

Research on the Enhancement and Dissemination Path of the Cultural Tourism Brand Influence of "Mount Tai, China—Peace and Prosperity for the Country and the People"

Ding Zhaoyong

Shandong Transportation Vocational College, Weifang, Shandong, China

Keywords: Omnimedia; cultural tourism brand; Mount Tai, China; brand influence; dissemination path

Abstract: In the era of omnimedia, enhancing the dissemination and influence of cultural tourism brands has become crucial for the development of the industry. This paper takes the cultural tourism brand of "Mount Tai, China - Peace and Prosperity for the Country and the People" as the research object, deeply analyzes its dissemination status, challenges, and effective paths to enhance influence in the context of omnimedia. Through strategies such as integrating dissemination resources, exploring cultural connotations, and strengthening brand interaction, combined with real cases, this paper explores the innovative development path of the Mount Tai cultural tourism brand in the omnimedia era. It aims to provide a new research perspective for the academic community and offer beneficial references and inspirations for practitioners in the cultural tourism industry.

1. Introduction

Mount Tai, as one of the symbols of the Chinese nation, not only possesses unique natural landscapes but also carries profound historical and cultural heritage. In recent years, with the booming development of tourism, the cultural tourism brand of "Mount Tai, China - Peace and Prosperity for the Country and the People" has gradually emerged, becoming a popular destination for domestic and foreign tourists. However, in the context of the omnimedia era, the dissemination environment of cultural tourism brands has undergone tremendous changes. How to adapt to the new situation, seize new opportunities, and enhance brand influence has become an important issue facing the Mount Tai cultural tourism brand^[1].

2. New Characteristics of Cultural Tourism Brand Dissemination in the Context of Omnimedia

2.1 Diversification and Fragmentation of Dissemination Channels

The advent of the omnimedia era has led to the diversification and fragmentation of dissemination channels. Traditional media such as radio, television, and newspapers still play an

important role, but new media such as the internet, social media, and short video platforms have also rapidly emerged, becoming important channels for information dissemination. This change provides more choices and possibilities for the dissemination of cultural tourism brands but also brings challenges^[2]. How to stand out among numerous dissemination channels and attract audience attention has become a question that cultural tourism brands need to consider.

2.2 Personalization and Diversification of Audience Needs

With the improvement of living standards and changes in consumption concepts, audience needs for cultural tourism products have become more personalized and diversified^[3]. They are no longer satisfied with traditional sightseeing tourism but pay more attention to experience, culture, and spiritual satisfaction. This requires cultural tourism brands to precisely target their audience and provide customized content and products that meet their needs during the dissemination process.

2.3 Enhanced Interactivity and Diversification of Dissemination Subjects

The omnimedia environment makes the audience no longer mere information receivers but also producers and disseminators of information. Cultural tourism brands shape their brand image and enhance brand recognition and loyalty through interaction with the audience. In addition, the dissemination subjects also show a trend of diversification. Governments, enterprises, individuals, etc., can all become disseminators of cultural tourism brands, making the dissemination process more complex and diverse.

3. Analysis of the Current Situation of the "Mount Tai, China - Peace and Prosperity for the Country and the People" Cultural Tourism Brand Influence

3.1 Unique and Rich Brand Resources

Mount Tai is famous worldwide for its majestic natural landscapes, long and splendid historical culture, and rich and diverse tourism resources. Every scenic spot, from the Daizong Archway to the Jade Emperor Peak, from the Jingshi Valley to the Riguan Peak, carries profound historical and cultural connotations. In addition, Mount Tai also boasts rich folk culture and food culture, providing tourists with a colorful tourism experience. These unique brand resources have laid a solid foundation for the development of the "Mount Tai, China - Peace and Prosperity for the Country and the People" cultural tourism brand.

3.2 Initial Brand Influence but Still Room for Improvement

In recent years, the influence of the "Mount Tai, China - Peace and Prosperity for the Country and the People" cultural tourism brand in domestic and foreign tourism markets has gradually increased. Through activities such as the Mount Tai International Climbing Festival and the Mount Tai Cultural Forum, as well as strengthening cooperation with domestic and foreign tourism organizations, the brand's popularity and reputation have continuously improved. However, compared with internationally renowned cultural tourism brands, there is still considerable room for improvement in terms of brand influence and international dissemination.

3.3 Main Challenges and Opportunities Faced

In the context of omnimedia, the "Mount Tai, China - Peace and Prosperity for the Country and the People" cultural tourism brand faces many challenges and opportunities. On the one hand, the

complex and changing dissemination environment, personalized and diversified audience needs, and the rise of new media all pose higher requirements for brand dissemination. On the other hand, the omnimedia era also provides more choices and possibilities for brand dissemination, such as precise marketing and interactive dissemination through social media and short video platforms. Therefore, how to seize opportunities and meet challenges has become the key to enhancing the influence of the Mount Tai cultural tourism brand.

4. Paths to Enhance the Influence of the "Mount Tai, China—Peace and Prosperity for the Country and the People" Cultural Tourism Brand

4.1 Integrating Dissemination Resources to Build an Omnimedia Dissemination Matrix

Strengthening the integrated development of traditional and new media to achieve complementarity and synergy between dissemination channels. For example, utilizing the authority and credibility of television media for brand promotion while combining the interactivity and dissemination speed of online media for topic marketing and event marketing.

The second resource is to create a diversified communication platform and form an all-media communication matrix, including official websites, social media accounts, short video platforms, travel apps, etc., to achieve full coverage and accurate push of brand information.

We can strengthen cooperation with mainstream media and tourism institutions at home and abroad to enhance the international influence of the brand. Through joint promotion, we also can exchange advertising, etc., to expand the brand's visibility and reputation in the target market.

4.2 Exploring Cultural Connotations to Create High-Quality Cultural Tourism Projects

The first one is to deeply exploring the deep connotations of Mount Tai culture and extract representative and attractive cultural elements. These cultural elements, such as Mount Tai's *fengshan* culture, Taoist culture, and stone inscription culture, can be integrated into the development and promotion of cultural tourism products.

Combining modern technological means to create innovative and experiential cultural tourism projects. For example, using virtual reality technology to restore historical scenes of Mount Tai, allowing tourists to experience the charm of Mount Tai culture immersively; developing interactive commentary systems and tour guide services to enhance tourists' tour experience.

Promoting the integrated development of the cultural tourism industry and related industries to form industrial chain advantages. For example, collaborating with the film and television industry to shoot Mount Tai-themed film and television works and cooperating with the education industry to carry out Mount Tai cultural study tours, expanding the value chain of the cultural tourism brand.

4.3 Strengthening Brand Interaction to Enhance Audience Participation

Organizing online and offline interactive activities to enhance the emotional connection between the audience and the brand. For example, online essay contests, photography contests, etc., encourage the audience to share their Mount Tai stories and tour experiences; offline events such as climbing festivals and cultural festivals attract audience participation and experience.

We can actively respond to audience feedback and adjust communication strategies and products and services in a timely manner. We also can collect audience's opinions and suggestions through social media and questionnaire survey, and make precise marketing and service improvement according to audience's needs.

We also can cultivate loyal fan groups and leverage word-of-mouth dissemination effects. By

providing high-quality products and services and establishing membership systems, loyal fan groups can be cultivated to become important forces in brand dissemination.

4.4 Innovating Marketing Means to Expand Brand Influence

Leveraging new media and digital technologies such as virtual reality and live streaming to innovate in the marketing of Mount Tai cultural tourism. Through online and offline integration, immersive tourism experiences can be created to attract more young people and thereby expand the brand's influence ^[4].

4.5 Strengthening Cross-border Cooperation to Achieve Win-win Brand Results

We should seek cross-border cooperation with other fields actively, such as film and television, animation, game, and other industries, in order to launch jointly Mount Tai-themed cultural products. Through diversified forms of cooperation, the brand can achieve win-win results and further enhance its influence.

5. Case Study

Taking the Mount Tai International Climbing Festival as an example, this event has become an integral and iconic part of the Mount Tai cultural tourism brand since its inception. Over the years, through meticulous planning and execution, the event has transformed into an indispensable pillar of the Mount Tai cultural tourism brand and a highly anticipated annual event.

The tight integration of online and offline resources is one of the secrets to its success. Leveraging the power of the internet, the event's information is disseminated worldwide, attracting the attention of numerous domestic and foreign mountain climbers and tourists. At the same time, high-quality media coverage of the Mount Tai International Climbing Festival has successfully imprinted the cultural tourism brand image of "Mount Tai, China - Peace and Prosperity for the Country and the People" in people's minds. More importantly, with the continuous holding of the event, its role in driving the local tourism industry has become increasingly.

References

- [1] Zhang Wei, Wang Xiaodong. (2021). *Study on the Construction and Communication Strategy of Taishan Cultural Tourism Brand*. *Tourism Forum*, 14 (1), 56-63.
- [2] Li Hua. (2020). *Analysis of the transmission path of Taishan culture based on new media*. *News lovers*, (7), 82-85.
- [3] Liu Qiang. (2019) *Interactive research on regional culture and tourism brand building-Taking Taishan as an example*. *Regional research and development*, 38 (6), 102-106.
- [4] Zhao Lijuan, Yang Yang. (2022). *'Internet +' Era Taishan Tourism Brand Marketing Strategy Research*. *Commercial Economic Research*, (5), 176-179.