

Service quality performance, marketing strategies and customer experience: Basis of rural tourism enterprises competitive advantage framework

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Abstract

With the development of cities, rural tourism attracts many tourists and investors with its unique natural scenery, folk culture, and rural environment. However, the fierce market competition makes rural tourism enterprises face difficulties in starting, operating, and developing, and how to build their own competitive advantages has become an urgent problem to be solved. By analyzing the service quality performance, marketing strategy and customer experience of rural tourism, this paper proposes some suggestions to improve the competitive advantage of rural tourism enterprises. Through the research and interview of rural tourism projects and tourists, it is found that there is a complex interaction between service quality performance, marketing strategy and customer experience, with some dimensions showing a strong positive correlation and some dimensions showing a weak or even negative correlation. At present, rural tourism enterprises should focus on the commitment of sustainability, personalization, and effective service, continuously optimize a series of marketing strategies, and provide positive travel fun, engagement and loyalty and other customer experiences, which direct customer satisfaction. Based on this, the author puts forward the framework to enhance the competitive advantage of rural tourism. It provides a structured approach to analyze the market and develop strategies to differentiate between competitors. Future researchers may explore how factors such as type of industry, size of organization, or intensity of competition may regulate the relationship.

Keywords: rural tourism, competitive advantage, service quality, marketing strategy, customer experience

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1. Introduction

With the maturity of urban development, more and more villagers choose to work in big cities, and a large amount of rural labor has been lost, forming many hollow villages. With the rapid expansion of the city, the decline of the economy, the increase of work pressure, and the deepening of homesickness, more and more people begin to reflect on the development of the countryside, want to return to the countryside, enjoy the countryside, feed the countryside, and find the code of rural development. As an emerging form of rural development tourism, rural tourism has attracted more and more tourists and investors relying on its unique natural scenery, rich folk culture and quiet rural environment. However, in the face of fierce market competition, rural tourism enterprises often have challenges such as difficulties in starting, poor operation, and difficult development. How to build their own competitive advantages has become an urgent problem to be solved.

In recent years, through the development of rural revitalization, China has driven many villages, such as Suzhou Zhouzhuang Water Township, Yiwu Town and other famous historical and cultural villages in China. Zhejiang's "Ten Million Project" has attracted a large number of tourists at home and abroad by protecting and developing different regional characteristics, realizing rural economic transformation and rural revitalization. At the same time, European regions, such as Tuscany in Italy and Provence in France, have used rural scenery and local characteristic culture to attract many tourists and improve the local economic level by developing high-end farmhouses and cultural experience projects. Resorts such as Buffalo in the Philippines are also designed with characteristic waterfall restaurants and local songs and dances, forming a model of rural tourism enterprises integrating food, accommodation, and travel. However, at the same time, many rural tourism enterprises faced problems such as the rupture of the capital chain, poor tourist experience, and passenger flow, and finally closed. Research shows that the improvement of service quality can improve customer satisfaction and loyalty of rural tourism enterprises to a certain extent, so as to enhance comprehensive competitiveness (such as Service Quality, Customer Satisfaction, and Behavioral Intentions in Rural Tourism). Different marketing strategies have a certain impact on the share and brand awareness of rural tourism enterprises in the circulation market, such as the use of online and offline integrated marketing, social media marketing, etc. (such as Impact of Marketing Strategies on Competitive Advantage in Rural Tourism Enterprises). Optimize the customer experience, and enhance the brand loyalty and reputation of rural tourism enterprises by designing a variety of unique experience projects and activities that fit the local area (such as Managing Customer Experiences in Rural Tourism) The characteristics of different regions and rural tourism enterprises, and the adaptive application of these theories and practical experiences can help rural tourism enterprises maintain sustainable development and continuously improve their competitiveness to a large extent. Therefore, in order to thrive in the fiercely competitive market, rural tourism enterprises must focus on several key aspects, including paying attention to the performance and development of service quality, carrying out effective marketing strategies and enhancing customer experience. This study aims to comprehensively explore these dimensions and establish a competitive advantage framework suitable for the unique growth environment of rural tourism enterprises, with a view to providing theoretical support and practical guidance for the sustainable development of rural tourism enterprises.

Service quality is a key factor affecting customer recognition and loyalty, which directly determines the sustainability and reputation of rural tourism enterprises. We will deeply study various factors that affect the performance of service quality, such as the practice of sustainable development, the fulfillment of social responsibility, and the personalization and customization of products and services, and then analyze the gap between the response of tourists and the expected design in the actual service delivery of enterprises and provide specific improvement directions for improving service quality.

In addition, marketing strategies are critical to the long-term profitability and survival of rural tourism businesses. An effective marketing strategy requires a deep understanding of the characteristics and needs of the target market and resonance. Based on the research, it focuses on understanding the market positioning, promotion strategy, product strategy and customer feedback of rural tourism enterprises, and analyzes its impact on rural tourism product design, product sales and product upgrading. Through accurate docking with market demand, rural tourism enterprises can accurately position and design products that can bring customers a better experience. At the same time, rural tourism businesses can optimize their products and product portfolios to attract more tourists and enhance brand awareness.

Finally, customer experience is key to fostering brand loyalty and word-of-mouth. In the context of rural tourism, tourist recommendations and good reviews have a very important impact on potential tourists. This study will collect and analyze travel experience data, focusing on fun, engagement, relaxation, cultural identity, and brand loyalty. By gaining a deeper understanding of these elements of experience, they can get closer to their visitors, and rural tourism companies can more accurately grasp and design products to create memorable and fulfilling travel experiences, thereby cultivating customer loyalty and public reputation.

Based on key elements such as service quality performance, marketing strategy and customer experience, the researchers hope to construct a comprehensive competitive advantage framework suitable for the growth environment of rural tourism enterprises. By solving the unique challenges and opportunities faced by rural tourism enterprises, it can provide practical operation strategies for the rural tourism industry, promote the improvement of the competitiveness of enterprises, and improve the overall business format, to realize the benign and sustainable development of rural tourism enterprises, and thus realize the improvement of rural economic level.

Objectives of the Study - This study analyzes the performance of service quality, marketing strategy and customer experience, and puts forward suggestions to improve the competitive advantage of rural tourism enterprises. The details are as follows: described the service quality performance of rural tourism enterprises from the aspects of sustainability and responsibility, personalization and customization, and service quality delivery; Evaluated the marketing strategy in terms of market positioning, promotion strategy, and product strategy; Evaluated customer experience from three perspectives: tourist pleasure, tourist participation, and tourist loyalty; Tested the significant relationships between service quality performance, marketing strategy, and customer experience; and crafted the framework to improve the competitive advantages of rural tourism enterprises.

2. Methods

Research Design - The collected data will be analyzed descriptively. This descriptive research method helps to effectively collect the data of the interviewee. The descriptive research method is a program that collects specific data and information from specific objects of the evaluation study. Through this method, we can find the correlation, relationship and differences between the three variables we choose, and describe the facts and characteristics of established groups more systematically and accurately.

Participants of the Study - This study will adopt the same county four business model of different rural tourism enterprises, like A group operation construction perfect large theme amusement park, B introduce capital to study as the theme of camp characteristic tourism enterprises, C village collective with a specific historical culture, time background as the theme of tourism enterprises, D the villagers with individual capital development of rural collective tourism enterprises. These four different rural tourism enterprise models cover the current mainstream business models of rural tourism enterprises and have a certain representativeness. In this study, the investigators used random sampling to survey visitors to rural tourist sites. They have the most intuitive feeling of rural tourism enterprises and can give the most valuable feedback. To ensure the authenticity of the questionnaire, the researchers conducted field visits.

This study conducts research through literature review, investigation, and qualitative and quantitative analysis. It mainly uses questionnaires as a research tool, which can effectively collect information about the overall performance level of service quality, marketing strategy and customer experience of rural tourism enterprises. The questionnaire is summarized and designed through historical literature and practical activities, and must be reviewed and pre-tested by experts to ensure the validity and reliability of the questionnaire. The questionnaire is distributed and recycled through the mature questionnaire star platform to ensure the informed agree of participants and protect personal privacy and data security. It is planned to distribute and collect 400 questionnaires according to the size of the site and scale.

Table A*Quantity distribution of questionnaires*

No.	Name of Rural Tourism Firms	Managers and employees
1	A	120
2	B	106
3	C	63
4	D	45
5	Total	400

Through the above research, we can have a more comprehensive understanding of the key factors affecting the competitive advantages of rural tourism enterprises, help rural tourism enterprises formulate a competitive framework, and promote the vigorous development of rural tourism enterprises.

Instruments of the Study - This study used questionnaires to investigate the management status of rural tourism enterprises. The source of the questionnaire was self-produced according to the references. We used the questionnaire platform for the questionnaire survey. A questionnaire of 20 participants was conducted to explore their views and views on factors affecting the competitive advantage of rural tourism enterprises and underwent reliability tests.

Table B*Test of Reliability*

Variable	Cronbach Alpha	Remarks
Service Quality Development		
1A. Sustainability and Responsibility	0.888	Good
1B. Personalization and Customization	0.926	Excellent
1C. Service Quality and Delivery	0.956	Excellent
Marketing Strategies		
2A. Marketing Positioning	0.884	Good
2B. Promotional Strategies	0.892	Good
2C. Product Strategy	0.904	Excellent
Customer Experience		
3A. Tourist Delight	0.932	Excellent
3B. Tourist Engagement	0.969	Excellent
3C. Tourist Loyalty	0.907	Excellent

George and Mallery (2003) provided the ff rule of thumb: ≥ 0.90 = Excellent; ≥ 0.80 = Good; ≥ 0.70 = Acceptable; ≥ 0.60 = Questionable; ≥ 0.50 = Poor; < 0.50 = Unacceptable

Service Quality Development 0.939, Marketing Strategies 0.936, and Customer Experience 0.958

Date Gathering Procedure - The researchers put forward some suggestions, solicited opinions, and visited related enterprises. After obtaining the approval, the investigators began conducting the questionnaire. Questionnaires were distributed over the Internet to tourists in rural tourism businesses and were collected.

Data Analysis - The weighted mean and rank method are used to describe the sustainability and responsibility, personalized customization and service quality delivery; evaluate marketing strategy from marketing strategy; evaluate customer experience from the perspectives of tourism pleasure, tourism participation and tourist loyalty; conduct Shapiro-Wilk test. Spearman rho was used as part of the non-parametric tests to determine the significant relationship. All analyses were performed using SPSS version 28.

Ethical Considerations - The researchers took ethical considerations into account when conducting the

study. This includes informed agree and disclosure. The researchers had communicated with the participants before sending the questionnaire and conducted the questionnaire survey with their agree. The questionnaire content does not involve personal information, and the questionnaire is issued through a formal online platform, which effectively protects personal privacy and information security.

3. Result and discussion

Table 1

Summary Table on Service Quality Performance

Key Result Areas	Composite Mean	VI	Rank
Sustainability & Responsibility	2.78	Agree	2
Personalization & Customization	2.47	Disagree	3
Service Quality Delivery	2.91	Agree	1
Grand Composite Mean	2.72	Agree	

Legend:3.50-4.00=Strongly Agree;2.50-3.49=Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

Table 1 summarizes the three main dimensions of service quality performance, with the composite mean of 2.72, and corporate performance in sustainability, personalization and customization, and quality of service delivery. Personalized and customization score is low, and there is still much room for improvement in this field. Part of the tourism enterprises in terms of sustainability, actively participate in the local cultural heritage and economic development, but in terms of personalization and customization, demand for different tourist groups mining not deep enough, such as for elderly tourists, failed to provide enough for their physical condition and interest, reflects the dimension. Some are inadequate in the quality of service delivery. The improvement of service quality has an important influence on the market competitiveness of enterprises. In addition, Buhalis et al. (2020) believe that personalized service is a key strategy to improve customer experience and market competitiveness.

The service quality delivery score was the highest, with the mean score was 2.91. The enterprise performed well in understanding the customer needs, reasonably arranging the itinerary, and providing after-sales service. Efficient delivery of service quality is the key to improving customer experience and satisfaction. According to Oliver (2020) research, the consistency and efficiency of quality of service delivery have a significant impact on customer satisfaction and loyalty. By optimizing the service delivery process, enterprises can better meet customer needs and enhance customer trust. Caber et al. (2021) point out that high-quality service delivery can not only improve customer satisfaction, but also enhance enterprise market competitiveness.

The Sustainability and Responsibility, with the score of 2.78. The lowest score was personalization and customization, with the mean score was 2.47. This indicates that enterprises still face challenges in providing personalized services, possibly because personalized services need more resources and technical support, which makes it more difficult to implement. Neuhofer et al. (2021) pointed out that the implementation of personalized services requires a large amount of technology and resource investment, especially in the case of complex and diverse customer needs, it is difficult for enterprises to respond quickly. In addition, Hjalager (2020) also believes that the lack of sufficient technical and resource support is the main reason for enterprises to provide high-quality personalized services.

Table 2

Summary Table on Marketing Strategies

Key Result Areas	Composite Mean	VI	Rank
Market Positioning	2.63	Agree	2
Promotional Strategies	2.61	Agree	3
Product Strategy	2.76	Agree	1
Grand Composite Mean	2.67	Agree	

Legend:3.50-4.00=Strongly Agree;2.50-3.49=Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

Table 2 summarizes the performance of enterprises in market positioning, promotion strategy and product strategy, with the composite mean of 2.67. Overall, the enterprises have reached the level of "agree" in the

implementation of marketing strategy. In particular, the product strategy had the highest score, indicating that the enterprise performed well in product innovation and market response. Successful marketing strategies should include clear market positioning, innovative promotional activities, and flexible product strategies to help companies succeed in highly competitive markets, as mentioned by Kotler et al. (2020). Buhalis et al. (2020) emphasize that integrated marketing strategies help to improve market performance and customer loyalty.

The product strategy scored the highest, with the mean score was 2.76, indicating that enterprises have outstanding performance in attracting customers and meeting market demand through innovative and diversified product portfolio. Product innovation is the key means to enhance the market competitiveness and customer satisfaction. Buhalis et al. (2021) point out that flexible product strategies can help companies better respond to market demand and attract customers in different market segments.

The Market Positioning, with the score of 2.63. The mean score of the promotion strategy was 2.61, which is relatively low. Rural tourism enterprises are generally engaged in the use of innovative promotion tools and diversified promotion means and may fail to make full use of modern digital means for effective promotion. Gretzel et al. (2021) pointed out that many rural tourism enterprises rely on traditional means in their promotion and fail to make full use of digital tools for innovation.

Table 3

Summary Table on Customer Experience

Key Result Areas	Composite Mean	VI	Rank
Tourist Delight	2.69	Agree	2
Tourist Engagement	3.10	Agree	1
Tourist Loyalty	2.54	Agree	3
Grand Composite Mean	2.78	Agree	

Legend: 3.50-4.00=Strongly Agree; 2.50-3.49=Agree; 1.50-2.49=Disagree; 1.00-1.49=Strongly Disagree

Table 3 summarizes the three dimensions of tourist experience (pleasure, participation, and loyalty), with the composite mean of 2.78, indicating that most tourists are satisfied with their travel experience. However, the relatively low loyalty scores indicate corporate challenges in maintaining customer loyalty. Tourist experience is an important factor affecting customer satisfaction and loyalty. Pleasant travel experience and high participation are the key factors to improve customer satisfaction, while the formation of loyalty depends on the continuous and consistent quality experience. At the same time, the rich tourism experience and interactive activities can significantly enhance the pleasure and loyalty of customers.

Tourist engagement scored the highest, with the mean score was 3.10. This shows that tourists have a high participation in tourism activities, especially in terms of tour guide explanation and interactive activities, and tourists show a strong sense of participation and interest. Pine et al. (2021) mentioned that a highly engaged travel experience can better build the emotional connection of tourists and improve their satisfaction and loyalty to tourism. In particular, the current immersive tourism experience can leave tourists with a deeper emotional experience through the participation process. At the same time, Kim et al. (2020) mentioned that highly interactive tourism projects can not only enhance tourists' sense of participation, but also effectively improve tourists' satisfaction and their willingness to choose the destination again.

The Tourist Delight, with the score of 2.69. In the analysis, visitor loyalty scored the lowest, with the mean score was 2.54, and the relationship was not stable when visitors were satisfied with the overall experience. One experience feels pleasant and relaxed, and you may not necessarily choose the same travel company or recommend it to others. To some extent, this table shows that rural tourism enterprises still have room for improvement in maintaining long-term customer relations. Oliver (2020) points out that customer loyalty depends not only on a satisfactory experience, but also builds through continuous quality service and emotional connection. Tourists and rural tourism enterprises fail to fully establish the emotional connection with the client to a certain extent and choose again.

Table 4
Relationship Between Service Quality Performance and Marketing Strategies

Variables	rho	p-value	Interpretation
Sustainability & Responsibility			
Market Positioning	0.168	<.001	Highly Significant
Promotional Strategies	0.154	0.002	Significant
Product Strategy	0.127	0.011	Significant
Personalization & Customization			
Market Positioning	0.040	0.421	Not Significant
Promotional Strategies	0.136	0.006	Significant
Product Strategy	0.140	0.005	Significant
Service Quality Delivery			
Market Positioning	0.057	0.257	Not Significant
Promotional Strategies	0.085	0.091	Not Significant
Product Strategy	0.148	0.003	Significant

. Correlation is significant at the 0.05 level/. Correlation is significant at the 0.01 level

Table 4 analyzes the relationship between service quality performance and marketing strategy, especially the correlation between the three main dimensions of service quality (sustainability and responsibility, personalization and customization, service quality delivery) and marketing strategy (market positioning, promotion strategy, product strategy). Through Spearman correlation analysis, the results showed that the highest correlation between "sustainability and responsibility" and "market positioning" reached 0.168 ($p < 0.001$), while "personalization and customization" had a low correlation with "market positioning".

In recent years, the research on the relationship between service quality and marketing strategy has gradually increased. Buhalis et al. (2020) mentioned that improving service quality can help enterprises enhance their market performance, and rural tourism enterprises can attract more customers when they strengthen their market positioning in a sustainable way. In addition, Sigala (2020) also emphasizes that high-quality service delivery helps improve the effectiveness of promotions, especially in the era of digital promotion and social media marketing, where the combination of service quality and promotion strategies can enhance customers' brand awareness and purchase intentions.

For "Sustainability & Responsibility": -With the market positioning ($\rho = 0.168$, $p < .001$) and the promotion strategy ($\rho = 0.154$, $p = 0.002$) showed highly significant and significant relationships, respectively, and were also significantly associated with the product strategy ($\rho = 0.127$, $p = 0.011$).-For "Personalization & Customization": -only the promotion strategy ($\rho = 0.136$, $p = 0.006$) and the product strategy ($\rho = 0.140$, $p = 0.005$) showed a significant correlation with the market positioning ($\rho = 0.040$, $p = 0.421$).-For "Service Quality Delivery": -only the product strategy ($\rho = 0.148$, $p = 0.003$) has a significant relationship with the market positioning ($\rho = 0.057$, $p = 0.257$) and the promotion strategy ($\rho = 0.085$, $p = 0.091$).

The table shows the highest correlation between "sustainability and responsibility" and "market positioning", indicating that enterprises can significantly improve their market positioning and customer awareness when fulfilling their social responsibility and sustainability development goals. Many businesses have won customer recognition through environmental protection and social responsibility practices, especially those who focus on environmental protection and sustainable tourism, who are more inclined to choose brands and businesses that match their values. With the improvement of environmental awareness, enterprises can improve their market positioning by implementing sustainability strategies. Buckley (2021), by showing the achievements of sustainable development, the enterprise can get some attention to environmental protection, and establish a good image in the global market, in addition, Gössling et al. (2020) found that rural tourism enterprises implement sustainable development strategy can not only improve the brand image, also enhance the customer's emotional identity and loyalty, more and more consumers are willing to choose a strong sense of responsibility brand, more secure.

The correlation between "personalization and customization" and "market positioning" was low ($\rho = 0.040$, $p = 0.421$), indicating that the direct connection between personalized service and market positioning is weak.

Personalized service usually requires high resource input and technical support, and the market positioning is more realized through the positioning of brands and target groups. The implementation of personalized service has not significantly enhanced the market positioning of enterprises. According to Neuhofer et al. (2021), the implementation of personalized services often requires complex technical support and a large amount of resources, especially for high-end customer groups, where the implementation cost of personalized services is high. In addition, Sigala (2020) also points out that the effect of personalized services may not be obvious in some markets, especially in the mass market. In the rural tourism market, the additional value of personalized services is difficult to be widely recognized and accepted.

Table 5
Relationship Between Service Quality Performance and Customer Experience

Variables	rho	p-value	Interpretation
Sustainability & Responsibility			
Tourist Delight	0.178	<.001	Highly Significant
Tourist Engagement	0.128	0.010	Significant
Tourist Loyalty	-0.001	0.978	Not Significant
Personalization & Customization			
Tourist Delight	0.105	0.036	Significant
Tourist Engagement	0.113	0.023	Significant
Tourist Loyalty	0.156	0.002	Significant
Service Quality Delivery			
Tourist Delight	0.034	0.501	Not Significant
Tourist Engagement	0.146	0.003	Significant
Tourist Loyalty	0.038	0.444	Not Significant

. Correlation is significant at the 0.05 level/. Correlation is significant at the 0.01 level

Table 5 highlights the relationship between service quality performance and customer experience dimensions. For "sustainable development and responsibility", the joy of tourists ($\rho = 0.178$, $p < 0.001$), and the participation of tourists ($\rho = 0.128$, $p = 0.010$) is also significant, indicating that the investment in sustainability has a significant impact on improving the pleasure of tourists. For "personalization and customization", all customer experience variables--tourist satisfaction ($\rho = 0.105$, $p = 0.036$), tourist participation ($\rho = 0.113$, $p = 0.023$) and tourist loyalty ($\rho = 0.156$, $p = 0.002$)--have significant relationships, among which tourist loyalty shows the strongest correlation, showing the importance of personalized service to establishing customer loyalty. In "Quality of Service Delivery", only visitor engagement ($\rho = 0.146$, $p = 0.003$) was significantly associated, while visitor satisfaction ($\rho = 0.034$, $p = 0.501$) and visitor loyalty ($\rho = 0.038$, $p = 0.444$). There was also no significant correlation between visitor loyalty ($\rho = -0.001$, $p = 0.978$).

In recent years, more and more research has been conducted on the relationship between service quality and tourist experience. Buhalis et al. (2021) mentioned that the improvement of service quality can not only improve the pleasure of tourists, but also increase their participation and loyalty to a certain extent and improve the purchase rate of tourism products. Especially at present, rural tourism enterprises pay more attention to and implement sustainable development strategies. Tourists will increase their experience of pure ecological experience because they want to experience it, or show higher satisfaction and emotional pleasure by providing enterprises to the local residents and the environment. Tung et al. (2021) also found that the pleasure experience of tourists is closely related to the social responsibility practice of enterprises, especially in eco-tourism projects, where tourists will be moved, satisfied and happy by the efforts of enterprises in environmental protection.

The correlation between "sustainability and responsibility" and "pleasure of tourists" has the highest score, which shows that rural tourism enterprises will significantly enhance the pleasure of tourists when fulfilling their environmental and social responsibilities. Tourists will be delighted and praise for the environmental protection practice and fulfillment of social responsibilities and improve their emotional experience. Many ecological tourists are paying more and more attention to this. According to Gössling et al. (2020), enterprise sustainability practice is a key means to improve the customer experience. Especially for eco-tourism projects, tourists will get emotional satisfaction through the efforts of enterprises' efforts in environmental protection and community

support. In addition, Moscardo (2020) also emphasizes that the pleasure of tourists not only comes from the tourism experience itself, but also includes the practice of corporate social responsibility. This sense of responsibility makes the tourist experience richer.

The correlation between "service quality delivery" and "visitor pleasure" was low ($\rho = 0.034$, $p = 0.501$), indicating that the direct link between service quality delivery and visitor pleasure experience is less significant than sustainability practice. While efficient delivery of service quality can help improve the overall customer experience, the impact on visitor pleasure is relatively indirect. Oliver (2020) pointed out that although the improvement of service quality can enhance customer satisfaction, the impact on tourists' pleasure is more indirect. The pleasure of tourists comes more from emotional resonance and richness of experience than simple service delivery efficiency.

Table 6
Relationship Between Marketing Strategies and Customer Experience

Variables	rho	p-value	Interpretation
Market Positioning			
Tourist Delight	0.096	0.054	Not Significant
Tourist Engagement	0.015	0.767	Not Significant
Tourist Loyalty	-0.005	0.917	Not Significant
Promotional Strategies			
Tourist Delight	0.065	0.198	Not Significant
Tourist Engagement	0.110	0.028	Significant
Tourist Loyalty	0.068	0.175	Not Significant
Product Strategy			
Tourist Delight	0.105	0.035	Significant
Tourist Engagement	0.141	0.005	Significant
Tourist Loyalty	0.128	0.011	Significant

. Correlation is significant at the 0.05 level/. Correlation is significant at the 0.01 level

In Table 6, the relationship between marketing strategy and tourist experience (tourist pleasure, tourist engagement and tourist loyalty) is analyzed, and the correlation between "product strategy" and "tourist engagement" and "tourist loyalty" is high. In particular, the correlation between "product strategy" and "tourist participation" is the highest ($\rho = 0.141$, $p = 0.005$), which shows, to a certain extent, that rural tourism enterprises can further enhance the sense of participation of tourists through the improvement and innovation of product strategy. There is a close relationship between the innovation of tourism products and the improvement of tourist experience. Neuhofer et al. (2021) pointed out that personalized and innovative tourism products can increase customer interest, meet their needs, while stimulating their participation. Buhalis et al. (2020) believe that flexible and diverse product strategies can enhance customer engagement, especially for customized tourism projects, which can significantly affect customer loyalty and satisfaction.

Relationship between marketing strategy and customer experience -For "Market Positioning": -there was no significant correlation with tourist pleasure ($\rho = 0.096$, $p = 0.054$), tourist participation ($\rho = 0.015$, $p = 0.767$) and tourist loyalty ($\rho = -0.005$, $p = 0.917$)-For "Promotional Strategies": -a significant relationship with tourist participation ($\rho = 0.110$, $p = 0.028$), and no significant relationship with tourist pleasure ($\rho = 0.065$, $p = 198$) and tourist loyalty ($\rho = 0.068$, $p = 175$)-For "Product Strategy": -There were significant relationships with visitor pleasure ($\rho = 0.105$, $p = 0.035$), tourist participation ($\rho = 141$, $p = 0.005$), and tourist loyalty ($\rho = 128$, $p = 0.011$). The analysis shows that the correlation between "product strategy" and "tourist participation" scored the highest, which to some extent indicates that enterprises can enhance the sense of participation of tourists through product innovation and design. When tourism products are innovative and attractive enough, tourists are more willing to take the initiative to participate in the activities, so as to obtain a more profound experience. The competitiveness of rural tourism enterprises also comes more from the innovation of rural local tourism products.

Innovative tourism products can greatly bring tourists a fresh sense and improve their sense of participation, especially when tourists can customize their travel experience and travel route activities, which will significantly

enhance their participation and satisfaction, as mentioned by Kotler et al. (2020). Product innovation can not only enhance the participation of tourists, but also improve the re-purchase rate of tourists. Product differentiation is very critical in the tourism industry with fierce market competition.

Relatively speaking, the correlation between "market positioning" and "tourist loyalty" is low ($\rho = -0.005$, $p = 0.917$), which to some extent indicates that the direct impact of market positioning on tourist loyalty is limited. While market positioning helps attract a new class of customers, they are less connected to maintain customer loyalty. Dolnicar (2021) mentioned that when it comes, market positioning more affects the first choice of tourists, and the formation of loyalty needs to rely on long-term customer experience and emotional connection. In addition, although market positioning can attract customers, to form customer loyalty, high quality service and continuous experience management, as does Oliver (2020).

Rural Tourism Enterprises Competitive Advantage Framework

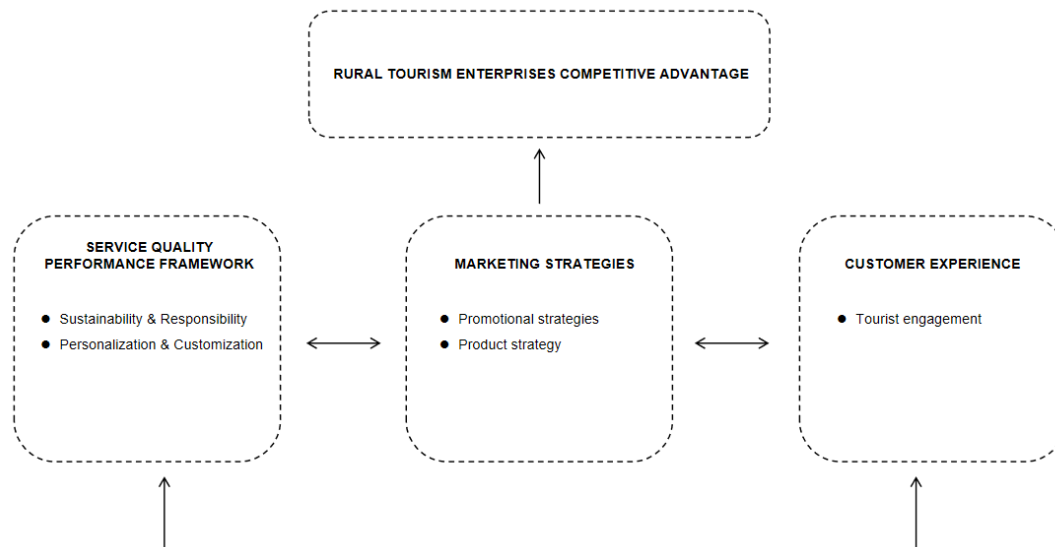


Figure 1. Rural Tourism Enterprises Competitive Advantage Framework

Figure 1 shows the proposed competitive framework of rural tourism enterprises, which is constructed based on the competitive advantage of rural tourism enterprises, covering the three core areas of service quality and performance framework, marketing strategy and customer experience. First, the service quality performance framework emphasizes sustainability and responsibility, personalization and customization. Through the establishment of the enterprise's own business cards and personalized service can meet the different needs of visitors and improve the service quality performance. Second, enterprises should try to optimize and adjust promotion strategies and product strategies, to cater to and find target customers and expand their market influence. Finally, the customer experience revolves around visitor engagement. Participation can reflect and increase the experience of tourists, better connection, and brand emotion, to achieve the sustainable growth of the enterprise. The above variables influence and interact with each other, which is also a rural tourism enterprise to achieve and break through its own advantageous competitiveness.

4. Conclusions and recommendations

Respondents agreed that rural tourism enterprises are demonstrating a commitment to sustainability, personalization, and effective service delivery. Respondents agreed that rural tourism enterprises are implementing a range of marketing strategies, including market positioning, promotional activities, and product development. Respondents agreed that customer experience in rural tourism enterprises is characterized by positive perceptions of tourist pleasure, participation, and loyalty. A complex interplay exists between service quality performance, marketing strategies, and customer experience. While some dimensions of these variables exhibit strong positive correlations, others show weaker or even negative associations. A framework has been

developed to improve the competitive advantage of rural tourism enterprises.

Rural tourism enterprises may create "sustainable" business cards by using environmental protection materials, promoting garbage classification, and helping residents. Rural tourism enterprises may actively collect customer feedback, increase investment in personalized service, using the data analysis insight into customer preferences, according to different customer groups (such as parent-child travel, elderly travel, etc.), optimize the differentiation service and personalized customization scheme, to improve the service quality, increase customer satisfaction. Rural tourism enterprises may pay more attention to the dynamics of the same industry in various fields, update products based on hot spots, and formulate flexible pricing and distribution strategies. Rural tourism enterprises may adopt the competitive advantage framework; it provides a structured approach to analyzing the market and developing strategies to differentiate themselves from competitors. Future Researchers may explore how factors such as industry type, organizational size, or competitive intensity moderate the relationships between service quality, marketing strategies, and customer experience.

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