person per day)

A within 100

B 100—200

C over 200

D It doesn't matter, just be happy

Q13: If you go to rural tourism, what is the primary factor in choosing a tourist destination? (Multiple choice)

A Travel distance

B Sanitary conditions

C Local characteristic culture and dining

D Accommodation and parking conditions

E Beautiful environment

F Other

Q14: What kind of amusement projects do you think should be added to the experience tour program (multiple choices available)

A Do-it-yourself activities for tourists

B Landscape appreciation

C Competitive events

D Historical and cultural visits

E Other

Q15: What do you think the current rural tourism needs to be improved?

A More modern technology should be added

B. The travel content should be richer

C Tourism management needs to be improved

D Should be closer to folk customs

E Tourism facilities need to be strengthened

Q16: What do you think of the future of rural tourism?

A Optimistic

B Not optimistic

C to be investigated

D Other

Q17: Why are you not optimistic about rural tourism?

A I don't know much about the current situation of rural tourism

B thinks that there is no capital and experience for rural tourism

C believes that the rural tourism market is small and profitable space is limited

D Insufficient policy support for rural tourism

E believes that there are no technical talents, and development has not caught up with the trend of the

times

Thanks!