

Reflections on the Development of Tourism Performing Arts in the New Media Environment

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Abstract: In recent years, with the development of Internet technology, it has brought new impetus to the tourism industry. The operation mode relying on new media technology has become the inevitable choice for the development of tourism, and also promotes the development of tourism performance. However, with new media technology penetrating into various fields today, the development of tourism performance is also facing unprecedented opportunities and challenges, and there are many problems in the communication of tourism performance products in the new media environment. In view of this key factor, the development of performing arts products, this paper expounds the characteristic of new media and current situation of the development of performing arts products in the context of new media, analyzes the market prospect of performing arts of tourism, and puts forward some suggestions for developing tourism performing arts under new media environment, hoping to promote the improvement of the overall level of our country's tourism performing arts industry.

1. Introduction

Generally speaking, new media is the form of dissemination and media that provides information services to users through the Internet, wireless communication networks, satellites and other channels, as well as computers, mobile phones, digital television and other terminals, following traditional media such as newspapers and periodicals, radio and television. With the wide application of new media technology in all walks of life, tourism information dissemination has also undergone tremendous and far-reaching changes, realizing the "gorgeous turn" from traditional communication methods to online communication methods, and showing an unprecedented rapid development trend, which has effectively promoted the healthy and stable development of the tourism industry [1]. The content, production process, creation method and dissemination method, ticket sales, theater management, etc. of performing arts products have begun to form a unique Internet performing arts industry chain, and performing arts products are facing many challenges and development opportunities while bringing more new viewing experiences to the audience. In the new media environment, the dissemination of tourism performing arts products has failed to play an important role in the development of tourism. In view of this situation, relevant departments must attach great importance to it, make every effort to solve the problems faced by the development of tourism

performing arts products in the new media environment, and effectively improve the development level of tourism performing arts products.

2. Features of new media

Compared with traditional media, new media has great advantages in many aspects and is suitable for the marketing and promotion of most enterprises or products. Marketing is convenient and fast. Compared with traditional TV, newspapers and other media, new media has the characteristics of no time limit and can process and release brand information at any time, which has drastically changed the speed and breadth of information dissemination. Such a convenient and fast marketing method is more in line with the rapid development of today's network information age, which not only meets the needs of advertisers to promote brands in a large number of times in a short period of time, but also meets the needs of audience groups for information diversification [2].

Accurate and effective information dissemination. The research data of iResearch shows that the user groups of new media have obvious characteristics, and the precision of marketing promotion for them is self-evident [3]. In addition, new media can be targeted according to the nature of quarterly brand promotion activities and the communication characteristics of media, so that resources can be allocated more reasonably for different audience groups and the effectiveness of media promotion can be increased.

The audience is broad. With the widespread introduction of the Internet into People's Daily life, more and more consumers are gradually getting rid of the dependence on traditional mass media. New media not only reflects its broad audience, but also shows strong interaction and participation with the audience. Instead of passively receiving information, they can give full play to their enthusiasm and realize the one-to-one communication mode. For example, in microblog marketing, fans can not only understand the brand, but also question and interact with it. In this interactive reflection, the audience can form a deeper understanding of the brand [4].

3. Development status of performing arts market in the new media era

In recent years, under the tide of new media, the performing arts industry has the opportunity for breakthrough development. While achieving the existing results, it is inevitable to have some problems, such as difficult preparation of funds, difficult guarantee of income and increasingly fierce market competition. Tourism performing arts products built on the basis of cultural tourism resources are faced with different difficulties. There are mainly the following problems. First, the way of mining resources is not novel enough. Many regions in our country have rich cultural tourism resources, but the uniqueness is insufficient, and the problem is universal. Take HanShow in Wuhan as an example, its influence is less than that of the city-wide drifting experience drama Zhiyin Hao. On the one hand, the foreign team did not dig deep enough in Jingchu culture; On the other hand, the performance of Hanshow in the fixed theater is relatively simple. Second, in the market development does not have the public and extensive. Cultural tourism resources must have the charm that can arouse the resonance of tourists. However, due to the influence of language, forms of expression, regional culture and other factors, many cultural resources have regional limitations, small audience recognition, limited communication, and cannot form tourism performance products with sustained attraction. For example, Impression • Hainan Island in Zhang Yimou's Impression series [5]. Third, competitiveness is lack of core, sustainability. Many tourist performance products in our country do not get strong publicity, scientific guidance or government support from development to dissemination. The same model is widely applied, most of which is a combination of performing arts, ticketing, catering, accommodation and surrounding service industries, causing problems such as insignificant features and strong business atmosphere. Only by developing unique tourism performance products can we

gain both social and economic benefits.

The combination of tourism performance and new media technology is not enough. At present, Chinese tourism industry already moves from small market to mass market, and increasingly presents the characteristics of individuation of demand, random consumption, destination orientation and product individuation. New media technology has played a significant role in the transformation and upgrading of Chinese tourism industry. However, at present, only part of the tourism performing arts enterprises realize that they need to build tourism performing arts products with core competitiveness according to the needs of tourists, and use new media technology for integrated marketing. Most of the tourism performing arts enterprises still use graphic introduction to publicize their tourism performing arts products, and have not formulated long-term and systematic tourism performing arts brand building plans. Although the tourism management department has invested a lot of time and energy in promoting local culture through the Internet, due to the universality and virtual nature of this way, the brand communication of tourism performance is not strong enough. In addition, cultural communication is a long-term and complex process, and operators have not made continuous investment, nor hired professionals for guidance, which affects the building of tourism performance brand. Tourism performance brands will benefit only after gaining popularity. For example, on the 28th day after the release of "Little Sister of Tumbles" in the City that Never Sleeps in the Tang Dynasty, the video "Give Me Your Hand" on Douyin became widely known, forming an influential cultural brand and generating special programs, short videos and word-of-mouth effect on the Internet. New media technology is penetrating into various industries, but Chinese tourism performing arts products are still based on traditional business model, and high-tech is rarely integrated [6]. Holographic projection technology enables the audience sitting in various positions of the theater to clearly watch and appreciate the scene of the stage. Augmented reality technology can provide audiences with a better viewing experience and express performance effects that are difficult to present on traditional stage.

4. Development prospects of performing arts market in the new media era

In the era of new media, everything is restructured, and the performing arts subject is faced with new development opportunities and challenges. The generation, acquisition, mining and integration of big data have created infinite broad prospects for the performing arts market. Internet big data releases huge commercial space for performing arts market. According to the analysis results of Internet big data and cloud computing, we can quickly grasp a large amount of potential information of the audience. After analysis and comparison, the audience can be summarized into different "audience groups". Their occupation, age, education level, location and other information can be stored and transmitted in data. Through data analysis, the performance subject can infer the audience's favorite program category, the time to watch the performance, the theater they often go to, etc., so as to create and modify the play in a targeted way, provide the audience with accurate performance information, tailor the package of performance products for the audience, and promote cultural consumption in a humanized and personalized way. Under the new media platform, new media technologies such as big data, cloud computing and information sharing can be used to subdivide the audience, reasonably locate the consumer market, estimate and predict the performance market, which can timely avoid the risks of creation investment, and obtain the best theater-watching effect and rich market returns.

"Internet + performing arts" has become the development trend of cross-border integration of performing arts products. While enjoying the performance works, the audience can interact with each other through WeChat moments and Weibo, such as plot evaluation, actors' acting skills, choreography design, artistic level exchange and discussion, and even participate in the re-creation

of the script. Information such as audience's viewing habits and feelings can be collected by classification through data capture and transmitted to the creation team and marketing team after summary. The performance subject can analyze and compare these information and timely adjust the creative ideas. The unlimited traffic interface provided by the Internet for online viewing can meet the audience's appreciation needs and enrich the derivative value of stage art works to the greatest extent. "Internet + performing arts", as a communication mode of new media platform, breaks the time-space restriction of live viewing of performing arts works, and breaks through the barrier between live viewing and online viewing. Performing arts products can be live-streamed simultaneously online and offline. The network platform will provide intelligent ticketing experience, and the performing arts industry will open the market mode of "Internet + traditional performing arts" [7].

5. Suggestions on the development of tourism and performing arts in the new media environment

In the era of information explosion, it is necessary to carry out a lot of publicity and promotion of tourism projects to leave a deep impression on the public, so as to generate tourism motivation for tourists. For tourism information dissemination, the first thing must be solved for whom, for whom and for whom. This is not only the only way to attract tourists to come, but also an important weight in the fierce competition to win. Based on the analysis of tourist subjects by big data technology, it can be seen that government civil servants, enterprise employees, businessmen and city residents are the main tourist groups [8]. In order to firmly attract these high-quality customers, we should carry out targeted marketing communication, dig deeply into their tourism needs, and adopt personalized, one-to-one information services, so as to achieve the desired publicity effect.

The funding of the performing arts industry has attracted the attention of the government, and the ways to support it are clearly divided into fund support, ticket price subsidy and government purchase according to the actual situation. However, in any case, "blood injection" is not as good as "hematopoietic". Only by fully exploring and exploring new financing methods can all parties in the performing arts industry truly secure funds [9]. The development of new media technology has narrowed the distance between consumers and producers, and the crowdfunding model comes into being in the context of the rapid popularization of communication, the rapid development of mobile terminals, and the audience's demand for participation. Crowdfunding is a new form of financing that uses the Internet platform to publicly display ideas to netizens and then raise capital for projects. Crowdfunding is not only a financing channel spawned by the Internet, but also a ticketing and publicity channel for the performing arts industry.

Different from the rigorous and sequential promotion in the traditional era, the market links in the Internet era have become somewhat crossed. Marketing link not only in the publicity stage but will run through the entire industrial chain, and in the way and way of marketing also have new changes and subversion. Micro-marketing refers to the integration of various marketing resources through the interaction between "virtual" and "real" on social media platforms such as Weibo, WeChat and mobile e-commerce, so as to achieve the marketing effect of "big in small and heavy in light. It is a typical product of new media. The 4th Wuzhen Theater Festival, which opened successfully on August 5, 2016, was very crowded and the sales volume exceeded one million within eight minutes of ticket opening. It was due to the publicity means of micro marketing, which reflected the trend of mobile Internet [10].

Growing up with the development of the Internet, the new generation prefers to experience and participate in immersive tourism performance. Therefore, it is necessary to explore immersive tourism performance modes suitable for Chinese consumers with culture as the carrier and immersion

as the form. The characteristics of asset-light and experience-heavy not only ensure the implementability and replicability of product development, but also ensure the quality of every audience's play experience, retain tourists, improve the reputation of the scenic spot, and increase the re-visit rate of consumers. Due to the flexible application of new media technology and virtual reality technology on the stage, the audience can freely shuttle through the situation of the story, and the boundary between the audience and the actor begins to become blurred, and the relationship between the audience and the actor has undergone wonderful changes.

6. Conclusion

In the era of new media, the performing arts industry cannot avoid the tide of reform. The performing arts industry with performing arts works as the core should, of course, focus on content, because good content is not only the foundation for enterprises, but also the driving force for performing arts organizations to compete and make continuous profits. However, in today's world where "content is king" is no longer the dominant voice and "channel is king" is on the rise, the performing arts industry, in order to resolve the dilemma, can only find high-quality new channels with excellent content or expand the original channels in the new era. As the main body of performing arts, theaters, art troupes and performance agents should change their business philosophy and seek cooperation opportunities. Share experience and information with an open vision, actively think about the overall operation of "Internet +", make use of multimedia platform to upgrade the system comprehensively, take the initiative to connect with intelligent terminal platforms and Internet enterprises, carry on the Internet high-tech and intelligent terminal platform, win the domestic and foreign performing arts market, and promote the sustainable development of performing arts.

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