



Research on the Impact of Short Videos on Urban Tourism Economy

—Taking Douyin as an Example

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Abstract: Under the background of global tourism, the pace of development of tourism is getting faster and faster. In some areas, tourism has become an indispensable element to promote regional economic development. With the continuous maturity of the new media environment, it has created a new way for urban tourism promotion and promoted urban tourism marketing to a certain extent. Douyin short video is the "outstanding" among the new media, with a large base of young users, and has gradually become an important position for urban tourism marketing. If the vibrato short video can be used reasonably and fully integrated with urban tourism marketing, greater tourism economic benefits can be obtained. Based on this, this article analyzes the role of Douyin short video in urban tourism marketing and puts forward relevant suggestions.

Keywords: Short Video; City Tourism; Douyin;

1. The Connotation of Urban Tourism Marketing

In the context of supply-side reforms, the influence of tourism in the national economy has become greater and greater, and its pace of development has also become faster. At the same time, the tourism market competition has become more and more fierce, which makes tourism marketing attract much attention. Tourism marketing is an important part of marketing. It mainly refers to the development of diversified tourism products by tourism operators or subjects after fully grasping the needs of the audience, and packaging, design, and promotion of tourism products to enter them The market, while meeting the needs of tourists, obtains greater economic benefits^[1]. Compared with traditional industry marketing, urban tourism marketing has a certain particularity. It is not a specific object. It is mainly a service product created to meet the needs of tourists to achieve profit goals. In essence, urban tourism marketing is a comprehensive marketing that integrates concepts, behaviors, and vision. Its core goal is to strengthen the impression of the city in the audience, so as to enhance the attractiveness of the city and attract more audiences. Carry out tourism activities to promote the development of regional tourism economy.

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2. Short Video Feature Analysis

Short video is a new type of media with relatively short market, simple production, diversified content, and certain entertainment and social attributes. It is one of the important types of new media. With the support of mobile internet technology, short video has developed rapidly in recent years, gradually integrated into the lives of the general public, and exerted considerable influence. Compared with traditional media, short video has its remarkable characteristics^[2].

2.1 Have strong social attributes

Short videos are largely spread through social media. For example, when the short video is completed, it can be spread through apps such as Weibo, WeChat, and Douyin. Because many short video contents are highly interesting and creative, they can produce fission effect after being spread through social media, which will greatly expand their coverage.

2.2 The technical threshold is relatively low

Short video production is less difficult and has a low technical threshold, and it can usually be completed with a mobile phone. Users can quickly complete short video production, and use some apps to add personalized content, which is easy to win the attention of the audience.

2.3 Fast spread

After entering the 4G communication era, the transmission speed of mobile Internet has been greatly improved compared with the past, and the mobile client has become an important channel for video dissemination. Audiences can quickly obtain short video content with the help of mobile apps, and can select content based on their own needs. This convenience greatly improves the shortwave speed of short videos. In particular, some hot news or topics will receive widespread attention, and the fast forwarding of the audience can make these short video content quickly cover the entire network^[3].

2.4 Short duration

Short videos are generally short in duration, and can even use "seconds" as the unit. It is precisely based on this characteristic that short videos can be quickly disseminated, and it can also meet the fragmented viewing needs of audiences, and enhance the affinity of short videos.

3. The role of Douyin short video on urban tourism marketing

Douyin is the leader of short video media and has a wide audience. Applying it to urban tourism marketing can open up new market space, increase the number of audiences, and add new vitality to urban tourism marketing. The role of Douyin short video for urban tourism marketing is mainly reflected in the following aspects:

3.1 Conducive to shaping a good city image

High-quality content is the core competitiveness of Douyin. In the process of using Douyin to spread the characteristics of urban tourism, the key lies in "quality" rather than "quantity". At the same time, Douyin short video has a wide range of content, which can reflect the city's economy, culture, history and development status from multiple angles, and vividly display the city's good image and characteristics in front of the audience^[4]. For example, food, music, sports, science and technology, cultural heritage, etc. can all be used as the elements of the transmission of Douyin short video content, and these elements can have a deep appeal to the audience. By watching these short videos and using some vivid images, the audience can fully understand the situation of the city in a more three-dimensional manner, and make a resonance between the audience and the city and attract them to travel to the local area.

3.2 Broaden the communication channels to a great extent

In the past, the use of traditional media for video content dissemination has certain limitations, and it can only be disseminated within a local area, and the audience is relatively narrow. Compared with traditional media, Douyin short video has a larger transmission range and a faster transmission speed ^[5]. Audiences can use the Douyin App to obtain information about urban tourism services at any time. This information covers diversified elements, such as short films of scenic spots, aerial photography by drones, and explanations of urban characteristics, which can allow audiences to have a deeper understanding of the reality and grounding of the city. The air side is conducive to enhancing the influence of urban tourism.

3.3 It can enhance the interaction with the audience

Douyin short videos are highly interactive, and can fully connect some seemingly unrelated people, things, and things together, and provide a highly interactive platform for them. On this platform, people can achieve benefit sharing, self-worth and economic benefits, and achieve a win-win situation. With the continuous improvement of material living standards, people's requirements for tourism are not simply taking pictures and playing, but hope for in-depth experiential tourism. The vibrato short video has a strong appeal, allowing the audience to get a sense of experience through the screen. In this way, the audience's motivation for traveling has changed from "I want to go play" to "I want to go to the scenic spots to check in." Especially for young audiences, the Douyin platform can provide a space for them to communicate with each other. From the interaction, it can let groups from different regions understand the characteristics of each other's cities, produce an interactive effect, and help mobilize the enthusiasm of the audience to participate in urban tourism. .

3.4 Accurate communication can be achieved

The Douyin backend can use big data technology to analyze user traffic information (including clicks, comments, shares, and overall page views, etc.), and combine the analysis results to classify users, and push city tourism content to different users. This precise communication method can further stimulate the interest of the audience, obtain a better communication effect, and attract them to visit the city.

4. Suggestions on using Douyin short videos to promote urban tourism marketing

Utilizing the various effects of Douyin short videos is conducive to promoting urban tourism marketing. Of course, some links need to be improved in this process.

4.1 Strengthen content review

Although the vibrato short video can create a new space for urban tourism marketing, it may also have certain negative effects. The key point is to do a good job of content review, prohibit the spread of violence, pornography and uncivilized information content, and control the quality of the content from the source. The Douyin platform itself needs to continuously upgrade the system, strengthen platform content review, and optimize the review process. By strengthening platform management, we will further improve the quality of short video content, eliminate negative information as much as possible, and create a green and healthy short video interactive environment. Especially in the management of young users, it is necessary to establish an exclusive content pool for young people, build an effective youth anti-addiction system, appropriately limit the use of young users, and actively guide them ^[6]. Ordinary users must abide by ethical standards, continuously enhance their own media literacy, and refuse to forward video content that affects social harmony; short video content producers must be responsible for their own speech, and the content of the work produced should be healthy and upward. In terms of short video content supervision, social forces should also be introduced, supervised by all sectors of society, and jointly create a good environment.

4.2 Strengthening the integration of urban tourism resources

In order to further enhance the effectiveness of urban tourism marketing, it is necessary to effectively integrate urban tourism resources, and combine new media represented by Douyin short videos with traditional media to build a media platform. In the process of urban tourism promotion, local newspapers, television stations, radio stations, etc. have a lot of resources and are highly professional, but the channels of transmission are relatively narrow. Combining Douyin with these traditional media, through resource integration, can use new media to spread traditional media resources, and promote the image of urban travel with professional content, which is more convincing for the audience^[7]. At the same time, the content of the Douyin platform itself will also be expanded. Under the guidance of traditional media, it will help improve the quality of short video content, break through the constraints of the content level, and further enhance the appeal of short videos. At the same time, urban tourism propaganda should also combine the folk power with the official power to form a multi-level and diversified tourism culture transmission channel. On the Douyin platform, in addition to some of the group, authority and media power representing the official, the role of non-governmental propaganda forces in the construction of urban tourism cannot be underestimated. Some self-media operated by private individuals or teams can often promote urban characteristics from a novel perspective. Starting from the lives of ordinary people, the content spread is more grounded. These contents can make up for the blank spots in official propaganda to a certain extent, and show the charm of the city from a more special perspective. During the construction of the financial media platform, city managers and city propaganda departments must formulate early warning plans. Once negative or improper news is found on the platform, they must actively collect evidence and contact relevant media to resolve rumors and jointly maintain a good city image.

4.3 Strengthen the guidance of public opinion

As Douyin short videos have a large audience, some popular events are often spread through this platform, and there are some distorted information or negative public opinions, which will have a certain negative impact on the city and even the society. In particular, some organizations or individuals, driven by commercial interests, deliberately spread false information, or even spread some malicious content, which may “smear” the image of the city or present regional discrimination in order to attract the attention of the audience. Development is obviously unfavorable. Urban tourism marketing needs to effectively supervise online public opinion when creating city labels, and relevant departments should also strengthen cooperation with new media platforms such as Douyin to fully demonstrate the credibility of government departments^[8]. In urban tourism development and brand building, some well-known experts or entrepreneurs can be hired to conduct in-depth discussions on related events, put forward opinions from a relatively objective perspective, and combine their opinions or suggestions to guide public opinion, so that the audience can review from a relatively objective perspective. Degree related issues, so that they don't over-interpret related issues emotionally. Relevant departments can also use the Douyin platform to collect opinions or suggestions from ordinary people on urban construction, understand what the people "think and think", and then give targeted guidance on them.

4.4 Continuously enriching the promotional content of Douyin short videos

Many short vibrato videos have cool special effects and magical melody. They can indeed bring a certain visual impact to the audience at the beginning, but as the number of audiences continues to increase and their aesthetic quality improves, if there is no innovative breakthrough in content, This visual form will inevitably bring aesthetic fatigue. Urban tourist attractions and tourism management departments need to use big data technology to accurately study and judge user needs, and set up some characteristic, grounded, and targeted publicity points in the urban tourism promotion content; they can also absorb suggestions from citizens and integrate them in the city. Some hidden elements are excavated to supplement and perfect the official propaganda content, and gradually form a specific urban tourism image.

5. Conclusion

In recent years, the scale of tourism development has become larger and larger, which has provided a huge

impetus for regional economic growth, which also puts forward new requirements for tourism marketing. In the process of tourism marketing, the scope of tourism marketing can be further expanded and its influence can be enhanced by using Douyin short video. In this process, it is necessary to pay attention to content review, strengthen public opinion guidance, and form a harmonious information interaction environment. It is also necessary to strengthen the integration of urban tourism resources, and continue to enrich original short video promotional content, to show the charm of the city to more audiences and promote The tourism economy has developed steadily.

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