

A Review of the Current State of Rural Tourism in the Age of Social Media and Exploration of Optimization Paths: A Case Study of Jizhou District, Tianjin

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Abstract: With the acceleration of urbanization and city rhythm, it makes most people feel stressed and exhausted. More and more people choose to return to the countryside to experience the natural landscape, traditional farming culture, local flavor and slow-paced lifestyle, driving the demand for rural tourism. The research theme focuses on the current situation of rural tourism in Jizhou District, Tianjin, using the rural tourism videos in social media in Jizhou District, Tianjin, as a specific object of investigation. In terms of research methodology, various research methods such as PEST analysis and Textual Analysis were used to deeply analyze the development status, basic conditions and social media marketing status of rural tourism in Jizhou District. The results of the study show that rural tourism in Jizhou District has made certain achievements, but there are some shortcomings in the promotion of social media and its related areas. To achieve sustainable development, it is necessary to pay attention to the power of social media and hit its selling points and characteristics, and this study mainly affects the development strategy and path selection of rural tourism.

1 INTRODUCTION

Jizhou District has responded positively to the call for the Full text of the report to the 20th National Congress of the Communist Party of China to “Comprehensively Promote the Revitalization of the Countryside” and has made remarkable progress in the four areas of politics, economy, society, and technology. Politically, five villages in Jizhou District were successfully selected to the national list of key villages for rural tourism, showing the positive results of rural revitalization. Economically, the projected GDP growth is solid, and tourism reception and comprehensive income have risen sharply, showing the strong pulling effect of rural tourism on the economy. Socially, the strategy of cultural and tourism integration has been deepened, with innovative projects broadening the breadth and depth of cultural tourism, while a number of sporting events and cultural festivals have been successfully organized, greatly enhancing the region's visibility and attractiveness. Technologically, Jizhou District has actively embraced digital services and built a smart tourism public service platform to enhance the exposure and attractiveness of rural tourism, while increasing investment in infrastructure to

significantly improve the accessibility and comfort of rural tourism.

This study focuses on the development status and challenges of rural tourism in Jizhou District, Tianjin in the era of social media, which is of great significance in promoting the transformation and upgrading of the rural tourism industry in Jizhou District, Tianjin, enhancing the attractiveness and competitiveness of rural tourism, and realizing sustainable development. It also provides favorable ideas and methods for solving farmers' problems and promoting rural revitalization strategy. This study focuses on the current situation of rural tourism in Jizhou District, Tianjin, specifically in terms of the current situation, basic conditions, social media publicity status and user satisfaction. In this process, the literature analysis method was used to find and read relevant information and literature, and the advantage of this method is that it can well analyze the status quo and effective strategies of rural tourism, which provides a strong support for the smooth progress of the research. At the same time, the PEST analysis method was combined to grasp the external environment from the four aspects of politics, economy, society and technology in a macro way, and to grasp the development prospect as a whole;

moreover, the text analysis method was used to collect video comments on social media platforms about the rural tourism in Jizhou District of Tianjin City, so as to dig deeper into the direct feedback of tourists, which is conducive to the conduct of the study. The ultimate research goal of this study is to promote the prosperous development of rural tourism industry in Jizhou District, Tianjin, and then lead the economic prosperity of the countryside and its surrounding areas. In order to reach this goal, an in-depth investigation and analysis is carried out to put forward effective solution strategies and suggestions.

2 LITERATURE REVIEW

Through China Knowledge Network database, Google Scholar and other academic platforms, search for "rural tourism", "social media", "leisure farm" and other keywords to search, collect and review the rural tourism and rural lodging related literature and materials, and analyze the latest theoretical research at home and abroad to summarize some reference points and conclusions. Rural lodging related literature, and the latest theoretical research at home and abroad to carry out an in-depth understanding of the analysis, so as to summarize some of the reference significance of the research point of view and conclusions.

Cawley and Gillmor, in their article 'Integrated Rural Tourism: Concepts and Practice', provide an in-depth study of the concept and practice of integrated rural tourism. They make important contributions to the integration of rural tourism resources, stakeholder roles, and the promotion of the effectiveness of rural tourism as a rural development strategy. However, the article does not cover much in terms of the current situation, challenges and solutions of rural tourism for specific geographic areas. In addition, although the article emphasizes the importance of network cooperation and embedded development to achieve sustainability of rural tourism. This article will start from the current situation of rural tourism in Jizhou District of Tianjin, analyze in-depth the challenges it faces, and explore how to supplement the existing research gaps by means of resource integration and network cooperation, so as to provide practical guidance for realizing the sustainable development of rural tourism in this area (Cawley & Gillmor, 2008).

Yeajin Joo, Hwayoon Seok, and Yoonjae Nam in the article *The Moderating Effect of Social Media Use on Sustainable Rural Tourism: A Theory of Planned Behavior Model*. The article examines the important factors affecting the potential behavior of rural

tourism tourists and the impact of social media use on rural tourism, and contributes to the analysis of the behavioral decision-making process of rural tourism tourists using Theory of Planned Behavior (TPB) model. However, the article does not cover much about the specific strategies for the sustainable development of rural tourism and the mechanism of social media's role in rural tourism. This paper will start from the strategy of sustainable development of rural tourism and the specific mechanism of social media in promoting the development of rural tourism to conduct in-depth research to supplement the existing research gaps (Joo et al., 2020).

Laxmita et al. in the article *Sustainable Rural Tourism Development in the Era of Social Media: Shape Identities and Discourse in Digital Settings* examines how sustainable rural tourism development in the era of social media shapes identities and discourse in digital settings, and contributes to this study in terms of exploring the impact of social media and digital settings on rural tourism development. However, the article does not cover much on the impact of social media use on the specific behavioral decision-making process of rural tourism tourists. This paper will explore how sustainable rural tourism can be promoted in the context of social media and digital environments, complementing existing research gaps and providing useful insights for rural tourism destination marketers and the industry as a whole (Laxmita et al., 2021).

In *Development Paths and Strategies of Literature and Tourism Integration in the Age of Social Media to Help Rural Revitalization in Xinjiang*, Hang Jie examines how the integration of literature and tourism in the age of social media can promote rural revitalization in Xinjiang. He analyzes the characteristics and roles of culture and tourism integration and describes the current development status. However, the problems in communication channels, network facilities construction, professional talents and other aspects are not covered much, and the content study is not comprehensive enough. This paper will start from these aspects and conduct in-depth research to supplement the existing research gaps (Hang, 2024).

Huang Zhaoye in the *Ctrip Jiangxi Holiday Farm rural tourism marketing strategy optimisation research* in this article studied the differences between domestic and foreign rural tourism and rural lodging, for the high-end rural lodging - Ctrip Jiangxi

Holiday Farm marketing the status quo analysis, in the tourism accommodation market has contributed to this study, but in the ordinary townships Exploring the content of the analysis is not much involved, this paper will start from the ordinary countryside aspect, the current situation of the farm research, to supplement the existing research gaps (Huang, 2023).

3 RESEARCH METHODOLOGY

PEST analysis is a method to review the external macro-environment, which mainly involves the four aspects of Politics, Economics, Society and Technology, and is also used as the basis for strategic decision-making. Its advantage is that PEST can stand in the macro perspective of a comprehensive and systematic analysis of the external environment, in a variety of perspectives, from the change of the factors on the study of the development potential of things, the overall grasp of the development prospects. It is especially suitable for the development and the field where the research is not comprehensive and thorough. The disadvantage is that: the changing factors are large, and there are many factors to be considered for decision-making.

The method of Textual Analysis is to analyse the contents of web travelogues and reviews and draw the corresponding conclusions. Given the openness, diversity and freedom of the website, tourists are able to express their own travelling experience and experience etc. genuinely. In this paper, we collect videos of rural tourism in Jizhou District of Tianjin through descent collector, Jisooker, and Dadoduo Shake data website, and analyse them with the help of various functions of micro-word cloud software, which is mainly involved in data pre-processing, word division data processing, word frequency data analysis, sentiment analysis, etc., and finally obtain the image perception of tourists on rural tourism in Jizhou District.

4 SOCIAL MEDIA MARKETING FOR RURAL TOURISM IN JIZHOU DISTRICT

Social media are tools and platforms that people use to share opinions, insights, experiences and views with each other, which at this stage mainly include apps such as Jitterbug, Weibo, WeChat, blogs, Xiaohongshu, etc. These platforms allow users to spontaneously create, share and disseminate

information, forming a huge social network. Utilising the interactive convenience provided by social media, companies and brands can also receive real-time feedback and suggestions from consumers and fans about their attitudes and opinions on specific products or brands (Zhuang, 2023).

4.1 Textual Analysis

In this study, more than 100 videos related to Tianjin Jizhou District on popular social media platforms such as Bilibili, Xiaohongshu, and Tik Tok were collected, and the comment data underneath these videos were deeply mined by using crawler technology, descent collector, set searchers and manual statistics. After a strict data cleaning process, we successfully screened out the comment information with high relevance and validity, totalling close to more than 300. The comments are subjected to lexicographic processing, after removing deactivated words and removing words for word frequency statistics as in Fig. 1 and making word cloud map as in Fig. 2.

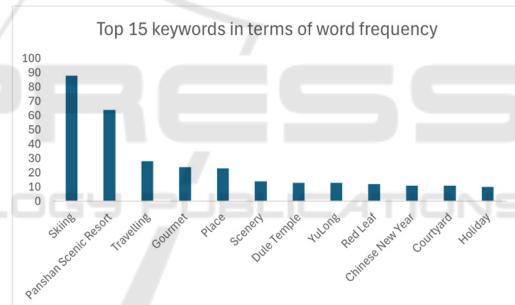


Figure. 1: Top 15 keywords in terms of word frequency.
(Picture credit: Original)



Figure. 2: Keyword word cloud map. (Picture credit: Original)

An in-depth analysis of the top fifteen keywords in the word frequency of social media video comments in Jizhou District, Tianjin, clearly shows the multifaceted interests and concerns of tourists and social media users in Jizhou District. People attach great importance to the four aspects of eating, drinking and playing in rural tourism.

In terms of natural landscapes, visitors showed great interest in the winter skiing activities in the Jizhou District, the natural landscape of the Banshan Scenic Area, the autumn foliage viewing and the overall natural scenery. In terms of humanistic landscapes, people were very interested in the cultural heritage and folklore of the Jizhou District, with the Dule Temple being very popular. In terms of tourism activities, tourists were very concerned about the overall tourism planning, accessibility,

accommodation, as well as recreational facilities and amusement programmes.

4.2 Sentiment Analysis

This study covers the comments under social media videos in Jizhou District, Tianjin, and through the division of emotional tendencies, we obtained 159 positive emotional comments accounting for 49.69%, 56 negative emotional comments accounting for 17.5%, and 105 neutral comments accounting for 32.81%. This data provides a direct feedback about the tourist experience in the Jizhou district. As shown in Figure 3 Distribution of Sentiment Values vs. Number.

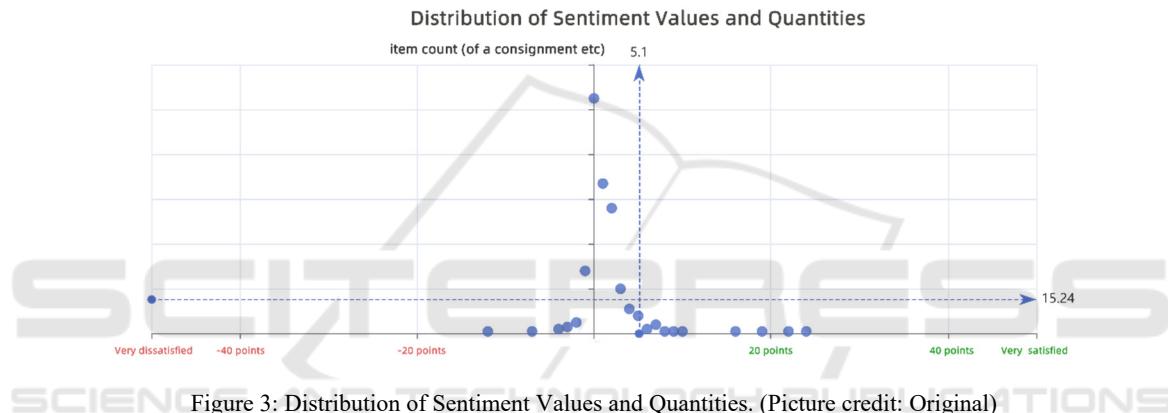


Figure 3: Distribution of Sentiment Values and Quantities. (Picture credit: Original)

Positive comments accounted for a larger proportion of the comments. These comments express positive sentiments such as appreciation of the beauty of the Jizhou district, satisfaction with the tourist experience, and fondness for the local culture. Negative comments, although relatively few in number, are equally noteworthy. These comments relate to complaints about inconvenient transport, poor service attitudes, and poorly maintained attractions. There is still room for improvement in the development of tourism services and facilities in the Jizhou District. This includes both the construction of transport infrastructure such as roads, bridges, car parks, etc. used to improve the accessibility of visitors to the countryside and scenic spots. It also includes the construction of living infrastructure such as public toilets and resting pavilions to provide a more comfortable environment for tourists. Through investment and planning, the completeness of the infrastructure is ensured, and the overall attractiveness of rural tourism is improved (Song, 2025).

5 PROBLEMS OF SOCIAL MEDIA VIDEOS FOR RURAL TOURISM IN JIZHOU DISTRICT

5.1 Serious Homogenisation

The homogenisation of rural tourism marketing content on new media platforms is becoming increasingly significant, and has become an important obstacle to rural development. Agricultural enterprises at all levels tend to imitate successful cases, resulting in a large number of promotional materials with similar styles and serious homogenisation on online marketing platforms, which not only diminishes the uniqueness and freshness of the information, but also makes it difficult to stimulate the interest and purchase desire of potential consumers (Ye & Ping, 2024).

Famous sites such as Panshan Scenic Resort and Dule Temple are often featured as the main content in videos about Jizhou District, but the angles and ways of displaying them often lack novelty. For example, a large number of videos focus on the magnificent scenery of Banshan, but the shooting angles, camera use and narration are all similar, making it difficult for viewers to distinguish the characteristics of different videos. At the same time, the narrative is limited by thinking, most of the videos are in accordance with the ‘introduction + display + summary’ or ‘background introduction + event development + results presentation’ fixed mode to carry out the narrative. This monotonous narrative structure makes the video lack of ups and downs and changes in the plot, and it is difficult to attract the audience's attention.

In the videos popularising the history and culture of the Jizhou district, only some basic background information is briefly introduced, without digging deeper into the stories and connotations behind them. This shallow presentation makes the historical and cultural content seem monotonous and boring, lacking depth and attraction. When introducing the food specialities of Jizhou, many videos only listed the names of some common dishes and specialities, without detailing their production process, taste characteristics and cultural background. This kind of general introduction makes the content of the food specialities seem bland and uninteresting, and it is difficult to stimulate the audience's appetite and curiosity.

5.2 Network Information Overload

With the popularity of social media platforms and the rise of short videos, video information related to Jizhou District in Tianjin has shown explosive growth on social media. These videos cover a wide range of aspects such as natural scenery, history and culture, food specialities, tourism activities, etc. However, the lack of an effective information screening and integration mechanism has led to a large amount of repetitive and redundant information flooding into users' view. Browsing a large amount of video information for a long time, users are prone to fatigue and boredom. This fatigue not only affects the user's viewing experience, but may also reduce the user's sensitivity to information and processing ability.

Thistle's video content lacks a clear target audience positioning on social media and does not build a clear user profile. Due to the lack of in-depth knowledge of the target audience, the video content is overly generalised and tries to reach all possible

audience groups. This results in content that lacks relevance and depth, making it difficult to capture the attention of a specific audience. This results in video content that is difficult to accurately reach potential viewers, and a lack of resonance and interest among viewers, which reduces the content's dissemination efficiency and impact.

6 RURAL TOURISM STRATEGY FOR JIZHOU DISTRICT

The biggest highlight of rural tourism lies in its rural characteristics (Chen & Xu, 2021). If the rural tourism in Jizhou District does not have its own positioning and characteristics but just copy the ‘successful experience’ of other regions, blindly imitating all kinds of Netflix attractions. In the long run, rural tourism will become the same, and the local characteristics of cultural and tourism resources have not been developed (Gao, 2024). In order to change this situation, it is necessary to constantly explore and develop new tourism projects, and strive to create new and diversified rural tourism routes.

6.1 Differentiated Rural Tourism Products

According to *Delineation and labelling of natural selenium-rich land (DD2019-10)* and *Administrative Measures for the Identification and Labelling of Natural Selenium-rich Land (Trial)*, 37 land parcels, including the natural selenium-rich parcels in Xiaying Township of Jizhou District, Tianjin City, are recognised as natural selenium-rich land. Jizhou District, Tianjin is blessed with a unique ecological environment where the soil is rich in selenium, an element that is beneficial to human health. This natural advantage provides a unique selling point for Dongshan Village's agricultural and healthcare products.

Positioning Jizhou's products as ‘healthy, green and high-end’. By emphasising the selenium content of the products and the advantages of the ecological environment, it creates a unique brand character and attracts consumers who pursue a healthy lifestyle. The core concept of ‘Selenium for Health, Green for the Future’ conveys the health benefits of Jizhou products and the protection of the ecological environment. Through this concept, it builds emotional resonance with consumers and enhances brand loyalty. Use social media, e-commerce platforms and other online channels to promote the

products. Attract consumers' attention by posting content such as product introduction and health knowledge.

6.2 Rural Tourism Characterisation Strategy

Creating special humanistic and flavourful tourism routes, the opening of Dule Temple, Yuyang Ancient Village and the surrounding areas shuttle bus routes cover a wide range of Buddhist culture, ancient architecture, rural culture, artisan culture, etc., which provide tourists with a rich and diverse tourism experience, appreciate the unique flavour of different cultural backgrounds, and satisfy different tourism needs. Meanwhile, relevant information about the featured attractions, such as route introduction, attraction recommendations, activity highlights, etc., is posted on social media platforms to attract tourists' attention and interest. Encourage tourists to share their own experiences and feelings on social media, and set up interactive topics or challenge activities to stimulate tourists' participation and creativity.

Marketing for specific seasons. In winter, for example, live broadcasting at the ski resort site to show the ski slopes, facilities, atmosphere, etc., to attract potential tourists; releasing the wonderful moments taken by tourists at the ski resort, such as skiing skills demonstration, beautiful photos of the snow scene, etc., to increase user interaction and participation; launching online activities such as skiing skills challenge, snow scene photography contest, etc., and encouraging users to participate in them and share them on social media to expand brand exposure; co-operate with travel agencies and online travel platforms to launch co-branded ski packages for joint promotion; co-operate with ski equipment brands for product implantation and joint marketing.

Virtual reality technology has been actively introduced to provide tourists with a brand-new tourism experience. For example, in the 'Hip Hop Carnival VR Experience Pavilion' project at Yuyang Ancient Street in Jizhou, tourists can experience a variety of high-tech amusement facilities through VR equipment, and feel the cyberpunk decoration style and sci-fi sense of the VR world. In addition, the opening of VR live broadcasting allows consumers to experience the natural scenery and unique charm of Jizhou District. This kind of live broadcast not only enhances the interactivity and participation of tourists, but also improves the visibility and reputation of Jizhou District.

7 CONCLUSION

The findings of this study are a comprehensive review and analysis of the current situation of rural tourism in Jizhou District, Tianjin. The situation of rural tourism in Jizhou District of Tianjin is the specific object of investigation, and various research methods, such as PEST analysis and text analysis, are used to deeply analyse the development status of rural tourism in Jizhou District, as well as the status of social media marketing. The study found that rural tourism in Jizhou District has made certain achievements, but there are some deficiencies in social media promotion and its related areas, and a lack of characteristics and differences, which limit the further development of rural tourism and affect the tourists' travel experience and satisfaction. From this, it further concludes its study that in order to achieve sustainable development of rural tourism in Jizhou District, Tianjin, it is necessary to focus on the power of social media, hit its selling points and characteristics, and improve the relevance and depth of content to attract the attention of specific audiences. This study highlights the importance of content innovation and differentiated development, providing new ideas for the transformation and upgrading of rural tourism. At the same time, this study also reveals the important role of social media in the promotion of rural tourism, which provides useful reference for future marketing strategies. Future research should focus more on the sustainable development path of rural tourism for in-depth investigation. The current situation and problems of rural tourism development in different regions and cultures can be further analysed, and more targeted and effective development strategies can be explored. At the same time, we can also pay attention to the deep integration of rural tourism and new media technology, and study how to use new technology to enhance the popularity and reputation of rural tourism and promote the prosperous development of rural tourism industry.

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