

New Model of Shaping Urban Cultural Tourism IP Based on Short Video Platforms

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Abstract: Urban cultural tourism is a kind of tourism that combines the regional tourism resources of the city and the unique culture of the local area. Moreover, with the constant development and progress of local cities, urban cultural tourism has become a new trend in urban development. The diversification of urban cultural tourism intellectual property (IP) aligns with cities' sustainable and innovative development. Additionally, as one of the hottest and newest ways of communication, short videos have seen a surge in recent years due to their low production cost, fast communication speed, diversified content, and large scale of users. The rapid development of short video platforms such as TikTok, Quick Worker, etc., has led to an explosive growth of short video users in China; short video platforms have become the new media for city image communication. However, using short video platforms to shape the urban culture tourism IP must pay attention to the communication strategy. The short video content should not only closely follow the positioning of the city's image, but also vividly show the cultural connotation of the city, thus constructing a multiple subject of the creation and communication of the short video.

Keywords: Short Video Platform; Network Broadcast; IP; Cultural Tourism.

1. Introduction

The integrated development of culture and tourism has provided a strong impetus to promote socio-economic transformation and become a pivotal driving force for achieving high-quality development. Intellectual property (IP) originates from the culture industry, and after its introduction into the tourism industry, tourism IP has become the hottest topic.[1] Specifically, tourism IP refers to integrating culture and tourism elements with cultural characteristics, brand core, and unique value embodied in the intellectual property system. The construction of tourism IP is conducive to enhancing the added value of tourism products, promoting the depth of integration of culture and tourism, and brand building. It is an essential way to develop culture and tourism. Furthermore, with the rapid development of mobile Internet and the emergence of a number of emerging short video platforms. According to the latest statistics of the Statistical Report on Internet Development in China, as of December 2022, the scale of short video users exceeded one billion for the first time, and the user utilization rate was as high as 94.8%. The short video is reshaping the lifestyle of mobile Internet users, and it has become an important scenario for the development of culture and tourism.[2]

2. Characteristics of Short Video Communication

2.1. Timeliness

With the development of the times, culture has become a pivotal factor in shaping a city's brand. Furthermore, establishing an excellent city cultural atmosphere enhances unity and attractiveness and promotes investment and opening up to the outside world, transforming spiritual energy into tangible economic gains. With the rapid development of Internet IT, the era of short videos has arrived. The emergence of apps such as Tiktok, Quick Worker, Tencent Video, WeChat, and so on has made people's lives more colorful. By using these apps, self-media users can make short videos to

communicate the latest information to more people. Additionally, short videos are characterized by rapid communication, which can quickly communicate urban information. With the development of network information technology, the communication speed of short videos has become faster and faster. It can be communicated in many different ways, which greatly improves the publicity effect of the city's image and makes the communication of city information more rapid.

2.2. Interactivity

An important characteristic of short video communication is its ability to interact with the audience. With the development of Internet IT, people can independently comment and forward short videos through Internet platforms, thus achieving interaction between the audience and the media. This trend has become the mainstream of short video communication today. Moreover, short video is an attractive social media that enables people to exchange information and communicate easily and conveniently, allowing them to express themselves wherever they are. Through efficient interaction, short video communication can be more enthusiastic. The short video producers can determine which contents are the audience's favorite and which contents and communication modes need to be improved according to the situation of short video communication and the audience's feedback, thus enhancing the effect of city image propaganda. Additionally, with the help of the short video interactive platform, we can actively create a city publicity window.

2.3. Diversity

Diversity mainly refers to the diversity of the content of short video communication. The short video is a medium widely used to publicize a city's image. The symbolic carriers of city images in short videos can be summarized as BEST. Specifically, they are background music, eating, scenery, and technology. These four types of symbols that penetrate into the capillaries of city life combine to form a three-dimensional city image on Tiktok. [3] The BEST is a

concentration of interesting and beautiful city life, which is widely recognized in the stage of the short video. Furthermore, by comprehensively displaying the city's economy, culture, ecological environment, and tourism and recording the course of the city's development, it creates a city culture and tourism IP with a three-dimensional sense. On the short video platform of the mobile terminal, the content embodying the city's image has become increasingly rich and diversified, and the city's culture is also full, plain, and closer to life itself.

3. Advantages of Short Videos in Shaping the IP of Urban Cultural Tourism

3.1. Short Videos have a Wide Audience, High Traffic, and Outstanding Communication Effects

The short video platform was originally intended to provide a space for young people to communicate and share their music to show their unique creativity. However, as time goes on, its user community has expanded from 3 years old to 80 years old, and the video content has expanded from just music to a wider range of fields. As the slogan of the current great impact of the Tiktok platform says, "Record the beautiful life", short videos have included science, film, music, live broadcasting, branding, and many other contents. The users range from ordinary people, merchants, celebrities, and Internet celebrities, to governmental organizations, official media, experts and scholars, etc. Therefore, it can be said that the scale of the users of short videos is getting bigger and bigger. The use of short videos to communicate the city's image can achieve significant results. As an "Internet famous city", Chongqing has made great progress in cultural and tourism IP, including hot pot, food, landscape, and other elements, which have become the common memory of the local people. Chongqing has become a preferred place of employment for many young people, not only because of its rich tourism revenue. The communication of short videos has brought exciting food and comfortable life to people, and these labels have been deeply rooted in people's hearts. The short video can help the city image communicate more accurately and locate the target audience. Moreover, short video platforms target specific audiences, such as tourism experts and young people seeking future development goals during the graduation season, and precisely push effective content to maximize the city's image and enhance its popularity.

3.2. Sensory Impact and Integration of Typical Urban Elements

By shooting wonderful landscape short videos, we can bring a strong visual impact to the audience. For example, the waterfalls on the cliffs, the big trees covering all the sky, the boundless sea of flowers, and the crystal clear rime can be optimized through post-editing, matched with suitable background music, and uploaded to the short video platform, thus creating a unique urban culture tourism IP, improving the city's popularity, and showing its charms. Additionally, it is possible to use the places of interest as the background to publicize the city's martial arts, drama, and intangible cultural heritage with regional colors. For example, the city publicity short video shot in the Shaolin Temple of Songshan, under the Chan Buddhism temple, Songyue Pagoda, displaying Shaolin

Kungfu, the fusion of Chan and martial arts, and showing the style of the world's first temple. It gives people a strong visual impact and communicates the city image with thick culture and spirituality through the typical element of the "Shaolin Temple".

Next is the emotional impact, using literary works with regional colors or celebrity allusions as an entry point, with a strong emotional interpretation, causing strong emotional sympathy among locals. Alternatively, music can be created based on elements of the city's image, incorporating the local dialect into it, as well as representative elements such as the streets and alleys and the food. Singer Zhao Lei's "Chengdu" is almost widely known, and many young people are attracted by the lyrics to "walk around the streets of Chengdu", which has greatly increased Chengdu's popularity and further communicated Chengdu's beautiful image.

Finally, it is the gustatory impact, with the local food culture as the theme for creating short video content. Although the audience watching the short video cannot really taste the food, through the short video shooter's lens, the colors and flavors of the food as if within reach, tempting ingredients, great common people's style of the night market, and firework world picture directly presented in front of people's eyes. Whether it's a high-profile video or a casual shot of street food, it makes the city image more concrete and easier to be loved and paid attention to by the ordinary audience. Moreover, the communication of food and cultural elements has played a big role in the popularity of cities such as Chengdu, Guangzhou, and Wuhan.

3.3. Closer to the Life of the Public and Warmer

New communication technology has given birth to new forms of communication, which have given individuals unprecedented communication ability and resources. The communication of city images has changed from the original square-type propaganda to scene-type individualized communication. People seldom have the patience to watch a well-directed city propaganda film, and they watch the live performance of each city's "fireworks" at their fingertips. The city is no longer a place of reinforced concrete and landmark buildings at a distance from the public. Nevertheless, it is a close-range place with life, temperature, and emotion, where all kinds of cityscapes are shown in the best way, and life in the streets presents the different styles of different cities.

This is a new scene of city image communication in the new situation of the short video. In this new scene, the city image has changed from large-scale publicity to permeable communication. The city image propaganda set by knowledgeable experts and serious organizations has become an entertaining communication shared at the fingertips. The grand discourse of city image propaganda becomes the individual discourse of social communication, and a short video, due to the intervention of individual members of the public, generates a strong infectious force.

4. Innovative Strategies for Shaping Urban Cultural Tourism IP on Short Video Platforms

4.1. Short Video Communication Should Highlight the Positioning of the City's Image

City image positioning is the soul of every city's development and image communication. According to the positioning theory put forward by AL Ries and Jack Trout, to build a distinctive city image in the minds of consumers, it must implement a differentiation strategy and establish a city image positioning. Moreover, to create an "Internet famous city", it is necessary to explore the city's unique points of difference and competitive advantages and clearly communicate the differentiated positioning of the city's image. After all, "1000 City side" will make tourists hesitate to be trapped in the homogenization of many cities. However, "One City side" is rich in flashpoints, which can harvest their firm choice.

The city image positioning determines the communication theme and creation style of the city's short video, and the short video style is strong or euphemistic, solemn or interesting, which largely influences the tourists' association and overall impression of the city. For example, the short video form, such as the fast-paced montage, is more likely to attract tourists who love to eat and love play. Additionally, the slow-paced shop-hunting reviews and travel Vlogs cater to tourists who pay attention to the quality of their travel life and desire to gain romance and interest from their journey. In 2019, the Xi'an Municipal Government cooperated with Tiktok and put a large number of fast-paced short video montages on the Tiktok platform, which changed Xi'an's former solemn image of the "ancient capital of the 13 Dynasties" and increased the fun and cultural characteristics of the city. For example, the bowl-wrestling wine in Yongxingfang, the Tiktik divine song "Xi'an People's Song", and various Xi'an specialties have attracted a large number of tourists to visit the city along with the communication of short videos. During the Spring Festival of 2019, Xi'an received a 30.16% increase in the number of tourists compared with 2018, obtaining a bumper harvest of economic and social benefits and becoming one of the hottest tourist cities in China. [4]

4.2. Content of Short Videos Should Vividly Demonstrate the Cultural Connotation of the City

After analyzing the text of city image propaganda short videos on major short video platforms, it is found that the single form of taking a selfie at a famous travel spot or landscape display is often difficult to shape the city's image and highlight the city's cultural connotations. As these short videos have serious homogenization, it is easy to lead to users' aesthetic fatigue. Conversely, content that embodies the city's life and is full of "fireworks" is more likely to gain rapid and widespread communication. This kind of video can vividly show the cultural connotation of the city, making the audience identify with the temperament and spirit of the city and generate emotional sympathy, thus forming a deep impression and memory. According to the SIPS new life consumption behavior model (As shown in figure 1) proposed by Japan's Dentsu for the social media era, empathy is the first step in consumers' consumption process at this stage. [5] Moreover,

empathy needs to start from the human heart and human nature and build the relationship between the city and people with real and vividly detailed scenes and stories. The Chengdu communication leisure city image by creating a series of short videos to show a strong humanistic atmosphere and leisurely temperament full of the city. The Sichuan cuisine, Sichuan opera, Sichuan tea, the street everywhere in the tavern, and there is no Beijing, Shanghai, Guangzhou, or Shenzhen crowded, tense, and rhythmic. Therefore, by slowing down the calmness and leisure of wandering in the street, it is very easy to make the user arouse the emotions of yearning and admiration and then attract a large number of tourists to go to the experience.

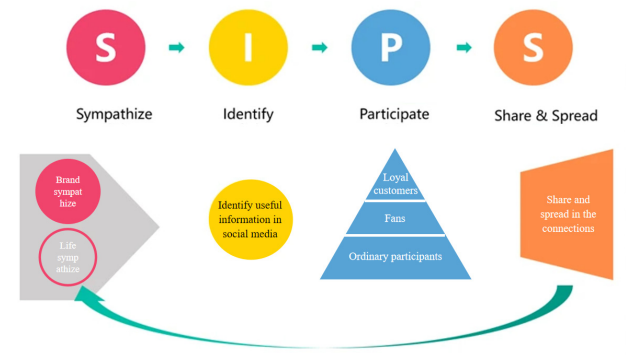


Figure 1. SIPS new life consumption behavior model

4.3. Constructing a Multiple Subject of Short Video Creation and Communication

In the traditional media era, city image shaping and communication emphasized the authority of the subject, and the communication subject was mainly the local government and mainstream media such as TV, newspaper, and radio. In today's all-media era, the public has become the new subject of city image communication, and this phenomenon is especially significant on short video platforms, a medium where UGC is the main production mode. According to the "White Paper on Short Video and City Image Research" [6], released in 2018, more than 80% of the top 100 short video plays on the theme of city image are created by ordinary users. Furthermore, compared with officially released short videos, the creation forms of self-media are more diversified, with a wider range of themes and richer contents, which are more capable of reflecting the real life of ordinary people in the city and discovering more details worthy of shooting and communicating from them. However, the spontaneous UGC production mode lacks the overall planning and goal of shaping and communicating the city's image. The lack of official support from the city makes achieving the expected goal of short video creation and communication difficult. Therefore, using short videos to shape and communicate the image of cities and create "Internet famous cities" requires the exploration of more diversified communication subjects.

5. Conclusion

The advent of the experience economy era has changed the psychological needs of tourists. It is no longer satisfied with the walkthrough of the tour. However, it focuses more on the visual, taste, hearing, touch, and other multi-sensory stimulation of the comprehensive experience of the tour mode. Moreover, each city will form its own cultural heritage in the accumulation of history. Through the short video to shape the city cultural tourism IP, the city cultural tourism should create

highly recognizable image characteristics from the communication subject, communication channels, and communication content and make the image fuller, with a sense of interaction and intimacy. Additionally, to conduct a fine-tuned operation on it, implant the IP into the hearts of tourists to arouse a sense of cultural identity, and enhance the viscosity between tourists and the IP, thus achieving the value of the IP.

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