

# A Study on the Internet Attention of Non-heritage Tourism Performing Arts Products Based on Baidu Index --- Taking “Seeing Pingyao Again” as an Example

Mengqi Lv \*

Institute of human geography, Xi'an International Studies University, Xi'an, China

## ABSTRACT

Cultural performing arts is an important manifestation of regional tourism development, and in the era of big data, analyzing the network attention of non-heritage cultural tourism performing arts products helps the dissemination of non-heritage culture and the healthy development of non-heritage tourism. Based on the Jitterbug Index platform, the user search index of Seeing Pingyao Again from January 2014 to December 2023 was retrieved, and the characteristics and trends of the overall search index, the PC search index and the mobile search index were analyzed, which in turn led to the proposal of relevant suggestions for the development of cultural tourism performing arts products.

## KEYWORDS

Non-legacy Performing Arts; Seeing Pingyao Again; Jitterbug Index

## 1. INTRODUCTION

Tourism performing arts industry, as a new form of combination of performing arts industry and tourism, has gradually received the attention of tourists [1]. Cultural tourism performing arts products to stage performances as the main form of expression, in order to attract tourists to watch and participate for the purpose of realising the non-heritage culture and tourism performing arts industry of the figurative combination of cooperation [2]. The region has a unique national culture, the commercialisation of national cultural symbols such as festival ceremonies, belief totems, social customs, material life and so on has become one of the region's important tourism attractions [3]. Wendy Frisbbelieves that festival performing arts is a special form of expression of the tourism product, which is not only an additional product of the tourism industry but also a unique presence with its own characteristics and attractive tourism activities become a unique existence, at the same time, the artistic infectivity of festival performances can be enhanced by adding performance items [4]. Dunbar-Hall believes that tourism groups are quite strict in their control of tourism resources, and the uniqueness of tourism resources can fully attract tourism groups, and most of such tourism resources with distinctiveness are also the fusion of exchange with local cultures, and it is a way for local culture is a way to better show to the tourists. The experience is mainly a reference to Balinese music and dance in practice [5]. According to Liu Haoqiang. , tourism performing arts, as a new type of tourism product, is a tourism attraction that combines classical and modern beauty into one [6]. Ma Xuefeng and Cui Panpan elieve that tourism performing arts is a kind of commercial performing arts activity, and elaborated on the specific manifestations of tourism performing arts, such as songs and dances, opera, acrobatics and so on [7]. As can be seen from previous studies, the research on cultural performing arts products at this stage focuses on the study of the characteristics of the product itself, and lacks the study of the needs of consumers of tourism activities.

With the continuous development of the Internet, short video has gradually become an important part of people's access to information, according to CNNIC data statistics, as of December 2023, the size of China's Internet users reached 1.092 billion network video user scale of 1.067 billion people, 0 short video user scale of 1.053 billion, accounting for 96.4% of the overall netizens. The per capita time of use is nearly 3 hours per day, and it has become the first major application of the Internet that drives consumption. Therefore, a large number of scholars in this field to carry out a wealth of research, the author in the knowledge network to 'short video' as the key words to search, will be 2014-2023 about short video research cluster analysis, found that in the past ten years on the 'short video' research presents It is found that in the past ten years, the research on 'short video' has shown a diversified development trend, and rural culture, live broadcasting, and cultural communication are the research hot spots in this stage. 2022, the field pays more attention to the scientific nature and the social value of short video, and the integration of culture and tourism, the red culture, the user experience, and the audience demand are the hot spots in this stage. Bai Xiaoqing discusses that the popularity of short videos brings new opportunities for the tourism industry, promotes the development of the industry through cultural innovation, and has a far-reaching impact on the structure and value chain of the tourism industry. Xu Yanzhang points out that short videos, as an emerging communication method, provide museums with a new way to display cultural relics, popularise knowledge and enhance audience interaction. Through careful planning and production of short videos, museums can broaden communication channels, increase public awareness and interest in cultural heritage, and promote the integrated development of culture and tourism industry. Mei Lei, Kui Lexiang explored the relationship between users' willingness to co-create value and customer experience on a pan-knowledge short-video platform, and pointed out that customer experience is a key factor influencing users' willingness to participate in the platform's value co-creation. Wei and Yang pointed out that in the era of self-media, opinion leaders play an increasingly important role in the dissemination of information and guidance of public opinion, have extensive influence, can rapidly disseminate information and influence public opinion, and also shoulder the responsibility of transmitting positive energy and maintaining network health.

Baidu Search, as the world's largest Chinese search engine, collects a large amount of information on Internet activity behaviour. As a professional data analysis platform, Baidu index also provides data support and scientific basis for the development of tourism activities. Yang Xiaoyan used the Baidu index to search for online attention and tourist behavioural characteristics of Hotan region, which is conducive to the analysis of the current situation of the development of tourism and the marketing effect [8]. Liu Haimei used the Baidu index of keywords related to rural tourism in 31 administrative districts of China in the interval of 2011-2020 as the data basis, to provide theoretical guidance for the spatial and temporal evolution of the demand for rural tourism and its influencing factors, to optimise the industrial layout, and to promote the effective docking of supply and demand in rural tourism [9]. Zhou Xiaoli further explored the law of potential tourist search behaviour by analysing the changing law of Baidu index keyword search volume of 42 typical scenic spots in Xi'an. Baidu index has become an important data source for analysing network attention [10]. As a 'precursor' to the demand of tourists, the network attention of cultural tourism and performing arts products can greatly promote the healthy development of regional tourism by mastering the characteristics of its development and changing rules. Combining the background of the big data era and the platform of Baidu Index, the author takes 'Pingyao' as the research object to explore the change characteristics of the network attention of cultural performing arts products, in order to provide suggestions for the healthy development of cultural tourism performing arts products.

## **2. STUDY POPULATION AND DATA SOURCES**

### **2.1. Study Population**

In 2023, the large-scale situational experience drama ‘Seeing Pingyao Again’ was selected as a national immersive cultural tourism new industry demonstration case, which is a benchmark project for tourism performing arts in Shanxi Province, and the drama tells a story about the inheritance of the bloodline and the endlessness of life. The whole drama through the ‘dart master bath’, ‘soul home’, ‘the compound to choose a wife’, ‘face dance’ and so on an exciting On February 18, 2013, the large-scale situational experience drama ‘Seeing Pingyao Again’ was officially opened in Pingyao, Shanxi Province. On February 13, 2022, the performance of ‘Seeing Pingyao Again’ resumed in Pingyao Ancient City, Jinzhong, due to the impact of an epidemic in March 2022, and the performance of ‘Seeing Pingyao Again’ resumed in Pingyao Ancient City on May 22nd.

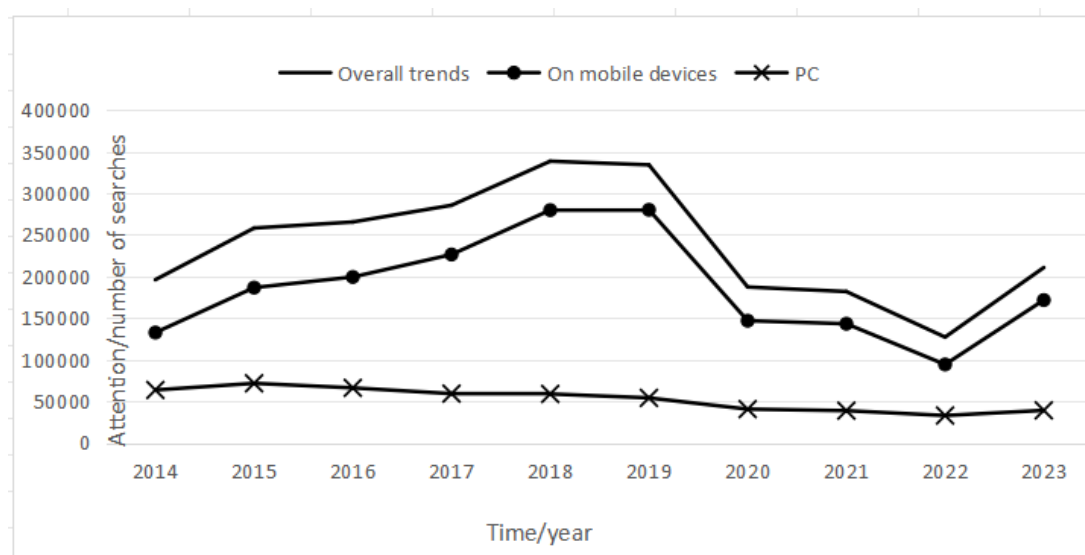
### **2.2. Data Sources**

The research collects comprehensive domestic search data on Baidu Index using the keyword ‘Pingyao’. It was found that the weekly averages of the total trend search index and mobile search index from 13 January 2013 to the present could be collected. In order to facilitate data statistics and analysis, the study takes the beginning of 2014 (i.e. 1 January 2014) as the time starting point of the study, and the end of 2023 (i.e. 31 December 2023) as the time ending point of the study. With 52 weeks as a statistical year, the entire study cycle is divided into 10 statistical years. Statistical year 1 starts from 1 January 2014 to 7 January 2020 (week 1) and ends from 24 December 2014 to 31 June 2021 (week 52). By analogy, the 10th statistical year begins on 1 January 2023 to 7 January 2023 (week 1) and ends on 25 December 2023 to 31 December 2024 (week 52). The weekly averages of the overall Trend Search Index and the Mobile Search Index for each week from 1 January 2014 to 31 December 2023 are obtained.

## **3. NETWORK ATTENTION ANALYSIS**

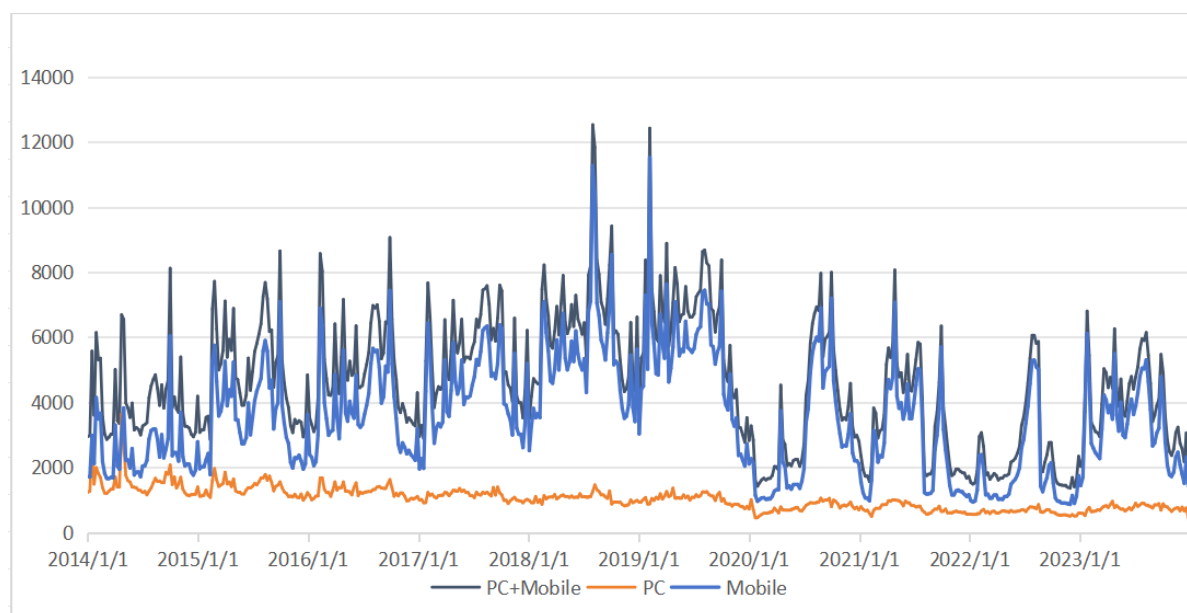
### **3.1. Overall Status of Network Attention**

Based on the weekly averages of the search indices from January 2013 to December 2023, the annual totals of the Overall Trend Search Index, the PC Search Index and the Mobile Search Index are calculated for ten years. Figure 1 reflects the overall development of the Overall Trend Search Index, PC Search Index, and Mobile Search Index for the entire statistical period. From January 2014 to December 2023, the number of searches on Baidu's search engine for the keyword ‘Pingyao’ has shown cyclical changes. In terms of the overall trend, the overall trend of online attention shows a flat growth trend, while the overall trend of search volume shows a rapid growth. Mobile devices and the overall trend of the change trajectory is similar, the first year to the fifth year has been to maintain rapid growth after the beginning of the region tends to stabilise, until 2020 because of the epidemic showed a rapid decline in the trend, until 2022 began to recover, rise. PC search volume from the first year to the second year showed an upward trend, and then began to decline by a very small margin. As the PC search volume continues to decrease, the mobile device search volume continues to increase, the two of the gap appeared larger, and has been maintained after a certain gap.



**Figure 1.** Trends in annual totals of the search index for Pingyao again

Figure 2 reflects the trend of the weekly average value of the search index of ‘Seeing Pingyao’ during the statistical period. The overall trend of the graph shows cyclical changes, showing an M-shaped pattern of change. That is, in general, each year is dominated by three peak periods (Chinese New Year, summer holidays and National Day holidays), with a small peak during the ‘long holidays’. Each natural year shows a first peak in February, followed by a second peak in July/August, and then a decline. A new peak occurs until the end of September and the beginning of October, followed by a rapid decline. The peaks of the three peaks are not too far apart, with the July/August peak lasting longer than October. Compared to previous years, the overall trend has seen a single peak in 2018, with only a small peak in October.



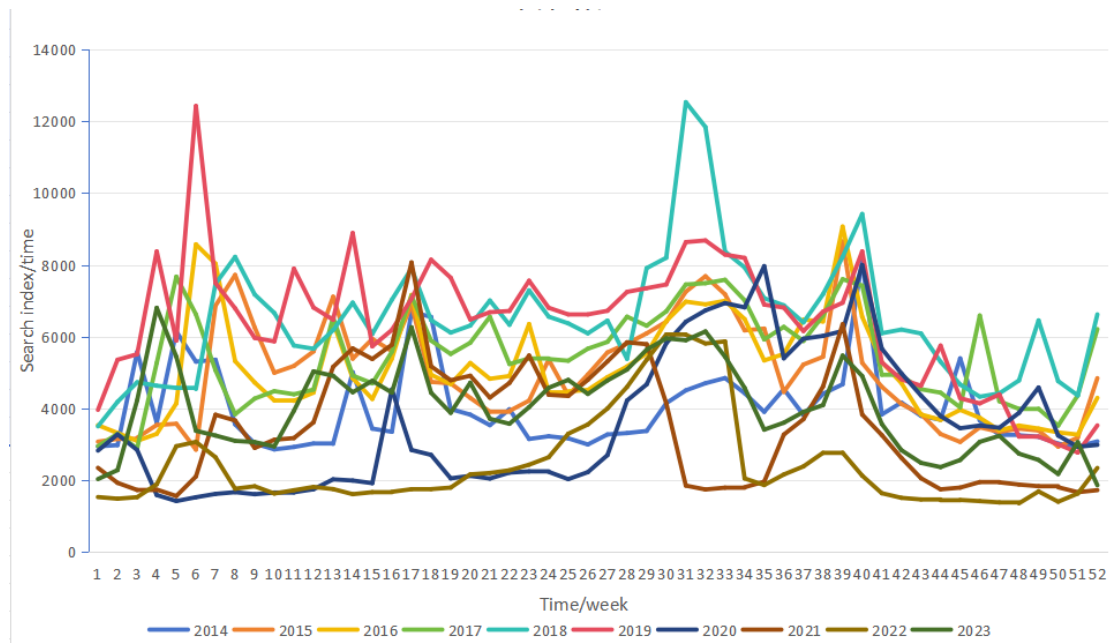
**Figure 2.** Overall trends in the search index for Seeing Pingyao again

From January 2014 to February 2015, the PC search index and mobile search index are in the trend to remain consistent, but the weekly average of the mobile search index is higher than the PC search index. Since February 2015, the gap between the mobile search index and PC search index gradually pulled apart, the PC search index did not show a large recovery, while the mobile search volume will appear regular changes with the arrival of the holidays, and has been higher than the PC search volume in the same period.

## 3.2. Year-on-year Change in Web Attention Overall Search Index

### 3.2.1. Year-on-year change in the overall search index

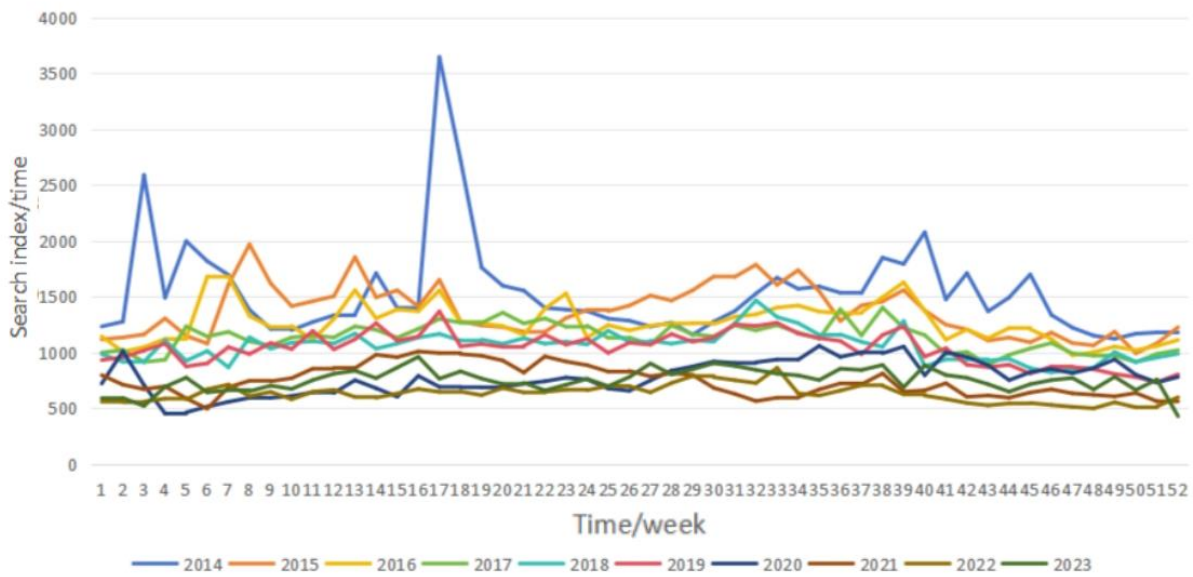
Figure 3 shows the changes in the weekly average of the overall search index of Seeing Pingyao again for each statistical year. The weekly average of the overall search index is the sum of the weekly average of the PC search index and the mobile search index. According to the overall trend curves of the 10 years, it can be seen that netizens' searches for “Seeing Pingyao” showed the characteristics of “two big peaks and two small peaks”, with “the left end higher than the right end”. The left end of the peak interval occurs between 5 and 8 weeks (around February, i.e., during the New Year period), with a small peak in the 14th week (early April, i.e., during the Qing Ming holiday), and a small peak again in the 17th/18th week (end of April to early May, i.e., before and after the Labour Day). In the middle is a trough interval, with a second peak in weeks 29 to 35 (late July to August, i.e. summer holidays). And then, a small peak value occurs in the 40th week (early October, i.e., around the National Day), after which the search data falls back. It shows that the change of the overall search index with the arrival of the holiday appeared to be synchronised with the increase in the number of searches, which was greatly influenced by the holiday. At the same time, a large part of the curve of the overall trend of the 10 years appeared to overlap, from 2014 onwards with the passage of time, the overall search volume of each year gradually increased, and 2019 was the highest year of the overall search year, and 2020 began to be affected by the epidemic, the search volume dropped sharply, and the search volume of 2023 has not yet been restored to 2019, but it can not be ruled out that now again more users prefer to The overall view of the recent 10 statistical years, netizens on the ‘see Pingyao’ Internet search volume did not appear too much change, netizens on the ‘see Pingyao’ Internet attention did not appear to be too much increase. 2018 In 2018, the search index for the 29 to 34 weeks of the year and the 6 to 8 weeks of 2019 were significantly higher than the overall trend search index for the same period of other years, and the data for the latter half of 2021 slipped rapidly due to special circumstances, while the overall search indexes for the remaining three years did not show any large difference in the same period of time. With the rapid development of the Internet, and the rapid popularity of wireless networks and smartphones, there is no big difference between the overall search indices of each year. It can be seen that netizens' online attention to “Pingyao” has not only failed to grow, but has also declined.



**Figure 3.** Annual statistics on the overall search index of Pingyao

### 3.2.2. Analysis of year-on-year changes in the PC search index

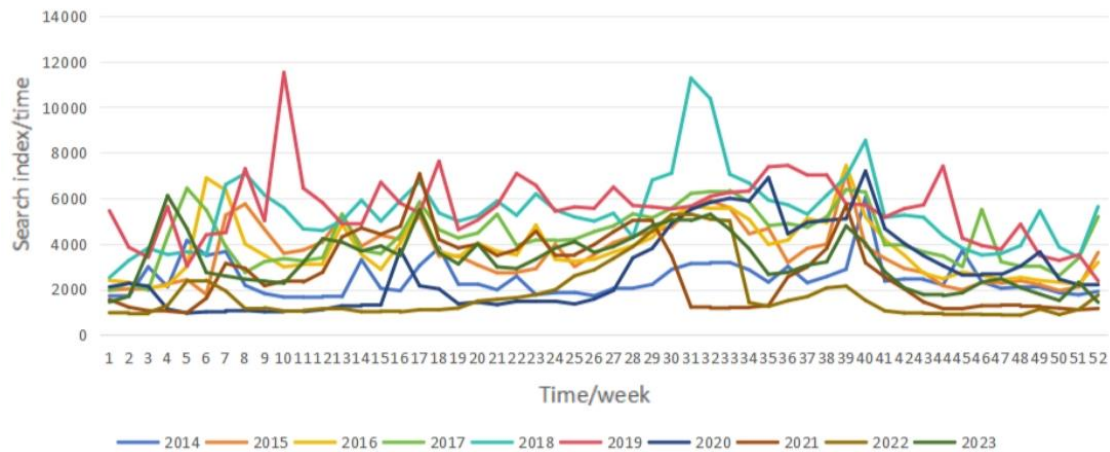
Figure 4 reflects the year-to-year change pattern of PC search index, according to the change curve composed of the weekly average value of each week, it can be learnt that the PC search volume of netizens in each year with the keyword of ‘see Pingyao’ is less affected by the change of time. the change of the curve in 10 years is relatively smooth, and there was a large increase only in 2014, after which it showed a stable trend. After that, it shows a stable trend. The weekly averages of the PC search index in FY1 were higher than those in other years, indicating that netizens paid more attention to ‘Seeing Pingyao’ via PC in FY1 than in other years. From the PC search index curves of the following years, such as Year 2, Year 3 and Year 4, the curves are nearly coincident and the changes are gentle. It can be inferred that there may be a fixed group of people who habitually search for ‘Seeing Pingyao again’ via PC.



**Figure 4.** Yearly statistics of PC search index of ‘Seeing Pingyao again’

Mobile search index curve shows a ‘two peaks and two valleys’ change rule, the curve will usually appear 4 peak segments. The first peak is in the 8th to 12th week, the second peak is in the 18th week, the third peak is in the 30th to 34th week, and the fourth peak is in the 39th to 41st week. As we can see, the number of searches for ‘Pingyao’ on mobile devices increases with the arrival of holidays, and the mobile search index curves for the 10 years overlap for a large period of time between weeks 38 and 42, which is consistent with the overall year-to-year variation of the trend. By comparing the mobile search index curves of the 10 years (Fig. 5), it is found that except for 2020 to 2022, which is affected by special circumstances, the curve of 2014 is lower than that of other years, which indicates that the number of netizens searching for ‘See Pingyao’ through mobile devices has increased in comparison with 2014, and the mobile search index of 2018 has increased in the 29th to 34th weeks, which is consistent with the overall trend. mobile search index is higher in the 29th to 34th week compared to other years, and the mobile search index is higher in the 5th to 8th week in FY2019 compared to other years, with 5-6 peaks in the first half of FY19 compared to other years, and 2 peaks in the second half of FY18. In 2014-2019, two peaks occur in weeks 4 to 19. 2 to 9 weeks of retrieval in FY2019 are higher than other years and a single peak occurs. In other words, the mobile search index in weeks 1 to 9 in FY2019 is higher than other years in the same period, with a better development trend and a peak throughout the time period. As a whole, there is not much difference between the mobile search indexes of the 10 years, but with the passage of time, the search volume of each year grows a little more than that of a year earlier. With the development of Internet technology, there has been no significant increase in Internet users' online attention to “Pingyao” through mobile devices.





**Figure 5.** Annual statistics of the mobile search index of Seeing Pingyao again

## 4. CONCLUSION

Analyzing the Baidu Index data platform, the search behaviour data of netizens using the keyword ‘Pingyao’ shows the following characteristics: In general, the total number of online searches shows an ‘M’ type development trend, i.e. The online attention of ‘Pingyao’ rises with the arrival of holidays. The peak searches were mainly concentrated in the May Day holiday, the summer and winter holidays, and the National Day holiday, while the winter was the trough of online attention. The mobile search index is generally on the rise, while the PC search index shows little change. Since the mobile search volume surpassed the PC, mobile search has entered a period of rapid growth, and is always higher than the PC search index. The trend of overall search index and mobile search index remains consistent, mainly because the search volume of PC remains stable, and the search volume of mobile devices directly affects the change of overall search volume. In terms of the annual change trend, there is no significant change in the overall search index, mobile search index and PC search index from year 1 to year 7. However, from 2020 onwards, the trend was affected by special events, the trend was more affected by policy control, and the year-on-year growth rate of the values of the three search indices was smaller, and even negative growth occurred. In the era of big data, the netizen search data provided by Baidu Index can better reflect the needs of travellers. It can be seen that there has been a significant increase in online attention to ‘Seeing Pingyao Again’, an ethnic and cultural tourism performance product, which indicates that there has been an increase in travellers' interest in this tourism product. However, this growth did not match the rate of social development, reflecting the incongruity between the growth of tourists' demand and the rate of social development. In summary, by analyzing the Baidu index data for the keyword ‘Pingyao’, we can observe that tourists' interest in it shows seasonal and cyclical changes, especially during holidays. The significant growth in mobile searches demonstrates the importance of the mobile Internet in the acquisition of tourism information. In addition, the growth trend of the search index has been suppressed to a certain extent by the influence of special events, reflecting the relationship between the demand of the tourism market and economic development.

## 5. SUGGESTIONS

As one of the earliest cultural tourism and performing arts products in China, "See Pingyao Again" has accumulated rich experience for the development of the regional cultural performing arts industry. At present, the competition in the tourism and performing arts market is becoming increasingly fierce, and similar products such as Xi'an's "Song of Long Hatred", Henan's "See Henan Again", and Dunhuang "See Dunhuang Again" have appeared, which makes the market show an obvious homogeneous competition trend. In such a market environment, cultural tourism and performing arts

products are facing greater challenges, and tourists' options are increasing day by day, so it has become a top priority to explore their development paths in depth.

### **5.1. Broaden Your Marketing Channels**

In the marketing process of tourist destinations, the problem of information asymmetry may lead to the failure of market mechanisms, thereby reducing the attractiveness of tourism products. In the context of "Internet +", through the integration of online and offline marketing channels, including social media, official websites, mobile applications, etc., we can build a comprehensive and multi-dimensional marketing network, improve the exposure rate of tourism products, and ensure that tourism information can reach a wider range of potential tourist groups. On this basis, it is necessary to strengthen the traditional publicity and marketing channels and combine them with digital marketing channels to form a complementary effect and improve the coverage of information. Realize the dual marketing model of combining platform information push and "micro-marketing", and carry out small-scale and high-frequency marketing activities through social media platforms such as WeChat and Weibo, so as to enhance interaction with users and improve user participation and loyalty.

### **5.2. Transform Your Marketing Strategy**

Increasing the popularity of the Internet is crucial to the online visibility and attractiveness of cultural and performing arts products. The increase in the popularity of cultural tourism and performing arts products on the Internet can not only improve the online popularity of the products, but also enhance their attractiveness to tourists. Based on the traditional product strategy, price strategy, channel strategy and promotion strategy, and combined with the characteristics of rapid dissemination of Internet information, through innovative and differentiated product design, highlight the uniqueness and attractiveness of cultural and performing arts products, and enhance their competitiveness on the Internet; Develop flexible pricing strategies, such as early bird tickets, group purchase discounts, etc., to attract more tourists and increase the exposure of products on the Internet. Stimulate tourists' desire to buy by holding online lucky draws, limited-time discounts, coupon distribution and other activities, and use these activities to promote on social media to increase the online popularity of products; You can increase the popularity of the network by rationally creating relevant product news events.

### **5.3. Focus on Emerging Markets**

With the development of social economy, the supporting facilities of tourist destinations are constantly improving, and the self-guided tour market is constantly expanding. Self-guided tourists usually have the characteristics of abundant time, free itinerary and strong spending power, and have gradually become the main body of tourism activities. Cultural tourism and performing arts products have a strong attraction to self-guided tourists because of their distinctive regional cultural representativeness. According to the characteristics of self-guided tourists, a variety of tourism products are designed, such as characteristic cultural experiences, outdoor adventure activities, etc., to meet the needs of different tourists; Introduce preferential policies for self-guided tourists, such as ticket discounts, accommodation discounts, etc., to attract more self-guided tourists. With the gradual decline of group travel, regions should pay more attention to the self-guided travel market to achieve long-term development of the tourism industry.

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