



Research on the Model of Online Live Streaming Supporting the Development of Rural Tourism in Hainan

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Abstract: With the rapid development of Internet technology, webcast, as a new form of social media, has gradually penetrated into all walks of life, especially in the tourism industry, showing great potential. Hainan, as a famous tropical tourist resort in China, has rich natural resources and unique cultural landscape. As an important part of its rural tourism, it is facing new development opportunities and challenges. This paper aims to discuss how the network broadcast contributes to the development of rural tourism in Hainan, analyze its application status, advantages, existing problems and solution strategies, and put forward a feasible mode of live streaming to help the development of rural tourism in Hainan.

Keywords: online live streaming, rural region in Hainan, tourism development

1. Introduction

The report of the 19th National Congress of the Communist Party of China clearly proposed to strengthen rural construction, fully implement the rural revitalization strategy, constantly develop rural tourism, and realize rural modernization. In the new historical development period, "Internet + rural tourism" has become a new development mode of rural revitalization. According to its own characteristics, Hainan province has strengthened the construction of e-commerce through the combination of rural tourism and Internet business, so as to realize the rural revitalization. This paper will study its application and effect in Hainan rural tourism from the perspective of network broadcast.

2. The application status of online live streaming in rural tourism

2.1 The rise of live streaming

In recent years, as a new form of social media, webcast has risen rapidly and been widely used in various fields. Especially in the field of tourism, live broadcasting has become a new channel of tourism publicity and promotion with its intuition and strong interactivity. During the epidemic period, a number of scenic spots cooperated with live broadcasting platforms to carry out live tourism, and achieved good communication results. With the popularity of the Internet and mobile devices, with the rapid development of Internet technology and the widespread popularization of smart phones, people can access the network anytime and anywhere, which provides a solid infrastructure support for tourism live broadcasting. Users can easily watch the live broadcast content through their mobile phones and other mobile devices, and enjoy the immersive travel experience. With the continuous progress of live video technology, the clarity, fluency and interactivity of live broadcast pictures have been significantly improved. This makes the tourism live broadcast can more truly and vividly show the style of the tourist destination and attract the attention of more audiences.

2.2 Practice of tourism live streaming in Hainan

Hainan Tourism, Culture, Radio, Film, Television and Sports Bureau has actively responded to the call of the state. Since March 2020, it has jointly launched a number of live streaming activities with major live streaming platforms, which has set off a wave of live streaming with goods in the tourism industry. Travel agencies, scenic spots and hotels in the island have joined the live delivery team, launched a series of live broadcast activities of "Cloud Travel to Hainan" of "Hainan people Visit Hainan" through the micro-video platform, and made full use of the media matrix of news and video to expand the publicity in the island. These activities have not only enhanced the popularity of Hainan tourism, but also stimulated the consumption demand of citizens and tourists, effectively promoting the recovery of tourism.

3. The advantages of network live streaming in rural tourism in Hainan

3.1 Enhancing the visibility of rural tourism

Live streaming has a wide range of communication power and influence. Through live broadcasting, the characteristics and charm of rural tourism can be displayed to more people. Hainan countryside is rich in natural resources and unique cultural landscapes, such as Xinglong Tropical Botanical Garden and Dongshanling in Wanning City. These scenic spots can attract more potential tourists through live broadcasting and enhance the popularity of rural tourism.

3.2 Enhancing the sense of participation of tourists

Webcasts can not only show the natural scenery and cultural landscape of the countryside, but also enhance the sense of participation and belonging of tourists through the interaction of live broadcasts. During the live broadcast, the anchors interact with the audience in real time, answer questions and share experiences. This form of interaction can shorten the distance between tourists and the countryside, and make tourists feel the immersive tourism experience.

3.3 Promoting the development of rural economy

Live streaming has brought more tourists to rural tourism and helped to promote the development of rural economy. Through live streaming, rural featured agricultural products and handicrafts can be directly sold to consumers across the country and even the world, broadening sales channels and increasing the income of villagers. At the same time, the traffic attention brought by live broadcasting can also promote the development of rural catering, accommodation and other related industries.

4. Problems existing in online live streaming in rural tourism in Hainan

Tourism products lack innovation. Although Hainan is rich in rural tourism resources, some tourism products lack innovation and cause serious homogenization in the process of live broadcast promotion. As a result, the audience is easy to have aesthetic fatigue when watching the live broadcast, and it is difficult to have a strong desire to buy. The quality of live broadcast content is uneven, the threshold of network live broadcast is relatively low, the quality of anchors is uneven, the quality of some live broadcast content is not high, and there are even problems such as false publicity. This not only damages the interests of the audience, but also affects the overall image of rural tourism in Hainan. Tourism infrastructure and services lag behind, and the infrastructure and services in some rural tourism areas lag behind, which cannot meet the growing needs of tourists. As a result, even if the live broadcast attracted a large number of tourists, the tourists did not experience the field tour, affecting the word of mouth and revisit rate.

5. Research on the mode of rural tourism in Hainan

5.1 Theme live streaming mode

For the specific themes in rural tourism, such as farmhouse music, picking festival, etc., live promotion. This model can focus on specific audience groups and improve the pertinence and attraction of live broadcast content. For example, in Xinglong Tropical Botanical Garden, the "Tropical Plant Science Tour" was live broadcast. Famous botanists or web celebrity anchors were invited to participate in the event to introduce the species, growth habits and popular science knowledge of tropical plants to the audience, so as to attract tourists interested in natural science to visit.

5.2 Interactive live streaming mode

Interaction with tourists through live broadcast, collect feedback and adjust promotion strategy. During the live broadcast, interactive links are set, such as audience questions, lucky activities, limited time discounts, etc., to enhance the sense of participation and belonging of tourists. At the same time, anchors can timely adjust the content and promotion strategy of the live broadcast according to the feedback of the audience to improve the effect of the live broadcast.

5.3 Celebrity effect pattern

Invite celebrities or Internet celebrities to live broadcast and promote rural tourism, and attract more tourists with its influence. The celebrity effect model can quickly enhance the popularity and attention of live broadcasting, and attract a large number of fans to watch and participate. For example, well-known tourism bloggers or film and television stars will be invited to the rural tourism areas of Hainan for live broadcast promotion, and sharing their personal experiences and feelings to stimulate the audiences interest and yearning for rural tourism.

5.4 Live delivery mode

Combined with e-commerce platforms and live delivery activities, to promote rural featured agricultural products and handicrafts. During the live broadcast, anchors can show the featured agricultural products and handicrafts in the countryside, and introduce their characteristics and advantages. Viewers can place orders directly through the broadcast room or make subsequent purchases through the e-commerce platform. This mode of live broadcasting not only brings direct economic benefits to the countryside, but also improves the popularity and brand value of agricultural products.

6. Implementation strategy and recommendations

6.1 Strengthening the training and management of anchors

Improving the professional quality of anchors and the quality of live broadcast content is the key to ensure the effect of network live broadcast. Relevant departments should strengthen the training and management of anchors to improve their professional quality and professional ethics. At the same time, establish and improve the live content review mechanism to ensure the authenticity and legality of live content to avoid the occurrence of false publicity. Relevant departments should guide rural areas to develop tourism products and services with local characteristics and creativity. By exploring the cultural connotation and natural resources of the countryside to create unique tourism brands and experience projects to improve the satisfaction and loyalty of tourists. For example, a tropical botanical garden can be developed so that visitors can learn rich knowledge of natural science during the tour.

6.2 Improving tourism infrastructure and services

In view of the problem of rural tourism infrastructure and service lag, the relevant departments should increase the investment to improve the tourism infrastructure and service system. Including strengthening road construction, improving accommodation conditions, improving the quality of catering services and other aspects to improve tourists tour experience and comfort. At the same time, strengthen the supervision of rural tourism areas to ensure the healthy and orderly development of the tourism market. To strengthen policy support and guidance, the government should introduce relevant policies and measures to support and guide the network broadcast to help the development of rural tourism in Hainan. Including providing financial subsidies, tax incentives and other policy support to encourage enterprises and individuals to participate in rural tourism network broadcast activities; strengthen cooperation and exchanges with other regions to jointly promote Hainan rural tourism brand; establish and improve the supervision mechanism of rural tourism network broadcast to ensure the standardized and orderly development of live broadcast activities.

7. Conclusion

As a new form of social media, wecast shows great potential and advantages in the development of rural tourism in Hainan. The application of strategies such as theme live broadcast mode, interactive live broadcast mode, celebrity effect mode and live streaming mode can effectively enhance the popularity of Hainan rural tourism, enhance the sense of participation and belonging of tourists and promote the development of rural economy. However, in the implementation process, it is also necessary to pay attention to strengthening anchor training and management, innovating tourism products and services, improving tourism infrastructure and services, and strengthening policy support and guidance to ensure the smooth progress of the development of rural tourism in Hainan and achieve good results.

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