

Research on the Marketing Model of "Short Video+Live Broadcast" Online Celebrity Cultural Travel

-- Taking Chengdu as an Example

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Abstract

The Internet has brought great changes of the times and provided development opportunities for the development of all walks of life. As a key industry developed by our country under the background of industrial structure upgrading and transformation, Chengdu is rich in cultural tourism resources, so we should take advantage of the east wind of the Internet to accelerate the development of tourism industry. Cultural tourism, as a hot tourism brand created in recent years, is an important part of local fiscal revenue. The emergence of new media forms such as live broadcast has changed the marketing methods of cultural tourism. In the process of studying the development of cultural tourism industry, this paper will also combine the idea of "short video+live broadcast" to form a development model of "short video+live broadcast+cultural tourism", complete the transformation and upgrading of smart cultural tourism industry, and find more new models for the rapid and efficient development of cultural tourism industry. As an important branch of tourism industry, leisure culture industry has shown a rapid development trend in China in recent years. The "live broadcast with scenery" of netred has the characteristics of fast communication speed, direct information, flexible form, many audiences and low cost. Moreover, netred can cut in from multiple perspectives to provide more information about scenic spots or cultural and tourism products to the audience and bring different fresh feelings to the audience. As a mega city in the west, Chengdu is rich in leisure and cultural resources. It is of great significance for its development of tourism industry to enhance the image of urban tourism and promote the growth of tourism economy. This paper analyzes the application status and existing problems of "live + short video" marketing mode in the cultural tourism industry in the financial media era, and discusses the application of short video and live video marketing mode in the cultural tourism industry in the financial media era.

Keywords

From the Media; College Students; Management; Innovation Path.

1. Introduction

According to the data released by Ai Media Consulting, in 2020, China's online live broadcast industry users achieved a growth rate of 20.6%, and the total number of users continued to grow. It is estimated that the number of online live broadcast industry users will reach 626 million in 2021 [1]. With the transformation and development of China's national economy and the increasing demand for national tourism consumption, tourism, as a comprehensive industry to drive economic growth and meet the needs of the public for a better life, has won the social consensus. Tourism and cultural industries have strong correlation and natural coupling, and their integration is not only the natural attribute of industrial development, but also the inevitable trend of market supply and demand [2]. As long as the live broadcasters in

the tourism industry are willing to work hard, devote themselves to research, broadcast well, and continuously provide valuable professional information and fresh information to tourists, they will be able to accumulate fan resources, realize the realization of traffic flow, obtain stable income, and achieve the effect of spreading and bringing goods [3]. Chengdu is a famous cultural city with a long history, and it is also a fashionable modern city, with rich and diverse cultural resources. These favorable cultural resources are the core power of tourism industry development and urban innovation development [4]. In order to promote the development of Chengdu's leisure culture industry, we should promote the integration of leisure culture tourism industry and other industries, strengthen the construction of tourism public services, make use of the Internet social platform for marketing, expand the tourist source market and change the thinking and mode of tourism industry development.

Under the background that culture is regarded as the foundation and soul of urban construction and the core driving force to promote urban innovation and development, the development mode of "culture + tourism" has become the mainstream mode of urban tourism development. With the popularization of network and the development of information technology, webcast has become one of the main applications of Internet users [5]. Tourism marketing refers to that tourism enterprises or organizations use different forms of publicity means and marketing promotion strategies to publicize and promote tourism destinations for the purpose of profit, so as to improve the popularity and reputation of scenic spots and attract tourists [6]. "Live broadcast with scenery" cannot grow savagely, and must abide by the relevant standards and rules of live broadcast with goods. Live broadcast practitioners must abide by the principle of integrity and the bottom line of law, be responsible for the authenticity and quality of live broadcast content, and do not exaggerate, cheat or mislead [7]. Facing the changing trend of new era, new economy and new media, tourism has entered global competition. What measures and methods are used to realize the high-quality development of cultural tourism industry, which is a problem worthy of our study. The advantages of Chengdu cultural tourism are shown in Figure 1.

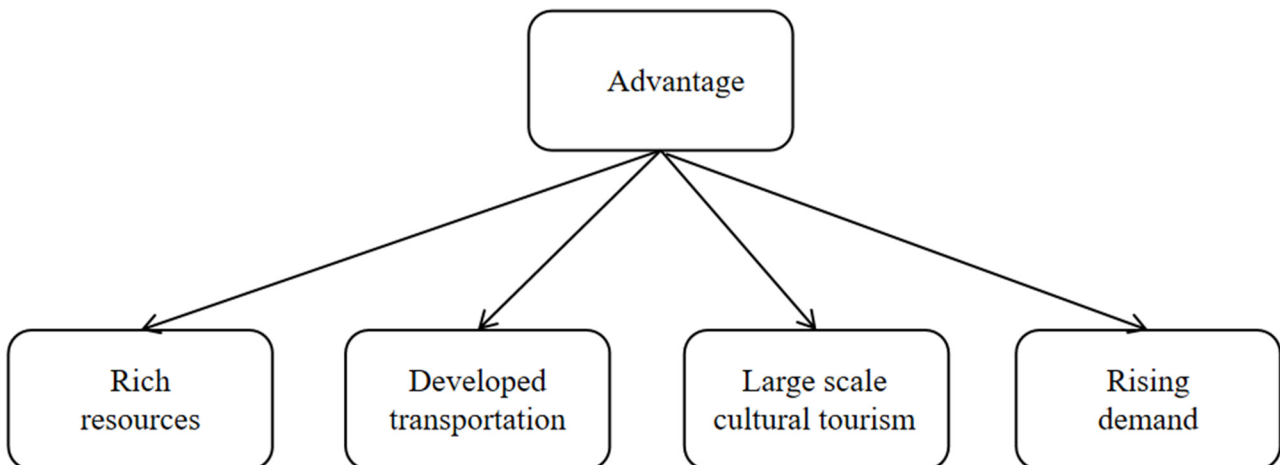


Figure 1. Advantages of Chengdu cultural tourism

2. Application Status of "Live + Short Video" Marketing Model in Cultural Tourism Industry

2.1. It Enriches the Forms of Tourism Marketing in Scenic Spots and Realizes the Personalization of the Characteristics of Scenic Spots

"Short video + live broadcast" marketing mode is a new marketing mode based on new media platform [8]. From tiktok, American pat, micro view and other short video platforms based on social media platforms, the innovation of communication mode has led to the two platforms

"two swords", and to the short video platform such as Kwai Fu and jitter, through the self portal to form a new format, and stimulate content creation to seize the traffic bonus. The refined and vertical development of the short video market, and then the video number born by wechat, is enough to reflect the close relationship between the short video communication environment and people's mainstream lifestyle [9]. Many of the tiktok travel marketing numbers make full use of this platform, using music and video effects. Many beautiful, special and eye-catching high-quality videos were produced, which gave people a strong visual impact and left a deep impression, and greatly stimulated consumers' desire to travel [10]. The new media can update the information in time, and give consumers more intuitive choices in the form of pictures and dynamic videos, so that tourists and friends can have all the information in their hands. With the extensive and in-depth integration of new media and cultural tourism, from tourism management to tourism marketing, from consumption bias to professional personnel training, especially in how to transform intangible culture into popular cultural tourism products in an interesting and vivid way through tangible carriers, new media has played various roles in the development of cultural tourism. The new media has the advantages of fast network transmission and wide range, breaking the limitation of time and space. Driven by the new media, the audience scale is constantly expanding, and the new media provides a broad creative space and the possibility of value transformation for tourist destinations, thus becoming the main front of tourism publicity and communication. Short videos have created a phenomenal tourist network. Short video has become an indispensable key element in the new normal marketing upgrade of travel.

2.2. Promote the Creation of Tourism Brands in Scenic Spots, and Bring Real Experience to the Audience

Chengdu has rich historical and cultural accumulation, pleasant climate, unique geographical environment and quiet and comfortable living atmosphere. It is a good place for leisure tourism. At the same time, Chengdu can provide a variety of service items to meet the consumption needs of different tourists, so that tourists can enjoy physically and relax mentally in a leisurely living atmosphere. The new Internet technology represented by 5g has developed rapidly, providing more low latency network services for Internet users and stimulating the rapid development of online video, including short video and live broadcast. With the help of live broadcast and short video, netizens can directly watch and understand the form of cultural tourism in a certain region even if they stay at home, and generate greater curiosity. Therefore, the local characteristic culture can be smoothly transmitted to the whole country and even the world. In the new era, the Internet continues to penetrate into all links of the industry, bringing a better combination of factors to the production of the industry and becoming a new engine for the development of the industry. The cultural tourism industry is no exception. The penetration of the Internet in the cultural tourism industry has constantly changed the development pattern of the cultural tourism industry from both sides of demand and supply, which has had a greater and greater impact on the cultural tourism industry. Many scenic spots have registered official Tik Tok (Aauto Quicker) accounts, and combined with cultural tourism resources with regional characteristics, they have uploaded corresponding cultural tourism publicity videos, and with the influence of the platform, they have achieved the purpose of expanding publicity. In the past, the content of tourism publicity videos was single, and most of them were dominated by government decisions, based on grand narratives and reflected by the interpretation of ideas, so as to construct a figurative image of a tourist destination, resulting in a great sense of distance between communicators and target audiences. On the one hand, the number of tourists has been significantly increased; on the other hand, young people no longer tend to go out for employment, but choose to start a business in their hometown, showing the production process of embroidery, silverware and other objects through live broadcast. At the

same time, offline stores and online stores have been opened, gradually forming a stable and diverse industrial cluster, which has made important contributions to the development of regional economy. Some travel websites make use of their users' stickiness, high penetration rate and influence to create diversified travel live programs through professional live broadcast platforms, so as to achieve the purpose of publicity and promotion. In the current live broadcast of tourism, the cultural heritage, historical allusions and geographical features of tourist destinations should be interspersed and explained together, so that tourists can gain more knowledge and aesthetic enjoyment in tourism and make tourism more attractive.

3. Improve the Marketing System and Mechanism

3.1. Improve the Main Body of Tourism Marketing

Reasonable marketing system and sound marketing mechanism are important guarantees for good results of marketing work. Improving the marketing system and mechanism of Chengdu is also the focus of the next marketing work. Tourism destination marketing cannot rely solely on the main force of a certain department. Therefore, the overall marketing of Chengdu should strengthen the cooperation with tourism related enterprises (such as travel agencies and scenic spots), especially cultural, economic and trade departments, under the guidance of the municipal government and the unified coordination of the Municipal Tourism Commission. Chengdu has rich and high-quality cultural tourism resources, and some cultural tourism products satisfactory to tourists have been formed in the market. Vertically classify the short video and live broadcast content, and launch a diversified, multi-dimensional and multi-level marketing model by using the two-way interaction and intuitive authenticity of short video and live broadcast. Due to natural factors, Chengdu has a very distinctive feature in urban construction. Around this feature, we can develop an urban label such as "cyberpunk", and strengthen the improvement of infrastructure, so that the public can enjoy and appreciate urban culture more conveniently. In the process of developing regional leisure and cultural tourism, instead of traditional tourism development methods, some folk activities and cultural exhibitions should be supported and promoted free of charge, so as to enhance the scale and content of urban tourism by enhancing the popularity and participation of leisure and cultural activities. In order to promote the in-depth development of Chengdu's tourism industry, Chengdu municipal government should accelerate the in-depth integration of leisure cultural tourism industry and exhibition, festival and trade industries, that is, promote and guide the development of cultural entertainment, catering and accommodation leisure cultural tourism industry, integrate the tourism resources of leisure cultural tourism industry, and form an industrial chain centered on "leisure Chengdu".

3.2. Use Social Platform for Social Marketing, Cultivate Fan Community and Enrich Marketing Channels

As a new marketing method, live broadcast and short video can play a greater value only on the basis of certain social media and combined with a variety of social marketing methods. Any scenic spot can build its own diversified marketing platform to promote itself. At the same time, the big data collected by new media can be accurately presented to tourism operators to facilitate the formulation of new marketing measures. The development of mobile Internet provides a way for tourists to share. The emergence of major applications, mobile platforms and tourism communities makes tourism content sharing a national trend. Through the content of the live broadcast, the audience has a strong interest in relevant cultural tourism souvenirs or clothes and jewelry of local residents. According to the practice of the live broadcast, the audience will ask about the purchase method in the comment area. Therefore, the connection between the two platforms must be realized in advance, which can not only make full use of traffic, but also promote the development of local related industries, which can be described as

a double harvest. Every scenic spot, everything that exists, and everyone can become a content producer to attract target people and generate economic value, which is more conducive to the realization of "micro-tourism and big economy", thus promoting the development of cultural tourism and economic development. "online celebrity" or "Travel Talent" shows the natural scenery, folk customs, special food and other tourism resources of the destination through short videos or live webcasts, which is more authentic, grounded and easily accepted by the public. When people hear the beautiful background music and see the moving scenery, accompanied by the narration of the anchor, it seems to be immersive and fascinating. According to the personalized and differentiated needs of users, we created colorful short videos with various forms, and achieved good marketing results.

4. Conclusion

Under the background of the rapid development of informatization, globalization and media and the increasing urban competition, how to catch the fast train of new media platform and do a good job in image design and communication has become a top priority. In order to adapt to the development of the times, it is inevitable to bring live broadcast and short video into the marketing mode of cultural tourism. With the help of various traffic platforms to deeply interact with tourists and encourage tourists to share tourism experience, event marketing can be carried out appropriately, occupy tourists' mental space and create "urban memory points" for them, so as to stimulate the tourism interest of potential tourists. The integrated development of new media and cultural tourism has enhanced the purpose of cultural tourism industry, brought the revolution of communication media and methods, and made tourism a necessity of public life. New media also makes the interaction in the cultural tourism industry greatly highlighted, which is an important basis for bringing tourists a good experience. On the basis of practical development, gradually deepen the summary and Research on the tourism marketing model of Chengdu, so as to better guide the marketing development of Chengdu and other cultural tourism and further realize the sustainable development of cultural tourism in Chengdu.

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