

PRACTICAL RESEARCH ON THE DEVELOPMENT OF URBAN CULTURAL TOURISM INDUSTRY BY SHORT VIDEO PLATFORM

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ABSTRACT

With the continuous development of mobile Internet technology, short video platform has had a profound impact on the development of urban cultural tourism industry with its unique communication mode and broad user base. The purpose of this paper is to explore the practical application and effect of short video platform in the development of urban cultural tourism industry, analyze its positive role in city image shaping, tourism resources promotion, cultural inheritance and innovation, and put forward corresponding strategic suggestions. Through research, we found that the short video platform can not only effectively enhance the popularity of the city, but also promote the integration and development of the cultural tourism industry, and bring new development opportunities to the urban cultural tourism industry.

Keywords: Short video platform; Urban cultural tourism industry; City image shaping

1. INTRODUCTION

As an important part of modern urban economy, urban cultural tourism industry is of great significance for promoting urban economic development and enhancing urban image. However, traditional cultural tourism promotion methods are often limited by communication channels and audience scope, and it is difficult to meet the current diversified and personalized market needs. With its unique advantages, the short video platform provides new ideas and paths for the development of urban cultural tourism industry. Therefore, in-depth study of the practical application of short video platform in the development of urban cultural tourism industry is of great significance for promoting the innovation and development of urban cultural tourism industry.

2. OVERVIEW OF THE IMPACT OF SHORT VIDEO PLATFORMS ON THE DEVELOPMENT OF URBAN CULTURAL TOURISM INDUSTRY

2.1 The rise and development of short video platforms

As an emerging form of social media, short video platform has risen rapidly around the world in recent years. It takes short videos as the carrier and forms a huge content ecosystem through user creation, sharing and interaction. The rise of short video platform benefits from the rapid development of mobile Internet technology and the popularity of smart phones, which enables users to shoot, upload and watch short videos anytime and anywhere. At the same time, with its unique algorithm recommendation mechanism, the short video platform can accurately push relevant content according to users' interests and behavior habits, thus attracting the attention and participation of a large number of users.

During the development of short video platforms, major platforms continue to introduce new functions and gameplay to meet the diverse needs of users. For example, platforms such as Douyin have launched various challenges, topical activities, etc., which have stimulated users' creative enthusiasm and participation. In addition, the short video platform also actively cooperates with celebrities, online celebrities, etc. to introduce high-quality content resources, which enhances the brand influence and user stickiness of the platform. These innovative initiatives have promoted the rapid development of short video platforms, making them an important force in the current social media field.

2.2 The role of short video platform in promoting the development of urban cultural tourism industry

2.2.1 Improve the visibility and reputation of the city

With its unique communication mode and wide user base, short video platform has become an important channel for urban publicity. By making exquisite short videos to show the city's natural scenery, cultural landscape, history and culture, etc., the city's popularity and reputation can be effectively enhanced. These short videos have been forwarded and shared in large numbers on the platform, attracting more people's attention and interest, and laying a good foundation for the development of urban cultural tourism industry.

2.2.2 Expand the cultural tourism industry market

The short video platform not only provides a publicity channel for the urban cultural tourism industry, but also expands the market space of the cultural tourism industry. Through the display and interaction of short videos, users can more intuitively understand the cultural tourism resources and characteristics of the city, thus stimulating their travel willingness and consumption desire. At the same time, the short video platform can also carry out precise marketing and promotion according to users' interests and behavior habits, so as to improve the conversion rate and user satisfaction of cultural tourism products.

2.2.3 Promote the innovation and development of cultural tourism industry

The rise of short video platform provides new ideas and paths for the innovation and development of urban cultural tourism industry. On the one hand, the creation and sharing of content on the short video platform inspires users' innovative spirit and creativity, and provides a rich source of inspiration for the design and development of cultural tourism products. On the other hand, the interaction and feedback mechanism on the short video platform also provides valuable opinions and suggestions for the improvement and optimization of the cultural tourism industry. These innovative elements have promoted the continuous upgrading and development of urban cultural tourism industry.

3. PRACTICAL APPLICATION OF SHORT VIDEO PLATFORM IN THE DEVELOPMENT OF URBAN CULTURAL TOURISM INDUSTRY

3.1 City image shaping and dissemination

3.1.1 City image display on short video platform

On the short video platform, city image display is the key to attracting users' attention and enhancing city popularity. Many cities make exquisite short videos to show the natural scenery, cultural landscape,

history and culture of the city, so that users can have an intuitive and profound impression of the city. These short videos are not only highly ornamental and artistic, but also can stimulate users' travel interest and consumption desire. For example, Chengdu shows its unique urban features and food culture through short videos, attracting a large number of tourists to taste and experience it.

3.1.2 City branding on short video platform

The short video platform not only provides a channel for cities to display their images, but also provides new ideas and paths for city branding. By carefully planning and producing short videos, cities can shape unique brand images and values, and enhance the city's visibility and reputation. For example, Hangzhou shows its reputation as a "paradise on earth" through short videos, linking the city with words such as beauty and romance, forming a unique brand image. This brand image not only helps to attract tourists, but also enhances the overall image and competitiveness of the city.

3.1.3 Communication and exchange of urban culture on short video platform

The communication and exchange of urban culture on short video platform is an important part of city image shaping. Through the display and interaction of short videos, users can have a deeper understanding of the cultural connotation and characteristics of the city, thus enhancing their understanding and recognition of the city. At the same time, the short video platform also provides convenient conditions for cultural exchanges between different cities. For example, showing festivals and folk activities in different cities through short videos can promote cultural exchanges and interactions between different cities and enhance mutual understanding and friendship.

3.2 Promotion and marketing of tourism resources

3.2.1 Display of tourism resources on short video platform

Short video platform provides rich forms and channels for the display of tourism resources. Through the display of short videos, users can intuitively understand the natural scenery, cultural landscape, history and culture of tourist attractions, thus stimulating their tourism interest and consumption desire. For example, showing the scenery, ancient buildings and other contents of a scenic spot through short videos can give users a preliminary understanding of the scenic spot. At the same time, short videos can also enhance the appeal and appeal of the display through soundtrack, subtitles and other elements.

3.2.2 Tourism marketing activities on short video platforms

Tourism marketing activities on short video platform are one of the important means to promote tourism resources. By planning and organizing various forms of marketing activities, such as challenges, topic activities, etc., we can attract users' attention and participation and improve the popularity and influence of tourism resources. For example, the "punch-in" campaign launched by platforms such as Douyin encourages users to punch in and share short videos at a certain tourist attraction, thus increasing the exposure and user participation of the scenic spot. In addition, the short video platform can also cooperate with tourism companies to launch promotional means such as coupons and discount activities to attract more users to travel and spend.

3.2.3 User interaction and feedback on short video platform

User interaction and feedback on short video platform is an indispensable part of promoting tourism resources. Through the functions of short video comments, likes, forwarding, etc., users can express their views and opinions on tourism resources, providing reference and improvement basis for tourism enterprises. At the same time, tourism enterprises can also interact and communicate with users through short video platforms to understand users' needs and expectations, so as to continuously optimize and improve the quality and service level of tourism products. This interaction and feedback mechanism

helps to form a virtuous circle and promote the continuous promotion and development of tourism resources.

3.3 Cultural inheritance and innovation

3.3.1 Communication of traditional culture on short video platform

Short video platform provides new channels and ways for the spread of traditional culture. Through the display and interaction of short videos, users can more intuitively understand the connotation and characteristics of traditional culture, thus enhancing their understanding and recognition of traditional culture. For example, showing traditional handicrafts, folk activities and other contents in a certain area through short videos can give users a preliminary understanding of the traditional culture of the area. At the same time, short videos can also enhance the attraction and appeal of the display through soundtrack, subtitles and other elements, making traditional culture more vividly and vividly presented to users.

3.3.2 Practice of cultural innovation on short video platform

Short video platform not only provides convenient conditions for the spread of traditional culture, but also provides new ideas and paths for cultural innovation practice. Through the creation and sharing of short videos, users can use their imagination and creativity, combine traditional culture with modern elements, and create new works with unique styles and cultural connotations. For example, showing the combination of traditional dance and modern music in a certain region through short videos can create novel and unique dance forms that attract more people's attention and love. This kind of cultural innovation practice not only helps to promote the inheritance and development of traditional culture, but also injects new vitality and impetus into the urban cultural tourism industry.

3.3.3 Cultural Exchange and Cooperation on Short Video Platform

Cultural exchange and cooperation on short video platform is an important aspect of cultural inheritance and innovation. Through the display and interaction of short videos, users from different cultural backgrounds can enhance mutual understanding and understanding, thus promoting the development of cultural exchanges and cooperation. For example, showing traditional festivals and folk activities of different countries through short videos can promote cultural exchanges and interactions between different countries and enhance mutual understanding and friendship. At the same time, the short video platform can also provide cooperation opportunities for creators from different cultural backgrounds, jointly create new works with cross-cultural characteristics, and promote the diversified development of culture.

4. ANALYSIS OF THE EFFECT OF SHORT VIDEO PLATFORM IN THE DEVELOPMENT OF URBAN CULTURAL TOURISM INDUSTRY

4.1 Enhance the visibility and reputation of the city

Through its extensive user base and efficient communication mechanism, the short video platform provides an important window for cities to show their own charm and characteristics. Many cities have successfully attracted the attention and praise of a large number of users by making exquisite short videos to show the natural scenery, cultural landscape, history and culture of the city. These short videos have been forwarded and shared in large numbers on the platform, further expanding the popularity and influence of the city. At the same time, user interactions and comments on the short video platform also provide valuable feedback and suggestions for shaping the city's image, which helps the city to continuously improve and enhance its own image construction.

4.2 Promote the integration and development of cultural tourism industry

The short video platform not only provides a channel for publicity and promotion of the urban cultural tourism industry, but also promotes the integration and development of the cultural tourism industry.

Through the display and interaction of short videos, users can more intuitively understand the cultural tourism resources and characteristics of the city, thus stimulating their travel willingness and consumption desire. At the same time, the short video platform can also carry out precise marketing and promotion according to users' interests and behavior habits, so as to improve the conversion rate and user satisfaction of cultural tourism products. This integrated development model not only helps to improve the overall efficiency and competitiveness of the cultural tourism industry, but also brings more economic benefits and employment opportunities to the city.

4.3 Promote cultural inheritance and innovation

Short video platform provides a new platform and channel for the dissemination and innovation of traditional culture. Through the display and interaction of short videos, users can have a deeper understanding of the connotation and characteristics of traditional culture, thus enhancing their understanding and recognition of traditional culture. At the same time, the short video platform also provides creators with space to exert their imagination and creativity, encouraging them to combine traditional culture with modern elements to create new works with unique styles and cultural connotations. This development mode of cultural inheritance and innovation not only helps to promote the inheritance and development of traditional culture, but also injects new vitality and power into the urban cultural tourism industry.

5. CHALLENGES AND COUNTERMEASURES FACED BY SHORT VIDEO PLATFORMS IN THE DEVELOPMENT OF URBAN CULTURAL TOURISM INDUSTRY

5.1 Challenges

5.1.1 The problem of content homogeneity is serious

With the rapid development and popularization of short video platforms, more and more cities have begun to use short videos to promote cultural tourism. However, due to the lack of creativity and differentiation strategies, short video content in many cities presents the problem of homogenization. This not only reduces users' viewing experience and interest, but also makes it difficult to form a unique brand image and competitiveness. Therefore, how to inject creative and differentiated elements into short video content has become one of the urgent problems to be solved in the development of urban cultural tourism industry.

5.1.2 Low user engagement

Although short video platforms have a broad user base and efficient communication mechanism, user engagement is still an important consideration. In short video promotions in some cities, due to the lack of interaction and communication mechanism with users, users' participation is not high, and it is difficult to form effective word-of-mouth communication and influence. Therefore, how to enhance the interaction and communication mechanism with users and improve users' participation and loyalty has become an important aspect that needs attention in the development of urban cultural tourism industry.

5.1.3 Data security and privacy protection issues

With the continuous development of short video platforms, the security and privacy protection of user data have become increasingly prominent. In the process of using short videos to promote cultural tourism, how to protect the security and privacy rights of user data and avoid leakage and abuse of user information has become a challenge that must be faced in the development of urban cultural tourism industry.

5.2 Countermeasures

5.2.1 Strengthen content innovation and differentiated development:

Faced with the problem of content homogenization, short video platforms should encourage creators to innovate their content and provide more distinctive and differentiated cultural and tourism content. By exploring the unique cultural elements and tourism resources of the city, we aim to create short video series with local characteristics to attract users' attention and interest. At the same time, the platform can establish special funds or reward mechanisms to incentivize creators to produce high-quality and creative cultural and tourism short videos, enhancing the diversity and attractiveness of content.

5.2.2 Enhance user interaction and engagement:

In order to increase user engagement and loyalty, short video platforms need to strengthen interaction and communication with users. Users can be encouraged to actively participate in the creation and sharing of cultural and tourism content through setting topic challenges, online activities, and other means, creating a good atmosphere for spontaneous dissemination among users. At the same time, the platform can also utilize big data and artificial intelligence technology to provide accurate portraits and personalized recommendations to users, improve the matching degree between users and content, and enhance users' viewing experience and participation.

5.2.3 Strengthen data security and privacy protection:

In terms of ensuring user data security and privacy, short video platforms need to establish a sound data security management system and privacy protection mechanism. By strengthening technical measures such as data encryption and access control, the security and integrity of user data are ensured. At the same time, the platform should clearly inform users of the purpose and scope of data use, respect users' privacy rights, and avoid the abuse of user data. For behaviors that violate data security and privacy protection regulations, the platform should handle them seriously in accordance with the law and regulations, and safeguard the legitimate rights and interests of users.

6. CONCLUSION

Through the practical research of short video platform in the development of urban cultural tourism industry, this paper deeply analyzes its positive effects on city image shaping, tourism resources promotion, cultural inheritance and innovation, and also points out the challenges and corresponding countermeasures. The research results show that the short video platform, with its unique communication mode and broad user base, provides new ideas and paths for the development of urban cultural tourism industry, effectively enhances the popularity and reputation of the city, promotes the integration and development of cultural tourism industry, and promotes the inheritance and innovation of culture.

However, short video platforms also face some challenges in the development of urban cultural tourism industry, such as serious content homogeneity, low user participation, data security and privacy protection issues. In order to solve these problems, cities need to formulate differentiated publicity strategies, enhance interaction and communication mechanisms with users, improve user participation and loyalty, and strengthen the implementation of data security and privacy protection measures.

To sum up, short video platforms have broad application prospects and huge development potential in the development of urban cultural tourism industry. In the future, with the continuous progress of technology and the increasingly mature market, the short video platform will play a more important role in the urban cultural tourism industry, injecting new vitality and impetus into the city's economic and social development.

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