

Brief Analysis of the Development Path of Shandong Film and Television Tourism Industry

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Abstract: With the rapid development of society and economy, the national strength is increasingly strong; based on a good development situation, people's living standards have been greatly improved and people have new requirements on the quality of life; the 19th National Congress of the Communist Party of China reported that China's economy has turned from "high-speed growth stage to high-quality development stage". High-quality development is not only reflected in the economic aspect, but also in the political, social, cultural and ecological aspects. To improve the quality of life, high-quality development is needed to meet people's sense of gain and happiness. People's spiritual and cultural life requires more and more high quality and taste, which needs us to provide rich spiritual food, so as to offer new development opportunities for science, education, culture and other fields.

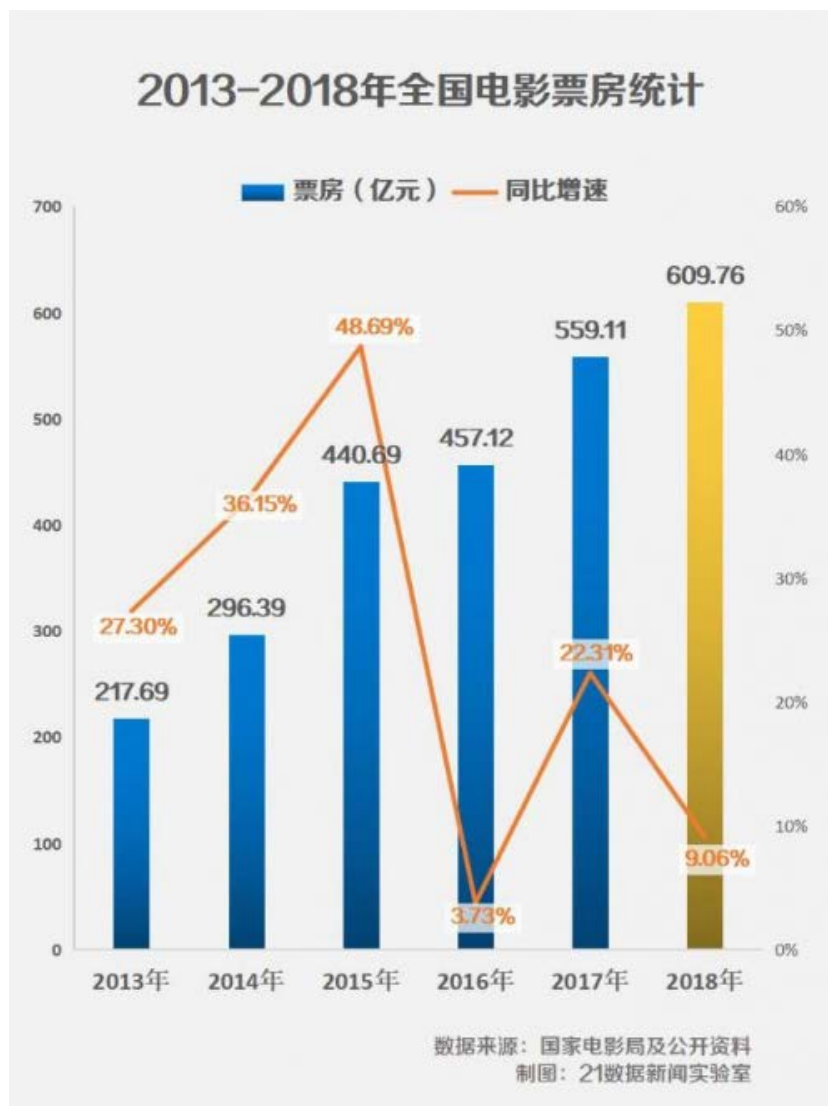
1. Overview and influence of film and television tourism development

The integrated development of film and television industry and tourism industry is the trend of the integration of emerging industries, and also one of the gold industries with the most market development potential. However, China's film and television tourism industry is still in the initial stage of development. Film and television tourism refers to tourism activities of tourists because of the film and television works. Tourism operators display the cultural content of scenic spots through film and television works, and develop, plan and publicize them, bringing out new tourism products into the tourism market to attract more tourists to participate in and experience.

At present, tourism industry and film industry have become two major leisure industries in China. China is the second largest film market in the world, with great potential for development. According to the data provided by the State Film Administration, the total box office of China's films in 2018 was 60.976 billion yuan, an increase of 9.06% over the previous year's 55.911 billion yuan.

In 2018, 5.539 billion domestic tourists made trips, up 10.8 percent over the same period last year. The total number of inbound and outbound tourists reached 291 million, up 7.8% over the same period last year. Tourism revenue totaled 5.97 trillion yuan, up 10.5% over the same period last year. The overall contribution of tourism to GDP was 9.94 trillion yuan, accounting for 11.04% of China's total GDP. Direct employment in tourism totaled 28.26 million, and direct and indirect employment in tourism totaled 79.91 million, accounting for 10.29 percent of China's total employment.

Shandong province has a long history and culture and rich tourism resources; with unique island landscape and a long history cultural landscape, Shandong film and TV tourism has huge development space; a new opportunity for tourism provides more emerging tourism, film and television resources; the cake of film and television tourism industry needs to be bigger and stronger. Confucian culture -- Qufu Confucius temple, first of the five mountains --Mount Tai, Nanshan scenic spot -- Taoism culture base, Penglai fairyland with blue sky and sea, Red culture base -- Yimeng, and other natural and cultural landscape, have a unique signature of geographical elements, which can attract people to open a movie trip, and to have Shandong experience and feelings, realizing transformation from the screen to the reality.



With movies, TV and other audio and video products as the core of the industry, the services, products and features of tourist attractions are integrated into the film and television works, which are gathered and spread, and bring strong visual impact and appeal to consumers through the film and television works, so as to get consumers' attention and attract them to experience in the field.

The channel of driving the development of tourism industry through relying on film and television industry, can effectively promote the brand of tourism industry and increase local economic income. Film and television culture brings enormous economic benefits to the tourism base, and plays a positive role in promoting the development of economy, society and culture. Similarly, film and television tourism can become an important industry and a new economic growth point of Shandong's national economy, which can enhance the city's image and international influence. There are many examples of star effect and popular TV series improving the reputation and popularity of tourist destinations. The broadcast of *The Journey of Flower* in 2015 promoted the number of tourists in Daxin County to increase by 28.38% year on year, and the comprehensive tourism revenue to increase by 46.91% year on year [1].

It can be seen that the popularity of TV series has led to the development of outdoor tourism sites and played a huge role in promoting the tourism base. At present, many domestic tourist destinations or scenic spots are actively cooperating with film and television media companies to promote the brand of tourist destinations or scenic spots, hoping to promote the economic development of tourist destinations by virtue of the publicity benefits of TV dramas. For another example, the shooting location of the TV series *Qiao's Grand Courtyard* increased the number of visitors by nearly 1.5 times in the year when the TV series started shooting. The 2019 movie, *Line Walker 2*, has many locations filmed abroad, and is a thrilling drama with an impressive portrayal

of the culture and customs of Spain's bull run. Therefore, in-depth exploration of excellent traditional culture and creation of more excellent film and television works can attract more domestic and foreign tourists to experience, which plays a very important role in promoting local economic growth.

2. Deficiencies and development countermeasures of film and television tourism industry

1) Currently, film and television tourism products and programs are too few, which are not attractive to tourists, and the cultural connotation of tourism destinations lacks in characteristics. To change this phenomenon, we need to strengthen the in-depth exploration of cultural and historical resources, and integrate film and television tourism with local history, culture, customs and folk conditions. Shandong's Confucianism, Buddhism, and Taoism cultures are important historical resources worth digging; it is necessary to fully excavate the humanities historical themes, and let more people to know about Shandong natural scenery, cultural history, local conditions and customs; at the same time, it needs to make a long-term planning in Shandong film and television tourism resources, to build a tourism system of feature film and television, and to speed up the construction progress of film and television tourism industry in Shandong province.

2) Film and television studios should not be built repeatedly and blindly. The government, tourism developers and project investors should aim at sustainable development and should not adopt the business model of vicious competition for quick success and quick profit to affect the benign development trend of film and television tourism market. Film and television crews should pay attention to the protection and maintenance of a good local shooting environment, advocating "green" film and television tourism.

At present, there are more than 150 film and TV studios in China, and there are as many as 5,000 man-made landscapes. While improving the hardware and software infrastructure and supporting facilities, the government should play the role of macro organization, regulation and supervision, and form an all-directional, wide-field and multi-level all-win and win-win cooperation pattern that is promoted by the government and cooperated by multiple parties. Film and television companies and tourism companies should work together to plan, create and design mature tourism routes and products; at the same time, through network media, news and information and other television advertising, they advertise and promote the routes and products, using the influence of celebrities to mobilize the enthusiasm of tourists.

3) The high-end talents and professional teams in the tourism industry are few, and it is necessary to establish mechanisms and systems to attract talents and enterprises, extensively attracting top talents in the world tourism industry, and gradually forming a talent industry pattern matching the development of film and television tourism industry, and providing a strong guarantee for the stable and sustainable development of film and television tourism. Through strengthening the construction and promotion of film and television shooting bases, it can attract more directors, stars and film and television enterprises to shoot their works in Shandong tourist resorts through the influence of film and television works. In terms of product features, we can develop high-quality film and television tourism projects, such as experience-based on-screen role playing, customized wedding celebrations, holiday packages, etc. We can also develop film and television themed tourism destinations, expand the types of projects, and provide more featured services for consumers.

3. Conclusion

The commercial and social value of film and television industry has created favorable conditions for the vigorous development of film and television tourism, which not only broadens the development space of film and television industry, but also expands and deepens the cultural connotation of Shandong tourism through film and television works, which is conducive to the development of emerging tourism resources. To study of the development path of Shandong film and television tourism is of great significance to the sustainable development of Shandong tourism.

References

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