

Constructing and Disseminating Urban Cultural Tourism Media Image through Short Videos

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Abstract. With the widespread adoption of mobile internet and the rise of short video platforms, the modes of information dissemination are undergoing profound changes. As an emerging content format, short videos, characterized by their intuitiveness, vividness, and fragmented nature, have rapidly occupied a significant amount of user time. This is particularly true for the construction and dissemination of urban cultural tourism media images, where short videos have become an indispensable tool. Urban cultural tourism media images refer to the representation of a city's culture and tourism through various media means, playing a crucial role in the city's development and reputation. However, traditional methods of disseminating cultural tourism images have evident shortcomings. With the emergence of short videos, new opportunities have arisen for the construction and dissemination of urban cultural tourism media images. The relatively low production threshold of short videos allows cities to showcase their cultural and tourism resources through various creative means, attracting more visitors and gradually enhancing the city's competitiveness and local economic development.

Keywords: Urban Cultural Tourism; Media Image; Dissemination Method.

1. Advantages of Short Videos

With the advancement of technology and the proliferation of the internet, short videos have become an important means for modern individuals to obtain information and entertainment. Constructing and disseminating urban cultural tourism media images through short videos can effectively enhance a city's visibility and reputation, attract more tourists, and improve the local economy[1]. Short videos, with their concise format, rapid dissemination, strong interactivity, and low production threshold, provide new perspectives and methods for constructing and disseminating urban cultural tourism media images. Compared to traditional long videos, short videos place more emphasis on content creativity and personalization, conveying the city's cultural and tourism resources, and unique features in a very short time, thereby quickly capturing the audience's attention. Moreover, short videos can be shared and disseminated through various social media platforms, expanding the city's influence and recognition. To construct and disseminate urban cultural tourism media images, it is essential to delve into the city's cultural and tourism resources, creatively produce short video content, and promote it through multiple channels to attract tourists' attention and foster local economic development. In the actual application process, continuous monitoring and evaluation of the dissemination effect are necessary, along with the optimization and improvement of promotional strategies to ensure the effectiveness of constructing and disseminating urban cultural tourism media images.

2. The Role of Short Videos in Constructing Urban Cultural Tourism Media Images

2.1. Enhancing the Dissemination of Cultural Tourism Images

Short video platforms have significant advantages in shaping urban cultural tourism images and improving dissemination efficiency. Leveraging these platforms, cities can present their culture, history, and uniqueness in a more vivid and direct manner, attracting more tourists' attention. Short videos can quickly convey information and content, allowing the audience to understand the allure of



a city in a short period of time. Additionally, the interactive and sharing features of short video platforms further expand the dissemination range of urban cultural tourism images, increasing the city's recognition and reputation[2]. Compared to traditional promotional methods, short video platforms provide ample space for creative and personalized content creation, enabling cities to showcase their culture and tourism resources in a more unique and appealing way. Through carefully crafted videos, cities can display their unique architectural styles, local customs, culinary culture, etc., attracting the audience's attention and sparking their curiosity. The interactive and sharing features on short video platforms provide a novel experience for users. Users interact with the videos through likes, comments, and shares, creating a positive community atmosphere. This interaction not only increases audience engagement but also provides more channels and opportunities for disseminating urban cultural tourism images. The sharing feature allows more people to easily spread the videos to their social networks, further expanding the city's influence.

2.2. Integrating Tourism Resources

In the context of the integration of culture and tourism, short videos have become a very important medium, capable of maximizing the integration of local cultural symbols and tourism resources, and showcasing cultural tourism images and stories through synchronized audio and visuals. Culture and tourism have formed an inseparable organic whole through long-term practice, and cultural symbols, as the condensed representation of a region's cultural resources, are not only essential for developing local tourism features but also powerful tools for enhancing cultural identity. Short videos can vividly present a region's cultural symbols, which are the condensed representation of cultural resources accumulated over long-term practice, representing a region's unique culture and history. Through short videos, these cultural symbols are presented more vividly and visually, attracting the audience's attention and sparking their curiosity. When watching short videos, the audience not only learns about a region's cultural uniqueness but also experiences its profound cultural heritage[3]. Additionally, short videos have significant advantages in showcasing tourism resources. They can capture beautiful natural scenery, unique folk culture, and special local delicacies, providing the audience with a more intuitive and comprehensive understanding of the travel destination. Through short videos, the audience can learn about a region's tourist attractions and local customs, thereby attracting more visitors to the area and promoting local economic development.

2.3. Enriching the Connotation of Urban Tourism Image

Short video platforms not only provide a platform for showcasing and promoting the urban cultural tourism industry but also offer tourists a novel way to record and share their travel experiences. Through short videos, creators can fully explore new content for expressing urban tourism images, presenting the city's cultural tourism resources in a more vivid and visual manner, and endowing the urban tourism image with new connotations, allowing for pervasive, individual-centered dissemination. On short video platforms, creators can delve into the city's unique features and charm through personal perspectives and experiences. By filming the city's architecture, scenery, etc., they showcase the city's uniqueness and enhance the video's visual appeal and attractiveness through special effects and background music. This individual-centered mode of dissemination allows more people to understand the city's cultural heritage and tourism resources, stimulating their desire to explore and curiosity about the city. Personal explorations and discoveries on short video platforms can continuously unearth new urban tourism communication resources. These resources can include the city's distinctive cuisine, folk events, cultural history, architectural styles, natural scenery, etc. Continuously exploring and presenting these resources refine and elevate the city's tourism image. With the rise and development of short videos, more cities will use short video platforms to drive economic development in the future.

3. Strategies for Constructing and Disseminating Urban Cultural Tourism Media Images Based on Short Videos

3.1. Accurate Positioning

Accurate positioning is crucial for determining the core message and tone of the video content, and it can directly affect the efficiency of subsequent work. The content related to positioning is as shown in Table 1. Before producing short videos, it's crucial to clearly define the positioning of urban cultural tourism and the target audience. Positioning is the soul of a city's cultural tourism image, determining the core message and tone of the video content. For instance, if a city is characterized by its historical culture, the short videos should focus on showcasing the city's historical sites, museums, and related stories. Determining the target audience helps in formulating content strategies and dissemination strategies. If the target audience is young people, the video content should emphasize rhythm, visual effects, and trendy elements; if the target audience is middle-aged and elderly people, the focus should be on content depth, connotation, and an easy-to-understand presentation style. After clearly defining the positioning and audience, formulate corresponding content and dissemination strategies. Content strategies should revolve around the city's features and highlights, focusing on creativity and differentiation. Therefore, in the production of short videos, clear positioning of urban cultural tourism and the target audience is the foundation, and formulating corresponding content and dissemination strategies is key. Only by doing so can the city's cultural tourism image be effectively enhanced, attracting more tourists to visit and consume, and promoting the prosperity and development of the city's economy.

Table 1. Content for Accurate Positioning

| Positioning | Description |
|---------------------------------------|---|
| Urban culture and tourism orientation | History and culture, natural scenery, modern architecture, social culture, science and technology application, tourism service, urban cohesion, economic and social development |
| Target Audience | The young, the middle-aged, the old; Local residents and tourists; Culture lovers, nature lovers, etc |
| Content Strategy | Creativity, diversity, multi-angle display city charm |
| Communication strategy | The algorithm recommendation and social attributes of the short video platform are used to accurately push content to the target audience |
| Platform cooperation | Establish cooperation with short video platforms to obtain more resources and support, such as customized promotion spots, marketing activities, etc |

3.2. Perfecting the Planning Scheme

In the production of short videos, the level of creative planning directly impacts the final dissemination effect. Creativity is key to attracting viewers, enabling video content to stand out and leave a profound impression on the audience. When planning short videos, it's crucial to fully utilize creative thinking, focus on storytelling and plot construction, and present the charm of urban cultural tourism in an interesting and moving way, as detailed in Table 2. Generally, good creative planning not only attracts viewers' attention but also arouses their interest and curiosity about the city. Creative planning can present the city's features and highlights in a unique way, giving viewers a comprehensive understanding of the city in a short time. After completing the basic preparations, creative planning should focus on storytelling and plot construction. A good story can make the video content more vivid, making it easier for the audience to empathize and identify with it emotionally. In planning short videos, the charm of urban cultural tourism can be more vividly presented through creative storytelling and character setting, immersing the audience in the city and letting them experience the city's cultural atmosphere and tourism resources.

Table 2. Key Points of Creative Planning

| The essentials of creative planning | Brief Description |
|--|--|
| Creativity | Give full play to creative thinking, pay attention to the construction of story and plot, and show the charm of urban cultural tourism in an interesting, vivid and moving way |
| Highlight the features and highlights of the city | In the creative planning, we should try to highlight the characteristics and highlights of the city, so that the audience has a comprehensive and profound understanding of the city |
| Story and plot construction | Through the creative story plot and role setting, the charm of urban cultural tourism is displayed in a more vivid and vivid way |
| Guide the audience's interest and curiosity | Through creative planning, the audience is guided to develop interest and curiosity in the city, so that they want to further understand and explore the city |
| Provide new ideas for the development of urban culture and tourism | Creative planning can provide new ideas and directions for the development of urban cultural tourism, and promote the sustainable development of urban tourism industry |

3.3. Enhancing Production Quality

The quality of short videos is key to their dissemination effect. In producing short videos, attention must be paid to professional production skills such as visuals, sound effects, and editing to ensure the video quality is of a high standard. Specifically, focus on the clarity and stability of visuals, use high resolution and appropriate color adjustments to present the city's unique visual appeal. In terms of sound effects, choose suitable background music and sound effects to enhance the video's atmosphere and viewing experience[4-5]. For editing, pay attention to rhythm control and scene transitions to make the video smooth and natural, providing a good viewing experience for the audience. However, it's necessary to control the length of short videos, avoiding content that is too lengthy or too brief. Depending on the theme and content requirements, arrange the duration to be roughly between 1-3 minutes, ensuring that viewers can concentrate and quickly understand the information conveyed in the video. Additionally, control the pacing of the video to avoid being too sluggish or too rushed. While ensuring content completeness, arrange scenes and plots reasonably to make the video rhythm tight and compelling, attracting and maintaining the viewer's attention. By continuously improving the quality and professionalism of short videos, the urban cultural tourism media image can be better shaped and disseminated, attracting more visitors and improving local economic development.

4. Conclusion

In today's era of information overload, short videos, with their unique charm and dissemination advantages, have become an important tool for constructing and disseminating urban cultural tourism media images. Through short videos, cities can more vividly and directly showcase their culture, history, and tourism resources, attracting more visitors to sightsee and travel, thereby promoting urban economic development. However, there are still some deficiencies in the construction of urban cultural tourism media images through short videos. For instance, the quality of short video content is inconsistent, and some content may exaggerate or be false, negatively impacting the city's image. In future practices, it's necessary to continuously explore and innovate, leveraging the advantages of short videos while overcoming existing problems and challenges. Meanwhile, strengthening research and exploration of short videos, deeply understanding their dissemination patterns and user needs, can provide more scientific and effective strategies for constructing and disseminating urban cultural tourism media images, thereby bringing more economic and social benefits.

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