

Analysis on the influence of flow economy on local cultural and tourism industry

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Abstract: With the continuous development of new media technology in recent years, a large number of unstructured data and semi-structured data into people's lives, and the media's direct audience and the construction and development of the media there is a direct connection. User is the current capacity, the flow can bring economic benefits. Under the touted flow economy, the influence of local cultural tourism industry gradually transformed into Internet celebrity effect; This kind of net red effect makes the local cultural tourism industry become the "popular focus" and "traffic headlines" in a short time, and many netizens will come to the net red to punch in and consume. Under the influence of this modern digital technology, the economic benefit transformation from flow to cash is realized. On the basis of analyzing the research of flow economy on local culture and tourism, this paper analyzes the problems existing in the development of flow economy and puts forward corresponding suggestions.

Keywords: flow economy; Cultural tourism industry; Analysis of impact

1. Introduction

The biggest winner in the winter of 2023 is Harbin. In the New Year's Day holiday of 2024, Harbin laughed at the tourism performance of "6 billion in 3 days". A total of 3,047,900 tourists were received in the three days, achieving a total tourism revenue of 5.914 billion yuan. In other words, an average tourist spent 600 yuan per day in Harbin within three days. For a city where the average daily consumption expenditure of urban residents is 55.9 yuan, the astonishing consumption power of tourists has obviously stimulated the recovery process of Harbin's economy. In 2023, Harbin received 135 million tourists, up 145.78 percent year on year, according to data from Harbin's Culture, Radio, Film and Tourism Bureau on Jan 26. At the same time, the city achieved a total tourism revenue of 169.245 million yuan, an increase of 239.03%. It can be seen that tourism has become one of the engines of Harbin's economic growth [1].

According to the 2024 New Year Holiday Travel Consumption Report released by a travel platform, the tourism popularity of Harbin increased by 240% month-on-month during the 2024 New Year's Day holiday. Harbin topped the "top 10 cities for Ice and Snow Tourism in 2024", according to the China Ice and Snow Tourism Development Report (2024) released by the 2024 China Ice and Snow Tourism Development Forum.

In the Internet age, the information technology rapid development has brought the media landscape of great change. Among them, the most prominent manifestations are as follows: ① people's social life is no longer limited by physical distance and social circle; ② Individual entertainment life is not only subject to the limited real space of self-amusement, but extended to the network space. As an economic development model, flow economy attracts various resource elements such as materials, capital, talents, technology and information for the region. These resource elements not only create huge economic benefits for the city through efficient, orderly and standardized flow, but also promote the change and development of the city [2]. In this context, the power of fan groups is increasing day by day, and the extent and scope of its influence on the entire entertainment industry are also enhanced and expanded. Fan culture thus enters the public eye and becomes a new engine of the cultural industry. The accompanying fan economy also occupies an increasingly important position in the cultural industry.

2. The flow economy to the cultural tourism industry research and analysis

2.1 Research on flow economy

Wu Hao analyzed the flow economy in 2020; When the term "traffic" is used in the field of we media, it refers to the amount of data exchange generated during the consumption and interaction of a certain content. When you click or visit a content, the site where the content is located will form a point-to-point interaction with you, so as to produce data exchange. These "exchanges" combine to form a "data stream", and the more complex the interaction is, the larger the "data flow" generated by the exchange. The process of generating, disseminating, transforming, merging, and finally producing value of the highly efficient Internet "information flow" and "data flow" is called "traffic economy" [3]. He Yue (2022) pointed out that the main characteristics of flow economy that are different from other economic models include: mobility, openness, interaction and network; At the same time, the flow economy changes the manifestation of the two factors of commodity. First, digital information commodity is a kind of special labor product that is different from traditional product produced by developers and publishers through analysis and creation. Secondly, digital information products from the beginning of its production is to meet the needs of people in some aspects, naturally contains a certain use value; Finally, in the era of flow economy, digital information commodities reflect different digital information exchange relationship between producers and consumers [4]. Yu Fangzhou (2022) discussed the problems caused by the flow of Internet celebrities under the background of new media from the aspects of users' idol consumption, users' emotional consumption and the inadequacy of the value of Internet celebrities. Finally, it is pointed out that with the continuous upgrading of the traffic battlefield of new media platforms, new media platforms should actively take advantage of The Times and apply advanced technical means to the review of Internet celebrities and Internet celebrity products. New media platforms should also fully recognize the deep connotation of flow economy, give full play to the positive value of Internet celebrities, and gradually improve the economic circle of Internet celebrities on the basis of strengthening their own supervision, so as to provide a solid guarantee for the good operation of market economic order [5].

2.2 Research on cultural tourism industry

With the development of culture and tourism and the introduction of relevant policies by relevant national departments in recent years, the integration of culture and tourism has attracted attention. Some scholars believe that there are still some problems in the integration development of culture and tourism, such as insufficient industrial innovation and limited cooperation fields, and the traditional integration mode of culture and tourism cannot meet the diversified needs of the market [6]. The development of culture and tourism economy will generate new business forms and new jobs, which will not only promote the high-quality development of culture and tourism, but also be an important step to promote the transformation of cultural tourism into a digital direction. In the future, the superior resources of culture and tourism will further gather on the intelligent digital platform, and comprehensively promote the multi-dimensional digital transformation of cultural tourism economy, life and governance [7]. The realistic path to promote the deep integration of cultural industry and tourism industry: improve the policy guarantee system for the integration of cultural industry and tourism industry, create fine products for the deep integration of cultural industry and tourism industry, innovate the way of the deep integration of cultural industry and tourism industry, and expand the public's cultural tourism consumption channels [8].

2.3 The study of flow economy on cultural tourism industry

A research report released by the China Tourism Academy shows that tourists are now more backpackers, and 58% of tourists get travel information and buy travel services online. All over the country, the director of cultural and tourism Bureau's fancy scroll reflects people's pursuit of the new tourism model. Driven by both ends of supply and demand, digital technology makes the digital platform of cultural tourism become the carrier of consumption decision-making, consumption realization and enterprise marketing, and realizes the combination of online and offline cultural tourism scenic spots, products and services [9]. Modern consumers are no longer passive recipients, but into active participants and creators, with higher autonomy to choose and customize travel products and services according to their interests, needs and budgets. Therefore, we need to fully consider the consumer's personalized needs, to provide diversified and customized travel products and services. Under the influence of flow economy, the social attributes of consumers have become increasingly

prominent. The rise of social media and travel platforms such as Tiktok, Xiaohongshu and Ctrip has broken the marketing pattern of traditional cultural travel [10]. The "flow" becomes the "retention" of the cultural travel brand. There is no doubt that the flow economy contributes to the development of local culture and tourism, but in order to achieve a more ideal long tail effect, it is necessary to base on the characteristics and advantages of local culture, make good use of the chain communication effect of media, expand regional linkage, deeply crack the "password" of flow economy, and create a sustainable development of cultural and tourism brand [11].

3. The flow economy brings advantages to the development of cultural tourism industry

The profound impact of flow economy on the cultural tourism industry can be deeply analyzed from multiple dimensions:

3.1 Accelerating the deep integration of cultural and tourism industries

By virtue of the powerful platform agglomeration effect, flow economy effectively integrates core resources such as materials, capital and talents, and builds a high-speed channel for the deep integration of cultural industry and tourism industry. Under this empowerment, cultural tourism products accurately capture and meet the increasing diversified and personalized needs of tourists, and greatly activate the consumption potential of the cultural tourism market. Such deep integration not only significantly improves the added value of products, but also gives birth to a series of new business forms and models, injecting strong and sustained impetus to the long-term development of the cultural and tourism industry.

3.2 Stimulate a new boom in cultural travel consumption

With its unique communication charm, flow economy has quickly ignited the public's enthusiasm for travel and become an important force driving cultural and tourism consumption. With the vigorous development of new media, cultural elements such as short videos, film and television works, music festivals, art exhibitions and local cuisines have quickly crossed the boundary and become a powerful magnetic field to attract tourists. Tourism consumption demand is one of the important factors affecting the high-quality development of flow economy, which reveals the deep-level needs, potential desires and changes in consumption patterns of consumers. Tourists share their travel experience on social media, including all aspects of travel, clothing, food, housing and transportation, which promotes local culture and tourism in various directions, amplifies the value of tourism experience, stimulates the interest and demand of more potential consumers, forms a new boom of culture and tourism consumption, and promotes a virtuous cycle of the market.

3.3 Leading the innovation and upgrading of cultural and tourism products

In the wave of flow economy, cultural tourism products are experiencing unprecedented innovation and reform. At present, the main body of tourism consumption is "millennial generation", and their choice of tourism consumption tends to be life-oriented, scenario-oriented and social-oriented. This generation is growing up in the era of information explosion, to access, share, and the spread of information with the sensitivity of the natural and proficiency, when planning your trip, more dependent on the various kinds of social software (such as trill, the little red book, B station, etc.), can more easily get all kinds of tourism information; At the same time, they pay more attention to the cost performance of travel, so as to make more intelligent consumption choices. Through accurate market positioning and optimal allocation of resources, flow economy provides soil for the rapid development of these emerging tourism modes, promotes the diversification and personalized upgrading of cultural tourism products, and meets the diversified needs of different tourist groups.

3.4 Promote new hot spots of cultural travel consumption

With its strong ability to generate publicity, flow economy can quickly push cultural tourism projects with local characteristics and historical and cultural heritage to the public eye, making them become a new hot spot of consumption. In the era of mass tourism dominated by independent travel and self-driving travel, traditional tourist scenic spots have been unable to meet the diversified and personalized consumer demand of cultural tourism. In contrast, pan-tourist destinations such as cultural

blocks, theme parks and tourism complexes show a trend of continuous growth, which can better meet the needs of tourism consumers for cultural experience, leisure and entertainment. Traditional tourist attractions are too simple, which can not cause sustainable tourism demand for tourists; In Traffic era, cultural and tourism projects are better combined with publicity. Driven by traffic, they become popular quickly, attracting a large number of tourists to visit and experience. They not only bring significant economic benefits to the local area, but also greatly enhance the brand image and cultural influence of the city.

3.5 Strengthening local cultural tourism brand building

Flow economy provides a broader stage for the shaping and dissemination of local cultural tourism brands. Through the combination of online and offline publicity, local cultural and tourism brands can cross regional boundaries and achieve wide spread nationwide and even worldwide. At the same time, the cross-boundary cooperation with technology companies, cultural and creative industries and other fields has further enriched the cultural connotation and expression form of cultural tourism products, enhanced the unique charm and market competitiveness of the brand, and laid a solid foundation for the prosperity and development of the local cultural and tourism industry. Service is an important driver of the flow economy, which not only plays a role in transmission and communication, but also shows the integration, optimization and innovation of the subject and object of cultural tourism activities. In addition to taking the scenery as the first point of attraction, service is another important channel to obtain customers. Good service can stimulate more potential needs of tourists from the bottom of their hearts and create new consumption hotspots. In traffic economic booming era background, the text brigade activities in the form of new consumption refactoring is crucial, different consumption subject, field and consumption patterns in flow economy driven by experiencing unprecedented changes.

4. Flow economy brings problems to the development of cultural tourism industry

While the flow economy shows its significant positive effect, it also inevitably generates a series of complex and far-reaching problems, which span multiple dimensions such as economy, society, environment and legal morality, and are worth our in-depth analysis and reflection:

4.1 Economic dimension

4.1.1 Homogeneous competition dilemma and price war vortex

In the field of flow economy, the high similarity of products and services leads to a large number of similar options in the market. For example, when searching the project "Guangdong Qingyuan Xi Le Valley Hot Spring Resort" online, more than 10 available tickets, accommodation and catering packages appear at the same time. After careful comparison of each package, it is found that most of the contents are the same, and the accommodation room type and catering contents are basically the same. At the same time, in order to compete for scarce user attention and market share, there is not much difference in the price when setting the content of the project, the price is mostly between 1299 and 2199 yuan (specific pricing of specific packages), but the price is basically the same between the same packages, and some merchants often adopt a price reduction strategy, which triggers a fierce price war. Ultimately, it erodes the profit margin of the entire industry and hinders the healthy growth of enterprises.

4.1.2 The challenge of single profit model

The flow economy generally shows the characteristics of low viscosity, and most of the flow economy enterprises rely too much on advertising revenue as the main profit channel, so they need to continuously invest in advertising to support the traffic and maintain the position and attention of online search. If you want to get the top traffic in the search engine with high public attention, in addition to the so-called fan praise, you also need to invest in advertising. This uniqueness makes them particularly vulnerable to fluctuations in the advertising market, and their profitability is subject to large fluctuations in the external environment.

4.1.3 Deepening regional development gap

Flow economy intensifies the "siphon effect" of resources, talents and technologies, prompting them to concentrate in flow economy areas; Local governments can attract the attention of tourists by inviting high-traffic Internet celebrities to promote tourism in specific areas. Professional tourism

investors smell the breath of the flow, accelerate the investment in the flow area, but also attract the crowd around the flow area to concentrate on the flow, further widening the development gap between regions, making the backward areas face more serious development challenges.

4.2 Social dimension

4.2.1 Sudden increase in urban bearing pressure

In the era of flow economy, information interaction is rapid and rich, coupled with search engine advertising recommendation, users are often attracted by the recommended content of search engine; In a short period of time, netizens flooded into cities to promote traffic, especially some third - and fourth-tier cities that were not familiar to everyone before, whose urban infrastructure construction and public service response capacity was limited to meeting the daily life of urban residents. At this moment, due to the floating population brought by the traffic flow, urban infrastructure and public services will face unprecedented pressure, traffic congestion, environmental health deterioration, medical reserves and other problems are becoming increasingly prominent, which brings great challenges to urban management.

4.2.2 Personal privacy and life intrusion

Driven by the flow economy, some netizens have irrational behaviors; For example, the video of "Chengdu Disney" suddenly went viral, causing great distress to nearby residents; The so-called "Chengdu Disney" refers to the fitness equipment venue downstairs of a residential area in the seventh lane of Yuanyuan Yulin in Sichuan Province, which is the venue for the shooting of a certain Internet celebrity MV; As the video went viral, it was dubbed the "Chengdu Disneyland" and became an Internet sensation. Many netizens came here to take pictures with the fitness equipment as a souvenir. Many young people came in groups to shout slogans, disturbing the residents, and finally the residents called the police. It's an act that squeezes personal space like never before.

4.3 Environmental dimension

4.3.1 Excessive resource consumption and environmental pressure

The tourism boom and other economic activities spawned by the flow economy have posed great pressure on the local environment; The attention brought by flow economy often does not have viscosity, "flow economy" is difficult to transform into "retention economy"; However, in order to meet the influx of customers, the local government and businesses will assemble a large number of resources for production and service in a short time; This overload "flow economy" accelerates the consumption of resources, such as urban public health resources, food supplies, etc. Government departments and businesses are overloaded, and the sustainable development of urban resources is facing serious challenges.

4.3.2 Lagging environmental governance and assessment problems

Due to the uncertainty of the flow economy, local governments usually invest in a large number of flow economy projects at the fastest speed in order to seize this once-in-a-lifetime opportunity; Such new projects are often implemented without environmental impact assessment and prediction, and it will become a late fix to solve the environmental problems brought by these projects. Environmental governance measures bring hysteresis, affecting the effectiveness and efficiency of environmental governance.

4.4 Legal and moral dimensions

Frequent legal risks and loss of moral bottom line: commercial activities in the field of flow economy often involve complex legal relations, and illegal activities such as false propaganda and infringement occur frequently, which not only damage the rights and interests of consumers, but also destroy the market order. For example, during the winter vacation on February 14, 2024, a video of "Qin Lang lost his winter vacation homework" attracted a lot of attention. The video publisher Xu increased his followers by more than 3 million within 3 days. "Qinlang incident" continued to ferocity in the later period, and some even pretended to be "Qinlang Uncle" to continue to create topics in order to rub traffic; In April 2024, Jiangsu police found that the video was suspected of spreading online rumors according to their work findings and reports from netizens. After investigation, in order to absorb the powder drainage, netizen Xu Mou and colleague Xue Mou jointly planned and fabricated

the video of "primary school student Qin Lang lost his homework book" and spread it on multiple network platforms, causing a bad impact. Public security authorities imposed administrative penalties on the two men and their companies. In the pursuit of traffic and attention, some enterprises and individuals even sacrifice moral principles and conduct unethical business operations, which seriously corrupt the social atmosphere and damage the public interest.

To sum up, the flow economy not only promotes social progress, but also exposes many problems to be solved. Therefore, while enjoying the convenience and opportunities brought by it, we should keep a clear head, strengthen supervision and governance, promote the healthy and sustainable development of the flow economy, and achieve a win-win situation of economic and social benefits.

5. Countermeasures and suggestions for the integrated development of local cultural tourism industry under the background of flow economy

5.1 Promote the transformation of short-cycle "flow economy" to "retention economy"

With the rapid replacement of traffic at this stage, the strong fan economy and community economy have been rapidly spawned, and through the use and development of different industries, it has had varying degrees of impact on all aspects of society. From the rise of short video platforms to the maturity of the net red industry chain, the attempts to monetize the flow of net red have never been interrupted. Supported by the continuous growth of the number of Internet celebrities and the scale of fans, the economic market size and liquidity ability of Internet celebrities are also constantly enhanced [12]. In the era of flow economy, the viscosity of customers is generally low, customers can choose more platforms and dealers, and similar goods emerge in an endless stream. In order to make customers maintain a certain degree of viscosity to themselves, many influencers regularly update their video numbers to catch the attention. In terms of catching the attention, it is suggested that "content is king", and more high-quality news with content in line with public moral concepts; It is difficult to retain the hearts of netizens by simply generating traffic in the form of funny and funny. However, at present most web celebrity simply focused on their short-term profit, for flow relatively insufficient attention for a long period of time, and how the short-term traffic effects into circulation flow cycle become the industry focus on the topic of the current stage.

5.2 Improve laws and regulations and build a healthy traffic platform

For the development of the flow economy, optimizing the business environment should adhere to the problem-oriented approach, take pragmatic measures, aim at building a healthy ecology of common prosperity, and create a clean, stable and safe flow ecosystem for business entities.

First of all, enhance the moral and legal awareness of platform participants. Traffic, as a form of data expression to obtain attention, does not have any moral value in itself, but it cannot be a "traffic only theory". Users of traffic must be reasonable, reasonable, legal access to and use of traffic, its behavior to withstand moral and legal trials. Platform participants should improve their autonomy ability and level, and restrict their self-behavior with correct values and ethics. Only by fully improving the legal and moral quality of business subjects and creating a good atmosphere for flow development can the unity of economic and social benefits of flow be realized. Second, improve and perfect the platform governance system. Having laws to follow is a prerequisite for having laws to follow and strict law enforcement. Give full play to their role as the think tank, strengthen the legislation of prospective and foresight. Finally, continue to improve the execution and effective supervision capacity of platform regulators. In the online and illegal areas, it is necessary to fully break the barriers to information communication, ensure the realization of cross-departmental supervision, and rely on the existing mechanism, strengthen the construction of departmental coordination and regional linkage, and improve the precision and intelligent level of supervision. There is still a long way to go in the construction of the platform. Only by adopting the mode of "rule of virtue + autonomy + rule of law" and adhering to the core governance concept of people-oriented, can we create a healthy operating environment for flow economy and better realize the goal of good governance and common prosperity for the whole people.

5.3 Develop cooperation with other tourist destinations to form linkage effects

From a small point of view, cultural tourism is a small individual, but many provinces are large

tourism province, with rich tourism resources, the site around the scenic spot resources in the form of transportation lines or development channels, easy to form a regional linkage effect, so that tourists come to play other scenic spots at the same time, but also by the way, the non-red attractions together to visit will further expand the benefits of tourism. At the same time, from another point of view, it can also carry out cooperation with the national or other countries' scenic spots resources, give play to their respective resource advantages, and form a cross-regional linkage effect by co-building brands, co-promoting projects, and sharing traffic. Through the sharing and complementation of multi-party resources, the core competitiveness of the network red land is enhanced, so that both parties can achieve mutual benefit and win-win.

6. Summary

To sum up, with the continuous upgrading of the traffic battlefield of new media platforms, new media platforms should actively take advantage of The Times to apply advanced technological means to the audit of Internet celebrities and Internet celebrities' products; New media platforms should also fully realize the deep connotation of flow economy, give full play to the positive value of Internet celebrities, and gradually improve the economic circle of Internet celebrities on the basis of strengthening their own supervision, so as to provide a solid guarantee for the good operation of market economic order.

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