

Optimization Suggestions for Dalian Cultural Tourism Communication

Size Mao

Liaoning Communication University, Shenyang Liaoning, 110136, China

Abstract. From the perspective of communication, this paper hopes that Dalian tourism and Dalian city culture can be better integrated and developed with the short video industry, in order to establish and publicize the tourism image of the city of Dalian, promote the overall development of Dalian's cultural tourism industry, enhance the competitiveness of Dalian's city, and provide more development opportunities for Dalian. To improve the publicity quality of urban tourism and urban culture on short video platforms. Promoting the overall development of cultural tourism in Dalian.

Keywords: Cultural Tourism; Communication; Optimization.

1. Introduction

It is an innovative attempt to disseminate and publicize the city's culture and tourism with the power of new media short videos. The communication status of Dalian cultural and tourism short videos is analyzed to find out the dilemmas of Dalian cultural and tourism short videos, and suggestions are given for the dilemmas in terms of video content from the perspectives of short video producers and short video publishers respectively.

2. Analysis of the Main Body of Dalian's Cultural Tourism Communication

Dalian culture and tourism short videos are mainly disseminated by three groups: official publicity accounts, Netflix accounts, and civilian spontaneous publicity accounts. Among the official accounts, the official account of Dalian Radio and Television News Center "News Dalian" has the largest number of fans, with 1,572,000 fans, 40,594,000 likes, and a total of 2,638 works up to now, and the content released by this account includes Dalian news, announcements, tourist attractions, etc. The official account "Travel Dalian" focuses on the cultural and tourism characteristics of Dalian. The official account of "Traveling Dalian" focuses on Dalian's cultural and tourism attractions and products, and takes digging and promoting Dalian's fashionable and cultural life as the general tone to create an authoritative release platform for urban culture and tourism information covering Dalian's food, accommodation, transportation, tourism, shopping and entertainment. Compared with the former, the number of fans is smaller, but the content of culture and tourism is more abundant. There are many netroots accounts that publish short videos on Dalian's culture and tourism, among which bloggers with a large number of followers and high-quality content include "Dalian tour guide Ni", "Dalian play with me", "Dalian" and so on. Dalian", "Dalian Play with Me", "Dalian" and so on. The main works they publish are the tour guide of Dalian tourist attractions, the summary of Dalian delicious and fun store, Dalian beautiful photography, etc., and the dissemination effect is very good. Civilian spontaneous publicity is mainly reflected in the fact that Dalian local residents or foreign tourists take photos of Dalian's cultural and tourist attractions and upload them to the platform and trigger discussions, thus attracting more netizens' goodwill.

3. Dilemma of Dalian Cultural Tourism

3.1 Lack of Creative Points in Video Content

In the short video platform, there are a lot of Dalian culture and tourism video content is single, lack of originality, loss of their own characteristics, homogenization is serious, just to imitate the high number of likes, comments on the Netflix video, not to explore new content, many of Dalian's unique

attractions are not reflected, such as Dalian's seashore, seafood, squares, cherry blossoms, etc., not very good dissemination and establishment of the image of Dalian as a tourist city, and lack of urban core in the content, lack of publicity focus, if only “to visit” a card, and can not bring more value-added, and long-term benefits, then obviously has little meaning. Tourist city's image, and in the content of the lack of urban core, the lack of publicity focus, if only “to this trip” to play a card, and can not bring more value-added, and long-term benefits, then obviously not very meaningful, therefore, the fleeting opportunity Dalian to seize, not just to create a red attractions to enhance the attractions of their own heritage to the public responsibility, in order to bring traffic benefits. The public is responsible for the flow of benefits.

For example, the short video account called “Dalian play with me”, there are nearly 400,000 fans, as an opinion leader, but did not do a good job of guiding the role of a lot of video content is to promote some of the characteristics of the ordinary stores, about commercialization, did not play a good role in the export of culture, and the quality of filming and the content also needs to be improved. Improvement. If short video media want to survive and develop stably in the long run, one very important thing they need to do is to pay attention to the quality and content of the video. Rough shooting and low level of professionalism will affect the viewer's perception, so excellent short video content will bring better immersion to the viewer and increase the completion rate of the video work. Restricted by the original mechanism, most of the short video content producers are non-professionals, with limited shooting conditions, single video shooting equipment, unable to compete with the professional production team, and the filmed images are cluttered, noisy radio effects, low video quality, which is difficult to bring the viewer a sense of experience, at the same time, the random use of unimpressive video covers and unattractive copy is also a reflection of low professionalism. Therefore, this type of content works often have insufficient playback traffic to achieve the purpose of dissemination.

Some short video authors blindly pursue traffic, ignore the authenticity of information, and use exaggeration or even claptrap to attract fans. For example, in a short video about Dalian, a blogger shoots and publishes a platform on the plum deer in Binhai Road, and the video presents the meaning that wild plum deer can be seen everywhere on any roadside in Dalian, which brings deception to the uninformed users. Therefore, how to strengthen the gatekeeping of short videos has become an inevitable question.

3.2 Poorly Defined Urban Tourism Culture

(1) Lack of an urban cultural core

Culture is the life and soul of a city, the core and image of a city. The city brand is the core of the city's own culture, and also the individuality and cultural expression of a city that distinguishes it from other cities. As a special space for carrying culture, a city can enhance its attractiveness and add value to the city by shaping its own brand image in its characteristics and differences and forming effective communication.

On January 20, 2022, the State Council issued the “14th Five-Year Plan for Tourism Development”, proposing to innovate tourism promotion, strengthen promotion around the concept of “tourism is a way of life, learning and growth”, further explore the potential of the domestic tourism market, and create a good social atmosphere. We will further explore the potential of the domestic tourism market and create a favorable social atmosphere. [3] If you want to do effective city promotion on the short video platform, the first thing you need to do is to seize the city's characteristics, and you can learn from some successful cases: Chengdu's city image is “Bashful”, which is comfortable and leisurely, and the slogan “Chengdu, a city you don't want to leave” can be seen in the publicity slogan “Chengdu, a city you don't want to leave”. From the slogan “Chengdu, a city you don't want to leave”, it can be seen that Chengdu's publicity purpose is not only to attract tourists to simply go sightseeing, but also to convey to the public the city's way of life, so that the public will feel Chengdu's cultural and spiritual connotations, and fall in love with Chengdu's unique urban charm, and be willing to stop for this city.

When it comes to the city of Dalian, people are often unable to immediately name its keywords. Without an exact image of the city's inner core, it is impossible to establish the city's tourism positioning, and then it is difficult to effectively communicate the city's tourism, and insufficient communication will lead to the audience to receive insufficient information, acceptance of information bias or even error, which is not conducive to the dissemination of Dalian's urban tourism. Now the status quo of most tourist attractions in Dalian is that tourists stay for a short period of time and leave quickly after taking pictures, without really slowing down to understand the core and culture of Dalian, which naturally will not bring long-lasting benefits and more consumption for Dalian.

This shows that if a city wants to be effectively promoted on a short video platform, it needs to have a core label, and if Dalian wants to be effectively spread, it should also have a clear positioning. Short video account Dalian tourism released content are not well reflected in the most unique places in Dalian, most of the video content focus on the netroots card, a lot of video content is still to be tapped. There is also the micro Dalian short video account, the account released content is basically the same net red card place, it is difficult to go into the hearts of the people, as a so authoritative short video account, should focus on the meaningful attractions and characteristics of Dalian. If you don't go deep into the core of the city to create a deep concept, it is difficult to retain tourists. Therefore, with the help of short video platform to create a grasp of the city's core, there is a better chance to retain tourists, creating long-term consumption, so that visitors really love Dalian, rather than a hasty “card” after nothing left.

(2) Insufficient integration of urban tourism resources

Dalian is located in the southern tip of Liaodong Peninsula, and the Shandong Peninsula across the sea, the four seasons of pleasant climate, excellent environment, no cold in winter, no summer heat, there is a “window on the Northeast”, “Pearl of the North”, “Romantic Capital “Dalian is the window for opening up to the outside world and the largest port city in Northeast China, and has been honored as the International Garden City, China's Best Tourist City, and the National Environmental Protection Model City, which provides high quality conditions for the development of Dalian. Dalian is one of the first batch of China's “excellent tourist cities”, Dalian's tourism resources are extremely rich, not only a wealth of modern Chinese humanities and history of tourism resources, there are also many scenic natural tourism resources, the national A-level tourist attractions (points) 45, of which there are 2 5A-level, 4A-level 12. Among the natural scenery, the more famous ones are Bangchui Island, Bingyugou, etc., and the sightseeing spots are Xinghai Bay, Lotus Hill, Jinshitan, etc. Meanwhile, there are also unique folk cultures, such as Dalian dialect and Dalian cuisine, etc. In addition to this, a city's cultural characteristics, cultural level, economic development and city image will also be expressed through large-scale economic and cultural activities. Dalian not only has rich tourism resources, but also has a wealth of tourism activities, such as the China International Beer Festival, Dalian Beach Culture Festival, Dalian Cherry Blossom Festival, Dalian International Clothing Festival, and so on, which will also play a huge role in the city's publicity. However, most of the tourist attractions and most of the tourist activities in Dalian have not been able to achieve nationwide dissemination on the short video platform, the publicity is not strong enough, and the emphasis on publicity is not enough, resulting in a low audience coverage, the city's tourism resources have not been adequately disseminated and publicized, and the local traditional media in Dalian has a limited scope and insufficient coverage, which leads to the stagnation of the dissemination of the tourism resources of Dalian, so now there is a need to break the constraints by using the short video platform. Therefore, there is an urgent need to break the constraints with the help of the short video platform to find the inner core of Dalian city, and on this basis, vigorously and comprehensively publicize Dalian's special attractions and special activities.

4. Optimization Suggestions of Dalian Cultural Tourism Communication

4.1 Focus on Video Content and Quality

On the platform of short videos, everyone is a self-media, so the threshold of creating videos is very low, and the quality of filming varies, so if you want to get effective dissemination and promotion of the released short videos, the content and quality of the video is the most important thing.

According to the theory of “use and fulfillment” from the perspective of the audience's psychological motivation and psychological needs, from the perspective of the short video producer, what we need to do is to present more high-quality content to attract the audience. In short video content production, we should start from creativity, planning, editing and equipment to improve professionalism. To achieve both originality and viewing comfort, first of all, in terms of video creativity, tap into Dalian's urban cultural symbols, represented by the old tram, symbolizing the fusion of history and modernity; and the sense of happiness as the theme, reflecting the romance of walking on the beach and camping on the beach. Capture the urban characteristics of Dalian, such as salted fish cake, Dalian party castle hotel, tiger beach ocean park, etc., eat the main play all together, can avoid the homogenization of the content; secondly, in the choice of equipment, try to use professional equipment to shoot, if only cell phone, you can add stabilizers to the cell phone, in order to ensure the quality of the picture.

In the short video publisher's point of view, should do a good job “gatekeeper”, pay attention to the short video content audit, put an end to false information, negative information, put an end to uploading poor quality content about Dalian culture and tourism, should create a positive and healthy video environment!

4.2 Mining the City's Cultural Characteristics and Clear Positioning

(1) “Labeling” Videos

On the short video platform, Dalian's local food, specialty barbecue, seashore seafood and other words harvest a large number of clicks, and landscape scenery, Dalian's mountains, sea, hot springs are the high-frequency words searched by the public. Put these words in the short video text, as a short video label, enhance the vocabulary of the short video, so as to drive the traffic of the short video “labeled”.

If Dalian wants to stand out from the crowd of tourist cities and get long-term stable development, it should learn to seize the opportunity and adapt to the local conditions, which needs to use the power of the government. The government should not only set up a professional planning team to investigate, but also collect the ideas of the city's people, and then refer to the existing presentation of Dalian's city image, seize the key words, seaside, romantic, etc., and screen the key words in the popular video, combined with Dalian's own attractive features, to give Dalian a clear city positioning under the packaging and building.

(2) Create hotspots with the help of topics

When the city positioning of Dalian is clear, it can be publicized with the help of short video platforms. You can launch topics, customize city theme challenges, and encourage all people to send videos with topics to spread Dalian's city characteristics and city culture to the whole China and even the whole world, so that Dalian debuts in front of the public with a bright posture. The collision between the romance of coastal city and local culture, with the help of short video platform, let the public feel the city charm of Dalian.

(3) Double integration of space + route

Integration of tourism resources is also very necessary, can take the double integration of space + route. First of all, spatial level integration, that is, the same belongs to a spatial level of tourism resources are integrated, built into a district, in this area to focus on the development and development. Take Jinshitan as an example, the tourism resources near Jinshitan are very rich, we can take the Gold Coast as the main scenic spot, spread out to the surrounding area, then develop more scenic spots,

and build and promote them as a whole; secondly, the route integration is also a suitable direction for Dalian's tourism resources integration. The use of tourism resources in the geographic location and mode of transportation on the link, the same tourist route on the integration of tourism resources launched to pay home Zhuang - Silver Beach - Forest Zoo - the best viewpoints of the cross-sea bridge - Lotus Hill route, for example, these tourist locations are located in the same road in the same direction, the Dalian tour can be used to create a one-day tour routes, and scenic areas to share the passenger market, joint enrichment of the tourist The content of the tour will increase the attractiveness of the tourists.

5. Conclusion

Cultural tourism short videos in the dissemination, first of all, we should focus on the video content, seize the city characteristics, can be respectively from the point of view of the short video producer and short video publisher, combined with their own actual situation to land; in the integration of tourism resources in the problem, you can also refer to the point of view of this paper: can take the double integration of the space + route way; at the same time, tapping into the new media talent and broaden the way of interaction with the user of these two points At the same time, the two suggestions of tapping new media talents and broadening the interaction with users can also be generalized. May the suggestions put forward in this paper on the plight of urban culture and tourism short videos be a reference for the tourism development of other cities, so as to improve the publicity quality of urban tourism and urban culture on short video platforms and promote urban development.

Acknowledgments

The authors would like to thank Mr. Hao Bing for his support as a result of the project “Research on Digital Development of Tailings Tourism under the View City of Science and Technology Integration” (Serial No. LJKMR20222036), which is a basic scientific research project of Liaoning Provincial Department of Education for the year of 2022.

References

- [1] Zhu Lingling. Study on short video communication to enhance the popularity and reputation of Huai'an “World Food Capital”--Taking Jitterbug as an Example[J]. Journalism Research Guide,2022, 13(20):43-45.
- [2] Jin Xingyue. The significance of jittery sound short video on urban tourism marketing in new media environment[D]. Zhejiang University,2019.
- [3] Yuan Chunhua. Research on the marketing strategy of red tourism in Suichuan County, Jiangxi Province under the perspective of new media[D]. Guilin University of Technology,2022.
- [4] Li Tao. Research on the influence of tourism short video marketing on college students' willingness to travel [D]. Hainan Tropical Ocean College, 2022.