Tourism Promotion Strategy of Characteristic Towns in the Context of New Media

Xiong Jinyin

Xichang University, Xichang, Sichuan, 615013, China

Abstract: Building a characteristic town is an important way to realize the protection and inheritance of the national intangible cultural heritage. It can fully implement the creativity of cultural development and create a good platform for the development of cultural industry. In the specific development process, it is necessary to effectively improve the traditional cultural communication methods. The new media fully utilizes the immediacy, effectiveness and interactivity of online communication means. This can release relevant information in a timely manner, so that visitors can grasp all kinds of information related to the scenic spot in time, so as to win the tourists' goodwill and public opinion support, so that good economic and social benefits can be unified. Promote tourism promotion and cultural communication in characteristic towns by means of communication in the context of new media. Therefore, this study analyzes the challenges and opportunities in the promotion of tourism in characteristic towns in the context of new media. Combined with the characteristics of new media technology, the strategy of tourism promotion in characteristic towns in the context of new media was studied. At the same time, this study takes Chongqing Wanling Ancient Town as an example to analyze the tourism promotion strategy of Chongqing Wanling Ancient Town in the context of new media.

1. Introduction

In the process of construction, the characteristic towns fully combine the development of cultural industry with the development of new urban construction in China. It is one of the important expressions in the process of cultural inheritance and cultural development, providing space support for cultural inheritance and cultural development. The construction of characteristic towns has cultural factors. It is a comprehensive system of inheritance of traditional culture, development of cultural industries and urbanization [1]. It has formed a new development path based on the development of cultural industries. The arrival of 3G/4G and even 5G in the new media has made the content of the communication more abundant, and the multimedia of words, images and sounds has become one. People can feel dynamic video images on their smartphones anytime, anywhere, and the traditional way of transmitting them is not enough. The dynamic promotion of the video class can effectively spread the communication theme more intuitively and effectively, and the video communication will also imply the idea of the producer. Only meaningful communication can achieve more effective and convenient inheritance and dissemination purposes.

However, the rapid development of modern online media has also caused people to face a variety of cultural and artistic forms and content. The professionalism of some cultural products is relatively limited, which has a negative impact on cultural output. The use of characteristic towns can express the expression of cultural connotations in a more intuitive form. It is a very useful form for the audience to enhance the interaction between the audience and the cultural products, so that the audience can touch the real cultural texture and cultural temperature in the concrete reality [2]. Therefore, the analysis of the combination of new media context in the process of researching and promoting the tourism resources of characteristic towns has important research significance.

Therefore, this study analyzed the challenges and opportunities in the promotion process of characteristic towns in the context of new media, and combined the characteristics of new media technologies to study the tourism promotion strategies of characteristic towns in the context of new media. At the same time, this study taked Chongqing Wanling Ancient Town as an example to

analyze the tourism promotion strategy of Chongqing Wanling Ancient Town in the context of new media.

2. New Media Context and Characteristic Towns

In the process of realizing the inheritance of traditional culture and the development of cultural industry, the characteristic towns should fully integrate the characteristics of the development of the new media. In the current fast-developing new media context, Weibo and WeChat have become an important part of people's lives [3].

2.1 New media context and construction of characteristic towns

The new media context refers to a media influence brought about by the rapid development of China's media industry under the influence of the Internet and the mobile Internet. The construction of characteristic towns is one of the important ways of combining cultural heritage with the development of cultural industries. The construction and protection of characteristic towns is also one of the important ways for the state to protect intangible cultural heritage. In July 2016, the Ministry of Housing and Urban-Rural Development issued the "Notice on the Cultivation of Characteristic Towns", which provided important guidance for the construction of special towns in China. According to the guidance of this national policy, all localities have accelerated the pace of construction of characteristic towns, actively attracting various cultural industries to enter the construction of characteristic towns, and strive to introduce various types of innovative and entrepreneurial talents.

In the process of construction, the characteristic towns fully combine the development of cultural industry with the development of new urban construction in China. It is one of the important expressions in the process of cultural inheritance and cultural development, providing space support for cultural inheritance and cultural development. The construction of characteristic towns has cultural factors. It is a comprehensive system of inheritance of traditional culture, development of cultural industries and urbanization. It has formed a new development path based on the development of cultural industries [4]. While exerting the role of cultural communication in characteristic towns, we must fully integrate the development mode and development characteristics of new media. Move the development factors in the cultural industry to the new media context, fully integrate with the specific life of the people, and finally realize the full development of the cultural industry, and strive to accelerate the pace of construction of characteristic towns.

2.2 Problems in the innovation and development of characteristic towns

2.2.1 Lack of unified planning and guidance

At present, the number of towns that seem to be built in the country is large, but it lacks characteristics. The construction model does not make full use of modern information technology, and the planning and positioning is not accurate, leading to unclear development direction. In addition, the pilot demonstration towns lacked the leading spirit and lacked guidance for the post-builders.

2.2.2 Insufficient funds lead to poor operating mechanism

In the process of building a characteristic town, capital is an important factor restricting the development of the town. In particular, it is necessary to increase modern facilities and equipment, and the amount of capital invested is large. The government's investment seems to be incapable. Some projects are often lacking in follow-up funding. After large enterprises enter the market, they often withdraw funds due to low return on investment. The government is very passive and lacks the introduction of diversified funds as a whole [5]. The funding problem will also seriously affect the industrial scale and brand effect of the construction of characteristic towns.

2.3 Challenges and opportunities in the promotion of characteristic towns in the new media context

New media has played an increasingly important role in our lives and has become an important force affecting everyday life. Tourism marketing in the new media era presents some new changes and development trends, and faces some new challenges and opportunities, as shown in Figure 1.
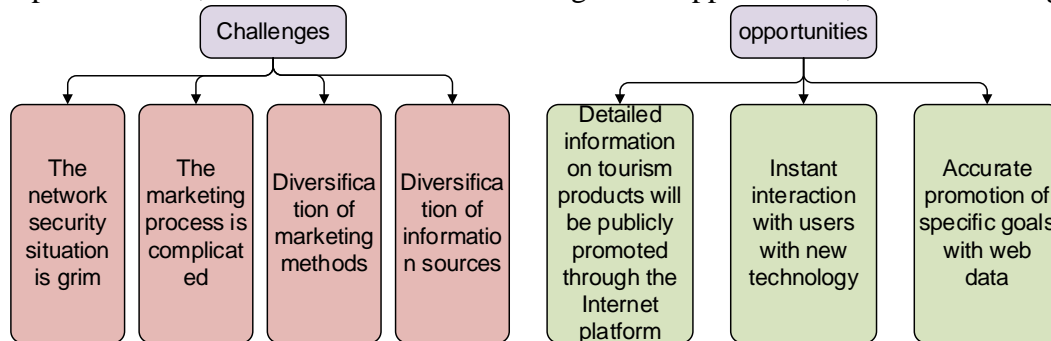

Fig. 1. Challenges in the promotion of tourism in characteristic towns in the context of new media

3. Tourism Promotion Strategies for Characteristic Towns in the Context of New Media

The cultural channels of characteristic towns in the context of new media mainly include: using characteristic towns to strengthen the display of traditional cultural factors, using characteristic towns to transform traditional culture, and using the construction of characteristic towns to strengthen the gathering of cultural industries.

3.1 Use characteristic towns to enhance the display of traditional cultural factors

The construction of characteristic towns is a living museum that displays traditional culture. In order to achieve effective communication, the first thing to do is to strengthen the construction and protection of culturally distinctive towns. The development of small towns based on the principle of holistic protection should strengthen the full protection of intangible cultural heritage and strive to maintain the original features of cultural heritage. This is mainly reflected in the external form, the form of activity and the integrity of the inner spirit. In the process of construction and repair, it is required to be carried out as a whole, so as to give full play to the cultural propaganda and cultural influence of the characteristic towns [6]. At the same time, it is necessary to fully protect the environment and ecology of the surrounding areas, maintain and protect its original form, and strive to connect with the original inhabitants' lives and inherit the inheritance of cultural heritage.

3.2 Transforming the concept of tourism marketing and actively adapting to new marketing changes in the new media era

Although the traditional tourism marketing model is still playing a role in promoting the sales of tourism products, the growth rate has been unable to compare with the new media tourism marketing. In particular, some shortcomings of traditional media marketing have restricted the further expansion and development of tourism marketing activities. In traditional media marketing, tourists can only passively obtain relevant tourism marketing and promotion activities, control the pricing of tourism activities, arrange trips, and consumption, etc., which are still tourism business enterprises; In the process of new media tourism marketing, tourists are no longer passively receiving advertising information, but will actively search for various information according to their own interests and hobbies, and can realize the exchange of information with the marketing promoters and express themselves [7]. This requires tourism management enterprises to actively adapt to the new changes in marketing, starting from the needs of tourists, rationally arranging travel itineraries for the wishes of tourists, and effectively improving the competitiveness of tourism marketing.

3.3 Using characteristic towns to transform goods into traditional culture

In the operation process of the characteristic towns, the products display, circulation and sales are fully strengthened, and the form of cultural products is placed in the real social production and life practice. And it has been passed down from generation to generation in order to achieve economic development and promote the inheritance and development of traditional culture. In the process of building a characteristic town, we can make full use of traditional techniques and cultural elements to build a characteristic town into a cultural product production base with comprehensive characteristics of traditional culture. At the same time, tourism companies should focus on strengthening the construction of new media marketing teams. Because tourists who consult through new media often want their questions and concerns to be answered as soon as possible, once they can't get a timely response, the proportion of their abandoned travel plans will increase rapidly [8]. This requires tourism companies to create a team, specializing in the marketing of new media, through QQ, WeChat, BBS, e-mail and other means to communicate and exchange information with tourists in a timely manner to understand and master the true travel needs of tourists, and trying to avoid losing the potential travel customers due to problems, or even the negative impact on tourism companies.

3.4 Focus on the visual design and differential construction of featured towns

The development of characteristic towns needs to pay attention to the different characteristics of their own construction, show the characteristics of local development, deepen the impression of tourists on the scenic spots of characteristic towns, and promote the development of tourism in characteristic towns in order to attract more tourists. For the development of the characteristic mascot of the characteristic town, the symbol of the characteristic will represent different towns, and the tourists will think of different towns according to the mascot. At present, in the specific implementation process of characteristic town tourism, propaganda has gradually become an important means to make the image of the town constantly fixed. For the current characteristic tourist towns, in order to promote tourists' impression of the town more deeply, it is necessary to apply a unified visual logo, and continue to pay more attention to and pay attention to the manufacture of peripheral products, effectively highlighting the propaganda effect of the characteristic towns, and Visitors can also be interested in small town attractions [9]. The construction of the town should also clarify the cultural background and specific development direction of the town, and effectively innovate according to its own characteristics and the needs of local residents, so that the local situation can be integrated and developed with the residents. At the same time, we should also maintain the brand of the town, and fully solve the problems reflected by the tourists in a timely manner, and improve all the unreasonable components in the town construction process.

3.5 Establish a tourism image publicity mechanism for residents to participate

The shaping and promotion of tourism destinations is not only the work of the government and related departments, but also related to every citizen. We can promote the understanding of the tourism image by organizing tourism image lectures, tourism image radio broadcasts, and tourism image publicity, and cultivate people's sense of responsibility for the construction and promotion of tourism image [10].

In general, the tourism promotion strategies of characteristic towns in the context of new media can be summarized into several categories as shown in Figure 2.
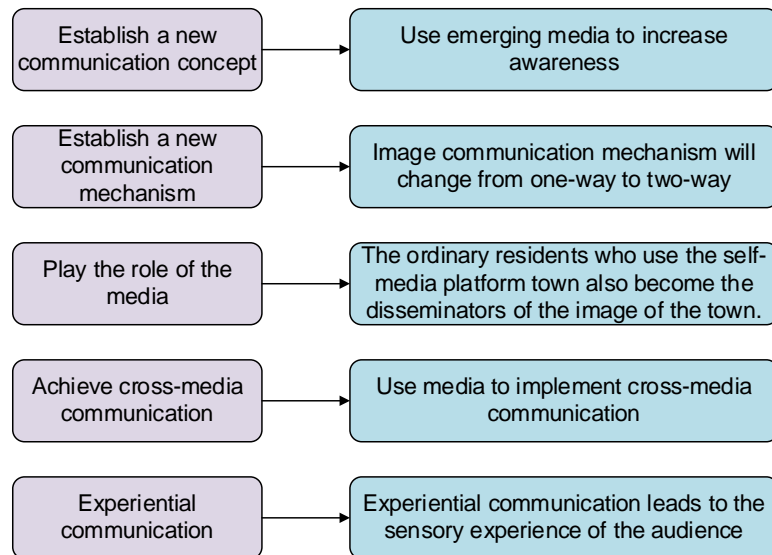
Fig. 2. Tourism promotion strategies for characteristic towns in the context of new media

4. A Case Study of Tourism Promotion Strategy of Characteristic Towns in the Context of New Media----Taking Wanling Ancient Town of Chongqing as an Example

In the ever-changing Internet age, all kinds of information make people overwhelmed. Therefore, if you want to make the tourism promotion information of the characteristic town stand out in many advertisements, you must find out the key points of the characteristic town tourism to attract consumers, so as to select and develop targeted and attractive promotion content. Taking Wanling Ancient Town in Chongqing as an example, it is found through research that tourists are mostly middle-aged and elderly. As a part of Chongqing, Chongqing Wanling Ancient Town has a variety of folk customs and can be promoted on the theme of "People's Folk Food". Of course, as the preferences of tourists continue to change, the promotion content of Wanling Ancient Town should be adjusted and improved to better meet people's tourism needs. Based on the survey of tourists in Wanling Ancient Town, we can consider the promotion of Wanling Ancient Town from the following points (Figure 3).
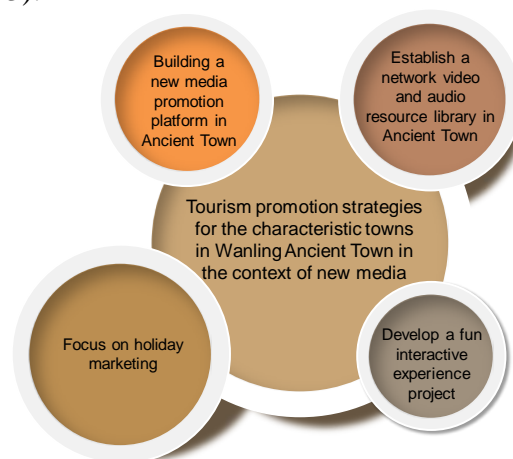

Fig. 3. Tourism promotion strategies for the characteristic towns in Wanling Ancient Town in the context of new media

Through the promotion of Wanling Ancient Town, Wanling Ancient Town can be better passed down, and it also plays a good role in promoting the development of local economy. We should integrate and utilize various effective resources to promote the ancient town of Wanling, so that the culture and tourism of Wanling Ancient Town can be widely and permanently spread and passed down.

5. Conclusion

The continuous enrichment of the tourism promotion strategy of the characteristic towns in the new media context and the diversified development of tourists' demand make the traditional tourism marketing model unable to meet the requirements of the tourism industry development in the new era. The innovative development of tourism marketing strategy is the inevitable result of the active change of tourism marketing in the new media era. The construction of characteristic towns in China needs to highlight the cultural connotation of characteristic towns and tourism brands. The constructing of most characteristic towns needs to be compatible with the development of the times and meet the needs of the current era. Defining the characteristics of the characteristic towns, building well-known tourist towns according to the tourism resources, and effectively promoting the traditional culture and tourist attractions of the characteristic towns on the basis of new media applications, so as to attract more tourists and get better development. At the same time, tourism companies only actively adapt to the development trend of tourism marketing in the new media era, constantly innovating tourism marketing concepts, platforms, means and methods, and actively exploring the basic ways of tourism marketing in the new media era. In this way, it will win the favor of tourists, and let the tourism enterprises be undefeated in the increasingly fierce tourism competition market.

References

[1] Qin L, Min H. A Literature Review of Ancient Town Tourism in China [J]. Journal of Beijing International Studies University, 2012, 1.1-3.

[2] Ma M, Weng J, Yu L. Market size, scale economies, and tourism market structure: A case of historic water town tourism in China [J]. Tourism Management, 2015, 49: 119-137.

[3] Kysela J, Štorková P. Using augmented reality as a medium for teaching history and tourism [J]. Procedia-Social and behavioral sciences, 2015, 174: 926-931.

[4] Burgold J, Rolfes M. Of voyeuristic safari tours and responsible tourism with educational value: Observing moral communication in slum and township tourism in Cape Town and Mumbai [J]. DIE ERDE–Journal of the Geographical Society of Berlin, 2013, 144(2): 161-174.

[5] Costa C. An emerging tourism planning paradigm? A comparative analysis between town and tourism planning [J]. International Journal of Tourism Research, 2001, 3(6): 425-441.

[6] Jansson A. A sense of tourism: New media and the dialectic of encapsulation/decapsulation [J]. Tourist studies, 2007, 7(1): 5-24.

[7] Yin-qin W. Creation Agriculture and Development of Village and Town Characteristic Landscape Tourism [J]. Research of Agricultural Modernization, 2010, 3.2-17.

[8] Zou Y, Zhao W. Searching for a new dynamic of industrialization and urbanization: anatomy of China's characteristic town program [J]. Urban Geography, 2018, 39(7): 1060-1069.

[9] Yizhou W, Qianhu C, Xiaohong Z. Indices system and evaluation method of characteristic town development [J]. Planners, 2016, 32(7): 123-127.

[10] Zhi-guo S U N. Famous tourism town and village constructing and poverty alleviation in Wuling Mountain Area [J]. Journal of Anhui Agricultural Sciences, 2012, 35.5-10.