

The Impact of Short Media Videos on Urban Tourism Marketing: Taking Zibo and Xi'an as Examples

Limeng Chen*

Nanchang Hangkong University Nanchang City, Nanchang 330000, Jiangxi Province, China

*Corresponding author: Limeng Chen, 1533807310@qq.com

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Abstract: In the era of new media, short videos as an innovative means of communication have led to significant changes in the promotion strategies of tourist cities. The prosperity of the tourism industry has a significant driving effect on local economic growth, and marketing strategies are the key to the progress of the tourism industry. Through efficient marketing methods, the visibility of tourist attractions and cities can be significantly improved, thereby attracting more tourists and injecting new vitality into the local tourism industry and the overall economy. At present, with the rapid development of short video platforms such as TikTok and the sharp increase in the number of users, short video marketing has gradually received widespread attention from industry professionals and the general public. Some cities have achieved good results in tourism marketing implemented with the help of short video platforms, prompting more cities to use short videos for marketing activities. However, short videos also negatively impact urban tourism marketing, reducing the appeal of TikTok marketing to audiences. Therefore, this article conducts in-depth research on the impact of short video media on urban tourism marketing, elaborates on the advantages, analyzes the impact, proposes strategies for the application, and hopes to provide a reference for cities to use short videos for tourism marketing.

Keywords: Short video media; City; Tourism marketing; Influence

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1. Introduction

In recent years, China's social and economic growth has continued to be stable, and people's pace of life has gradually accelerated. To alleviate the pressure brought by fast-paced life, tourism has become a choice for many people. This also brings good development opportunities for the tourism industry. Influenced by the popularity of the internet and the development of information technology, the media communication mode has undergone great changes, prompting the tourism marketing mode to focus on short videos. Nowadays, tourists often search for destination information on the internet before planning their travels. Short videos, with their rich content, short duration, diverse presentation forms, and high interactivity, have become a major way for the public to obtain this information. With the rise of short videos, the marketing strategies of urban tourism have also undergone earth-shaking changes, which have attracted widespread attention and high attention from all sectors of society.

2. The advantages of short video media in urban tourism marketing

2.1. Relatively large audience target

Short videos are loved by users, especially young people, due to their simple visual effects, vivid visuals, and the ability to quickly convey information. The data shows that young people aged 18 to 35 make up nearly 60% of the short video user group. They are full of vitality, enthusiastic about pursuing new things, and willing to accept various innovations. Short videos have become an important platform for them to entertain and relax, learn new knowledge, and communicate with friends. Therefore, in the process of promoting urban tourism, with the power of short videos, we can effectively reach this huge target audience, thereby providing a huge driving force for market expansion ^[1,2].

2.2. Accurately pushing short videos to acquire potential customers

Through precise push-through short video platforms, we can more effectively find potential users who are interested in our tourism products. We need to carefully study the uniqueness and sales highlights of the tourism destination, while also identifying the types of travelers we want to attract, including their age group, gender ratio, and potential residential areas. Afterward, we can use the advanced algorithm recommendation function of the short video platform to accurately push our carefully planned tourism promotional videos to these target audiences. This method not only makes our marketing more targeted but also increases the success rate of transforming potential users into real users while saving costs ^[3-5].

2.3. Building diversified marketing models

Short video marketing has brought a variety of promotion methods to urban tourism. One is to collaborate with well-known internet celebrities or influential individuals in the industry for embedded promotion. The main goal is to allow influential internet celebrities to intersperse tourism content in their short videos in an unobtrusive manner and strengthen the destination's popularity and user word-of-mouth through their large fan base. The second is immersive experiential marketing with scenes. By creating videos that are close to daily life and have a sense of context, consumers can immerse themselves in the experience of tourism destinations in real environments, thereby stimulating their impulse to try and make purchases. The third is user-generated content interactive marketing. Interactive marketing is achieved through user engagement and the creation of short videos related to tourism. For example, interesting challenge competitions or specific tag events can be held to encourage users to unleash their creativity and create short videos related to their tourism experiences. Promoting the spontaneous participation and creative content of short video platform users can effectively promote the word-of-mouth dissemination of urban tourism. The fourth is live-streaming sales and short drama-style marketing. By live streaming, the host can directly showcase the destination, answer audience questions, and launch promotional activities to attract consumers to book a tour. In addition, creating short videos with a short drama style cleverly integrates tourism information into the plot, which not only attracts the audience but also effectively conveys the characteristics and value of the destination. The fifth is advertising placement and sponsorship cooperation. Accurately advertise on popular short video platforms, such as patch and information flow advertisements, while sponsoring popular content creators or official events organized by the platform, to increase the exposure and influence of tourism in the short video community ^[7].

3. The impact of media short videos on urban tourism marketing

3.1. Positive impact

3.1.1. Quickly enhancing the city's visibility

In recent years, short videos have become a popular emerging form of media. Its efficient dissemination

speed and broad audience coverage provide a brand-new platform for cities to showcase their unique charm and culture. Taking the rapid rise of Zibo barbecue as an example, the driving force behind it is the powerful dissemination ability of short video platforms. Zibo barbecue has received enthusiastic attention from the general public, mainly due to the local government's meticulous care for isolated college students during the pandemic. At that time, the government provided these college students with a delicious barbecue as their last meal, which left them with unforgettable memories. Subsequently, college students widely shared their wonderful experience of enjoying a barbecue in Zibo in spring through the internet, especially through short videos. This kind of close-to-the-public, authentic, and natural sharing quickly aroused a warm response from netizens, thus making Zibo Barbecue famous in a short time. The positive response and cooperation between the Zibo Municipal Government and citizens not only significantly improved the overall satisfaction of visiting tourists, but also successfully shaped the image of Zibo as a warm and friendly city with rich cuisine ^[7-9]. In this process, the word-of-mouth effect of short video platforms played a crucial role, helping Zibo quickly rise to become an "internet celebrity" city. This positive urban image, in turn, attracts more tourists to come and experience it, forming a virtuous cycle that continues to promote the city's reputation and tourism industry development.

3.1.2. Stimulating people's desire to travel

Short video media utilizes audio-visual effects to vividly present the unique charm of urban landscapes, culture, and cuisine. This form of expression not only brings a strong visual shock to the audience but also stimulates their curiosity and desire to explore the unknown. These videos also delve into and tell the unique historical background and cultural stories of each city, allowing the audience to feel the local customs and traditions, thus creating emotional resonance. In addition, short video content is easy to share on various social media platforms, and viewers can enhance the visibility and public evaluation of relevant cities through various interactive methods such as likes and comments. Simultaneously, it also provides detailed travel information for the audience, making it easier for them to arrange travel plans and providing more thoughtful personalized services, thereby further enhancing the willingness of tourists to travel ^[10].

3.2. Negative impact

3.2.1. Commercial packaging causing tourist aversion

Although short video marketing has significant effects in rapidly increasing city awareness and exposure, if city managers overly rely on commercial packaging to attract tourists, this approach may backfire. Some cities may over-emphasize or beautify their cultural characteristics and historical background to meet market demand and tourist expectations. However, when tourists personally visit the city based on these promotions, it is easy to feel disappointed and dissatisfied if they find a significant difference between reality and promotion. Additionally, excessive commercial transformation may not only destroy the original charm of the city but also erode its profound cultural heritage, leading to the loss of its unique charm and historical and cultural value. Therefore, when conducting short video marketing, cities must carefully balance commercialization and maintaining the unique charm of the city to ensure that while attracting tourists, they can also truly showcase the city's characteristics and historical culture ^[11,12].

3.2.2. Following travel trends leads to diminished quality of travel experience

There is a phenomenon of following the trend on some short video platforms, for example, many tourists who are not interested in short video marketing in a certain city will leave a large number of comments and reposts on social media, which will trigger other users to also "check-in". This phenomenon of following the

trend has led to a rapid increase in the number of urban tourists, often resulting in vehicle congestion and crowded pedestrian flow. When shopping and participating in entertainment projects, there are long queues, which reduces the travel experience of tourists. Moreover, short video platforms belong to the space of free communication. Many cities will produce videos of tourist attractions and publish them on short video platforms. However, some cities will optimize and package tourist videos. These false promotions can easily lead to the audience of short videos not being able to obtain the expected experience during the subsequent tourism process, resulting in disappointment with tourist cities and scenic spots, and thus affecting the development of urban tourism ^[13].

3.2.3. Insufficient exploration of urban cultural connotations

Although short video marketing can vividly and interestingly showcase the uniqueness and charming scenery of a city, it often focuses more on the external image and visual landscape of the city and fails to fully showcase and explore the deep cultural connotations of the city. This situation may limit tourists' understanding of the city to its appearance and prevent them from deeply experiencing the unique cultural charm and profound heritage of the city. Taking Zibo as an example, although short videos can vividly showcase its famous barbecue culture and various specialty foods, if the rich historical culture, unique folk customs, and other deeper connotations of Zibo are not deeply explored and introduced, tourists' understanding of this city may only remain superficial ^[14]. Therefore, when using short videos for urban promotion, we should pay more attention to exploring and disseminating the deep connotations of urban culture. In this way, tourists can fully experience the unique charm and profound cultural heritage of Zibo.

4. The application strategy of media short videos in urban tourism marketing

4.1. Expanding the age range of the target audience and strengthening precise marketing of video content

With the rapid development of the social economy, the living standards of Chinese residents continue to improve. People are no longer satisfied with material needs and are beginning to pursue spiritual satisfaction. For the tourism industry, to attract more target audiences, it is necessary to broaden the age range of the target audience. According to a survey, the age group of 15 to 25 is the largest and currently the most popular user group in the short video platform market. This group is characterized by youth, vitality, active thinking, and easy acceptance of new things, which are crucial in short video content marketing. Therefore, in urban tourism marketing, it is essential to understand the age group and consumption characteristics of the target audience and develop marketing strategies that align with their preferences.

To design targeted urban tourism products, it is necessary to analyze the age group of users on short video platforms. Currently, users are mainly between 20 to 30 years old. Hence, urban tourism marketing can be tailored to this age group. For example, for users aged 25 to 30, products can be designed as travel guides, attraction introductions, and similar content. Concurrently, the behavior of users such as comments, likes, and shares on short video platforms can be analyzed to determine which content is more attractive to these users. This approach can greatly enhance the marketing effectiveness of short video content ^[15].

4.2. Strategic cooperation with short video platforms to improve promotion and publicity effectiveness

If scenic spots and tourist cities want to achieve better publicity effects on short video platforms such as TikTok, they can try various strategies to attract netizens' attention. They can make more people understand the

characteristics of scenic spots and the charm of cities through localized advertising on the platform. In addition, establishing strategic partnerships with short video platforms and jointly organizing unique events is also an effective way to enhance the influence of events and increase online exposure. Through these measures, tourist attractions and cities can more effectively promote themselves and attract more tourists to come and experience for themselves. Take Xi'an City as an example. Together with the TikTok platform, Xi'an jointly launched the theme activity of "Xi'an Year - Most Popular in China." This event revolves around the highly anticipated hot topic of "The Tang Dynasty City of Eternal Night," attracting users to actively participate by showcasing fascinating content such as "internet celebrities," "wonderful song and dance performances," "Xi'an authentic cuisine," and "spectacular aerial street scenes of the Tang Dynasty City of Eternal Night." We encourage you to publish relevant videos on TikTok, or forward short videos of Xi'an tourism promotion, so that these wonderful moments can be seen by more people and further expand the influence of the event. Additionally, we encourage users to re-create existing video materials and share their works on the platform. This approach not only enriches the content of the event but also forms a virtuous cycle of content, constantly attracting new users and maintaining the sustained popularity of the event.

4.3. Establishing a professional short video marketing team to improve the quality of content

To more effectively showcase the beautiful scenery of tourist attractions and the unique charm of tourist cities to more people, it is particularly important to form a short video marketing team composed of industry experts. Such a team should gather professionals from various fields such as directors, planners, actors, video editors, photographers, and operations. They can capture and showcase the highlights of tourist attractions and the characteristics of tourist cities from different perspectives and dimensions, to produce high-quality and attractive short video content. Such content can not only expand the influence of tourist attractions and cities, attract more attention and fans, but also deepen interaction and communication with fans, and create a closer fan community. Meanwhile, for tourists, these carefully crafted short videos will become an important window for them to obtain travel information and travel advice. By watching these videos, tourists can easily learn about the characteristics, travel routes, accommodation and catering, and other practical information of various scenic spots, to better plan their travel plans, avoid unnecessary troubles, and ensure a pleasant and smooth journey. Therefore, a professional short video marketing team is undoubtedly the key to improving the promotion effect of tourist attractions and cities and attracting more tourists.

5. Conclusion

Short video media, as an emerging marketing tool, has had a profound impact on urban tourism marketing. It not only increases the exposure and popularity of urban tourism, but also enhances the attractiveness of tourism products, expands the target tourist group, and increases the willingness to book a tour. Meanwhile, through short video marketing, urban tourism brands are also able to stand out in fierce market competition. Therefore, urban tourism operators should fully recognize the importance of short video marketing and actively utilize this innovative approach to promote the development of the tourism industry.

Disclosure statement

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