

The Phenomenon of Short Video Outcoming from the Cultural and Tourism Bureau and Its Impact on the Tourism and Cultural Industry

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Abstract

With the rise of social media and short video platforms, the cultural tourism industry is also seeking to use these platforms to promote and promote itself. The phenomenon of short videos appearing in the cultural and tourism bureau has become a hot topic of concern in recent years. This paper investigates and analyzes the impact of short videos from the Cultural Tourism Bureau on promoting the development of the cultural tourism industry, promoting local economic growth, and enhancing public cultural literacy through the investigation and analysis of this phenomenon.

Keywords

Short Videos from Cultural and Tourism Bureaus; Influencers; Short Videos; Cultural Confidence; Tourism and Cultural Industry.

1. Introduction

Recently, cultural and tourism directors from various regions have released cross dressing videos on short video platforms, disguised as "hometown spokespersons" to assist in cultural inheritance. Promote the unique scenery of your hometown in front of the camera to attract tourists. Through this "cultural and tourism craze", tourism resources in many niche areas in China have been activated, attracting a large number of tourists. While promoting the development of the cultural and tourism industry, it has also made many local characteristic cultures more well-known to more people.

Among them, the short videos of the suddenly popular Cultural and Tourism Bureau have the following characteristics in my opinion:

Firstly, unique creativity: Short videos produced by cultural and tourism bureaus often attract audiences with unique creativity and visual effects. Through creative conception and artistic lens application, the audience can resonate in just a few seconds or minutes.

Secondly, brand promotion: Cultural and Tourism Bureau short videos are usually created to promote local culture, tourist attractions, or characteristic activities. These videos highlight local characteristics and cultural elements, helping to enhance the local brand image and attract more tourists and attention.

Thirdly, emotional resonance: Short videos produced by cultural and tourism bureaus often impress audiences through emotional resonance. By introducing emotional elements such as warmth, humor, and empathy, the audience can get closer to the story, resonate, and increase their desire to watch and share.

Fourthly, diversified presentation forms: The short videos of the Cultural and Tourism Bureau have a very diverse form of expression in their popularity. In addition to traditional film and

television storytelling, documentaries, animations, microfilms, music videos, and other forms can also be used. This diversity can better meet the preferences and needs of different audiences.

Fifth, emphasize communication effectiveness: The Cultural and Tourism Bureau's short videos focus on communication effectiveness and influence when they become popular. By posting and attracting attention on social media platforms, utilizing the power of user sharing and diffusion, we can achieve a wider dissemination effect. This also promotes the dissemination and promotion of relevant content.

Sixth, conciseness and refinement: Due to the limited duration of the video, the Cultural and Tourism Bureau's short videos have become more focused on concise and powerful expression in the circle. Through editing and editing techniques, key information and plot are presented in a concentrated manner, allowing the audience to have a rich viewing and information experience in a short period of time.

In short, the short videos of the Cultural and Tourism Bureau have attracted the attention of audiences with their unique creativity, brand promotion, emotional resonance, and diverse forms, and have achieved a wider influence through social media dissemination. This form of short video plays an important role in the cultural tourism industry, driving local economic growth and improving cultural literacy.

So, what impact has this phenomenon of short videos being associated with cultural tourism bureaus brought to our society and our cultural tourism industry?

2. Promote the development of cultural tourism industry

The short videos released by the Cultural Tourism Bureau have brought tremendous impetus to the cultural tourism industry. Firstly, as an emerging form of media, short videos have the characteristics of vivid and concise language, which can attract the attention of young people. Through the promotion and promotion of short videos, cultural tourism projects can better convey their charm and characteristics, attracting more tourists to visit.

Secondly, the short videos of the Cultural Tourism Bureau have also provided an effective promotional channel for cultural tourism scenic spots. By sharing and disseminating short videos, the visibility and exposure of the scenic area can be quickly expanded, attracting more tourists' attention and visits. This helps to enhance the popularity and income of the scenic area, and promote its sustainable development.

In addition, the short videos released by the Cultural Tourism Bureau have also stimulated the vitality of cultural tourism innovation. Through creative and unique short video production, new elements and highlights can be injected into the cultural tourism industry, enriching the experience content of tourists. At the same time, the dissemination of short videos has also brought more commercial cooperation opportunities for cultural tourism projects, promoting the expansion and deepening of the industrial chain.

3. Promoting local economic growth

The popularity of short videos by the Cultural and Tourism Bureau has a positive impact on local economic growth. By promoting and promoting local culture, tourist attractions, and characteristic activities, more tourists can be attracted to visit and consume. This has driven the development of local tourism, catering, accommodation and other related industries, and improved the employment opportunities and income levels of the local people.

At the same time, the short videos released by the Cultural and Tourism Bureau have also provided a broad market for local cultural and creative industries and characteristic products. When the local specialty products or handicrafts displayed in short videos attract the interest

of the audience, they may take the initiative to purchase, thereby promoting the development of the local cultural and creative industry.

In addition, short videos from the Cultural and Tourism Bureau can also attract investors' attention and capital inflows. When a cultural tourism project in a region becomes popular through short video dissemination, it will stimulate investors' interest in the region, increase investment in the project, drive more capital inflows, and promote long-term economic growth in the region.

4. Enhancing public cultural literacy

The short videos released by the Cultural Tourism Bureau not only promote the development of the cultural tourism industry, but also play a positive role in improving the cultural literacy of the public. Through carefully planned and produced short videos, the audience was introduced to knowledge of historical culture, cultural landscapes, and other aspects, increasing public understanding and interest in culture.

The popular topics and storytelling presentation of short videos from the Cultural and Tourism Bureau have attracted the attention and participation of a large audience. During the process of watching these short videos, the audience can feel the charm of culture, which prompts them to have a deeper understanding and experience of the importance of cultural tourism.

In addition, due to the frequent involvement of local traditional culture and folk customs in the short videos produced by the Cultural and Tourism Bureau, viewers can not only appreciate the short videos, but also understand and respect local customs and habits, enhancing their awareness of cultural exchange and ethnic unity.

In summary, the phenomenon of short videos being released from the cultural tourism bureau has played a positive role in promoting the development of the cultural tourism industry, promoting local economic growth, and enhancing public cultural literacy. With the continuous development of social media and short video platforms, it is believed that the phenomenon of short videos becoming popular in the Cultural Tourism Bureau will further deepen and expand its important impact on the cultural tourism industry.

As is well known, any phenomenon coexists with opportunities and challenges. So, what challenges will we face when faced with the phenomenon of cultural and tourism bureaus going out of business. We should then respond.

The rise of short videos from the Cultural Tourism Bureau has brought many benefits to the cultural tourism industry, but it also faces some challenges. Below, we will explore these challenges in detail and propose relevant response strategies.

4.1. The Challenge of Content Creation and Updating

With the rise of short video platforms, more and more individuals and institutions are emerging, increasing competitive pressure. This means that in order to maintain user attention and attractiveness, the cultural and tourism bureau needs to constantly innovate and provide high-quality content. However, frequently producing and publishing short videos is a challenge for both resources and manpower.

Response strategy:

Optimize internal resource allocation: Reasonably plan human resources to ensure a professional team is responsible for the production and release of short videos. Consider collaborating with other relevant departments or institutions to share resources and experience.

Establish a content creation plan: Develop a detailed content creation plan based on the promotional goals and strategies of the Cultural Tourism Bureau. By planning in advance and arranging reasonably, ensure the diversity and coherence of the content.

Establish a content review mechanism: Ensure that the published short video content complies with laws and regulations, and has a certain degree of innovation and uniqueness. Establish a strict audit mechanism to ensure the quality and credibility of the content.

4.2. Challenges in platform selection and operation

The short videos of the Cultural and Tourism Bureau need to be published and promoted on suitable platforms for their popularity. However, different platforms have different user groups and algorithm rules, requiring targeted operational strategies. At the same time, the competition between different platforms has also increased the difficulty of operation.

Response strategy:

Research platform characteristics: Understand the characteristics and user groups of major short video platforms, and select platforms that align with the positioning of the Cultural Tourism Bureau for promotion.

Customized operation strategy: Develop targeted operation strategies based on the characteristics and algorithm rules of each platform. For example, utilizing the platform's unique features and social interactions to enhance the exposure and dissemination of short videos.

Multi platform operation: Select several major short video platforms for operation to expand the audience and enhance influence. Continuously optimize operational strategies based on the characteristics of the platform and user feedback.

4.3. The Challenge of Content Copyright and Intellectual Property

In short video creation, various materials such as images, music, and text are involved, which may include copyright and intellectual property issues. If not paid attention, it may lead to infringement disputes and legal risks.

Response strategy:

Copyright Compliance Code: Develop a clear copyright code that requires all externally referenced materials to be authorized or comply with relevant legal regulations. Ensure the legality of short video content and protect the rights and interests of authors.

Content originality: Encourage and support the internal team of the Cultural Tourism Bureau to create original content, reducing reliance on external materials. This not only benefits the maintenance of intellectual property rights, but also enhances the brand image and uniqueness of the Cultural Tourism Bureau.

Strengthen legal awareness education: Strengthen legal awareness education for employees of the Cultural and Tourism Bureau and those involved in short video creation, so that they understand relevant laws and regulations on copyright and intellectual property, and cultivate a sense of respect for intellectual property.

4.4. Challenges in User Feedback and Public Opinion Management

After short videos are posted on social media platforms, they can easily trigger user comments and discussions. If negative comments or false information appear, it may cause damage to the image and reputation of the Cultural Tourism Bureau.

Response strategy:

Establish a regular feedback mechanism: maintain close interaction and communication with users, and regularly collect, organize, and respond to user feedback. Timely solve problems and correct deficiencies, and establish a good brand image.

Strengthen public opinion monitoring and management: Establish a sound public opinion monitoring mechanism to timely detect, track, and analyze the discussion and comments of short videos on social media. Take appropriate measures to respond and manage negative public opinion to avoid the spread and negative impact of public opinion.

4.5. The challenge of data analysis and effectiveness evaluation

In order to better optimize content creation and operational strategies, it is necessary to analyze and evaluate the data of short videos. However, there is currently a lack of effective tools and methods for quantitative and qualitative data analysis.

Response strategy:

Data collection and organization: Establish a comprehensive data collection system to collect key indicators and user feedback information of short videos on different platforms. At the same time, ensure the timeliness and accuracy of the data for subsequent analysis and evaluation.

Data analysis tools and techniques: Introduce advanced data analysis tools and techniques to analyze and compare the playback volume, forwarding volume, comments, and other indicators of short videos. Through data mining and association analysis, potential patterns of user interests and needs are discovered, providing reference for subsequent content creation and operational strategies.

Effectiveness evaluation method: Develop effective evaluation methods and indicator systems to quantitatively and qualitatively evaluate the promotional effectiveness and influence of short videos. For example, by conducting user surveys and measuring brand awareness, evaluate the impact of short videos on the target audience.

In summary, the rise of short videos from the Cultural Tourism Bureau has brought many opportunities to the cultural tourism industry, but it is also accompanied by some challenges. By formulating reasonable strategies and strengthening internal management, the Cultural and Tourism Bureau can effectively address these challenges and push the phenomenon of short videos appearing in the industry to a higher level of development.

When the short video content of the Cultural and Tourism Bureau has gained widespread dissemination and attention on social media, forming a phenomenon of being out of circulation, the following points can be summarized.

The Cultural and Tourism Bureau has successfully increased the brand's awareness and awareness through the phenomenon of short videos becoming popular. More users have started to understand the Cultural Tourism Bureau, showing a strong interest in the cultural tourism content it promotes, and are willing to delve deeper into and participate in it. The popularity of short videos enables the Cultural and Tourism Bureau to showcase its characteristics and charm in a more vivid and intuitive way. Through carefully planned short video content, the Cultural Tourism Bureau can create a positive, creative, and attractive image that resonates with the audience and is willing to establish emotional connections with them. The phenomenon of short videos becoming popular has brought tremendous assistance to the publicity work of the Cultural and Tourism Bureau. Through the widespread dissemination of short videos, more people are able to understand and pay attention to the cultural tourism projects and activities promoted by the Cultural Tourism Bureau. This further increases the opportunities to attract tourists and participants, providing a good promotion effect for the development of the cultural tourism industry. The popularity of short videos not only increases attention, but also attracts users to participate more actively. Users have further expanded the influence and dissemination scope of short videos through interactive behaviors such as likes, comments, and sharing. User engagement not only provides feedback and suggestions, but also helps to increase resonance and loyalty to the cultural and tourism bureau. The success of the phenomenon of short videos being popular in the Cultural Tourism Bureau has inspired the cultural tourism industry to adopt more innovative ideas and methods in promotion. Short videos, as an emerging form of communication, have vivid and intuitive characteristics, which can better attract and influence the target audience. Therefore, the Culture and Tourism Bureau

can continue to explore and try new promotion strategies, combined with new media tools such as short videos, to further enhance the promotion effect and influence.

5. Summary

In summary, the phenomenon of short videos becoming popular in the Cultural and Tourism Bureau is an important successful case of promotion. It provides valuable experience and reference for the development of the cultural and tourism industry by enhancing brand awareness, shaping image, enhancing publicity effectiveness, increasing user participation, and innovating promotion ideas.

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