Opportunities and Strategies for Promoting Cultural Tourism Industry on Small Screens in the New Media Perspective—Take Zibo Barbecue out Circle as an Example

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Abstract: *With the deepening development of information technology and digital wave, new media has become one of the important means to promote the image of the city, and in the process of dissemination, the small screen has gradually become a channel for market promotion and advertising. In March this year, with "grill + cakes + dipping sauce" barbecue soul "three-piece", Zibo Barbecue in the social media suddenly burst into flames, a short period of time so that the traditional industrial city of Zibo active in the public eye. The purpose of this paper is to take Zibo Barbecue out of the circle as an example, by analyzing the opportunities for Zibo to successfully shape the city image in the new media era, exploring the communication strategy of small screen to help Zibo city image shaping, and finally proposing the practical guidance of small screen to promote the cause of culture and tourism industry under the new media perspective.*

Keywords: *New media, Small screen promotion, City image, Zibo Barbecue, Cultural and tourism industry*

1. Introduction

"A skewer of barbecue" brings fire to a city. Since March this year, Zibo Barbecue has repeatedly rushed to the hot list. Was regarded as the old industrial city of Zibo, Shandong Province, recently "transformed" to become the newest barbecue city, attracting many tourists to come "into Zibo to catch up with the grill". Zibo's fire, seemingly after the epidemic collective consumption warmed up by chance, behind the new media era of small screen to promote the development of the city's cultural tourism industry is inevitable.

2. Analysis of opportunities for successful shaping of Zibo's city image in the new media era

2.1. "Generation Z" has become an important circle for urban promotion

"Generation Z" refers to those born between 1997 and 2012, who are the natives of the digital age, have been exposed to smart devices and social media since childhood, have a stronger sense of creativity and social responsibility, and are more concerned about self-expression and emotional connection. Currently, with the development of mobile internet, the social structure is also changing. Among them, Generation Z has become an important urban promotion circle by virtue of its familiarity with the operation of smart devices and its fondness for trying new things. According to the study, since 2020, "Generation Z" has accounted for 28.1 per cent of China's total netizen, and their activity on mainstream social platforms such as Video Clips has increased by 42 per cent, making them the fastest growing group in social media and significantly influencing the development and direction of social media.

In April this year, college groups in many social media platforms launched the "special forces tourism" topic, Zibo has become a card "holy land". As the name suggests, "Special Forces Tourism" means that travelers are like the special forces of the army, treating tourism as a "mission" to be executed efficiently, hitting a large number of attractions and tasting a large amount of food in a short period of time. The nature of university students' "special forces" travelling culture is also a reflection of the "mediated hajj". According to Kudry, a media hajj is "a journey to a place of significance in a mediated

narrative". Out of the ring for this Zibo Barbecue, the Video Clips represented by Tik Tok has become a "hit" place for the Zibo Barbecue group that has tasted Zibo. Various types of evaluation and recommendation videos continue to emerge, the Zibo Barbecue delicious and lively presented in the audio-visual language, which in turn triggered more users to the video to create a pilgrimage site "card". As a result, the Generation Z group plays an important role in pushing and leading the way in Zibo Barbecue out of the ring.

2.2. The Otherization of social media opinion leaders

In addition to young people like Generation Z, social media opinion leaders have also become an important force in city promotion. Lazarsfeld, in The People's Choice, defines opinion leaders as informational intermediaries in mass communication, activists in interpersonal communication, and figures who often provide information, opinions, advice, and influence on others to their audiences. And today's social media opinion leaders are people or groups of people who are adept at using various types of online new media to disseminate personalized information and are able to influence public perceptions, attitudes and behaviors. To "Zibo Barbecue" red event, for example, 2023 since March, Zibo local "barbecue" keyword search volume increased by more than 370% compared to last year, "Zibo Barbecue" keyword platform search volume increased by more than 770%.Keyword search volume of the whole platform increased by 770% year-on-year.Tik Tok on a blogger named "Mr_mu" released "Zibo Barbecue the right way to eat" video received 191,000 likes, and by 224,000 times retweets attracting a large number of fans attention and followers. "superB Too" is a blogger who specializes in faking food portions, in the assessment of Zibo 10 stalls, found that none of the shops there is a lack of catty, and even some shops also "more to send", you can "free taste". After this video was sent out, netizen have praised the Zibo locals for their truthfulness and hospitality, once again pushing the Zibo Barbecue to a high level of heat. At the same time, it also greatly promotes the dissemination of Zibo's urban image and promotes the development of related cultural and tourism industries.

3. Communication strategy of small screen helping Zibo city image shaping in new media environment

3.1. Synergy of communication actors: multiple actors from the official to the civil society

As the American urbanologist Mumford writes in his book The City in History, "City image is the subjective impression people have of a city, formed through a combination of mass media, personal experience, interpersonal communication, memory, and the environment." In the past, city communication mainly relied on official channels, shaping the city image through official city promotional films, city's humanistic history, city's tourism resources and so on. For example, "Welcome to Hospitable Shandong" as Shandong's early as an early official propaganda film of Shandong, which is deep in many people's memories of the city. Now, Zibo Barbecue hot out of the circle, the official main push is one after another: add 24 columns from Jinan to Zibo weekend round-trip "barbecue train", adjust to increase the number of bus routes and trips, add 21 custom barbecue bus line, and even in the train station to arrange volunteers for travelers to and from the traffic, accommodation, tourism line consulting recommendations Sincere hospitality has reaped a wave of goodwill.

In the deeply medium contemporary society, the formation of popular city topics or labels in Video Clips platforms mostly starts with spontaneous dissemination by users, and the main dissemination subjects are mainly foreign tourists and local people. People are good at using mobile phones to shoot and create new and interesting urban scenes and character events, directly involved in the production of content, the data algorithm rules of the Tik Tok platform allow quality video content to be shown more, and then finally by the user's likes, comments, and shares, constantly reinforcing the effect of dissemination. [1]On 3 March 2023, a netizen released a Video Clips on the Tik Tok platform, shooting content is their own ride on the high-speed rail from Jinan to Zibo to eat barbecue, all the way to "constantly practice jerking posture", the video has been praised 58,000 times so far. Then another netizen released a Video Clips of college students occupying a barbecue restaurant in Zibo, which has been praised 182,000 times so far, quickly sending Zibo Barbecue to the first of the Tik Tok hot search, tagged # College students group to eat barbecue in Zibo.In fact, Zibo Barbecue heat has been sustained, not only the college student group there are many drag family tourists to visit the barbecue restaurant patronage, there are always people raise their mobile phones to shoot video. Such as the above from the official to the folk of multiple subjects synergistic dissemination, maximally avoided the shortcomings of the city propaganda one-way didactic, successfully shaped the "Zibo Barbecue" good media image, and continue

to guide the topic of the positive direction.

3.2. Empathy of communication content: from sensory to emotional depth of empathy

Empathy, as a term earlier applied to psychological aesthetics, comes from the German Einfü hlung(Feeling into), which is used to describe the audience's aesthetic feeling towards a work of art, etc., or the resonance with the artist that occurs during the enjoyment of the work, and refers to the "active participation of the viewer in a work of art or other visual form, an experience of mutual communication between the body and the object of perception". It refers to "the active participation of the viewer in a work of art or other visual form, an experience of mutual communication between the body and the object of perception".[2] Empathy occurs in the process of interpersonal communication or interaction, which needs to be accomplished through the medium of communication, and empathy and communication are inextricably linked. Communication of empathy is "the behavioral process by which individuals participate in receiving, expressing and transmitting information and sharing it when confronted with a group's emotional situation".

As a gastronomic sensory experience, Zibo Barbecue initially relied on its unique eating style and flavour to gain an audience and successfully trigger word-of-mouth. However, as the volume of online communication continues to amplify, the emotional experience behind the deliciousness of the food begins to spread widely across social media and create deep empathy with users. Search for "Zibo" in social media, there is a passion for queuing up for tourists to send buns Zibo big brother, there are overnight repair of the road, as well as on the previous invitation to segregation of college students to eat barbecue warm story, and so on. The humanistic narratives behind these cuisines all show the passionate face of the city of Zibo, and the voices of "Hospitable Shandong" and "Hospitable Zibo" have gradually spread the Internet social platform, forming a powerful emotional communication momentum. On the other hand, many departments of the local government lost no time to begin to take action, through the expression of the determination to regulate the order of the cultural and tourism market and sincere advice to tourists to travel on a staggered schedule and other genuine, warm initiatives to further trigger the strong emotional resonance of the user, and continue to promote the sympathetic dissemination of this topic.

3.3. Visualization of forms of communication: from spectatorship to participation in an immersive experience

Visual language communication in the new media environment not only pays attention to the audience's visual viewing level, but also pays more attention to the higher level of emotional experience that the work brings to the audience. New media is designed from multiple perspectives, such as visual, auditory, and tactile, to create an immersive feeling for the audience, thus drawing the distance between the work and the audience closer and attracting the audience's attention.[3]Social media platforms such as Tik Tok, AAuto Quicker, and Little Red Book have become new channels for urban communication, as well as visual media that carry it. In the Zibo Barbecue topic, both the Little Red Book seeding and the jitterbug's extensive push flow, basically with a variety of visual carriers such as graphic, video and live broadcast. The audience has an immersive experience when browsing and watching, allowing users to more truly feel Zibo's local urban cultural heritage and customs. As a result, the city of Zibo and Zibo Barbecue are more quickly and authentically transmitted between users of the new media platform.

4. Practical guidance for promoting cultural tourism on small screens in the new media perspective

4.1. Strengthening digital technology to enhance urban image

The application of technology has broken the time and space limitations, and the modern way of information dissemination has changed radically. At the same time, the way the audience receives information has also changed greatly, and people are more and more inclined to make comprehensive use of the visual, auditory and other senses to receive information in a more immersive way. [4]During the 14th Five-Year Plan period, China implemented a strategy for the digitization of the culture and tourism industry: the report of the 20th Party Congress proposed that the deep integration and development of culture and tourism should be actively promoted. Through technology + cultural tourism, especially the use of 5G + AR/VR technology, can break the space boundaries between the presentation form and tourists, so that the audience into the performance scene and entertainment scene, more real

experience to the storytelling, interactive and participatory features of the immersive digital cultural tourism, the experience covers the process of cultural tourism, "food, accommodation, tourism, entertainment and shopping" and other aspects.

The use of modern digital technology can maximize the distinctive aspects of a city's image, making it more appealing to the public and stimulating new consumer demand for cultural tourism. Dujiangyan immersive cultural tourism meta-universe digital platform "Shushou Zhuan", is the leading large-scale immersive virtual reality symbiosis of digital scene entertainment experience platform. The digital twin scene covers the Qingchengshan-Dujiangyan scenic area, Nanqiao and the surrounding scenes, aiming to create the largest immersive virtual-reality symbiosis experience platform in China. Longmen Grottoes intelligent cultural tourism digital twin platform based on digital twin technology and spatial-temporal AI technology, comprehensive integration of the scenic area of the whole region of spatial-temporal big data, to achieve the whole region of digital resource sharing. By digitally restoring and virtually displaying the cultural heritage, it provides visitors with a panoramic immersive experience unlike any other.

In addition, the construction of intelligent integrated management system, to create an immersive exhibition experience will become the new normal integration in the future of the museum's intelligent construction and the upgrading of cultural tourism products. On the basis of good protection of digital knowledge of cultural relics, cultural and museum institutions also pay more attention to strengthening the output of cultural and museum knowledge through "digitization of cultural and museums". The digitization of cultural heritage is through the whole system of digital collection of cultural relics record, storage and transformation, detailed and comprehensive digital information contributes to the rescue and repair of cultural relics, permanent preservation and scientific research, but also help the museum exhibition mode upgrade. The digitization of cultural and museums has become a worldwide consensus. The Palace Museum, as the most influential ace cultural and museum institutions, has long laid out a perfect digital cultural and tourism marketing and operation ecosystem, covering the Palace Cultural Creation, intelligent guide, panoramic map, digital twin and other all-round and diversified digital cultural and tourism technology applications. In 2016, the Palace Museum and Tencent cooperation, with the help of VR technology, to create a panoramic Palace" VR "experience, to the public to bring a new tour mode. The development of "panoramic view of the Forbidden City" breaks the traditional tour mode, the distance between the public and the Forbidden City is no longer limited, people can be anywhere at any time through the function of the Forbidden City for zero distance contact.

4.2. Transforming communication discourse to tell the city's story

Traditional urban communication adopts more macro-narratives, pays more attention to the unity and wholeness of urban communication, and often carries out panoramic and group interpretations from a "God's point of view", paying little attention to the emotions and experiences of individuals. However, entering the new media era, the self media's tightly paced, undulating video behind the capture should be the ordinary city in the ordinary life of the drop, the record should be the city's fireworks and warmth.[5] As Wu Fei, Distinguished Professor of Zhejiang University, once said in a seminar on the theme of "Urban Cultural Communication and Urban Aesthetics in the Era of Video Clips", the construction and dissemination of unique "city impressions" is an important part of the urban development strategy, and Video Clips is a meaningful exploration and breakthrough in cultural production and dissemination.

On the one hand, in the era of Video Clips, urban communication must not ignore the new hot track of Video Clips. Video Clips of urban scenes created by the public can be different from the traditional city communication, which highlights the colour of official writing, and can make the city image from the public perspective free from the cold image, and make a city become more grounded and personal. For example, the Fujian Provincial Radio, Film and Television Group's Integrated Media Information Centre rejected the macro-narrative approach of previous city promotional films, and instead cut from a micro-vision, flat-view perspective. Original Video Clips such as "Snacks in the Shaxian River and Lake" and "38.20 seconds, read Fuzhou's '3280' project" continue to ferment across the internet, showing a series of concrete initiatives that have contributed to the improvement of people's livelihoods and well-being in Fujian Province. "Fujian local hot mouth rap" has been on the No.1 hot search in the same city for a long time. According to incomplete statistics, the Video Clips is close to 100 million broadcasts across the network, with more than 1 million re-likes. [6]On the other hand, since the audiences of the stories are all living, real people, telling a good urban story requires telling stories that have been agreed upon by different regions and social groups and that can vividly reflect the emotions of the local people, so as to arouse the emotional resonance of the storytellers through a civilian, flexible and diversified way of discourse.

4.3. Optimize data algorithms to accurately capture communication circles

In the new media era, optimizing data algorithms and accurately grasping communication circles have become important means for the cultural tourism industry to enhance its competitiveness. Cultural tourism enterprises should understand the needs and interests of users to provide more accurate services, and if they want to achieve this goal, collecting and analyzing data is a key part. Through the adoption of big data technology can be processed, managed and mobilized within a certain period of time, it has the power of insight, discovery, decision-making and process optimization, and is able to deal with diversified, high growth rate and massive data and information at the same time. For example, QUNR has developed an accurate marketing solution based on user profiles through in-depth analysis of users' historical behaviors and preferences. The solution can automatically push travel products, hotels, tickets, etc. that meet the user's needs based on their geographic location, preferences, travel budget and other information. Fliggy leverages the technology of City Brain, which uses artificial intelligence, cloud computing, big data and other technologies to count, classify and analyse the country's tourism resources, so as to recommend more personalized and customized travel itineraries for users. The system not only improves the user's travelling experience and satisfaction, but also provides greater profitability for the cultural and tourism industry.

Social media plays an important role in the promotion and marketing of the cultural tourism industry, especially in the dissemination of the circle, which can not be separated from the platform's "algorithmic recommendation". "Algorithmic recommendation" is a kind of intelligent technology based on intelligent algorithm technology, which analyses the user's interest in receiving and then recommends the information of interest to the user, with the characteristics of intelligence, precision and personalization. For example, Jitterbug has a secondary algorithm mechanism, first of all, the platform will push the video to 200-300 users, and then according to the rate of likes, comments, forwarding rate, finished broadcast rate to determine whether the secondary recommendation. With the assistance of cloud computing and big data technology, the city's culture and tourism industry can accurately locate users and push corresponding cultural and tourism information to them, thus enhancing the dissemination effect of the city's image.[7]

5. Conclusions

Zibo Barbecue out of the circle is no accident, but in the new media environment with the new means of communication and communication strategy to create a successful communication phenomenon. In the past, more attention was paid to conveying information in urban communication, but nowadays, through the small-screen communication of online platforms and mobile phone clients, the users' right to speak is increasing, and the city's little stories are being recorded by more users and seen by more audiences, making the city's image more concrete and vivid. Through the synergy of the communication body, the empathy of the communication content and the visualization of the communication form, including the digital cultural tourism industry that we will apply more in the future, the image of the city will become more lovely, relatable and credible, which will also become the mainstream paradigm for more cities to build their image.

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