

## PROBLEMS AND COUNTERMEASURES OF DIGITAL TRANSFORMATION OF RURAL TOURISM

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This paper analyzes consumers' evaluation of the digital development of rural tourism areas through the app such as Xiaohongshu and bilibili, using a rural tourism site in China as an example, and summarizes them in relation to the industry reality and related literature, and finally proposes countermeasures to solve these problems.

**Keywords:** rural tourism; digitalization; tourist perspective.

## ПРОБЛЕМЫ И КОНТРМЕРЫ ЦИФРОВОЙ ТРАНСФОРМАЦИИ СЕЛЬСКОГО ТУРИЗМА

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В этой статье анализируется оценка потребителями цифрового развития районов сельского туризма с помощью таких приложений, как Xiaohongshu и bilibili, на примере сайта по сельскому туризму в Китае. Данные обобщаются в связи с реалиями отрасли и соответствующей литературой, и, наконец, предлагаются контрмеры для решения проблем.

**Ключевые слова:** сельский туризм; цифровизация; туристическая перспектива.

**Introduction.** With the continuous development and extensive penetration of technologies such as big data, cloud computing, artificial intelligence, blockchain, and 5G, the digital economy is deeply influencing and changing socio-economic development. The changes brought by the digital economy are also affecting travelers' consumption behavior, especially in destination selection, purchase decision, and purchase evaluation. In this context, especially after COVID-19 pandemic, digital tourism has become the future development trend as rural areas with relatively poor

infrastructure and transportation accessibility. The digital transformation of rural tourism involves a wide range of systematic projects with many contents. This paper analyzes the current problems and countermeasures facing the digitalization of rural tourism based on the collection and collation of network information.

**Materials and methods.** Digital tourism in rural areas is manifested in digital infrastructure, tourism information networking, convenient tourism services, rapid tourism response, etc. Digital paths for the transformation and development of rural tourism industry include personalized customization, booking tickets and hotels, etc., video marketing, online procurement of special product lines, etc. And the satisfaction situation of consumers when traveling in rural areas varies. Consumer evaluations of the digitalization of rural tourism in the scenic area of Chongdugou, Henan Province, China, were collected through Xiaohongshu, Tiktok, bilibili and other APPs with a large number of Chinese users, and are summarized as follows.

To begin with, the digital infrastructure is inadequate. Although it is possible to book hotels and restaurants online, parking information is insufficient and traffic jams often occur. Secondly, the signal strength in the scenic spot is insufficient, resulting in many intelligent terminal devices not working. There is less public WiFi in the scenic spot, and the information service is poor. Then, the digital personalized service is insufficient, which is shown by the lack of detailed electronic guide map, insufficient electronic explanation, untimely information release, the lack of electronic signs in the field, and visitors' reaction to find the destination. Last but not least, the digital information response is slow: online complaints are not handled in a timely manner and the waiting time is too long. Weather information service is slow, which seriously affects customer experience.

**Results and discussion.** In response to the above, relevant literature was compiled and found that these are typical challenges in the digital transformation of rural tourism. After summarizing, we came up with the current problems in the digital development of rural tourism. Firstly, infrastructure is the foundation and prerequisite for the digital development of rural tourism. One of the major problems in developing tourism in rural areas is the remoteness and poor transportation, and the imperfect digital infrastructure is one of the main problems limiting the development of rural areas. Next, the digital system is not popularly used. Rural tourism destinations compared with urban tourist attractions digital level is low, the foundation is not solid enough, digital traffic, information dissemination system construction is not yet perfect, even the lack of digital facilities platform, easy to lead to problems such as poor traffic, poor sharing and other real-time information services. Last but not least, there is a shortage of digital talents in rural tourism. Rural areas are relatively underdeveloped, employment is limited, digital talents are mostly concentrated in developed areas such as cities, how to attract professionals is another problem of rural tourism digital development.

In view with the above situation, this paper combines the requirements of digital scenic development and proposes countermeasures to promote the digital development of rural tourism.

To start with, to improve the investment system, promote infrastructure construction, and at the same time to promote the effective integration of rural tourism data, enhance the coupling of various digital technologies, and promote the transformation of «form platform» to «content platform». Strengthen the collection of

public opinion and weather data in rural tourism areas, and build a multi-functional rural tourism service platform with tourism information, travel planning, online booking, intelligent services, fact monitoring, review and exchange, etc. to promote the digital transformation of rural tourism areas [1].

Second, rural tourism areas strengthen digital management and actively build digital systems to realize functions such as traffic information inquiry before travel, traffic road condition detection on the way to scenic spots, and internal route planning after arriving at scenic spots [2].

Finally, rural tourism destinations should pay attention to the construction of specialized tourism talent teams, formulate corresponding policies to attract digital talents to come and enhance the digital capabilities of existing management and service personnel in order to promote the digital development of rural tourism areas.

**Conclusion.** The digital development of rural tourism has become the trend of the times, and rural tourism areas are also ushering in a period of digital transformation. Taking a rural tourism area in China as an example, we analyze consumers' evaluation of digital development in rural tourism areas with the help of digital platforms such as bilibili, xiaohongshu and other APPs, and summarize the general problems of digital transformation of rural tourism with the industry reality and related literature, including imperfect infrastructure, insufficient platform information construction and lack of relevant talents. Finally, countermeasures to solve these problems are proposed.

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