

## **Study on the Communication Strategy and Communication Effect of the Tourism Promotion Activity Themed "Unique Scenery of Jiangxi"**

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**Abstract:** With the great advancement of material level, individuals' spiritual and cultural needs are constantly improving. Against the background of the new era, we have got accustomed to various information dissemination media such as Microblog, WeChat and Microfilm, which pose a great threat to traditional tourism promotion activities. In this connection, it is necessary to strengthen the research and analysis of the mode innovation of tourism promotion activities in the new era, summarize the main shortcomings of these kind of activities, put forward targeted solutions, so as to promote the rapid development of tourism promotion activities in China and provide the public with a more diverse visual feast of cultural tourism

Cultural tourism has been an important part of human society and culture since ancient times, and tourism promotion activities play a very significant role in the progress of human civilization. With the development of the times, the connotation of cultural tourism has become increasingly profound. For example, upholding the spirit of "Faster, Higher, Stronger" all the time, traditional cultural games serves as a platform for many countries enrolled to show their comprehensive strength and for the broad masses of athletes to realize their self-worth. For a better promotion of cultural tourism, it is necessary to actively explore the mode of tourism promotion activities and actively utilize social network media such as Micro-video, Microblog and WeChat to make innovation, with consideration of Chinese traditional culture's characteristics and social development status. And it is supposed to accelerate tourism promotion activities, so that the audience get a more intuitive experience of cultural tourism.

### **1. Current Status of Culture Communication in the New Era**

The so-called "new era", mainly based on computer communication technology, refers to a society where digital communication technologies are employed to transmit multimedia information such as video, audio and text to users through mobile intelligent terminal equipment, which enables users receiving fresh information anytime and anywhere. The new era not only thoroughly changes the way people obtain information, but also has a profound impact on people's living habits and ways of thinking. In the context of the new era, the mode of tourism promotion activities must be innovated to be in line with times so that they can meet the psychological expectations of the public [1].

Tourism promotion in the traditional mode, dominated by radio, newspaper, television, magazine and the like, are obviously official and planned. The audience is thus confined in a passive position where they are not allowed to acquire events details and hot news according to their own preferences. As a result, traditional tourism promotion activities cannot keep up with development trend in the new era. In the context of the new era, diversified transmission means including Weblog, WeChat and Micro-video enable the audience to subscribe event news according to their preferences and quickly and accurately understand the relevant information of cultural tourism. For example, relevant authorities can create an official account and carry out cultural communication after they got through the certification, which won themselves much greater credibility. In the process of cultural communication, subscribers can promptly receive information from relevant authorities, who ensure that all information has been officially certified and audited to be reliable. Carrying out cultural communication officially can improve the efficiency of information

dissemination, so that subscribers got access to the latest developments anytime and anywhere and get links to various activities, thus encouraging broad audience actively participating in the process of tourism promotion activities.

With rich tourism resources of Jiangxi as the main line, the tourism promotion activities themed "Unique Scenery of Jiangxi" incorporate speech, song, poetry and painting, folk dance mix, folk song and other forms of performances. They are divided into four parts: "azalea red", "camphor green", "horseshoe gold" and "blue and white blue", which make a vivid presentation of rich red resources, beautiful landscape and profound humanistic history. Original promotion activities on site in the form of melodrama impressed the audience deeply. There are 4 world heritage sites, 4 world geoparks, 1 international important wetland, 18 national scenic spots and 10 national 5A tourist spots. The construction of tourism promotion activities must be based on the characteristics of the audiences, show their own cultural characteristics and establish a good social image. Also, official tourism promotion activities should be held to transmit relevant information like sports training and activities to the mass media and audiences in the form of text, pictures and videos, so as to ensure the credibility of events promotion.

## **2. Major deficiencies in Innovating Tourism Promotion Activities in the New Era**

Compared with the traditional mode of tourism promotion, the mode of tourism promotion in the new era has the characteristics of initiative, flexibility and diversity, but there are still many problems of the latter to be solved. For example, in the process of tourism promotion, "fast snacking of information" can easily occupy people's spare time, and even arouse the disgust of subscribers. And the theme of tourism promotion activities is not clear enough to attract the broad audience quickly. Due to the lack of strong constraints on public numbers in promotion activities, there are various rumors distorting the content of tourism promotion activities and leading to moral deficiencies, which eventually arouse credit crisis among the audience.

### **2.1 "Snacking of information" decreases the cultural connotations in tourism promotion activities.**

Tourism promotion activities not only need to provide the wide audience with news of events and what is going on around timely, but also should show the traditional spirit of cultural tourism in the process of information dissemination. With the arrival of the fast-food era, people get information in an increasingly-fast speed thus are invariably surrounded by lots of information in daily life. And few people make a distinguish among all those information, which leads to the lack of inheritance and development of humanistic ideas in tourism promotion activities and excessive reliance on network culture. With the aim of increasing page view and the utmost benefit, many cultural communication activities and social media platforms. Such deliberate orientation of cultural propaganda not only lacks humanistic ideas, but also causes social contradictions and conflicts.

### **2.2 The lack of distinct thematic features in tourism promotion activities**

In the process of cultural tourism information dissemination, a large number of cultural dissemination organizations and Microblog celebrities often only focus on the forwarding and commenting of hot events, which results in the lack of sound development of tourism promotion activities. In order to attract wide audiences' attention, they often come up with very exaggerated and incendiary titles, but the actual content and the theme are not related at all. Although the content may successfully win the first glance of the audience, it could arouse a sense of fatigue and kill the audience' interest in cultural tourism promotion because the publisher ignore the connotation of information.

Cultural tourism promotion mostly concerns the private life of celebrities and even violent incidents, instead of fitness, sports and other contents related to the masses of the people. As a result, the content and theme of cultural tourism promotion are not clear. At present, there is a lack of effective supervision and management on domestic market in the process of tourism promotion activities, which leaves some exploitable loopholes for many unqualified official accounts.

### **2.3 The lack of morality in tourism promotion caused by linguistic liberty**

In the process of tourism promotion activities, many cultural dissemination organizations and Microblog celebrities arbitrarily disseminate false information for more page views, and even create rumors to blindly cater to the needs of the audience, which also causes the content of tourism promotion activities to be inconsistent with the facts, and even triggers the moral bottom line [2]. In the process of cultural tourism dissemination, traditional cultural spirit, the spirit of harmony and competition should be carried forward and reflected. More importantly, professional ethics should be displayed in promotion activities, and the diligence of athletes can be used to encourage the publishers understanding and loving their own cause. Furthermore, there are even many cultural dissemination activities with the hot body of female athletes as selling points and eye-catcher, which is very likely to cause moral degradation of tourism promotion activities.

### **2.4 Trust crisis caused by the disorder of information push.**

In the new era, everyone can be the publisher and forwarder of information, and the free dissemination of information will cause serious credit crisis. "Borrowism" has always been adopted in the process of tourism promotion activities, involving major network portals, TV news, newspapers, magazines and other media. The pictures and content are just copied from other places and published instantly. These uncertified news is not only unfavorable to the general audience, but also has a serious impact on the cultural tourism promotion. Faced with the clutter of information, the audience are unable to identify quickly and accurately, causing various "reverse events" frequently. Under this circumstance, the sustainable development of tourism promotion market could be seriously affected. And unfavorable information will cause serious negative interference to athletes and coaches, and thus lead to serious losses in the competition.

## **3. Major Development Strategies for Innovation of Tourism Promotion Model in the New Era**

### **3.1 Valuing the organic combination of human nature and culture**

Tourism promotion activities in the new era must show humanism all the time. Only by organically combining humanism with tourism promotion activities can we ensure that the development of cultural tourism can be enhanced in an all-round way.

As a country of long history and ancient civilization, China enjoys much spiritual and cultural connotations developed in the process of historical development which deserve to be inherited and promoted. While innovating the model of tourism promotion activities, it is necessary to emphasize the organic combination of human nature and culture, show respect for individuals and embody the glorious point of human nature. And in the process of publicizing and reporting cultural tourism, it is not supposed to cater vulgar preferences, like the sexy figure of female athletes used an eye-catcher. In the new era, the public should be offered positive guidance to cultivate noble sentiments, so that a good atmosphere among the general public is built and thus play a positive role in promoting the promotion and development of cultural tourism.

### **3.2 Ways to Improve Tourism Promotion Activities**

There are various means of communication in tourism promotion activities, like promotion organization and social media. Since the purposes varies a lot among these different means, it is extremely likely to cause apparent contradiction among different reports of cultural tourism. Therefore, in the process of innovating tourism promotion activities, it is necessary to actively integrate different channels of cultural communication to obtain utmost benefits. And it is supposed to set up propaganda departments for tourism promotion, hold regular training of journalists for cultural tourism, so that journalists can grasp the key connotations of tourism promotion activities and avoid malicious competition among major media. Against the background of market economy, it is necessary to improve the supervision and management mechanism of tourism promotion activities and ensure the model of supervision and management feasible, thus improving the effect of supervision and management on tourism promotion activities and cracking down on malicious

media. Then, the healthy development of tourism promotion activities can be ensured.

### **3.3 Be clear with the style and media orientation of tourism promotion platform**

In the process of tourism promotion activities, media should be given a clear identification according to its characteristics and development goals. And the content should be closely related to its theme, fully display its advantages regarding tourism promotion activities, and improve the influence on the public.

What's more, it is supposed to focus on culture communication and humanistic care, enhance the interest of sports communication, and thus intrigue the audience's strong interest in tourism promotion activities. And while building a platform for tourism promotion activities, it is supposed to take interactive services as the core to ensure the rapid development of cultural tourism and promote the smooth development of training and competitions. What's more, Micromedia should be actively introduced to strengthen interaction with audiences and open up online and offline organizational activities, so that the broad masses of audiences can actively participate.

### **3.4 Establishing a platform for tourism promotion activities and organizing professional teams**

In the construction of Micro-Platform for tourism promotion activities, it is necessary to recruit high-quality talents, who not only have a profound understanding of the connotation of cultural tourism but also grasp the basic knowledge of modern cultural dissemination. Then, they could help make Microblog and big v an important place for cultural dissemination. In the process of training Micro-platform personnel team, professional accomplishment should be attached with greater importance and lay stress on the scientificity, accuracy and authority of promotion and report, so as to actively build a tourism promotion activity platform of great social influence.

### **3.5 Actively creating Internet + tourism promotion platform.**

Effective propaganda can help the leaders and staff of relevant departments correctly understand the importance of "Internet +" tourism promotion platform management, actively strengthen effective support for management work, ensure the smooth development of management work, and strengthen the investment in the construction of Internet + tourism promotion platform by attracting social funds. While training and managing the "Internet +" tourism promotion platform talents and improving the ideological education of management personnel, it is also supposed to strengthen professional training for management personnel, so that they can master professional management knowledge and modern computer skills, thus enhancing the level of the platform. They should also be able to manage software comprehensively and strengthening the maintenance and management of software. In order to strengthen the inclusiveness of software, it is necessary to establish a unified management software, strengthen the networking of departments across the country, and ensure the share of data in constructing the platform. And during software maintenance and data backup, regular processing of software should be strengthened to ensure the safe and stable operation of management software.

## **4. Analysis of the Effect of Tourism Culture Dissemination**

### **4.1 Focus on content and ensure its originality**

With the scale of cultural communication getting larger and larger, the duplication of information occurs invariably. In order to improve the level of sustainable management of cultural communication and meet the actual needs of users, it is necessary to adhere to the original idea. While managing cultural communication, appropriate creation and promotion of the whole information content should be strengthened to ensure that the uniqueness of content, thus attracting more audience subscribing and giving praise. What's more, copying and pasting must be avoided, otherwise the credibility and reputation of cultural communication will be affected. And the creative ability of cultural communication will also be seriously affected over time [7].

## **4.2 Carefully grasping the push timing**

In the era of “Internet +” tourism promotion platform, people's daily life has shown fragmentation characteristics. Therefore, we must strengthen the timing of the push. If the push is too frequent, it is easy to cause people's resentment. And to the contrary, people may miss the push. Thus, it should be adjusted flexibly and appropriately. But it is proper to continuously push during the peak period of reading, like weekend and other holidays. In this way, reading rate and forwarding volume could be increased. Push frequency should be adjusted according to the content. For example, information with strong timeliness must be pushed in time. And the frequency should get fixed to develop users' reading habits [8].

## **4.3 Digitized Management and Accurate Content**

In the era of “Internet +” tourism promotion platform, it is necessary for WeChat operation personnel to create various information data of users appropriately in management. To quickly grasp the actual needs of the audience with a professional division user data can offer more accurate reference for the pushing of subsequent information, meeting the requirement of data push in the new era as well.

In the process of digital management, it is necessary to judge carefully on the detailed data and content of background users, such as the distribution area, equipment and the sex ratio between men and women. The hotspots, the effect and the style of the content should also be judged. Apart from this, it is supposed to classify and summarize the trend of article reading monthly so as to strengthen the analysis and management of data. Operators of public numbers must enhance users' interest in reading different types of articles, so that they can properly manage fans in groups, achieve refined push, and ensure the maximum efficiency of information dissemination [9].

## **4.4 On-line and off-line interaction to strengthen the link with followers**

Official accounts operators can properly hold on-line activities and increase the amount of information forwarded and page views through the form of lottery. What's more, appropriate off-line activities like group building should be held appropriately to cultivate loyalty of users. The process of group building travel can be recorded and published timely to strengthen the interaction among followers [10].

## **5. Conclusion**

This paper analyses the innovation mode of tourism promotion activities in the new era, summarizes the definition and background of the new era, clarifies the main problems of tourism promotion activities in the new era, puts forward corresponding solutions, which effectively advances the quality of tourism promotion activities, guarantees the sustainable development of China's tourism promotion activity market.

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