

Research on the Application of Tourism Marketing Based on Short Video Marketing

-A Case Study of Xi'an Tourism

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Abstract: With the rapid development of the mobile Internet, more and more short video platforms have become the mainstream of disseminating information and popular elements. Many businesses use self-media, short videos and other tools to promote products to achieve marketing purposes. The improvement of living standards has promoted the rapid development of the current tourism market, tourism companies are blooming everywhere, and the competition among businesses in the industry has become more intense. How to use short videos to carry out innovative marketing of tourism products and satisfy current customer consumption habits has become an urgent marketing problem in the industry.

1. Introduction

There is no clear definition of short video. The Social Beta website defines short video as a new type of video that can be instantly shared on social media platforms. Calculating the duration in seconds depends on the real-time recording and editing functions of the mobile smart terminal. Through the observation and analysis of different types of short video software at home and abroad, to understand its basic operating mode, the author believes that short video can be summarized as: short video is a kind of short duration, simple production, rich content, diverse forms, and strong social networking. And a new type of media with entertainment attributes.

2. Characteristics and Communication Attributes of Short Videos

Short videos are basically spread through social media. For example, short videos can be directly uploaded to personal Weibo after production is completed, and the content of Douyin and Kuaishou can also be directly forwarded to social platforms such as Moments of Friends and Weibo. Due to the creativity and interest of the video content, these short videos are prone to fission dissemination after being spread on WeChat and Weibo, making it more convenient for video producers to publish, share and disseminate videos, and their social attributes are further enhanced. The process of recording and publishing short videos is relatively straightforward. The audience only needs a mobile phone to complete, and the captured video can be processed through the mobile phone and finally uploaded to the platform. Current short video platforms such as Douyin and Kuaishou have also set up many simple video editing functions and special effects skills for users. Users can quickly make videos, such as inserting music, expressions, transitions, special effects, sound changes, etc., find fun and be able to shoot "Blockbuster" effect.

With the growth of mobile Internet and intelligent communication technology, mobile clients have become an important channel for video transmission. When users watch short videos, they need less traffic, and can browse a video in a short time, which is very convenient to watch, which brings users a great comfortable experience. Because the video takes a short time and requires less traffic, this provides a good foundation for the rapid spread of short videos. At the same time, short videos can be watched on multiple platforms, which is very convenient, which is an important reason for the rapid development of short videos. For example, in 2014, the hot topic "Ice Bucket Challenge" on Weibo, in which Jay Chou's challenge video was viewed more than 10 million times

in just one day.

3. Urban Marketing Analysis of Xi'an "Tik Tok" Short Video

An city has been called the "Vibrato City" by some media because more than 70 municipal government agencies have opened official Douyin accounts in Xi'an, including the Xi'an Public Security Bureau and the Xi'an Cultural Relics Bureau. In addition, the Propaganda Department of the Xi'an Municipal Party Committee also took the lead in establishing a coordination committee for strengthening propaganda in cooperation with Douyin. All government departments and propaganda areas need to participate. Music creative short videos and social software short videos seemed irrelevant, but when young people in Xi'an came into contact with the popular short video software nowadays, their collision sparked exciting sparks. Many people yearn for and love the historic sites of the ancient city and the food with a long history. In the past, Xi'an gave people the impression that its heavy historical accumulation, coupled with the technological elements of "trembling sound", made the ancient city full of vitality, which is also an indispensable element for the future development of the ancient city. If you want to promote the ancient city well, short videos and "Tik Tok" will be the best choices. Xi'an has also become more famous through the songs in the Tik Tok.

High-quality content is the marketing basis of Xi'an "Tik Tok" short video. Generally speaking, high-quality content is the most important form of "Tik Tok" core competitiveness. The high-quality content not only has a strong appeal to the "Tik Tok" terminal, but also leaves a deep impression on people. In Douyin, we can see the "Matthew Effect" of communication. The attention of many bad videos is at best just into a boutique. However, the promotion value of numerous attractions without special features is not enough to be a popular "net celebrity". Therefore, it is never quantity, but quality that determines the success or failure of marketing. Internet celebrity scenic spots are not planned, but spread. Xi'an pays attention to characteristics in the communication, pays attention to the communication of individual scenic spots, combines with characteristic culture, and attracts tourists with a strong sense of picture and a sense of the times. Xi'an is an ancient historical capital. It is no exaggeration to say that every brick and tile in the ancient city may have a historical story, which has witnessed the historical changes of China over the centuries. Therefore, as a "Tik Tok" city, Xi'an has the special temperament of "Internet celebrity city". The shooting of Xi'an "Tik Tok" short video not only combines the beautiful scenery of Xi'an, but also combines the huge divine song in "Tik Tok". Statistics show that the content presented by Douyin short videos mainly includes food, music, dance, parent-child, sports, creativity, travel, technology and other aspects. Specifically in Xi'an, the keywords of the Douyin short video have changed to Bell and Drum Tower, Bowling Wine, Xi'an People's Song, Brush Cake, Hanfu, Terracotta Warriors, etc.

Another major advantage of the success of Xi'an short video is the perfect fit between its short video and users. "Tik Tok" short video is not only one of the most popular sharing platforms in my country, but also a social platform for the fan community. It connects people, things, and things that are not involved, and provides them with a stage for their charm. Here, people share benefits, realize self-worth and economic benefits, and have a huge impact on people's lives and actions. And change. Modern people's expectations for tourism are no longer simply taking photos and playing, but the pursuit of in-depth experience-based tourism, and Douyin fits this feature very well. Unlike other media, Douyin has a stronger appeal and a sense of experience. The audience here has multiple identities. Even if the audience is also an experienter and photographer, when the video reaches a certain level of popularity, someone will follow suit. TikTok upgraded the motivation of netizens to travel from "I want to go" to "I want to go" scenic spots and "check in".

4. Suggestions of Short Video for Urban Tourism Marketing

As far as the short video itself is concerned, the role of "gatekeeper" should be done in the content, and violence and pornography should be eliminated. To this end, Douyin has also made

efforts in this regard to fully upgrade the system. During the period, the live broadcast function and comment function will be temporarily suspended. At the same time, the content will be further rigorously reviewed, the review process will be optimized, and false and negative information will be eliminated. The management of the platform hopes to create a positive, progressive and healthy video platform. The future development of new media short video has both advantages and disadvantages. From this perspective, the government's macro-control is particularly important, and the most important thing is to improve the professionalism and integrity of related workers. On March 28 this year, the State Cyberspace Administration of China guided and organized short video platforms such as "Tik Tok", "Kaishou", and "Volcano Video" to pilot a youth anti-addiction system. After entering the "Youth Mode", the user's use time is limited, the service function is limited, the online time is limited, and they can only access the exclusive content pool for teenagers.

When creating a city tourism label, public opinion supervision must be effectively realized and diversified. Therefore, the direction of public opinion supervision should move towards some new media such as mobile phones and the Internet, and the form should also move towards three-dimensional, networked, and multidimensional. The direction of Xianghua is progressing. Among them, the effective role of "Tik Tok" short video in this regard has gradually emerged. The government should firmly grasp this point and use it as a new territory for public opinion battles, where the general public and all walks of life can see the government's sincerity in public opinion credibility. As for the government, using "Tik Tok" as a platform to guide public opinion can better demonstrate the government's credibility to citizens.

The integration of all-media platforms is a powerful measure to create, establish, and promote the image of urban tourism. The role of traditional media and "Tik Tok" platforms in the spread of urban tourism images can be seen. Different media have their own characteristics and scope of influence. The role is different. The integration of the whole coal body platform is also to achieve the effect of using the advantages of various media, seeking common ground while reserving differences, and jointly promoting the city brand.

For "Tik Tok", as an information dissemination platform, it should perform its duties and not rely on the "safe haven" principle to get into a slack. It should take the initiative to conduct inspections, take the initiative to attack when it finds bad information, actively deal with it, and help build a good network Environment, otherwise, bad information will damage not only the victims, but also the image and credibility of the "Tik Tok" platform itself. For domain city managers and urban propaganda departments, they should raise their awareness. When they find false and bad news on the communication platform, they should take the initiative to verify, face it actively, and contact the communication platform to jointly resolve rumors. In the dissemination of urban tourism image, "Tik Tok" and other media jointly form an all-media platform. Together with relevant departments, they act as content creators and disseminators as well as regulators to create, establish and promote the image of the city.

Compared with traditional media, the advantage of new media is that it can better realize the interactivity of information, rather than unilateral information dissemination. Interaction is the feedback from the other party after one party acts, based on the interaction. Because of the development of the Internet, new media can realize the dissemination and interaction of information. Content creators can deliver content to audiences in real time, and audiences can also return feedback to content creators in real time.

5. Conclusion

It is necessary and feasible to explore the application of short video marketing in tourism marketing. Short video consumption is the main entertainment product that occupies the fragmented entertainment time of young people. Interesting content in short videos can bring users a relaxed and happy experience. The use of short video marketing in tourism products is conducive to the improvement of the economic efficiency of enterprises, the expansion of brand awareness and the increase of users' attention. The combination of short video + tourism products will surely bring more diversified consumer experience and purchase stimulation to tourism marketing. Through the

rational use of word-of-mouth marketing and the design of short video marketing activities that users participate in, it is hoped that it can provide a reference for the innovation and upgrading of tourism marketing.

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