

# Research on Short Video Communication Empowering the Development of Tourism and Cultural Industry with National Characteristics



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**Abstract:** In the digital age, short videos have become a popular form of media, rapidly changing the way people obtain information, communicate, and consume. At the same time, the ethnic tourism and cultural industry, as an important component of China's tourism industry, faces the challenge of utilizing emerging technologies to promote development. Based on this, this article analyzes the current problems in the ethnic characteristic tourism and cultural industry, and explores the value and application strategies of short videos in the ethnic characteristic tourism and cultural industry, to provide useful references for the innovation and upgrading of this industry.

**Keywords:** short video; ethnic characteristic tourism; development of cultural industry; application strategy

## Introduction

Short videos, as an emerging form of communication, are rapidly empowering various industries. In the tourism and cultural industry, especially in the field of ethnic tourism and culture, the application of short videos shows enormous potential and influence. Therefore, exploring how to use short videos as a tool to promote the development and innovation of ethnic tourism and cultural industries is of great significance for enhancing their visibility, attractiveness, and competitiveness.

## 1. The Influence of Short Video Communication on the Development of Tourism and Cultural Industry with National Characteristics

### 1.1. Enhance the visibility and attractiveness of tourist destinations

Short video, as a form of media with rapid dissemination, vivid content, and social sharing, has an important impact on the development of the tourism and culture industry with national

characteristics. On the one hand, short videos can better display the unique charm and characteristic culture of ethnic tourist destinations through vivid pictures, wonderful clips, and intuitive expressions. Through attractive visual effects, short videos can let potential tourists personally feel the beauty, local customs, and national culture of the destination, thus stimulating their interest and desire to experience (Sun, 2023). On the other hand, short video transmission has a wide range of social sharing, making it easy for users to share short videos of their favorite travel destinations with friends, family, or social media followers. Through this word-of-mouth spread, short videos help increase the visibility and influence of the destination, attracting more people to visit. With the spread of short videos on social media platforms, more people begin to pay attention to and understand the tourism and cultural industry with national characteristics, thus generating interest in related destinations, further enhancing their visibility and attractiveness.

### 1.2. Drive the development of related industries, promote employment and economic growth

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Short video communication has an important impact on the development of tourism and cultural industry with national characteristics, and one of the most significant impacts is to drive the development of related industries and promote employment and economic growth. As more and more people learn about the beauty, local customs, and special culture of ethnic tourist destinations through short videos, the number of tourists will continue to increase. This will directly drive the demand growth of hotel, catering, transportation, and other related service industries (Dong & Qin, 2019). The hotel industry will need to provide more accommodation facilities and services, the restaurant industry will need to cater to more tourists' dining needs, and the transportation industry will need to provide more flights, trains, or cars. Therefore, short video communication has played a positive role in promoting the development of related industries. At the same time, the short video can vividly show the characteristic culture of the tourist destination, including ethnic costumes, traditional handicrafts, special food, etc., which are the commodities that tourists are interested in during the travel process. Through the publicity and promotion of short videos, tourists' demand for ethnic products will increase, thus promoting the sales of related products and the development of the industry (Yang, 2021). This means more sales opportunities and sources of income for local craft makers, small businesses, and peasant economies. In addition, with the increase in the number of tourists, the surrounding business district, shopping centers, entertainment venues, etc., will also be developed and expanded. These places will require more employees to provide services, thus contributing to the increase in employment opportunities. At the same time, as people's awareness of tourist destinations increases, some entrepreneurs and investors will also see business opportunities to invest in tourism-related industries, thus driving the rise of investment activities and entrepreneurial waves, further promoting economic growth.

## **2. The Application Strategy of Short Video Communication in the Development of Tourism and Cultural Industry with National Characteristics**

### **2.1. Focus on content creation**

In the development of the tourism culture industry with national characteristics, one of the application strategies of short video communication is to pay attention to content creation. In this regard, when creating short video content, it is necessary to dig deeply into the connotation of ethnic tourism culture investigate the characteristics of the destination in terms of history, culture, art, traditional customs, and other aspects (Mei, 2021), and understand its unique features. An in-depth study of the national culture represented by the destination, including religious beliefs, traditional arts, folklore, etc., as well as the tourism resources associated with it. At the same time, according to different audience groups, develop the corresponding content creation plan. For example, domestic and foreign tourists, can better understand and feel the local ethnic characteristics by telling historical stories, cultural inheritance, and unique experiences about the destination. For young people, it can combine popular elements and show the charm of the destination through youthful vitality, music, fashion, and other elements. By subdividing different audience groups, you can more accurately grasp their needs and interests, and provide more attractive and accessible content. It is worth noting that short video communication pays more attention to the emotional touch and resonance of the audience. In the process of content creation, we should pay attention to creating content with emotional value and story. Through telling real stories of local people, recording their life experiences, and experiencing local cultural activities, audiences can have an emotional resonance with the destination (Liang & Zhu, 2023). At the same time, through excellent narrative skills, these stories are packaged into engaging short videos to enhance the viewer's sense of participation and involvement. In addition, content creation should have a variety of forms and themes to attract

different types of audiences. You can show the characteristics of the destination through the introduction of tourist attractions, food exploration, art performances, traditional handicrafts, and other forms. In addition, innovation is also key, can use novel editing techniques, music collocation, or combined with AR/VR technology, through continuous innovation to present the national characteristics of tourism culture and stimulate the audience's curiosity and desire to explore.

## **2.2. Guide users to participate**

In the application strategy of short video communication, it is a key point to guide users to participate. By allowing users to actively participate in and interact with each other, they can enhance their interest and sense of experience in ethnic tourism culture, and at the same time improve the effect of content dissemination. Therefore, some interactive elements can be added to short videos, such as asking questions, soliciting opinions, launching surveys, etc., to encourage users to participate and respond; You can also set up an interactive section at the beginning or end of the video to guide users to leave a comment, comment or share. In this way, users can more actively participate in the process of content creation and dissemination, forming a more positive interactive atmosphere (Zhang & Sun, 2022). At the same time, some topic challenges or activities can be set up to encourage users to create short videos related to a specific topic, and share and tag the designated topic or activity hashtag on social media, or set prizes or special benefits as incentives to participate in the activity to attract more users to actively participate. This way can effectively expand the spread of content and promote interaction and communication between users. In addition, user-generated content (UGC) can be promoted. Encourage users to create and share short video content related to ethnic tourism culture, and provide platforms and channels for users to publish and display; In the process of short video transmission, social media platforms can also be used to interact with users: timely answer questions raised by users, share more relevant information and

resources, and increase users' understanding and interest in ethnic tourism culture; Actively respond to user comments and messages, and establish a good interactive relationship with them. Through interaction with users, it can not only improve user engagement but also build a user group with high loyalty. Of course, it is also possible to create corresponding communities and forums and set up special discussion areas, topic plates, etc., to gather users who are interested in ethnic tourism culture and encourage communication and interaction between them.

## **2.3. Expand communication channels**

In the development of tourism and cultural industry with ethnic characteristics, the information and content of tourism and culture with ethnic characteristics can be transmitted to a wider audience using diversified communication channels, and the visibility and influence of the industry can be enhanced (Ye & Wu, 2023). First of all, social media is an important part of modern People's Daily life. By Posting short video content on mainstream social media platforms, a large number of users can be reached and their attention can be aroused. When choosing a social media platform, you need to consider the characteristics and usage habits of the target audience. For example, WeChat, Microblog, TikTok, Quick Worker, and other platforms are very popular and highly active platforms, suitable as the choice of communication channels. Secondly, official websites, tourism portals, and tourism information websites related to ethnic tourism culture are important channels for users to obtain tourism information. Cooperate with these websites to embed short video content into the official website's tourism guide, scenic spot introduction, and other columns, which can directly target users who are planning to travel and improve their attention to ethnic tourism culture. Third, through cooperation with travel agencies and scenic spots, short video content can be integrated into their official websites, WeChat public accounts, and other channels. In this way, when users browse the official platforms of travel agencies or scenic spots, they can directly understand the

relevant information about ethnic tourism culture and get an intuitive and vivid display. Finally, we can also cooperate with online tourism platforms to embed short video content of ethnic tourism culture into related routes, guides, scenic spots, and other pages, which can enhance users' interest in ethnic tourism culture and encourage them to choose corresponding tourism products. In addition to the above communication channels, short videos can also be uploaded to third-party video platforms, such as Youku Video and IQIYI Video. These platforms have a large user base and a large number of subscribers, which can provide a wider range of communication channels. By Posting short videos on these platforms, more users can be attracted to watch and forward them, expanding the spread of content.

#### **2.4. Cooperative linkage promotion**

Cooperation and promotion are one of important strategies of short video applications in the ethnic tourism and culture industry. Through cooperation with relevant institutions, enterprises, individuals, etc., resources can be shared, mutual benefit and win-win, to further promote the effect of short video communication. Before implementing collaborative promotion, it is necessary to find and determine the right partners. Partners can include travel agencies, scenic spots, hotels, airlines, tour guides, photographers, bloggers, media, etc. In addition, the selection of partners should consider its popularity in the target market, influence and resources, and advantages related to the national characteristics of tourism culture. Next, according to the characteristics and resources of partners, design a specific cooperation plan. The cooperation plan includes the details of the cooperation content, cooperation forms, promotion methods, benefit distribution, and so on. For example, in cooperation with travel agencies, we can design and jointly launch ethnic tourism routes and embed short videos on the official websites and travel apps of travel agencies. In cooperation with the media, well-known hosts or bloggers can be invited to live broadcasts or shoot short videos in ethnic tourist attractions. Then, we will work with partners to produce short video content on ethnic tourism

culture and determine the theme, shooting location, script, etc. of the short video according to the cooperation plan. At the same time, we will arrange time and resources reasonably to ensure the smooth progress of short video production. After the completion of the short video production, we will carry out joint promotion and communication with partners. It can release short videos through official websites, Microblog, WeChat, Tik Tok, Kwai, and other social media platforms, and guide users to forward, comment, like, and other interactive behaviors (Renhuan, 2020). It can also be promoted through the official channels of partners, such as the official WeChat account of travel agencies and the official website of scenic spots, to expand the exposure and spread of short videos. It also works with partners to develop promotional activities to engage users and spread the word. For example, you can set up coupons or sweepstakes in short videos to encourage users to share short videos and receive corresponding rewards; It can cooperate with travel agencies to organize trial activities of ethnic tourism routes, attract users to participate in the experience, and promote through short videos. It is worth noting that in the process of cooperative linkage promotion, it is necessary to conduct data monitoring and effect evaluation to understand the promotion effect and user feedback. Data analysis tools can be used to monitor and analyze the viewing volume, forwarding volume, and interaction indicators of short videos, timely adjust promotion strategies optimize content, and collect feedback and opinions from users to provide reference for subsequent promotion activities.

#### **Summary**

To sum up, as a creative and expressive medium, short video has brought new opportunities and challenges for the development of tourism and cultural industry with national characteristics. The rational use of short video communication can not only increase the exposure, attraction, and visibility of the industry, but also improve the effect of cultural inheritance and communication, and promote the

innovation and upgrading of the tourism industry. However, in practice, it is still necessary to fully consider the strategy of content creation, user participation, expansion of channels, and cooperation. Only based on the comprehensive application of various strategies, can we give full play to the potential of short video communication in the development of national characteristics of tourism and cultural industry and achieve sustainable prosperity of the industry.

### Conflict of Interest

The author declares that she has no conflicts of interest to this work.

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