

Research on Cultural Tourism Promotion Strategies Empowered by New Media

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Abstract: With the rapid development of new media technologies, the cultural tourism industry has ushered in new opportunities for promotion. Traditional cultural tourism promotion methods are increasingly showing limitations in terms of reach and accuracy, while new media, with its efficient communication, extensive coverage, and strong interactivity, has injected new vitality into the dissemination and promotion of cultural tourism. This study, from the perspective of new media empowerment, first analyzes the application of new media in the cultural tourism industry and the challenges it faces. Subsequently, by integrating content-driven, social interaction, data-driven, and omni-channel integration strategies, a comprehensive cultural tourism promotion strategy system empowered by new media is constructed. Through typical case analysis, the effectiveness and feasibility of these strategies are validated. Furthermore, this study explores potential challenges and countermeasures during the application of new media in cultural tourism promotion, aiming to provide theoretical support and practical references for the industry's promotion practices in the new media era. Ultimately, the study concludes that new media-based cultural tourism promotion strategies can effectively enhance the visibility and market benefits of cultural tourism brands, thereby providing significant support for the sustainable development of the cultural tourism industry.

1. Introduction

In recent years, with the rapid development of Internet technology and the widespread adoption of smart devices, new media has gradually become a vital channel for information dissemination. New media platforms, represented by social media, short video platforms, live streaming, and e-commerce, have changed the way people access and share information through their efficient communication, strong interactivity, and diverse content formats. As a part of the experience economy, the cultural tourism industry requires innovative promotional methods to attract tourists, showcase cultural value, and enhance brand influence. However, traditional cultural tourism promotion methods often suffer from issues such as limited dissemination channels, inadequate coverage, and insufficient user interaction, making it difficult to meet the increasingly diversified needs and expectations of modern tourists. Thus, leveraging new media technology to empower cultural tourism promotion and create innovative cultural tourism brand promotion models has become a focal point for both academia and industry. This research focuses on strategies for

promoting cultural tourism empowered by new media technologies[1]. It aims to explore the specific application models of new media in the cultural tourism industry and design differentiated promotion strategies for various types of cultural tourism resources to help cultural tourism enterprises and local governments better utilize new media platforms and improve the communication effect and market competitiveness of cultural tourism resources. The study first analyzes the current application status of new media in cultural tourism promotion and its main challenges, summarizing and organizing existing promotion models. On this basis, content-driven, social interaction, data-driven, and omni-channel integration strategies are proposed to build a comprehensive cultural tourism promotion strategy system empowered by new media. Additionally, through typical case studies, the effectiveness and feasibility of these strategies are verified, providing theoretical support and practical references for the cultural tourism industry's promotion practices in the new media era. The research suggests that new media technology empowerment in cultural tourism promotion can break through the limitations of traditional promotion models, achieve extensive and precise dissemination of cultural tourism resources, and enhance the visibility and user engagement of cultural tourism brands, thereby promoting the sustainable development of the cultural tourism industry. Therefore, research on new media-based cultural tourism promotion strategies not only holds significant theoretical value but also provides practical guidance, offering strong support for cultural tourism enterprises and local governments in future brand promotion and market expansion[2].

2. Research on Cultural Tourism Promotion Models Empowered by New Media

The development of new media technology has significantly transformed cultural tourism promotion models. Traditional methods, such as using newspapers, television, and magazines, had limited flexibility and interactivity, making it challenging to adapt to changing market demands. New media technology breaks these limitations, enabling cultural tourism promotion to become more diversified, personalized, and interactive. This chapter explores four new media-driven promotion models: content-driven, social interaction, data-driven, and omni-channel integration, analyzing their benefits and drawbacks. The content-driven promotion model focuses on high-quality content in various formats like text, images, videos, and live streaming. With the rise of short video platforms and self-media, cultural tourism content has shifted from "one-way output" to "multi-directional interaction." Now, content includes cultural stories, historical backgrounds, and local specialties, making it richer and more engaging. For instance, the Palace Museum uses short videos, documentaries, and cultural product promotions to attract younger audiences, successfully integrating cultural branding with modern media. However, content production requires significant resources, and its effectiveness depends heavily on audience interest[3]. If content fails to maintain attention, its impact diminishes, making consistent creativity and timely updates crucial for sustained engagement. The social interaction-based promotion model leverages new media's social attributes, encouraging users to generate content, engage in interactive topics, and participate in online and offline activities. This model emphasizes "user co-creation," enhancing user recognition and brand loyalty. For example, attractions can launch campaigns like "Share Your Travel Photos" on social media to encourage user participation and boost brand visibility. This strategy fully mobilizes user enthusiasm, achieving viral dissemination through social networks. However, it also faces challenges like stimulating user participation and managing potential negative comments. Thus, it is essential to design effective incentive mechanisms and maintain active monitoring to ensure content quality and positive brand interactions. The data-driven promotion model uses big data analytics and AI to analyze tourists' behavioral data, interests, and consumption habits, enabling precise and personalized cultural tourism promotion. Platforms can build user profiles

based on browsing history and engagement metrics, allowing for targeted decisions on promotion content, timing, and methods. For example, brands can analyze data to identify age-specific interests and push tailored content on relevant platforms. The strength of this model lies in its precision and efficiency, reducing costs associated with ineffective promotions[4]. However, it also raises privacy concerns. Compliance with laws and transparent disclosure of data usage are necessary to build user trust and ensure ethical data practices. The omni-channel integration-based promotion model combines multiple new media platforms, such as Weibo, WeChat, Douyin, Xiaohongshu, and Bilibili, to achieve comprehensive coverage and in-depth dissemination. This approach allows for differentiated strategies based on each platform's characteristics and user demographics, creating a complementary promotion system. For instance, brands can provide cultural insights on WeChat, share engaging videos on Douyin, and post travel guides on Xiaohongshu. While omni-channel integration maximizes brand exposure, it demands a high level of strategic planning and an understanding of each platform's nuances. Resource allocation and effect monitoring are also critical challenges that require careful coordination and professional monitoring tools. Each of these promotion models—content-driven, social interaction, data-driven, and omni-channel integration—has its unique advantages and limitations. Content-driven models enhance engagement through storytelling, social interaction builds loyalty through participation, data-driven models ensure targeted promotion, and omni-channel integration maximizes exposure[5]. In practice, cultural tourism brands should adopt a flexible approach, selecting the most suitable models based on specific objectives and audience characteristics. Combining multiple strategies can form a multi-level promotion system, enhancing communication effectiveness and market competitiveness. In conclusion, new media has diversified cultural tourism promotion, offering multiple pathways for brand visibility and audience engagement. However, brands must carefully balance these models to overcome challenges such as high content creation costs, privacy concerns, and the complexity of multi-platform coordination. By strategically integrating these models, cultural tourism brands can effectively leverage new media technology to boost visibility, build lasting relationships with their audience, and support the sustainable development of the cultural tourism industry[6].

3. Theoretical Foundations of New Media Empowered Cultural Tourism Promotion

3.1. The Coupling Relationship between New Media and the Cultural Tourism Industry

The relationship between new media and the cultural tourism industry is reflected in three main areas: content production and dissemination, brand building and promotion, and user interaction and experience. Firstly, new media technology has transformed the production and dissemination of cultural tourism content. Traditional content was limited to scenic spot introductions, travel guides, and historical descriptions, resulting in repetitive formats and limited reach. In contrast, new media offers diverse formats like short videos, images, and live streams, enabling cultural tourism resources to be presented in richer and more engaging ways. Scenic spots can now showcase beautiful landscapes while incorporating cultural background and local customs through storytelling, enhancing audience perception and memorability. New media's broad dissemination also breaks geographical and temporal limitations, expanding the reach and visibility of cultural tourism. Secondly, new media revitalizes cultural tourism branding by shifting promotion models from "one-way output" to "multi-way interaction." Through platforms with strong social attributes, brands can build emotional connections with users, using user-generated content (UGC) to enhance brand authenticity and affinity[7]. The "check-in tourism" trend is an example where spontaneous user content sharing boosts brand visibility, stimulating the interest of potential tourists and creating viral effects. This type of engagement strengthens the brand's image and reputation, continually

optimizing it through interactive feedback. Lastly, new media enhances user interaction and experience management. Tourists highly value experiential aspects of travel, and new media's interactive features (e.g., live comments, Q&A) facilitate real-time engagement before, during, and after trips. For example, live streaming events at scenic spots allow for instant Q&A and feedback, enriching the tourist experience. Moreover, user behavior data collected through new media provides precise profiling and behavior analysis, aiding in better understanding target audiences and optimizing promotion strategies. This synergy between new media and cultural tourism is a tightly integrated system that drives transformation and upgrading in the industry, providing a theoretical foundation for effective new media-based promotion strategies.

3.2. Cultural Tourism Brand and New Media Integrated Communication Model

The cultural tourism brand and new media integrated communication model is a communication strategy system built on the effective coupling between the development of new media technology and the needs of cultural tourism brands. This model centers around four core elements: content creation, dissemination pathways, interaction management, and effectiveness evaluation. By leveraging the unique dissemination characteristics of various new media platforms, it achieves precise communication and multi-channel coverage for cultural tourism brands. First, in terms of content creation, cultural tourism brands should focus on themed and diversified content to attract audience attention. This can be achieved by creating content that resonates emotionally and tells compelling stories, while using various formats such as text, images, short videos, and live streams to showcase the unique charm of cultural tourism resources, thereby making the brand more attractive and memorable. Additionally, content should be tailored to match the interests and preferences of target audiences, with customized messages designed to meet the needs of different user groups. Second, in choosing dissemination pathways, cultural tourism brands need to fully utilize the characteristics of various new media platforms. For example, they can use short video platforms for engaging content dissemination, social media platforms for enhanced brand interaction, and e-commerce platforms for promoting product conversion. By employing an omni-channel, multi-touchpoint communication approach, brands can cover a broader audience and maximize the overall communication effect. Furthermore, in terms of interaction management, cultural tourism brands can establish effective communication mechanisms with audiences through social media's interactive features, such as online comments, Q&A, and bullet screens, thereby strengthening emotional connections between the brand and the audience, and enhancing brand affinity and user loyalty. Simultaneously, brands should encourage user-generated content (UGC), such as travel photos, travelogues, and reviews shared by users, to leverage their social networks and create viral dissemination effects, thereby boosting brand reputation and authenticity[8]. Lastly, in effectiveness evaluation, cultural tourism brands can utilize monitoring tools on new media platforms to quantify the effectiveness of their dissemination activities through metrics such as click-through rates, engagement rates, and shares. This enables real-time assessment of promotion performance, and optimization of communication strategies based on evaluation results, thereby improving the accuracy and effectiveness of brand communication. By implementing this integrated communication model, cultural tourism brands can effectively increase their visibility and market competitiveness in the new media era, promoting high-quality development of the cultural tourism industry and long-term brand value accumulation.

4. Design of Cultural Tourism Promotion Strategies Empowered by New Media

As new media technology advances, the cultural tourism industry faces the challenge of promoting high-quality tourism resources to a broader audience using innovative methods. To

address this, cultural tourism promotion strategies should not only diversify content creation and dissemination channels but also consider brand interaction, precision marketing, and dynamic optimization. This study proposes four key strategies: content-driven, social interaction, data-driven, and omni-channel integration to guide cultural tourism enterprises and local governments. The content-driven strategy focuses on creating engaging content around themes like historical stories and culinary experiences using formats such as short videos, images, and live streaming to enhance users' visual and emotional experiences. It should align with users' interests through refined strategies like customized travel guides and in-depth cultural interpretations. The social interaction strategy leverages new media platforms' interactive features to boost brand engagement and user participation. Brands can organize online and offline activities, topic discussions, and surveys, or launch campaigns such as "Most Beautiful Scenic Spot Voting" to encourage sharing of travel experiences and insights, creating viral effects through social networks. Encouraging user-generated content (UGC) like photos, videos, and reviews enhances brand authenticity and reputation. The data-driven strategy uses big data and AI technologies to analyze tourist behavior, preferences, and consumption habits. By mining and analyzing this data, brands can develop targeted and personalized promotion strategies. For example, they can place ads aligned with user interests or deliver customized tourism information during peak activity times, improving conversion rates and coverage. Social media monitoring and sentiment analysis can also help understand real-time user feedback, supporting further optimization. The omni-channel integration strategy combines multiple communication channels into a cohesive promotion matrix for comprehensive coverage. Brands can synchronize content, activities, and channels across platforms like short video, social media, and e-commerce, creating a promotion synergy. It's essential to understand each platform's characteristics and user behavior, designing content that suits each platform's tone. In summary, effective cultural tourism promotion requires combining content creation, social interaction, data analysis, and omni-channel integration into a systematic framework. This approach enhances brand visibility and reputation while ensuring long-term effectiveness and sustainability. By implementing scientific and effective new media strategies, cultural tourism brands can build unique market competitiveness and support the high-quality development of the cultural tourism industry.

5. Challenges and Countermeasures in New Media-Empowered Cultural Tourism Promotion

Although new media technology offers unprecedented opportunities for cultural tourism promotion, it still faces challenges such as content homogenization, difficulty in measuring effectiveness, user privacy, data security, platform policy changes, and public opinion management. Cultural tourism enterprises and agencies must address these issues to ensure stable and sustainable brand communication. Firstly, content homogenization is a major challenge. As formats like short videos and live streaming become popular, many cultural tourism brands compete using similar content, leading to a lack of creativity and distinctiveness. This results in reduced audience interest and a weakened brand image. To counter this, brands should focus on differentiation by creating unique content based on brand stories, cultural heritage, and local characteristics. Collaborating with creators and local experts can further enrich content, enhancing the brand's core competitiveness. Secondly, measuring dissemination effectiveness remains difficult. While basic metrics like views and likes are available, they do not fully reflect actual market impact. A video's high view count may not lead to increased visitors. Thus, brands should establish comprehensive evaluation systems incorporating multidimensional indicators like user engagement, brand awareness, and visitor conversion rates. Using data analysis models to understand user behavior and combining quantitative and qualitative feedback from surveys will support more precise strategy optimization. Thirdly, user privacy and data security are growing concerns. Precise marketing based

on user behavior data can trigger privacy issues. Some platforms' opaque data usage policies also pose security risks. Therefore, brands must comply with laws, regulations, and platform policies, ensuring data collection and usage are secure and transparent. Implementing data encryption, privacy agreements, and robust data management mechanisms can enhance trust and loyalty. Finally, platform policy changes and public opinion management present ongoing challenges. Frequent changes in platform algorithms can force brands to adjust strategies, affecting visibility and effectiveness. Cultural tourism brands should remain sensitive to policy shifts and establish communication channels with platforms to respond promptly. Additionally, negative public opinion, if poorly managed, can damage brand image. Establishing a public opinion monitoring and response system will enable brands to handle potential crises effectively. In conclusion, while new media offers significant benefits for cultural tourism promotion, it requires addressing content differentiation, effective evaluation, data compliance, and public opinion management. By adopting these strategies, brands can maximize the potential of new media, maintain their competitive edge, and achieve sustainable growth in the digital era.

6. Conclusion

The rapid development of new media technology has brought new opportunities and transformations to cultural tourism promotion. New media-empowered cultural tourism promotion strategies can break through the limitations of traditional communication models, using content-driven, social interaction, data-driven, and omni-channel integration strategies to effectively enhance the visibility and influence of cultural tourism brands, attracting more potential visitors to engage and interact. However, the promotion process still faces challenges such as content homogenization, difficulty in measuring dissemination effectiveness, and user privacy and data security concerns. Therefore, cultural tourism brands need to focus on differentiation in content creation, accurately evaluate promotional effectiveness, strengthen data compliance management, and establish a comprehensive public opinion monitoring mechanism to ensure the long-term effectiveness and sustainable development of brand communication. In the future, as new media technology continues to advance, cultural tourism brands should actively explore the application of emerging technologies such as virtual reality (VR) and augmented reality (AR) to further innovate promotional models, enhance brand competitiveness, and provide sustained support for the high-quality development of the cultural tourism industry.

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