

Image Communication Strategy of Rural Tourism on Tiktok Platform under the Background of Rural Revitalization

--Taking Guanzhuang Town, Qianshan City, Anhui Province as an Example

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Abstract

Taking Guanzhuang Town, Qianshan City, Anhui Province as an example, this study explores the image communication strategies of rural tourism on the Tiktok platform under the background of rural revitalization. By analyzing the image communication of rural tourism in Guanzhuang Town, Qianshan City on the Tiktok platform, and combining with the ISMAS marketing model, this paper puts forward a series of targeted improvement strategies. The study found that Guanzhuang Town has made some achievements on the Tiktok platform, but there are still many problems, such as unclear image positioning, search convenience to be improved, and insufficient reputation effect. Therefore, this article proposes relevant strategies from five aspects: clarifying the positioning of rural image, improving search convenience, shaping a good reputation for rural image dissemination, building consumption channels, and breaking down platform barriers. The feasibility and implementation path of these strategies are analyzed and discussed. These strategies will help the image dissemination of rural tourism in Guanzhuang Town on the Tiktok platform to be more accurate and effective, and promote the smooth implementation of the rural revitalization strategy.

Keywords

Rural revitalization Rural tourism; Tiktok platform; Image dissemination; Operational research.

1. Introduction

The rural image refers to people's views, concepts, and visual representations or mirrors formed from it, mainly composed of spiritual images, behavioral images, and visual representations. Rural image is an intangible asset of rural areas, which is an important support for promoting rural economic development and enhancing rural competitiveness. At present, with the rapid development of new media technology, Tiktok has become a new media platform with the most active users and an important rural image communication platform because of its intuitiveness, interest and sociability. Many local government departments widely spread their rural image through the Tiktok platform to show their beautiful natural scenery and unique cultural heritage, attracting a large number of tourists and investors. Therefore, as an important carrier of Chinese traditional culture, rural areas need to use the advantages of the Tiktok platform to shape and improve their rural image, so that more people can understand and love the beautiful countryside in China.

The rural image in Tiktok refers to the overall image and impression of a village in the eyes of the Internet public. It is people's perception and evaluation of rural areas, including their appearance, cultural atmosphere, development level, environmental quality, and other aspects. The rural image is the brand of the countryside, which can influence people's willingness to travel, invest, and live in the countryside. The image of a rural area can be constructed through various factors, including architectural style, rural planning, public facilities, transportation system, natural environment, cultural activities, etc. The shaping of rural image requires the participation of the whole society, including the joint efforts of the government, enterprises, citizens, and other forces. A good rural image can attract talents, attract investment, promote tourism development, and enhance the international competitiveness of rural areas. Therefore, rural managers need to pay attention to the shaping and enhancement of rural image, focus on sustainable development of rural areas, create a good rural environment and cultural atmosphere, in order to enhance the overall image and attractiveness of rural areas.

Liu Zixuan (2023) studied the development background and current situation of the new farmer's short video on the Tiktok platform, and analyzed its content characteristics. Through the analysis of the observed objects, it was found that content, form, emotion, and value are positively correlated with the effectiveness of communication. Meanwhile, through questionnaire surveys and correlation analysis, the significant correlation between content satisfaction, demand satisfaction, and social drive on communication effectiveness was confirmed. Finally, an optimization strategy for communication effectiveness was proposed. Zhang Qingying (2023) found a significant gap in the rural image presented by short video platforms and non short video platforms through analysis. She pointed out that this gap stems from the expectations of users for rural image and the requirements of commercial behavior for rural image. She also emphasized that a truly healthy content creation ecosystem requires active guidance from relevant departments. Liu Ke (2021) selected 100 short video samples of "agriculture, rural areas and farmers" under the Kwai platform for analysis. Research has found that the rural image presented in the short videos of "agriculture, rural areas, and farmers" is not "pastoral songs" or "ignorant and backward", but a more realistic rural landscape beyond imagination. Han Chunsecond (2019) explored the importance of mobile short videos in rural communication. Original rural short videos have attracted a lot of attention by spreading the beauty of rural life, local sentiment, traditional virtues, and rural characteristics, becoming an important content section for major video websites and information platforms. However, the dissemination of original short videos in rural areas still faces multiple challenges, which require optimization and improvement from external environment, online platforms, media literacy, and social cooperation. Ma Yihui (2023) proposed that image presentation and cultural expression play a crucial role in establishing rural image and enhancing rural cultural soft power.

2. Overview of the Image of the Official Village in the Tiktok Platform

2.1. The government Tiktok releases local policies, rural image, cultural tourism and other contents

Nowadays, with such a developed Tiktok platform, many local governments will have their own Tiktok operating accounts, and the government departments of their subordinate institutions will also have their own exclusive accounts. On the Internet, the more famous ones are Luo Ping Traffic Police and Xiaogan Art. On the one hand, they not only show the image of the countryside, but also let people know the daily life of local government staff, which is an act of killing two birds with one stone, Guanzhuang also has its own official account locally. Guanzhuang Village (Anhui) is dedicated to promoting the beautiful scenery and specialties of Guanzhuang on a daily basis, and is directly operated and exported by the local village branch secretary,

reflecting the governing philosophy of serving the public and fulfilling duties for the people. In the videos released, Guanzhuang has repeatedly shown the image of autumn in oil paintings to the world. At the same time, it has launched red tourism in response to the national call, attracting a large number of tourists, The summer camp, which coincides with the popularity of the military, is also being held in full swing. The concept of caring for the elderly, always paying attention to fire safety, preventing telecommunications fraud, protecting the environment, and loving the motherland has also been well promoted. The content released on Tiktok has been continuously praised by the general public, showing the local conditions and customs of the official village, and attracting a large number of audiences.

2.2. Official Village Resident Accounts Display Rural Image and Better Life for People

Statistics are made on the amount of various content topics broadcast on the local Tiktok in Guanzhuang. The number of topics related to the local happy life is discussed in full swing, or more directly, the positioning on Tiktok is directly switched to the local Guanzhuang. Through the Tiktok content released by local residents, we can learn about the rural image of the Guanzhuang and the people's daily good life, including the autumn beauty of the Guanzhuang, babbling streams, and people's travel clocking, In the daily food life, various local We Media people in Guanzhuang spontaneously publicized the scenic spots and food culture of Guanzhuang on Tiktok. The local people in Guanzhuang vigorously publicized the first rural night tour and cool off festival, the black pig in Guanzhuang and the bean skin in Guanzhuang, released their travel experience in the local Peach Blossom Garden, took aerial photos of the pleasant scenery of Guanzhuang in autumn with drones, and told their stories with their own cameras about the beautiful countryside of Guanzhuang, It showcases the beautiful Guanzhuang from the perspective of ordinary people's lives, providing strong support for the dissemination and shaping of the rural image of Guanzhuang.

2.3. Check in and promote the image of official websites by bloggers from other regions

The main content released on the Tiktok platform is to attract the interest of outsiders, and then come to Guanzhuang for actual sightseeing. Some special tourism We Media experts have huge traffic. Nowadays, most of them show the rural image to people in the form of vlog, which can drive the development of local tourism industry in Guanzhuang, and show the excellent rural image of Guanzhuang to the people all over the country in videos, It can also bring huge traffic to the official village on the Tiktok platform, bring a large number of tourists to the official village in reality, and promote the economic development of the official village. The official village will use its own excellent content to feedback the rise of the number of fans and attention of these We Media talent. On the other hand, outsiders who come for sightseeing will also show their daily life on the Tiktok platform. Due to the geographical relationship, it spreads more widely on Tiktok, which can also more truly reflect their own tourism experience and local characteristics, providing a reference guide for tourists who are ready to travel to Guanzhuang. Use the power of self media to generate a chain reaction and make outsiders active promoters of the official image.

3. Problems in the Dissemination of Rural Image in Guanzhuang

3.1. Unclear positioning of rural image

The images of Guanzhuang villages that have been released on the Tiktok platform are diverse, and Guanzhuang has a variety of characteristics. This is the actual situation, but it lacks a symbol of its own. For example, when it comes to ceramics, people will think of Jingdezhen,

When it comes to reform and opening up, people will think of Shenzhen, but what does it mean? Can people remember the official estate? Or, to put it another way, when it comes to official villages, what do people remember? So, Guanzhuang needs a clear rural image, which can be linked to the unique autumn scenery of Guanzhuang or to its specialties. With such a clear rural image, the promotion of rural image in the future is like pushing a boat with the flow. Building the positioning of the Guanzhuang rural brand, identifying the unique selling points and core values of the countryside, such as historical culture, natural landscape, technological innovation, etc., as the basis for promoting the rural image.

3.2. Lack of professional team promotion

Professionals do professional things to establish a professional publicity team for the promotion of the official village image on Tiktok, including marketing experts, designers and media professionals, who can develop targeted publicity plans and strategies. Most of the people who publicized the official village on Tiktok are amateurs, and the shooting and editing techniques need to be improved. With the content of Tiktok being so internal nowadays, it is difficult to improve their competitiveness without the support of professional teams. If the official village wants to share in the publicity of Tiktok's rural image, and more Tiktok users find the official village and fall in love with it, they must have their own professional team of Tiktok.

3.3. Lack of creative promotional activities

In Tiktok Shangguan Village, the publicity and creative activities are relatively simple, and the contents of the activities are relatively old-fashioned and monotonous. They often prefer to adopt some old-fashioned publicity methods, which are not attractive to tourists. The village needs to organize creative publicity activities, such as art exhibitions, music festivals, cultural performances, etc., to attract more people to participate in them and increase the vitality and attractiveness of the countryside.

3.4. Lack of Partnership

The promotion of the image of the official village on Tiktok has not formed a good value chain. To be frank, the behavior of publicizing the official village has not received corresponding benefits, and the direct benefits cannot be obtained through publicizing the official village, which will reduce people's enthusiasm for publicizing the official village. Therefore, the official village needs to establish partnerships with tourism institutions, enterprises and other relevant stakeholders to jointly promote the rural image and benefit each other, All propagandists can establish cooperation with local enterprises and other interested parties of the official village through the way of dithering audio tape goods and advertising group purchase, so as to promote the image of the official village while bringing some benefits to themselves.

3.5. The quality of dissemination content needs to be improved

Search related topics of Guanzhuang on Tiktok, and find that the short videos of many rural images of Guanzhuang are similar or the same content, the same scenic spots, the same food appear repeatedly, and the innovation ability is relatively poor. Content homogenization makes users unable to obtain fresh improvements, which affects the innovation motivation of high-quality video creators. At the same time, the quality of some Tiktok users in Guanzhuang needs to be improved, and some negative energy content can be shown in describing the personality of the people in Guanzhuang, leaving some bad stereotypes for some Tiktok users, which has brought some negative effects on the image dissemination of Guanzhuang villages. It is necessary to educate and promote the local residents of Guanzhuang, strengthen their understanding of rural history, culture, and environmental protection through educational and promotional activities, and enhance their sense of belonging and pride in the countryside.

In short, rural image promotion needs to comprehensively consider market demand, target audience, and rural characteristics, and take practical and effective measures to enhance the visibility and attractiveness of the countryside.

4. Communication Strategy Based on ISMAS Marketing Model

According to the ISMAS marketing model, research on the image communication strategy of rural tourism on the Tiktok platform under the background of rural revitalization - take Guanzhuang Town, Qianshan City, Anhui Province as an example, you can refer to the following content to write the paper:

4.1. Clarify the positioning of rural image and arouse public interest

Guanzhuang Town needs to determine the positioning of its rural image, including natural scenery, historical culture, and characteristic agricultural products, in order to provide direction for specific dissemination paths in the future. For example, with the positioning of "beautiful countryside" or "four suitable characteristic villages", highlight the rural customs and characteristics of Guanzhuang Town. Introduce local well-known We Media or influential people to show rural beauty, folk customs, local characteristic activities, etc. through Tiktok short videos, and introduce the characteristics and charm of Guanzhuang Town to the public. Organize rural cultural activities, such as the Guanzhuang Cooling Festival and traditional handicraft experiences, to attract public attention and stimulate public interest in rural tourism in Guanzhuang Town.

4.2. Improve search convenience

Optimize the search keywords related to rural tourism in Guanzhuang Town on the Tiktok platform, integrate and recommend rural tourism routes, featured food, home stay information, etc., to facilitate the public to actively search and understand rural tourism resources in Guanzhuang Town. Tiktok short video was produced to introduce the history, culture, natural scenery, etc. of rural tourism in Guanzhuang Town, while strengthening links with other social media platforms to improve search accessibility and sharing. Build a complete official program and application website of Guanzhuang Village on Tiktok to provide comprehensive rural information, including scenic spot introduction, traffic guide, food introduction, etc., so that Tiktok users can find the information they need. Optimizing the search ranking of Tiktok engine, improving the image of Guanzhuang village, and improving the display position of relevant information of Guanzhuang village in search results make it easier for Tiktok users to find relevant information of Guanzhuang village on Tiktok, and improve the exposure of Guanzhuang village image on Tiktok. Add rural image markers in Guanzhuang, and the rural government can set up rural image markers such as sculptures, signs, etc. in major landmarks, transportation hubs, public places, etc. in the countryside. These landmarks can include rural names, landmark buildings, beautiful scenery and other elements to facilitate tourists and residents to carry out visual search, quickly understand the image of the country, and publish it on the Tiktok platform.

4.3. Shape a good reputation for rural tourism dissemination

Explore and guide high-quality self media to create content from the perspectives of rural construction, food culture, and local customs, so as to create a good reputation effect in the rural areas of Guanzhuang Town. Encourage local enterprises and rural tourism practitioners to carry out Tiktok marketing, show rural industry development, folk customs, etc., and shape a positive image of rural tourism. Providing high-quality services locally in Guanzhuang is the foundation for attracting tourists and gaining a good reputation. Ensure that rural tourist attractions or homestays have complete facilities and a clean environment, and train employees

to provide professional and friendly services. The gap between the actual situation and the propaganda in Tiktok cannot be too large, which will affect the reputation of the village image of the official village in Tiktok. Nowadays, Tiktok pays more attention to traditional Chinese culture, and Guanzhuang can create a good reputation for rural tourism by protecting and displaying local culture. The uniqueness of rural tourism lies in its local culture and customs. The protection and display of local culture, including traditional handicrafts, folk stories, local food, etc., can attract more tourists, but also can protect the local traditional culture of the official village. It can be said that it can kill two birds with one stone. It has become a cultural shrine on Tiktok, received good reputation from rural tourism, and attracted a large number of tourists to visit the official village.

4.4. Build consumer channels to facilitate audience action

Produce the rural tourism strategy and route recommendation of Guanzhuang Town in the Tiktok platform, attach detailed rural tourism information and preferential policies, and guide the audience to experience the rural tourism of Guanzhuang Town on the spot. Develop relevant supporting preferential policies, such as ticket discounts and discounts on specialty cuisine, to attract tourists to experience the rural culture and life of Guanzhuang Town firsthand, and promote audience action. Through the user search and user habits on Tiktok, we can determine the audience range of Guanzhuang rural tourism, and then determine the consumption form and channel of the consumer audience. Create online sales channels directly on Tiktok, and provide safe and convenient payment methods. You can directly sell local agricultural products, cultural products and offline tickets online. In addition to the online sales channels of the official village, you can also open offline sales points at physical stores or cooperative merchants. Choose an area suitable for the target audience, provide a convenient shopping environment and good after-sales service, and attract consumers to make purchases. Guanzhuang needs to develop its own marketing strategy for Tiktok, follow the trend, and take the way of live broadcast with goods for online sales. At the same time, take into account offline physical stores, so as to achieve online and offline double blossom, promote the audience action of Tiktok, and let the people in Guanzhuang see the real network benefits.

4.5. Break down platform barriers and expanding the scope of sharing

Encourage the public who come to Guanzhuang Town for rural tourism to actively share their rural tourism experience on social platforms such as Tiktok, reward users with high number of shares, likes and comments, and expand the spread of rural tourism. Use the one button forwarding function of Tiktok to forward rural tourism related content to other social media platforms, further expanding the spread of rural tourism in Guanzhuang Town. Guanzhuang needs to provide easily shareable content online to ensure that any content related to Guanzhuang can be easily shared. For example, add a social sharing button in the Tiktok application, so that users can share to their social media accounts with one click. At the same time, create interesting and eye-catching pictures, videos, or articles to enhance the attractiveness of sharing. Guanzhuang encourages Tiktok users to participate and interact, increasing the possibility of sharing. We can attract users to participate actively by carrying out contests with prizes, user generated content activities, question and answer interactions, etc. We can carry out various eye-catching activities on Tiktok, and strive to expand the range of image sharing of villages in Guanzhuang. Guanzhuang needs to find partners on the Tiktok platform, work hard with partners in relevant fields, and jointly promote and share the content of rural tourism in Guanzhuang. You can collaborate with influential bloggers, social media influencers, industry experts, etc. to share and recommend each other's content and expand your audience.

5. Conclusion

This study takes Guanzhuang Town, Qianshan City, Anhui Province as a case to explore the image communication strategy of rural tourism on the Tiktok platform. Through the analysis of the image communication of rural tourism in Guanzhuang Town on the Tiktok platform, and combined with the ISMAS marketing model, we proposed a series of targeted improvement strategies, including clarifying the rural image positioning, improving the search convenience, building a good reputation for rural image communication, building consumption channels and breaking through platform barriers.

In terms of clarifying the positioning of rural image, we emphasize the need for Guanzhuang Town to determine the positioning of rural image, arouse public interest, and showcase rural beauty, folk customs, and local characteristic activities through local well-known self media or influential figures, thereby arousing public interest in Guanzhuang Town's rural tourism. In terms of improving the convenience of search, we suggest optimizing the search keywords related to rural tourism in Guanzhuang Town on the Tiktok platform, integrating recommended rural tourism routes, featured food, home stay information, etc., to improve search accessibility and sharing. In addition, we also emphasized the importance of shaping a good reputation for rural tourism dissemination, building consumer channels to facilitate audience action, and breaking down platform barriers to expand the scope of sharing. Carefully analyze the problems in the promotion of the official image, propose solutions, and actively improve the promotion methods.

Through the proposed strategy, we believe that the image dissemination of rural tourism in Guanzhuang Town on the Tiktok platform will be more accurate and effective, which is expected to promote the smooth implementation of the rural revitalization strategy. At the same time, we also realize that there may be some challenges in the implementation process, such as the continuity of content creation, increasing user engagement, and selecting methods for monitoring and evaluating effectiveness. Therefore, further in-depth research and tracking of implementation effects are needed in the future, and strategies need to be continuously optimized and adjusted to achieve long-term sustainable development of rural tourism image dissemination.

In a word, the image communication strategy of rural tourism on the Tiktok platform proposed in this study provides new ideas and directions for the development of rural tourism in Guanzhuang Town, and also provides reference for the image communication of other rural tourism destinations. I hope that the implementation of these strategies can make positive contributions to the smooth implementation of the rural revitalization strategy and the sustainable development of rural tourism industry.

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