

Research on The Branding Development of Rural Tourism Destinations from The Perspective of Product Level

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Abstract: With the rapid development of rural tourism in China and the increasingly fierce competition in various places, the competition in the rural tourism market has expanded from the initial tourism resources to the competition of tourism products to the competition of tourism destination brands. According to the product hierarchy theory, what tourists get in rural tourism destinations is to include brand characteristics of rural tourism destinations. This paper takes the six villages in Kaihui Town, Changsha County as the research case, takes the product level as the theoretical basis, and obtains the brand development data of rural tourism destinations in the dimensions of customer perception experience value, characteristic cultural facilities, industrial creative products, tourist viewing experience activities, marketing service networks, etc., summarizes the practical characteristics, and proposes the development path: At the core level, it is necessary to cultivate brand differentiation development and enhance the perceived experience value of tourists; At the formal level, it is necessary to dig deep into the local characteristic culture and create a unique brand; At the additional level, it is necessary to expand brand communication channels and strengthen the quality of information services in rural tourism destinations.

Keywords: Product level, Rural tourism destinations, Changsha County, Destination branding.

1. Introduction

In recent years, the role of rural tourism in meeting people's tourism needs, stimulating social consumption, and promoting the economic and social development of rural communities has become increasingly prominent and widely recognized. At present, in terms of the development of rural tourism in China, the number of rural tourism brands has a clear upward trend, but it is far from meeting expectations, and the brand awareness is still relatively weak in general, which is also one of the main problems that the rural tourism industry is facing in the development process. The branding of rural tourism destinations has become the key to establishing a competitive advantage. Rural tourism as a service product exists at the product level. Among them, the core interest refers to the perceived experience value of consumers; Formal products refer to the carriers of the experience value obtained by consumers, including tourism projects, facilities, activities, souvenirs, etc.; Add-on products refer to marketing and service networks for rural tourism, including publicity, information inquiry consulting services and other value-added services. The product level has important guiding value and strong applicability for exploring the branding development of rural tourism destinations. Consumers' perceived experience value is the driving force behind the development of destination branding; Tourism projects, facilities and activities directly affect consumers' cognition and memory of destination branding; The marketing and service network of rural tourism is an important force for the dissemination and deepening of destination branding, determining whether consumers have purchasing behavior. In view of this, this paper takes the three-level theory of products as the guide, selects the typical Kaihui Town in Changsha County as an example, combs the practical characteristics of the brand development of rural tourism destinations, and proposes a development path.

2. Literature and Theoretical Basis

How is the development of rural tourism destinations and brand development linked by product-level theory? How does product level theory guide the development of rural tourism destination brands? This paper mainly studies the brand and product hierarchy theory of rural tourism destinations and the division of rural tourism destination products.

2.1. Brand Culture of Rural Tourism Destinations

Among the many types of tourist destinations, rural tourism destinations are one of them. Miao Fang (2007) defined rural tourism destinations as destinations that are built on rural areas, rooted in rural characteristics, have some facilities and service capabilities, and organize rural tourism activities; Pang Xiaoxia (2007) defines rural tourism destinations as tourist destinations that attract tourists, carry out rural activities, and take farmers as the main business force in rural areas through agricultural cultural landscapes, ecological environment, agricultural activities and rural folk customs. Rural tourism destinations are tourist areas that are attractive to the unique production forms, living styles and idyllic scenery of the countryside to meet the needs of tourists in terms of entertainment, curiosity and return to nature. Combined with the views of the above scholars, this study believes that rural tourism destinations refer to: located in the countryside, with rural folk culture, rural production activities, lifestyles and rural idyllic scenery, living environment as tourism attractions, providing accommodation, catering, recreation and other services, experiencing rural life tourism operation facilities, and using this as the carrier of this paper's research.

As an effective marketing tool for tourism destinations, brands have a profound impact on both supply and demand, and thus become an important part of the marketing

management of travel destinations. Morrison A M, Anderson D J (2002) argues that branding rural destinations is the process of developing a different identity and personality than a competitor destination. Almeyda-Ibáñez M. and George B. (2017) argues that destination branding is shaped by destination resources. But in fact, scholars such as Muhammad Saiful Hakim (2018) have proposed that destination branding is shaped by the combination of destination resources and tourist experience value. Blain (2005) et al. describe destination brands as a set of marketing campaigns consisting of names, symbols, signs, etc. Cao Haixia (2016) believes that the tourism destination brand is the overall perception of the destination by tourists. Tourist destinations will be their own resources, characteristics, goods, services and other information, combined with the design of place names, logos, graphics and other elements concentrated to present to tourists, its purpose is not only to distinguish from competitors, but also to show and condense the core values and culture of tourist destinations, is conducive to tourists to recognize and remember, but also conducive to the spiritual pleasure of tourists. Branding development research and analysis is of great significance to promote the development of rural tourism destinations. Li Chuang (2021) believes that to achieve the effective operation of rural branding in China under the background of rural revitalization, it is necessary to tap the culture of rural characteristics. Zhang Mu (2019) believes that to achieve effective cultural brand innovation and development, it is necessary to adhere to content innovation and accumulate high-quality IP and realize the linkage of the industrial chain under the brand. Wang Wenle (2018) believes that traditional brands should adapt to the development direction of the tourism market as soon as possible, and carry out product innovation, technological innovation and management innovation under the consolidation of the tourism market to achieve the upgrading of traditional brands. In recent years, the popularity of rural tourism in China has continued to rise, studying rural tourism destination brands, digging deep into local characteristic culture, establishing a distinct brand positioning, and making full use of various strong and effective internal and external communication channels to form a high degree of consumer recognition of the brand in spirit.

2.2. Product Level Theory and Rural Tourism Product Division

Before the 1980s, it was believed that products were only tangible objects, and this completely "materialized" understanding of the concept of products was to know and understand products from the perspective of the producer, which was recognized as one-sided and inaccurate. In 1988, Kotler proposed a three-hierarchy theory of products. The theory holds that any product can be divided into three levels: core interest refers to the use value that satisfies its own needs; Formal products refer to the physical forms that seek to have these use values; Additional products refer to additional services or benefits, and believe that these three levels are interrelated organic wholes, which better reflect the multi-dimensionality of consumer demand, especially explaining the motivation of consumer demand and the inseparability of physical products and services. This theory was widely recognized by the marketing community, and later scholars continued to expand the content contained at each level. Pan Ying divides rural public cultural products into three levels,

of which the core products refer to the characteristic cultural resources of material and non-material forms rooted in the countryside; Formal products refer to the tangible material carriers provided around the core products, including public cultural facilities, cultural and creative products and public cultural activities; Add-on products refer to marketing and service networks for rural tourism. Cai Jun believes that the core product can be more focused on the participation and experience of tourists.

On the basis of the research of the above scholars, this paper divides rural tourism products into three aspects, of which the core interest refers to the perceived experience value of consumers; Formal products refer to the carriers of the experience value obtained by consumers, including tourism projects, facilities, activities, souvenirs, etc.; Additional products refer to the network of communication services for rural tourism, including publicity, information inquiry consulting services and other value-added services. Li Juan divides the perceived experiential value in red tourism into three dimensions: functional, emotional and educational value. Fan Chunchun (2014) analyzed the perceptual value model of the Red Tour with a verifiatory factor, and found that the theoretical model was more consistent with the actual data, and believed that the dimensions of perceived value were divided into emotional, social, resource and functional value. Based on the research of the above scholars, this paper divides the perceived experience value of consumers in rural tourism destinations into resource, emotion and social experience value.

2.3. The Correlation Between Product Level Theory and The Branding Development of Rural Tourism Destinations

The three-level theory of products has important guiding value and strong practicality for the brand development of rural tourism destinations. Scholars such as Li Guihua (2019) believe that consumers will enhance their brand trust through the enhancement of the perceived value of the terminal product, and eventually produce consumers' intention to repurchase. Scholars such as GREEN A (2018) believe that the formation of tourism destination brands actually comes from people's perception and experience of local characteristics, history, culture and values. Handi (2020) believes that the higher the perceived value, it is very easy to form a consumption behavior for related products (including self-consumption and recommending others to consume), which is more conducive to brand development. Li Jian (2020) pointed out that promoting the construction of key projects and improving the matching degree of infrastructure is an important measure for tourism brand building. Scholars such as Sun Honglei (2021) believe that the quality, characteristics, brands and other characteristics reflected in public cultural facilities, cultural activities and cultural and creative products directly affect whether tourists consume the product. Scholars such as Zheng Jianming believe that additional services such as rural cultural tourism information (2021) can help improve consumer satisfaction and loyalty, thus facilitating the brand communication of tourist destinations. Based on the views of the above scholars, this paper believes that the perceived experience value of consumers is the driving force for brand development; Tourism projects, facilities and activities directly affect consumers' cognition and memory of the brand; The marketing and service network of rural tourism is an important force for the dissemination and deepening of brands,

determining whether consumers have purchasing behavior. The three-level theory of products can provide theoretical support for the development of rural tourism brands from the form and connotation.

3. Changsha County Kaihui Town Case Selection

Kaihui Town, located in Changsha County, Hunan Province, is the hometown of the martyrs Yang Kaihui and Miao Boying, adjacent to Pingjiang County, Fulin Town, Baisha County, and Miluo City, with a total area of 122 square kilometers and a total population of 42,000. The administrative district of Kaihui Town includes 6 organized villages (Kaihui Village, Gejiashan Village, Piaofeng Village, Kaiming Village, Fenglin City Village, Qingtai Village) and 1 Bancang Community Neighborhood Committee. Kaihui Town has convenient transportation, with the Beijing-Hong Kong-Macao Expressway transit, and is within the 1-hour traffic circle of the provincial capital Changsha. In recent years, Kaihui Town has won the honorary titles of National 100 Red Tourism Bases, National Ecological Townships, Hunan Characteristic Tourist Towns, the Second Batch of Huxiang Cultural Tourism Towns in Hunan Province, and the Best Rural Tourism Destination in Hunan Province.

The reason for choosing Kaihui Town as the case site is mainly based on four considerations: First, Changsha County was awarded the "Famous County for Rural Tourism Development in China" in 2020; Second, Changsha County ranked 5th in the "National Top 100 Counties" in 2017, with strong travel power; Third, Changsha County was selected as the second batch of "National Global Tourism Demonstration Zone" in 2016, with good basic conditions; Fourth, with the continuous improvement and improvement of domestic tourism resources, Kaihui Town is a typical Traditional Chinese village on the basis of high-quality resources such as travel power, basic conditions and cultural and creative environment, and has common problems in the development of rural tourism, and the study of the branding process of Kaihui Town has certain guiding significance for the development of rural tourism.

4. Case Study of Kaihui Town, Changsha County

4.1. Different Types of Product Practices in Kaihui Town

The data obtained in this paper are mainly from two aspects, one is the statistical data obtained on the official website and the visit and investigation of related issues of local residents; Second, the data collected by field research, in the form of questionnaires, randomly distributed 250 questionnaires to tourists in Kaihui Town, and recovered 224 questionnaires, of which 206 were valid questionnaires, and the questionnaire had an efficiency of 92%, which met the requirements of social research methods. The content of the questionnaire includes the basic information of tourists and the perception of tourists, including: gender, age, education, occupation, number of visits to Kaihui Town, access to tourism information channels, and whether rural culture and rural folklore can be experienced.

4.1.1. Core Value - Customer Perception Experience Value

From the analysis of core products, the core value of Kaihui

Town tourism - customer perception experience value, which is specifically manifested as: resource experience value, emotional experience value and social experience value.

(1) Resource experience value

In the questionnaire, through the three questions that I can appreciate the scenery of this countryside, I can experience rural culture and folk customs, and I can visit scenic spots such as scenic spots and museums, the resource experience value of tourists is reflected, of which general satisfaction and relative satisfaction account for a total of 60%-70%, of which the proportion of very satisfied is about 10% and the proportion of total disagreement still accounts for 6%-9%.

(2) Emotional experience value

Compared with the resource experience, the proportion of tourists who agree very much in the emotional experience has increased to 12%-15%, still accounting for the majority of the comparative consent and general consent, and there are still a small number of people who are less than 10% who have a completely disagreed attitude.

(3) Social experience value

The difference between the above two kinds of experience value is that in the social experience value, the proportion of people who completely disagree has increased significantly, the number of people who agree with it has decreased, and the tourists who generally agree and agree with it still account for the majority.

4.1.2. Formal Products - The Carrier of The Experience Value Obtained by The Customer

This article divides the general products of Kaihui Town into three aspects, namely, characteristic cultural facilities, industrial creative products and tourist viewing experience activities.

(1) Characteristic cultural facilities. Kaihui Town has a rich revolutionary humanistic tourism resources and natural tourism resources full of local atmosphere. Famous scenic spots include Yang Kaihui Memorial Hall (4A level scenic spot). It has the former residence of Miao Boying, a cultural relics protection unit in Changsha, the tomb of General Peng Jie, the former site of the Yangliupo Party Branch of the first rural party branch in Hunan, the ancient pagoda Piaofeng Pagoda in the late Ming and early Qing dynasties, the ancient temple Xiangfeng Temple, the Shanghuashan Temple and other cultural relics and monuments. In the town, there are Baisha Village, a famous tourist village with national characteristics, as well as good natural ecological landscapes such as Tuanjie Reservoir, Piaofeng Reservoir, Zhushan Reservoir, Luowangzhai, and Kaihui Organic Ecological Tea Garden. Its tourism resources can be roughly divided into five types: red relics, ecological farms, country houses, style towns, and outdoor sports.

(2) Industrial creative products. With the support of the government, 42 projects were started, with a total investment of about 135 million yuan. A total of 655 acres of land and more than 60 million yuan of funds were requisitioned and demolished, and actively built bancang folk commercial streets and maker spaces, and introduced merchant. Huangxing Avenue North Extension Line Kaihui Link, Beijing-Hong Kong-Macao Expressway Kaihui Interchange - Piaofeng Mountain Highway, Kaihui Avenue have been completed and opened to traffic, the section roads are becoming more and more perfect, and the tourism ring line is basically formed; Daming Lake Ecological Wetland Park is open to the public, adding another good place for leisure and entertainment; Hunan's first standardized general airport -

Huaxing General Aviation Project was promoted in an orderly manner, Hanshuo International Management Institute started construction, Renruiju Elderly Apartment Project was requisitioned and demolished, and Huxiang Female Red Cultural Exhibition Hall and Maker Space opened their doors to welcome guests.

(3) Tourist viewing experience activities. The tourist reception points are booming, and the Big Whale Farm, Xinyan Farm, Qiangyun Farm, Peach Blossom Island, Runwo Holiday Hotel, Rubik's Cube Camp, etc. have been put into operation; Exciting tourism activities,

Activities such as "Take a Moment to Go to Yo Hui", Flower and Fruit Picking Season, Lotus Flower Festival, Asian Kilometer Skydiving And Other Activities have been carried out one after another; The connotation of tourism is constantly enriched, and red education tours, leisure tourism tours, folk culture tours, and parent-child experience tours are becoming more and more mature.

4.1.3 Additional Products - Marketing and Service Networks

(1) Publicity and promotion. Kaihui Town mainly promotes and publicizes tourism resources with local characteristics in the form of online forms, mainly in the following forms: First, Tencent Network, Xinhua Net, Sina News, China Civilization Network, Ma Honeycomb, Net, Changsha Evening News Network, Red Net, Haoyou Net, Huxiang Cultural Magazine and other local influential companies are promoted in the form of special topics. The second is to serve as a filming location for variety shows, TV series, etc., such as "Red Boat", "Mother-in-law and Mother" and other rural red tourism resources.

(2) Access to tourist information resources. We collected information on 250 tourists through a questionnaire survey, and we found that most of them obtained travel information through travel agencies, television broadcasts, tourism websites and travel APPS, while a considerable number of people obtained relevant tourism information through platforms such as WeChat, Weibo, Xiaohongshu and the recommendations of relatives and friends, and the specific distribution is shown in the following figure:

4.2. Product Practice Characteristics of Kaihui Town

4.2.1. Visitors Participate in The Experience of a Shallow Taste

At present, the brand cultural connotation of Kaihui Town is not deep, the characteristic positioning of tourism products is vague, the attractiveness of the brand market needs to be improved, many tourism products are heavy on form and light in connotation, and there is a homogenization phenomenon of independent display of different attractions with similar themes, such as picking bases in each village in the season when fruits and vegetables are ripe, the development of convergence and singleness of functions has intensified the competition between tourist resources and market resources, and the dispersion of passenger flow will reduce the stickiness of tourists. Most tourists belong to the group of day trips that do not stay overnight, which makes it difficult to drive economic growth around the town. Coupled with seasonal restrictions on fruits and vegetables, the overall arrangement of these resources is not entirely reasonable in the off-season. According to the survey, only 30% of tourists are willing to recommend the tourist attraction to relatives and friends, most tourists are visiting for the first time, and less than 40% are

repeat visitors twice or more.

4.2.2. There Is A Large Space for The Development of Endogenous Cultural Resources

Kaihui Town's dependence on endogenous cultural resources is mainly reflected in the fact that some villages can rely on their own endogenous resources to carry out red cultural resources mining, while rural ecological farms, country houses, town customs and outdoor sports that do not have endogenous resources fail to highlight the characteristics of the town. The development of rural tourism in Kaihui Town is limited by resource endowments and lacks the effect of industrial clusters. Although some rural tourism operators have realized the importance of brand building, most of them still use the banner of brand and do not create the differences of rural tourism in Kaihui Town from the level of brand culture and brand value, so that their brands have lost their uniqueness and lost the most important core values.

4.2.3. Social Media Communication Has Not Yet Become Normalized

If rural tourism wants to maximize its benefits, the operation and dissemination of brands and the information services of tourist destinations are indispensable. Kaihui Town's red tourism culture Yang Kaihui Memorial Hall, Changsha City Cultural Relics Protection Unit Miao Boying Former Residence, etc. can attract a large number of tourists to come, but this is limited to the resource development of mature tourist attractions, for the newly developed rural tourism products wine aroma is also afraid of deep alleys, Kaihui Town's brand communication is more focused on the local information media and individual official networks, brand promotion media coverage is narrow, the exposure rate is low and the publicity timeliness is poor, and the audience is limited. Moreover, most media only use text to convey information without achieving the purpose of attracting attention. Nowadays, in the case of mobile clients, only 6.8% of tourists obtain tourism information channels through apps such as WeChat, Weibo, and Xiaohongshu, and digital media is not fully used. The brand's business promotion and information services lack professional teams and product creative talents, scenic spot service personnel basically adopt the form of local recruitment, employees do not get the system, lack of understanding of related service knowledge.

5. Kaihui Town Tourism Destination Brand Development Path Thinking

The brand development of rural tourism destinations and the promotion of brand culture are the key links that can drive the high-quality development of rural tourism, and the following is proposed from the perspective of product three-level theory.

5.1. Cultivate Brand Differentiation at The Core Product Level to Enhance the Perceived Experience Value of Tourists

5.1.1. Advocate Differentiated and Characteristic Development

Rural tourism should avoid the simple copy of "painting according to the gourd", fully excavate the rural ecological characteristics and cultural characteristics of Kaihui Town, innovate rural tourism products to cultivate brand differentiation and development, prevent large-scale demolition and urbanization, and achieve "one county and

one brand, one town and one characteristic, one village and one charm". Relying on ancient villages, characteristic towns, and modern farms, it will be built into a rural tourism type with distinctive characteristics such as scenic spots, transportation hubs, industrial drives, ethnic customs, and traditional folk customs, and achieve characteristic, diversified, and differentiated development[23]. Promote the development of rural tourism characteristic models such as rural inns, leisure farms, landscape homes, picking parks, folk villages, and self-driving camps.

5.1.2. Innovate the Rural Tourism Format of Kaihui Town

In order to promote the upgrading of the rural tourism industry, rural tourism should be integrated with sports and fitness, culture and education and other industries, and a number of new rural tourism formats should be cultivated. Specifically, promote the integration of rural tourism and agricultural characteristic industries, and promote the development of agricultural tourism; Integrate with the sports industry and develop sports and fitness tourism projects; Integrate with cultural and creative industries, excavate rural cultural symbols and creative elements, and enhance the cultural connotation of rural tourism; Integrate with the education industry, accelerate the construction of agricultural learning experience bases in rural areas, actively develop research and study farms, educational farms, and parent-child parks, and realize the combination of tourism experience and agricultural science and technology culture; Integrate with forestry and water conservancy, and accelerate the development of rural forest leisure tourism and water body leisure tourism; Integrate with the processing industry, accelerate the development of agricultural and sideline products, handicrafts and other characteristic tourism commodities, launch local specialties, and implement the "trunk project"; Combined with rural houses and existing real estate, the development of homestay tourism; Combined with new travel methods, accelerate the construction of rural caravan campsites and self-driving tour bases; Combined with the catering service industry, to create a unique culture, green catering, farmhouse experience as the characteristics of the local catering culture.

5.2. Dig Deep into Local Characteristic Culture at The Level of Form Products to Create A Unique Brand

5.2.1. Encourage Investment and Development of Rural Tourism

Starting from farmland landscapes, corridor landscapes, and village landscapes, we will transform and upgrade rural areas, and comprehensively improve the quality and recognition of rural landscapes. Promote landscape into the village into the hospital, support villagers to plant flowers and trees around their homes, strengthen the screening of landscape varieties and cultivation technology training, promote suitable landscape crops, and form courtyard landscapes, front-house landscapes, and gallery landscapes. Promote the construction of farmland landscapes, implement ecological landscape agricultural projects, carry out landscape transformation of idle land, and carry out landscape cultivation on slopes, ditches, and forest canals. Make rural roads into landscape avenues, and use roads to connect urban and rural areas and pastoral scenic spots to achieve full tour and global viewing.

5.2.2. Focus on the Development of Rural Tourism Resources and Cultural Protection

Under the impact of modern culture, some rural old customs and styles have gradually disappeared, but there are also some places that still retain activities such as temple fairs, markets, festivals, sacrifices, etc., as well as some old village appearances, old artifacts, old skills, old customs, ancient trees, ancient houses, ancient culture, etc., which are important resources for rural tourism and need to be rescued and protected. At the same time, we will strengthen the protection and repair of ancient villages and ancient construction with historical memory, and on the basis of protective utilization, build a number of rural tourism projects with regional cultural characteristics and ethnic and folk characteristics. Culture is the core and soul of tourism, and the development of rural tourism also depends on the in-depth excavation of culture. China's vast territory, regional culture is colorful, some traditional crafts, fine arts and dramas, residential buildings, utensils, production and lifestyle are living fossils of regional culture, becoming the source of rural tourism. It is necessary to thoroughly study the resource endowments, history, humanities, and ethnic folklore of rural areas in various parts of our country, excavate the characteristics of local culture, pay attention to the combination of nature and humanities, and enhance the cultural heritage and cultural soft power of rural tourism. Adhere to the principle of protection in excavation and inheritance in development, carry out excavation and protection of important agricultural cultural heritage, and make appropriate use of identified heritage. Build a museum on the theme of agricultural culture, record agricultural production and farming civilization, and show the unique charm of local culture. Organize agricultural cultural festivals, carry forward and inherit local cultural traditions, protect intangible cultural heritage and cultural tourism resources, and improve the popularity of rural tourism.

5.3. Expand Brand Promotion Channels at The Additional Product Level to Strengthen the Quality of Destination Information Services

5.3.1. Use Digital Media Technology to Achieve Multi-Dimensional Publicity and Promotion

To promote the construction of tourism brand in Kaihui Town's rural tourism destination, a comprehensive publicity and promotion strategy is indispensable. Combining traditional media such as radio and television, newspapers, periodicals, books, film and television dramas with new Media on the Internet, especially digital media technology, can we achieve the advantages of wide coverage and high radiation intensity. Through the online tourism promotion relying on various portals, WeChat public accounts, official microblogs and live video platforms, increase the protection, development and publicity and education of tourism resources in Kaihui Town's rural tourism destinations, and continuously improve the popularity and influence of rural tourism brands in the region; Through the implementation of the red culture digital communication project, based on big data, artificial intelligence and Internet + technology, accurately locate the needs of tourists, make data collection, analysis and delivery more effective, so that publicity and promotion are targeted, and accurate coverage of information push is achieved; Through the use of digital visual reconstruction technology, it provides a systematic visual

image for the tourism brand of Kaihui Town, forms a powerful image recognition function, and makes the promotion of rural tourism brand come alive; Through the development of cultural and creative tourism products that highlight the cultural characteristics of Kaihui Town, it will bring tourists a more diversified tourism experience and enrich the red tourism brand promotion carrier in northern Guizhou. Through the careful design of rural tourism boutique routes, "organize and carry out various anniversaries, festivals and themed red tourism activities, and take this as an opportunity to carry out a wide range of mass publicity and education activities." For example, the theme activities of "Breakthrough Tour" and "Turning Tour" Red Tourism Boutique Route, "Swimming the Xiangjiang River, Carrying Forward the Spirit of the Great Long March" and "Crossing the Old Mountain Boundary and Taking the Long March Road" have effectively built a platform for the promotion of the red tourism brand in Kaihui Town, expanded the main body of participation, and are conducive to realizing the all-round "multi-dimensional voice" of the promotion of the rural tourism brand in Kaihui Town.

5.3.2. Cultivate Leaders in Rural Tourism Development

Relying on the rural tourism training base, we will adopt the methods of "going out and inviting in" and sending teachers to the door and network training to cultivate a group of rural tourism development leaders. Experts from tourism think tanks, universities and research institutions at all levels should actively provide intellectual support and educational guidance for rural tourism talents, conduct regular training for rural tourism management personnel and service personnel, and improve rural tourism service capabilities. Promote the flow of human capital to rural areas, build rural tourism entrepreneurship bases, promote rural tourism maker programs, and develop rural tourism undertakings. At the moment when rural e-commerce is developing rapidly, making full use of the advantages of "Internet +", developing rural tourism e-commerce, combining with the rural public cultural service system, completing the construction of rural digital tourism, so that consumers can still have channels to purchase products in the rural tourism market after leaving, which can not only improve the economic income of rural tourism participants, but also improve the tourism experience of tourists, and play a positive role in expanding the influence of rural tourism brands. Give full play to the active role of rural tourism associations, coordinate the relationship between the government, farmers, creative talents and the tourism market, make them perform their respective duties, establish a sound cultural innovation mechanism with rural characteristics, and complete the incubation of innovative research and development space for rural cultural products.

6. Conclusion

Taking Kaihui Town, Changsha County as an example, this paper adopts the product hierarchy theory to divide The tourism products of Kaihui Town into three levels for research, of which the core interest refers to the perceived experience value of consumers; Formal products refer to the carriers of the experience value obtained by consumers, including tourism projects, facilities, activities, souvenirs, etc.; Add-on products refer to marketing and service networks for rural tourism, including publicity, information inquiry consulting services and other value-added services. Consumers' perceived experience value is the driving force behind brand

formation; Tourism projects, facilities and activities directly affect consumers' cognition and memory of the brand; The marketing and service network of rural tourism is an important force for the dissemination and deepening of brands, determining whether consumers have purchasing behavior. The three-level theory of products can provide theoretical support for the construction of rural tourism brands from the form and connotation, and promote the improvement of the cultural connotation of rural tourism brands. According to the field investigation of Kaihui Town, the practice of brand development of rural tourism products is analyzed, and the corresponding destination brand development path is further proposed.

Kaihui Town has a unique and rich rural tourism resources, in order to better turn the resource advantages into economic and cultural advantages, it is necessary to establish a strong brand image of characteristic rural tourism destinations, build a more perfect leisure agricultural tourism network integrating "eating, living, traveling, traveling, shopping and entertainment", to meet the tourism consumption needs of different levels, scales and groups, and to provide consumers with a high-quality rural tourism experience of seeing mountains, seeing water and remembering homesickness.

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