

Marketing Strategies of Cultural Tourism Industry under Media Convergence Background

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Abstract: The advent of the era of media convergence has broken down the barriers between traditional and emerging media, bringing profound changes to the marketing models of the cultural tourism industry. This paper explores the impact of media convergence on the development of the cultural tourism industry by analyzing its concepts and characteristics. It further delves into the application of diversified media channel integration, digital, and interactive marketing strategies. By building an integrated media matrix and fostering cross-industry collaborations, cultural tourism can maximize brand communication effectiveness, enhancing consumer engagement and loyalty. This study also examines typical domestic and international cases to summarize the successful experiences and practical paths of cultural tourism marketing strategies in the context of media convergence. The research suggests that the cultural tourism industry should continue to focus on media convergence trends, innovating marketing strategies to enhance market competitiveness and achieve a win-win situation for both cultural and economic benefits.

Keywords: Media Convergence, Cultural Tourism Industry, Marketing Strategies, Diversified Media Channels.

1. Introduction

With the rapid development of information technology and the continuous evolution of media communication patterns, media convergence has gradually become the core trend in modern communication fields. Media convergence not only breaks the boundaries between traditional and emerging media but also realizes a multidimensional integration of technology, content, and channels, significantly expanding the breadth and depth of information dissemination. As an important industry that promotes the integration of culture and economy, the cultural tourism industry faces new opportunities and challenges under the wave of media convergence. On the one hand, media convergence provides more diversified marketing tools and communication channels for cultural tourism, helping to achieve precise brand communication and market segmentation. On the other hand, media convergence has intensified market competition, making it difficult for traditional single marketing models to adapt to the new communication environment and consumer behavior patterns. Therefore, studying the marketing strategies of the cultural tourism industry under the background of media convergence and exploring how to leverage media convergence to enhance cultural tourism brand influence, attract more target audiences, and achieve dual growth in cultural and economic benefits has important theoretical and practical significance [1]. This paper aims to analyze the impact of media convergence on the marketing models of the cultural tourism industry and propose corresponding optimization strategies by examining the concept and development background of media convergence. Specifically, the paper first discusses the connotation and characteristics of media convergence, elaborating on its application in cultural communication and its profound impact on the development of the cultural tourism industry. Then, it analyzes the innovation of cultural tourism marketing strategies in the context of media convergence, including the integration of diversified media channels, digital and interactive marketing, and the construction of a full-media

matrix. Subsequently, through a detailed case analysis of domestic and international practices in cultural tourism marketing under media convergence, the paper summarizes successful experiences and lessons learned. Finally, it looks forward to the future development trends of cultural tourism in the media convergence environment and puts forward relevant strategic suggestions. Through this study, it is hoped to provide theoretical support and practical guidance for cultural tourism in brand communication, market expansion, and marketing innovation in the new media environment, thus promoting the high-quality development of the cultural tourism industry [2].

2. Relationship between Media Convergence and Cultural Tourism Industry

2.1. Concept and Characteristics of Media Convergence

Media convergence refers to the integration and interpenetration of different media forms, communication technologies, and content based on digital and network technologies, forming a new communication pattern and information ecosystem. It is not merely a combination of media forms but also a process of technical integration, content symbiosis, and communication model reconstruction. From a technological perspective, media convergence leverages the development of digitization and networking to connect traditional media such as television, radio, and newspapers with the internet and new media platforms, breaking down barriers between media and achieving cross-platform interconnectivity. From a content perspective, media convergence promotes deep integration and sharing of content across various media, forming a cross-media content production and distribution system, making information dissemination more diverse and interactive [3]. From a channel perspective, media convergence drives the complementarity and extension of channels, enabling information to be disseminated through multiple channels

(such as social media, video platforms, and audio platforms) in an all-encompassing and multi-angled manner, significantly enhancing dissemination effectiveness and coverage. Furthermore, media convergence has the following notable characteristics: First, the characteristic of digitization and networking. Media convergence is built on the foundation of digital technology and network communication, with its core being cross-platform communication enabled by information technology. Second, the decentralized characteristic of content production. Media convergence has changed the traditional “center-periphery” structure of content production, where users are no longer merely passive recipients but actively participate in content production, commentary, and redistribution through social media platforms, forming a decentralized communication pattern [4]. Third, the interactive and participatory characteristic of information dissemination. Media convergence makes information dissemination no longer limited to one-way transmission but presents multi-directional interaction and instant feedback, enhancing user engagement and interactivity. Fourth, the restructuring characteristic of media roles. Under media convergence, the communication roles of traditional media have been restructured. Traditional media such as television, radio, and newspapers have begun to collaborate with emerging media (such as short video platforms and live streaming platforms) to participate in information dissemination, forming a full-media communication matrix. In summary, as a new communication form, media convergence is reshaping the information dissemination methods and marketing models of the cultural tourism industry. Cultural tourism can leverage various media channels for cross-platform integrated communication and attract a broader target audience through the diverse interactive forms brought by media convergence, thus enhancing the market competitiveness and influence of cultural tourism brands [5].

2.2. Impact of Media Convergence on the Development of the Cultural Tourism Industry

The emergence of media convergence has brought unprecedented opportunities and challenges to the development of the cultural tourism industry. First, media convergence has expanded the marketing channels and dissemination scope of cultural tourism. In the traditional media era, cultural tourism mainly relied on one-way dissemination media such as television, radio, and newspapers, with limited dissemination scope and influence. In the context of media convergence, cultural tourism can integrate traditional media with emerging media (such as social media, short video platforms, and live streaming platforms), improving the dissemination efficiency and effectiveness of information through diversified communication channels and forms. For instance, cultural tourism can use short video platforms to release promotional videos of tourist destinations and conduct online interactive activities through social media platforms to attract more potential visitors [6]. Moreover, media convergence enables tourism information to be disseminated not limited to a single platform but through cross-platform interaction and integration, forming an all-encompassing, multi-channel three-dimensional dissemination matrix, thereby enhancing the exposure and awareness of cultural tourism brands. Secondly, media convergence has changed the

communication model and consumer behavior in the cultural tourism industry. In the media convergence era, consumers' travel decisions are often influenced by a combination of various media information, gradually replacing the traditional “center-periphery” communication model. Consumers are no longer just information receivers but have become information producers and disseminators through platforms such as social media.

3. Analysis of Marketing Strategies for the Cultural Tourism Industry under Media Convergence

3.1. Integration and Application of Diversified Media Channels

In the context of media convergence, the marketing model of the cultural tourism industry is evolving from a single channel approach to an integrated application of diversified media channels. Integrating multiple media channels for marketing not only broadens the scope of information dissemination but also enhances the penetration of marketing content, thereby achieving better communication effects among different audience groups. The integration of diversified media channels refers to the utilization of both traditional and emerging media to leverage their respective advantages in content production and distribution across multiple platforms, maximizing the synergistic effect of information dissemination and optimizing resource allocation. Specifically, the integration of diversified media channels involves the following strategies: Firstly, cultural tourism enterprises should achieve resource integration and collaborative dissemination between traditional and emerging media. Traditional media (such as television, radio, and newspapers) still hold a high level of authority and credibility, while emerging media (such as social media, short video platforms, and live streaming platforms) are more effective in terms of content dissemination speed and interactivity. Therefore, cultural tourism companies should combine the authority of traditional media with the interactivity of emerging media in their marketing strategies by integrating multiple media resources to maximize dissemination effects. For example, some cultural tourism brands increase their visibility and credibility through large-scale advertising campaigns on television, while simultaneously engaging with audiences on social media platforms through interactions like comments, likes, and shares to further amplify their brand influence [7]. Additionally, companies can deeply integrate television program content and radio advertisements with short videos on new media platforms to form a cross-platform dissemination matrix, enabling different media to drive traffic to each other and enhance the overall dissemination effect. Secondly, cultural tourism enterprises should actively establish an "online + offline" omnichannel marketing model. Traditional cultural tourism marketing strategies often focus on offline promotion, while in the context of media convergence, the importance of online channels has increased significantly. Cultural tourism enterprises should leverage the strengths of online channels (such as official websites, social media, and tourism platforms) and offline channels (such as scenic spot promotions, guide services, and outdoor advertisements) to achieve full-channel marketing coverage through online and offline integration. For instance, companies can use online social media platforms for pre-

event promotion to attract potential visitors and then hold interactive or promotional activities at offline scenic spots, seamlessly connecting online and offline interactions to enhance visitor engagement and experience. Furthermore, companies can use online platforms to live stream offline activities, allowing audiences who cannot attend in person to participate, thereby further expanding the event's influence. This online and offline integrated marketing approach not only increases brand visibility but also effectively drives visitor conversions. Thirdly, cultural tourism enterprises should develop refined content marketing strategies based on the media consumption habits and preferences of their target audiences when integrating diversified media channels. Different media channels have audiences with distinct characteristics in terms of age, interests, and consumption habits. Therefore, cultural tourism enterprises should consider the features and audience attributes of each channel when formulating marketing strategies, adopting precise positioning and differentiated content strategies. For instance, for younger audiences, content that is lively and engaging can be published on short video platforms to attract their attention, while for older audiences, traditional media can be used for more serious and authoritative communication. Additionally, cultural tourism enterprises can tailor the same theme content according to the characteristics of different platforms. For example, they can create short content on social media, publish long videos on video platforms, and provide detailed information on official websites or tourism platforms, thereby forming a multi-level and comprehensive content dissemination strategy to meet the needs of various audiences. Lastly, cultural tourism enterprises should focus on enhancing the interactivity and synergy between channels to form a complete dissemination loop. The interactivity between media channels can increase audience participation and conversion rates. Enterprises can design interactive mechanisms between different channels, such as linking social media activities to the official website's coupon redemption page or linking short video promotions to detailed activity pages on tourism platforms, guiding scattered audiences to a unified platform and forming a complete dissemination loop. This interactivity between channels can effectively enhance marketing effectiveness and provide more conversion opportunities for enterprises. In summary, the integration and application of diversified media channels is one of the key strategies for cultural tourism enterprises to achieve marketing innovation and breakthroughs in the context of media convergence. By integrating traditional and emerging media resources, building an online and offline omnichannel marketing model, and developing differentiated content strategies based on target audiences' media consumption habits, cultural tourism enterprises can achieve precise dissemination and effective marketing in a complex and ever-changing media environment, thereby enhancing the market competitiveness and influence of cultural tourism brands.

3.2. Digital and Interactive Marketing Strategies

In the context of media convergence, the cultural tourism industry is adopting digital and interactive marketing strategies to adapt to changing consumer behaviors and stand out in a competitive market. Digital strategies leverage technologies like big data, artificial intelligence (AI), and blockchain to achieve precision and personalization, while

interactive strategies focus on engaging two-way communication between brands and consumers, enhancing audience loyalty and participation. Combining these two strategies not only expands brand influence but also improves the overall tourist experience, promoting the sustainable growth of the cultural tourism industry. Firstly, the application of digital technologies significantly enhances marketing precision and management efficiency. Cultural tourism enterprises can use big data to analyze visitor demographics, interests, and consumption habits, leading to more accurate audience targeting and personalized recommendations for tourism products or services. For instance, analyzing search records and online reviews can help predict visitor interest in specific attractions and send them relevant promotions. Moreover, digital technology can track visitor behavior within scenic spots, providing insights into tour paths and preferences, enabling the optimization of site layouts, product offerings, and service processes to improve visitor satisfaction. Secondly, AI introduces new possibilities for intelligent marketing. AI-based recommendation systems can suggest tailored travel routes, attractions, and accommodations to visitors based on their preferences. AI-powered chatbots can provide real-time assistance during tours, offering information on scenic spots, navigation guidance, and weather updates, improving service quality. AI can also analyze social media comments and trending topics to forecast market trends and potential risks, providing valuable data support for decision-making. Thirdly, interactive marketing strategies can effectively boost brand loyalty and audience engagement. Today's consumers are not just passive receivers of information but active content creators through platforms like social media and short videos. Cultural tourism enterprises can launch interactive activities, such as travel-related discussions, challenges, and online campaigns, encouraging visitors to share their experiences and generate user-generated content (UGC). This enhances the relationship between visitors and the brand while attracting more potential customers, expanding brand influence and awareness. Establishing online communities or fan groups further promotes long-term interaction, fostering a sense of belonging and loyalty among visitors. Lastly, the combination of digital and interactive marketing strategies can greatly enhance brand communication and competitiveness. For example, by analyzing visitor behavior with big data, enterprises can place targeted ads on various platforms, while interactive campaigns increase engagement and conversion rates. Integrating online interactions with offline experiences, such as hosting online events to attract visitors to offline scenic spots and then encouraging post-visit sharing, can create a seamless marketing loop. This model boosts visitor experiences, strengthens brand recognition, and promotes repeat visits. In summary, digital and interactive marketing strategies are crucial for cultural tourism enterprises seeking to innovate and thrive under media convergence. Digital technologies like big data and AI enable precise and personalized marketing, while interactive strategies strengthen connections with consumers. The combined approach not only differentiates cultural tourism enterprises in a complex market but also supports their sustainable development.

4. Optimization Paths for Marketing Strategies in the Cultural Tourism Industry

In the context of media convergence, marketing strategies in the cultural tourism industry must be continuously innovated to adapt to the evolving media landscape and changing consumer demands. To stay competitive, cultural tourism enterprises should explore four main optimization paths: cross-industry collaboration and resource integration, building a full-media communication matrix, leveraging digital marketing tools, and utilizing innovative storytelling-based brand communication. Firstly, cross-industry collaboration and resource integration can enhance marketing effectiveness. By collaborating with industries like cultural and creative, film and television, and food and beverage, cultural tourism brands can embed their themes into popular TV shows, movies, or restaurant brands, creating powerful synergies [8]. Additionally, partnerships with tech companies enable the use of virtual reality (VR) and augmented reality (AR) technologies to create immersive tourism experiences. This integration allows visitors to preview scenic spots or explore hidden cultural stories, attracting more target audiences and generating mutual benefits for all partners. Secondly, building a full-media communication matrix helps expand the reach and depth of brand communication. This strategy involves integrating traditional and emerging media to disseminate content through multiple platforms. Cultural tourism enterprises can increase brand visibility via traditional media such as television and radio while engaging audiences through social media, short videos, and live streaming. Presenting the same theme in different formats (e.g., articles, videos, and live streams) caters to diverse audience preferences and strengthens brand influence. Thirdly, applying digital marketing tools such as big data and artificial intelligence (AI) can optimize marketing precision and intelligent management. Big data analysis enables cultural tourism enterprises to segment visitors and tailor personalized services based on behavioral patterns, consumption habits, and interests. AI can predict market trends and recommend customized travel routes, attractions, and events, enhancing the relevance and impact of marketing efforts. These tools also help optimize ad placements, reducing costs and improving return on investment. Lastly, innovative storytelling-based brand communication enhances cultural appeal and emotional resonance. Storytelling involves sharing the cultural narratives, historical heritage, and values behind the brand. Cultural tourism enterprises can use videos, articles, and live streams to connect brand stories with the history of scenic spots or local customs, forming a unique brand identity. For example, short videos featuring the history of a scenic spot shared on social media can evoke emotional resonance and strengthen brand loyalty, forming a "cultural recognition - brand loyalty" communication pathway. In conclusion, cultural tourism enterprises should focus on these four strategies—cross-industry collaboration, building a full-media communication matrix, leveraging digital marketing tools, and innovative storytelling—to achieve marketing breakthroughs in the complex media environment. These optimization paths will help enhance

brand competitiveness and cultural value, ultimately promoting the sustainable development of the cultural tourism industry.

5. Conclusion

Under the background of media convergence, marketing strategies in the cultural tourism industry need to break away from traditional models, achieving multi-channel integration, digital application, and interactive innovation. Through cross-industry collaboration and resource integration, cultural tourism enterprises can leverage multiple sources to enhance brand influence. By constructing a full-media communication matrix, they can achieve broad and precise brand communication. Through the deep application of digital tools such as big data and artificial intelligence, enterprises can enhance the precision and intelligence of marketing. Finally, by utilizing storytelling-based brand communication, they can enhance the cultural appeal and emotional resonance of the brand. In the future, the cultural tourism industry should continue to focus on media convergence trends, continuously optimizing marketing strategies to strengthen brand competitiveness and promote sustainable development of the industry.

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