Retraction

Retraction: Research on the Marketing Strategy of Rural Characteristic Tourism Based on the Analysis of Big Data (J. Phys.: Conf. Ser. 1744 042081)

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The authors of the article have been given opportunity to present evidence that they were the original and genuine creators of the work, however at the time of publication of this notice, IOP Publishing has not received any response. IOP Publishing has analysed the article and agrees there are enough indicators to cause serious doubts over the legitimacy of the work and agree this article should be retracted. The authors are encouraged to contact IOP Publishing Limited if they have any comments on this retraction.

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Research on the Marketing Strategy of Rural Characteristic Tourism Based on the Analysis of Big Data

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Abstract. In recent years, the influence of rural tourism on tourism has become more and more important and has attracted the attention of everyone, but because of its own development constraints, the development of rural tourism is slow. There are other problems that remain. However, according to big data analysis, rural tourism has its advantages and characteristics, the most important of which is to understand these advantages and characteristics scientifically, and to solve the problems encountered in the development calmly.

Key words: Rural Tourism, Marketing Strategy, Rural Characteristics, Big Data

1. Introduction
Rural tourism has become a hot topic in our country now. With the development of urban tourism, people tend to prefer the scenery of nature. High-rise buildings have been difficult to comfort the tired life of modern people, so people yearn for the countryside more, but the development of rural tourism in our country has not kept up with the needs of people. This has also become a major challenge to rural tourism in China.

2. The present situation of the Development of rural tourism in China

2.1. The traditional marketing strategy is too single, resulting in the slow development of rural facilities
First of all, because the development of rural tourism in China is relatively backward, the starting point is relatively low, the development situation has not yet formed a good situation. The rural tourism industry depends on the local people or farmers for a large part of the development time, so it lacks theoretical knowledge and cultural level. Due to the lack of professional marketing strategy, they only use simple methods to attract tourists, so that they do not increase the number of new customers, while reducing the number of old customers. Secondly, pay too much attention to the source of customers and ignore their own advantages. Due to the limitations of farmers themselves, only one traditional sales strategy has been used, coupled with environmental damage, which seriously limits the development of rural tourism.

2.2. Lack of support and promotion of marketing strategies, resulting in low visibility
Compared with urban tourism, the biggest drawback of rural tourism is its low popularity. First of all, because all rural tourism is based on rural areas and its geographical location is relatively far away, it is difficult to find its specific location without a prior search. Secondly, rural tourism is mainly close to mountains and rivers, and the traffic is not convenient. Without relatively good advantages and word of mouth, it is difficult for ordinary people to find its location. This puts forward high requirements for the development and support of rural tourism. Most of the rural tourism develops in the countryside, and the economic development of the countryside is relatively slow. Therefore, once the tourism industry is established, it is difficult for ordinary operators to obtain help funds to promote, which creates a difficult situation. Although the resources are very good, the operators lack knowledge and attention to marketing strategies, and can not promote or obtain the latest knowledge.

2.3. Marketing strategies cannot highlight local characteristics and lack competitiveness
Compared with rural tourism, urban tourism has faster economic development, more convenient transportation and easier access to local tourist attractions and characteristic information. At the same time, cities can receive strong financial support, and even most tourist attractions are supported by the state and the government, so there will be more publicity activities. However, the place where urban tourism is not as good as rural tourism is the unique characteristic of rural tourism, so whether rural tourism can make full use of its advantages and current marketing characteristics has an important impact on the development of China’s economy. Considering the development of modern rural tourism, the long-term and stable development of rural areas is rare, which is largely due to its lack of characteristics. The homogeneity phenomenon is becoming more and more serious, and the final result can only be weakened because of the lack of characteristics and competitiveness.

3. Research on Marketing Strategy of Rural characteristic Tourism
3.1. Innovation of "Intelligent Marketing" Model for Rural Tourism
In the mobile Internet environment, the effective way to innovate the marketing strategy of rural tourism is to think about the "intelligent marketing" model. It is necessary to make effective use of mobile Internet resources and launch new intelligent marketing for rural tourism according to the marketing model of Internet platform. Mobile Internet has unique advantages of resources and information, unprecedented advantages of integration into the industry, innovative thinking to keep pace with the times, can accurately predict consumer demand and control, and make network marketing more "intelligent".

The new marketing model based on mobile Internet should focus on the marketing platform, the cooperation between customers and consumers, and be able to combine their own advantages with advanced technical advantages to ensure the analysis, optimization and acceptance of data information. Through e-commerce platform and logistics platform, the new marketing model can fully develop a variety of rural tourism products for consumers to choose freely, so that consumers can obtain unprecedented project experience and carefully designed services. The new model of rural tourism must be based on the new generation of interrelated information technology, under the guidance of advanced technology, better integrate and distribute the resources and characteristics of various rural projects, and provide customers with rapid and unique project services. In order to speed up the transformation of rural project industry, with the change of management mode, the experience of interactive rural project service has been improved through innovative service mode, and the rural tourism project has been popularized in practice.
3.2. Demand-oriented innovation of mobile network marketing model

In the mobile Internet environment, the effective way to innovate the marketing strategy of rural tourism is to use the innovative mode of Internet marketing as an important means to expand the marketing model. From the point of view of model innovation, a new Internet marketing model should be established, which is based on more accurate market positioning and rural characteristics. In order to realize the innovation of network marketing mode, we need to understand the market trend, understand the market background and market changes, and develop a new and diversified Internet marketing model oriented to the market. In the existing network marketing methods, the lack of market supervision and the lack of attention to Internet marketing usually lead to the rural tourism project can not enter the market completely and accurately. In view of this series of problems caused by marketing, it is necessary to find a new breakthrough from the thinking mode and marketing strategy under the guidance of the new situation of the Internet.
Figure 2. elements of rural tourism network marketing promotion.

3.3. Establish a people-oriented concept of development in the light of local innovative tourism methods
To establish people-oriented thinking and regard the increase of farmers’ income as the starting point and fundamental end of rural tourism. According to the local conditions, the local tourism resources should be developed, and the regional characteristic resources should be used to carry out innovative tourism routes to promote the development of local economy.

3.4. Improve rural hardware and software facilities and improve the quality of rural tourism services
On the one hand, the development of rural tourism, the need to establish a "hardware" system. Improve the sense of experience of rural tourism, increase traffic and housing investment, ensure food and housing safety. By protecting the original landscape of rural tourism, modernization of the existing rural infrastructure and public utilities system. On the other hand, establish a "software" system for rural tourism. Pay attention to the relationship between landscape and rural culture. Strengthen the research and protection of rural culture. We should strengthen the excavation and protection of traditional cultural resources, such as folk customs and folk skills, and improve the cultural awareness and cultural self-confidence of the rural people. Rural culture should continue to inherit and develop in the development and modernization of rural tourism. The system and mechanism of rural tourism development are established, and the service quality of rural tourism is improved by improving the hardware and software in rural areas.

4. Conclusion
In short, if the rural tourism industry wants to develop steadily, it must rely on its actual situation, develop its advantages and characteristics, establish its own unique brand, and ensure sufficient competitiveness. According to the analysis of big data, Rural tourism must make full use of its advantages and formulate scientific marketing methods in order to promote the more effective development of the region.

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