

RESEARCH ON THE BACKGROUND, DILEMMA AND OPTIMIZATION PATH OF RURAL B&B'S INTEGRATED MEDIA MARKETING

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Abstract: Rural B&B is an important driving force to effectively alleviate the gap between urban and rural areas and promote rural revitalization and urban-rural integration. WeChat, Douyin, short videos and other integrated media are deeply rooted in people's hearts, and how to effectively play the positive role of integrated media in the marketing process of rural lodging is the focus of continuous attention of the academia and the industry. The study finds that there are four problems: insufficient attention to the marketing of rural lodges, inadequate publicity, lack of authenticity and serious homogenization, and puts forward four optimization paths: integrating and improving the marketing model of integrated media, improving the standard of operators' integrated media marketing, promoting the marketing of integrated media with regional characteristics, and following the trend of integrated media marketing of rural lodges.

Keywords: Rural revitalization; Rural lodging; Urban-rural integrated development; Integrated media marketing

1 INTRODUCTION

The most arduous and burdensome task of comprehensively building a socialist modernized society lies in the countryside, and that the development of rural characteristic industries and the broadening of the channels for farmers to increase their incomes and get rich is an important channel for realizing the revitalization of the countryside [1]. In 2023 China proposed "implementing rural leisure tourism boutique projects, promoting the quality and upgrading of rural lodgings, and solidly promoting rural revitalization". Rural lodging is an important carrier for prospering rural economy, inheriting traditional culture, promoting rural transformation and development, and helping people get rich. Rural lodging in the rural economic development, social livelihood and coordinated governance and other multi-level and multi-dimensional impact on rural revitalization and the realization of the national strategy of common wealth. It is worthwhile for the academia and the industry to think and explore how to effectively utilize integrated media marketing to further develop the positive driving role of rural lodging in the process of rural economic and rural social development.

2 BACKGROUND OF RURAL B&B INTEGRATED MEDIA MARKETING

2.1 The Sheer Size of the Internet

Through the "China Internet Development Report (2022)", it can be seen that by the end of 2022, China's netizens reached 1,051.67 million people, the Internet penetration rate reached 74.4%, especially the total number of mobile Internet users exceeded 1.6 billion, the scale of China's Internet industry users is extremely huge. China's Internet user size and Internet penetration rate from 2016 to 2022 can be seen in Figure 1 below. And the melting media is the product of the rapid development of the Internet, melting media marketing is the traditional marketing knowledge and Internet technology combined with the new marketing model, through the combination of melting media and rural lodging marketing, more targeted to meet the accommodation needs of tourists, can increase the market competitiveness of rural lodging, pulling the development of rural tourism economy [2]. The common "two micro and one jitter" can use the function of WeChat public number and WeChat circle of friends to set up their own B&B public number and release information about rural B&Bs, so that consumers can intuitively see the beauty of rural B&Bs and feel the charm of rural B&Bs. [3]; The scene-oriented and dynamic features of the Douyin App not only increase the exposure rate of rural B&Bs, but also make travelers have a strong desire to experience and achieve the effect of Internet marketing.

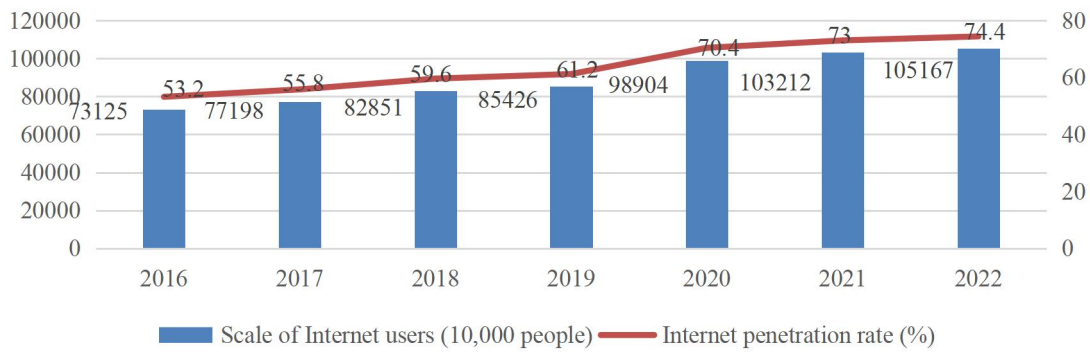


Figure 1 China's Internet User Size and Internet Penetration Rate from 2016 to 2022

2.2 Continued Increase in B&B Fusion Media Orders

In 2021, the source of B&B booking is concentrated in the traditional OTA channels represented by Ctrip, Where to go, Meituan, etc. However, compared with 2019, the proportion of traditional OTA channels is decreasing, and the proportion of orders on WeChat, self-customers and other new media platforms is rising strongly, B&B is gradually reducing the dependence on traditional OTA channels (Figure 2), and focusing the sales channels on self-owned platforms and other integrated media [4]. At the end of 2022, under the dual benefits of returning home for the New Year and the recovery of medium- and long-term tours, rural B&Bs ushered in a "red door" in the New Year. Flying pig, pig lodging data show that in January 2023, the booking volume of rural lodging increased by 132% compared to last year, and has far exceeded the same period in 2019. 2023 Spring Festival, the boutique rural lodging orders on the platform increased by 260% compared to last year, and the post-90s and post-00s have become the main force of consumption, accounting for more than 87%.

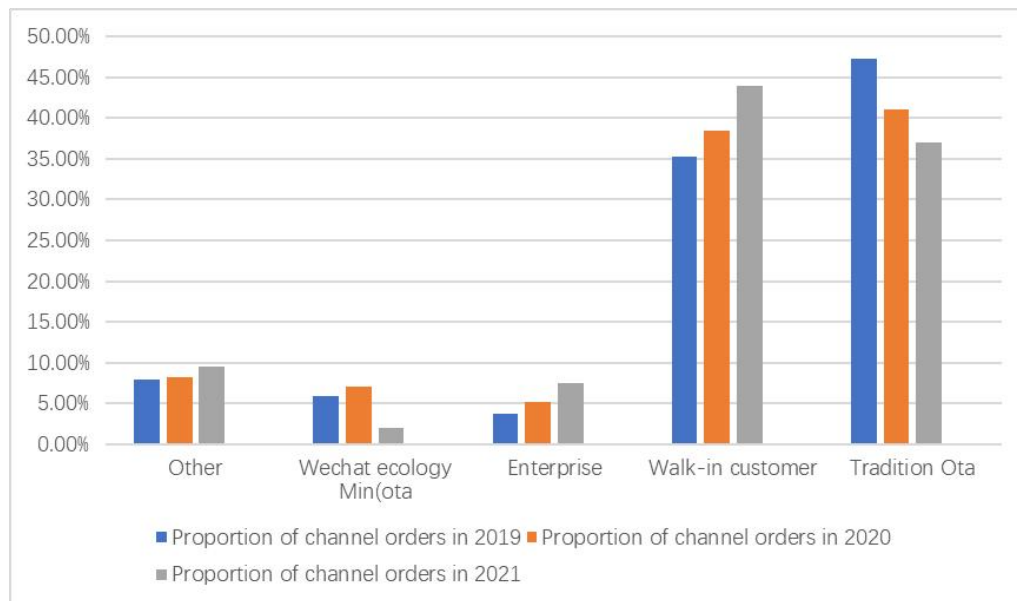


Figure 2 Annual Order Share by Channel from 2019 to 2021

2.3 Continuous Optimization of the Efficiency of Integrated Media Marketing

Integrated media marketing has diversified features such as inter-temporality, interactivity, richness, integration, timeliness, etc. Compared with traditional marketing methods, integrated media can be the fastest way for consumers to obtain multi-dimensional information in a timely manner [5]. B&B operators can display B&B landscape pictures, personalized interior design, food and surrounding attractions on WeChat public number, enterprise micro-signal, WeChat group, micro-video and other platforms to attract potential consumers. Through the short video to consumers dynamic display of rural B&B customs and culture, special services, food and drink, beautiful scenery. By forming a great contrast between the "slow" life in rural lodging and the "fast" life in the city, it gives consumers a strong sensory impact, and makes lodging marketing no longer limited by the traditional marketing of funds, scale and other reasons. Through various short-video APPs, B&B small programs, public numbers and other integrated media platforms to publicize, the cost is low, and consumers can more intuitively and conveniently understand the information of B&Bs,

and do immersive "comparison shopping". Through random sampling of customer evaluations of rural B&Bs on traditional OTA Meituan, Ctrip and integrated media platforms such as WeChat and Douyin (Table 1), it is found that consumer behavior is deeply influenced by evaluations of B&Bs, and that consumers are accustomed to booking rural B&Bs on various platforms to compare various information or obtain information about the B&Bs through word-of-mouth dissemination. If they have a good experience at the B&B, these consumers are willing to become repeat customers and recommend the B&B to others. The marketing of B&Bs through integrated media channels not only has lower publicity costs, strong timeliness and wide coverage, but also helps B&Bs to enhance their popularity and brand effect, and promotes the word-of-mouth publicity and reconstruction rate of B&Bs.

Table 1 Evaluation of B&B Customers

Timing	Type of trip	Score	Evaluation Content	Source
2022.1	family outing	4.9	Great price, great service, quick confirmation, efficient online check-in.	Meituan
2022.3	form friendships	5.0	The room was clean, the service was good, and there was a willingness to recommend it to others.	
2022.12	Couples Outing	4.9	Recommended by a friend, great service from the landlord, and surprisingly satisfying.	Ctrip
2023.1	Couples Outing	4.7	Self-catering, prompt service, truth in advertising, good location.	
2023.1	form friendships	4.6	Crowded service couldn't keep up, nice hardware, big tub, would recommend.	WeChat Ecology
2023.2	family outing	4.8	The aroma is nice and the breakfast is quite generous, but the queue is too long to make it worth the experience.	
2023.2	family outing	4.7	There are welcome fruits and snacks prepared, children love it, and the environment is cozy.	Douyin Ecology
2023.1	Couples Outing	4.7	The air conditioner was loud, the room was a bit dated, the service was great, and the breakfast was delicious.	
2023.2	form friendships	4.8	The room is comfortable, hardware and service is good, too many people, have recommended friends.	Douyin Ecology
2023.3	family outing	4.7	Pillows and beds are comfortable, ambience is cozy, breakfast is too crowded to recommend.	

3 RURAL LODGING INTEGRATED MEDIA MARKETING DILEMMA

3.1 Insufficient Attention to Integrated Media Marketing

With the continuous development of rural tourism and rural "micro vacation", rural lodging has been developed rapidly, and many people will convert their unused houses into rural lodging for rent, and thanks to the diversified support policies, the market demand for rural lodging continues to increase. More and more capital and people began to layout the countryside B&B market, which brought about a continuous transformation of the supply and demand situation of countryside B&B, countryside B&B gradually presents the non-healthy situation of oversupply in the off-season and homogenized competition in the peak season, and the competition in the countryside B&B market has become more and more intense. Most rural B&B operators do not pay enough attention to the Internet, especially the integrated media, and simply place information about rural B&Bs on OTAs and other online platforms, and do not continuously and actively maintain customer relations. After-sales service, especially the initiative, timeliness and professionalism in solving customers' accommodation problems fail to meet the customers' increasing requirements, resulting in unstable customer evaluations on multiple platforms, uniform and poorly targeted customer evaluation replies, which have a greater negative impact on customers' word-of-mouth and repurchase rate [6].The main reason is that rural lodging practitioners have a low level of use of integrated media technology, pay insufficient attention to integrated media marketing, lack the concept of integrated media marketing, and are not precise enough in their insights into the market demand and guests' psychology, which leads to the development of rural lodging industry being limited by the lack of integrated media marketing.

3.2 Inadequate Marketing and Publicity for Media Integration

With the rapid development of rural B&B economy, the competition among B&Bs has shifted from traditional resource competition to brand and service competition, in which integrated media marketing is crucial [7]. With the change of rural tourism market demand and the diversified development of consumers' travel mode, it is difficult to satisfy consumers with one-dimensional touring and eating, drinking and playing. Consumers of rural lodging are more eager to have immersive experience and feel the regional characteristic culture in the context. Under the background of integrated media, the marketing and promotion of rural B&Bs need integrated media channels such as the Internet, but now most of the marketing channels of rural B&Bs are single and do not combine the characteristics of rural B&Bs with integrated media publicity, so the marketing means are monotonous and inefficient, and the marketing results are not high. In the era of highly developed integrated media, rural B&B operators do not pay much attention to interaction with consumers, lack of interactive mechanisms, do not make good use of the Internet and other integrated media interactive marketing and immersive marketing advantages, marketing promotion is not in place.

3.3 Lack of Authenticity in Integrated Media Marketing

With the rapid development of integrated media, the effective combination of rural lodging and integrated media can play an immediate effect of publicity. However, in order to attract more customers, some rural lodging operators exaggerate the advantages of the hardware and software of rural lodging and hide the problems and shortcomings. There are shortcomings such as lack of reliability of news, slow updating of information and information clutter in the integrated media marketing of rural B&Bs, and consumers find that the publicity content lacks authenticity after arriving at the rural B&Bs, which is easy to reduce the credibility of the rural B&Bs, and cause consumers to have a negative experience in the rural B&Bs.

3.4 Serious Homogenization of Integrated Media Marketing

Beginning in 2017, major integrated media platforms have launched a series of reality TV shows themed on rural B&Bs, and the star effect has brought about the rapid spread of the network, and rural B&Bs have ushered in a high-speed growth period. However, most of the rural B&B operators see that the countryside B&B continues to be hot and then blindly follow the trend of investment, a large number of similar architectural style, featureless hardware and software, the phenomenon of homogenization of rural B&Bs can easily lead to consumer aesthetic fatigue. Rural lodging features and themes are not prominent enough, rural lodging cultural connotations are not enough to dig, rural lodging rural wildlife present the missing, not conducive to breaking the phenomenon of homogenization of rural lodging, it is difficult to provide consumers with a sense of freshness, and it is even more difficult to enhance the word-of-mouth dissemination of rural lodging consumers [8]. Homogenization of rural lodging products has brought great challenges to the integrated media marketing, integrated media need to combine different rural lodging characteristics to carry out targeted, personalized and customized marketing forms, but at present, most of the rural lodging integrated media marketing is still homogeneous and serious, and it is difficult to reflect the characteristics of the countryside lodging in the video, copywriting and mood.

4 THE OPTIMIZATION PATH OF RURAL LODGING INTEGRATED MEDIA MARKETING

4.1 Integration and Improvement of the Integrated Media Marketing Model

Integrated media marketing, which can also be called new media marketing, focuses on conveying the core and key contents to the audience groups in a timely, precise and visual way, so it is crucial to seize consumers' attention to rural B&Bs. Rural B&B integrated media marketing is based on the effective integration of related integrated media channels, integrating the core media related to the rural B&B market as well as related media [9]. The key contents of rural B&B are pushed to the target consumers by level, channel and target, so as to improve the long-term, continuity, efficiency and effectiveness of rural B&B's integrated media marketing. Combining the special characteristics of rural lodging and the effective integration of integrated media marketing, the integrated media marketing of rural lodging can be formed as follows: "Forming an integrated media circle or matrix - Focusing on the target consumer market - Locking in the target consumer group --Convert loyal fans - Form traffic feedback through splitting - Expand brand effect - Lock the approximate TA crowd - optimize the target circle and matrix" closed-loop mode.

4.2 Improvement of the Standard of Integrated Media Marketing of Operators

With the rapid development of Internet technology, professional B&B talent pool has become a key factor for rural B&Bs to stand out in the fierce market competition. Technology and consumer demand continue to change, rural B&B products are updated and iterated very quickly, so rural B&B operation needs to be a composite talent with knowledge related to tourism and hotels, melting media technology and consumer behavior [10]. Rural B&B operators need to take the initiative to integrate rural B&B business activities into the integrated media, continuously and actively learn to improve the efficiency of the use of integrated media, and establish the integrated media thinking of business. On the one hand, rural B&B operators can participate in the training courses on integrated media technology to enhance the knowledge of integrated media and integrated media marketing skills of rural B&B management; on the other hand, rural B&B operators can establish an information sharing platform for rural B&Bs and customers, through which

operators can guide and encourage consumers to share the real experience of staying in the B&B, and grasp the data of consumers' experience at any time. Through these data, operators can continuously optimize their services and marketing methods, and improve the ability of integrated media marketing and the service quality of rural B&Bs.

4.3 Promoting the Marketing of Regional Specialties in Integrated Media

Relying on the regional cultural characteristics of the countryside B&B, integrated media marketing, the countryside local cultural factors into the countryside B&B integrated media, highlighting the cultural label. Rural B&Bs can highlight the cultural nature of rural B&Bs, the emotional nature of memories and experience immersion through the integrated media marketing. Combining the regional culture of rural B&Bs and the advantages of the wide reach and timeliness of the melting media, the marketing efficiency can be improved through the deep excavation of the consumer preferences of rural B&Bs, the service connotation can be enhanced, and the cultural label can be emphasized. Promote the deep and diversified integration of rural lodging and integrated media, and further promote the development of rural lodging to high-end, specialization and branding.

4.4 Keeping up with the Trend of Integrated Media Marketing for Rural Lodgings

Rural B&Bs need to face the new consumer crowd and emerging consumer market, so they need to keep up with the new trend of rural B&B integrated media marketing. (1) Channel diversification (decentralization), the whole platform to do the layout. Rural B&B integrated media marketing can fully integrate Douyin, video number, WeChat group, WeChat public number, Xiaohongshu, Ctrip travel photography, Mabee's Nest, Dianping and other integrated media platforms, through the diversification of platforms and consumers to establish a connection between the spiritual touch points and physical contact. (2) Immersive, genuine and authentic display of the characteristic products and service experience of rural B&Bs, adopting immersive contextual marketing and eliminating the sense of marketing and marketing talk. (3) Rural B&B's integrated media traffic presents diversified and multi-center trends, and it is difficult for rural B&Bs to obtain dividends simply through public traffic, and it is especially important to pay attention to and make use of the increasingly rising private traffic. By guiding diversified subjects to create high-quality rural B&B content to explode in the public domain, gather precise users, and then multi-dimensionally and multi-level guide to the private domain transaction and re-purchase, which can bring a steady stream of customers for rural B&Bs. (4) Guiding KOL, KOC and consumers to become the new traffic body of rural B&Bs, KOL, KOC and consumers present the special services and products of rural B&Bs through the integrated media, which can increase consumers' understanding of and trust in rural B&Bs, and thus guide potential consumers to spend money in rural B&Bs. (5) Pay full attention to Xiaohongshu channel. 90 and 95 young women are the main users of Xiaohongshu, which is highly overlapping and compatible with the users of rural lodging. 90 and 95 young women are used to sharing the experience and feelings of rural lodging in a diversified form, and they have the ability to consume as well as motivation to consume, so Xiaohongshu can become a traffic area for rural lodging to acquire customers at low cost [11].

5 CONCLUSION

Rural lodging is an important carrier for prospering rural economy, inheriting traditional culture, promoting rural transformation and development, and helping people get rich. At present, there are four problems of insufficient attention to rural lodging marketing, lack of publicity, lack of authenticity and serious homogenization; the article puts forward four optimization paths of integrating and perfecting lodging marketing mode, improving the lodging marketing standard of operators, promoting lodging marketing with regional characteristics and following the trend of lodging lodging marketing in the countryside. This is a positive attempt to optimize and improve the marketing efficiency and effect of rural lodging, which helps to better play the positive role of rural lodging in rural economic development, social livelihood and coordinated governance at multiple levels and dimensions, and promotes the realization of the national strategy of rural revitalization and common prosperity.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

FUNDING

This article is sponsored by projects: 2021 Guangdong Province Higher Education Teaching Reform and Construction Project "Research on the Optimization Path of the Practical Teaching System for Tourism Management Majors Based on Innovation and Entrepreneurship Ability Cultivation"; Zhaoqing Social Science Federation Project (24GJ-06); Open Topic on Ideological and Political Work of Zhaoqing University 2023 (SXZZ202304); Zhaoqing Social Science Federation Project (23GJ-54); Zhaoqing University Research Fund (QN202419).

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