

# Research on the Strategy of Smart Tourism Promotion in the Media Convergence Era in Wenzhou

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**Abstract:** With the advent of the media convergence era, the interactive way of intelligent service replaces the traditional, simple and crude management, and the information transmission presents the characteristics of strong timeliness, fragmentation, interactivity, depth and transience. In this context, accelerating the pace of smart tourism development will help to promote the high-quality development of tourism industry in Wenzhou. Combining the era backgrounds, the paper takes a few scenic spots of Wenzhou which selected in the list of Zhejiang smart tourism scenic spots in 2021, as the key research object, and studies the current development status of Wenzhou smart tourism, the advantages and limitations of tourism information transmission methods and channels. On this basis, in order to improve the service and visitor experience of smart tourism in Wenzhou, the article will start from the current situation of the development of Wenzhou smart tourism, make a comprehensive analysis of the problems in the transmission channels and ways, and at last put forward the corresponding improvement countermeasures and suggestions.

**Keywords:** Media convergence, Promotion Strategy, Scenic spots in Wenzhou, Smart tourism.

## 1. Relevant Theoretical Basis

### 1.1. The main contents of smart tourism

Smart tourism, also known as intelligent tourism. It is the use of cloud computing, Internet of Things and other new technologies, through the Internet, with the help of portable terminal Internet equipment, active perception of tourism resources, tourism economy, tourism activities, tourists and other information, timely release, so that people can timely get the information, so as to achieve intelligent perception of all kinds of tourism information conveniently and efficiently. The construction and development of smart tourism will finally be reflected in three aspects, including tourism management, tourism service and tourism marketing.

### 1.2. Connection between media and tourism

Media convergence, which refers to the combination of traditional media and new media, to complement each other and achieve common development in the process of mutual cooperation. In the era of media convergence, information transmission channels are diversified, the way of information release unprecedented speedily. At the same time, high timeliness, interactive, profound and more immersive "experience" needs become the characteristics of tourists' information acquisition under the background of media convergence era. Therefore, the innovation and development of travel information transmission could help realize the goal of developing smart tourism cities to a greater extent, and provide guidance for scenic spots and tourism departments to rationally allocate resources, and improve user experience by grasping the changes of tourists' behavior characteristics in obtaining information in the era of media convergence.

## 2. Current Situation of Smart Tourism Development in Wenzhou

Wenzhou, a coastal city located in southern China, which is rich in tourism resources. There are 3 national scenic spots including Yandang Mountain, 2 national nature reserves and

6 provincial scenic spots in Wenzhou.

In 2012, Wenzhou was designated as one of the first 18 "National Smart Tourism Pilot Cities". At present, the promotion of smart tourism in Wenzhou has made certain achievement. At the beginning of 2022, Wenzhou Culture, Radio, Film and Tourism Bureau announced the smart Tourism Scenic spot list in 2021 in Zhejiang Province. A total of 6 scenic spots in the city were selected, including Wenzhou Yandang Mountain Scenic Spot, Wenzhou Nantang Cultural Tourism Area and Wenzhou Amusement Park.

At present, Yandang Mountain has completed the construction of the first AR intelligent management and control platform in the national 5A scenic spot, realizing the "intelligent" management and service of the scenic spot. With the support of cloud platform, big data analysis and the most cutting-edge technologies such as VR technology, Nantang Culture Tourism Area has formed a full-fledged emergency command and dispatch system to realize dynamic monitoring and scientific dispatch of the panoramic area and ensure the safety and orderliness of visitors while visiting. Wenzhou Amusement Park has established a ticket sales management system, network monitoring command center, scenic broadcast system, soft music tour system, etc., which greatly improves the ticket management level and work efficiency, and also improves the customer experience.

The promotion of smart tourism in key scenic spots improves the initiative and interaction of tourists, brings tourists sharper-than-expected travel experience, activates the urban consumption economy, and displays the new image of tourism culture and brand commendably. However, there are still some problems in the mode and content of tourism information dissemination with the development of smart tourism in Wenzhou.

### 2.1. Transmission channels need to be integrated

The tourism industry in some areas of Wenzhou still insists on traditional media as the main cultural communication, and even rejects the use of new media, resulting in a single form

of tourism culture communication and low communication efficiency.

Tourism culture communication usually builds a macro and positive image with the help of the authority of mass media such as traditional paper media and television. The information and routes of tourist destinations usually simply announces on professional tourism websites, and some policy information about regional tourism culture mainly releases on new media such as Weibo and Wechat. Based on the communication characteristics of different new media, each media seems to have its own focus and division of labor to spread tourism culture information, but the degree of media integration is comparatively low, resulting in the fragmentation of tourism culture communication.

On account of the communication content and influence are too concentrated on the traditional media, another problem is that the one-way communication of information is unable to meet the diversified requirements of contemporary tourists. Tourists can only passively accept its culture "preach", but not necessarily really identify with its cultural connotation. In a manner of speaking that these forms and contents of communication do not form multidimensional output of tourism culture on the whole, and incapably fully meet the requirements of the depth and breadth of current tourism culture communication.

## **2.2. Communication effect and influence remain to improve further**

The communication effect and influence of tourism culture communication have a direct impact on the image building of tourism destinations, as well as the external cognition of regional culture, economy and even government capacity.

It can be said that due to the insufficient use of media by some tourism industries and the cultural communication barriers between different regions, the cultural communication effect and influence of the tourism industry are unsatisfactory, and there is a lack of tourism cultural brands and publicity that arouse public resonance on the whole. For example, although there are rich and distinctive history and culture in some areas of Wenzhou, such as the Kunqu opera culture, Ou Kiln culture and landscape poetry culture of Yongjia County, are all representative historical and cultural heritages of Wenzhou. However, due to the neglect of tourism culture publicity over the years, the cultural image of the whole region lacks vitality. For contemporary tourists who seek diversity and freshness, It lacks a degree of appeal.

## **2.3. The content of communication lacks characteristics**

The essence of tourism culture communication should be the dissemination of regional characteristics of culture, therefore, the dissemination orientation should adapt to the local actual situation, more attention should be paid to the connotation of regional history and culture and national culture mining.

However, some scenic spots have not form an integrated cultural positioning for tourism culture promotion, because of culture conflicts, such as the conflict between the city brand image of "leading private economy and world-renowned business" and the image of ancient culture, the conflict between poetry and book culture and religious culture, and the conflict between modern urban architecture culture and ancient architecture culture. The fuzzy orientation of tourism culture communication could not effectively display the

characteristics of regional history, culture and national culture, nor can it adapt to the contemporary tourism industry towards a more specialized and deeper industrial chain development concept, which negatively affects the external communication of regional excellent cultural connotation. Without characteristic cultural communication content, the basic features of tourist destination image could not be established, and tourists are unable to accurately feel the basic features of tourist destination when they understand the destination. In the long run, tourist destinations will lose their competitive advantages in the fierce competition in the tourism market.

## **3. Wenzhou Smart Tourism Promotion Strategy in The Era of Media Convergence**

### **3.1. Accelerate media integration and enrich the communication forms of Wenzhou cultural tourism**

In terms of the channels for the dissemination of tourism cultural information, new media should give full play to its advantages of fast transmission and update, low cost, large amount of information and rich content. According to the needs and access channels of tourists at different stages that before, during and after the trip, different new media tools should be used, including social media, video media, search media, guideline media, etc.

However, new media is not omnipotent, it has also some defects, such as information fragmentation, communication efficiency can not be sustained for a long time. Therefore, new media has to cooperate with traditional media in content and combination.

Scenic spots could use traditional media to report tourism culture in depth, meanwhile, make it widely disseminated through new media. Taking the culture, history and landscape of Yandang Mountain scenic spot in Wenzhou as an example, could be published in books and journals, including paper and e-book versions.

In addition, the cultural resources of Wenzhou could also be deeply explored, such as the ancient village culture, poetry culture, handmade art culture (Ou sculpture, paper cutting, ou embroidery, lacquer ware, yellow poplar wood carving culture) and dance culture (Ou Opera, Yue Opera, drum song) of Wenzhou, made into a series of special topics and filmed as videos. The film is made into a cultural tourism publicity video, which could be vigorously promoted by Wenzhou Radio and Television Media Co., LTD., TV Station and Cultural Communication Co., LTD. Through visual and auditory, a distinctive and profound urban tourism image will be established in the minds of people all over the country and the whole city. Vigorously promote the in-depth mining of Wenzhou cultural resources by traditional media, to incorporate the regional culture and ethnic customs with Wenzhou characteristics into it, combined with new media to carry out a large range of communication, to make people appreciate the unique artistic and cultural charm of Wenzhou, and at last realize the all-round sharing mode of Wenzhou cultural and tourism resources.

### **3.2. Innovate the communication content and improve the image of tourism destinations**

In the age of media convergence, many people are used to getting information about travel destinations through social

media. Tourist attractions could create virtual scenes through social media to provide an "immersive" experience of the tourist destination for those who pay attention to the tourism experience.

Scenic spots could cooperate with media professionals on new media platforms such as Weibo and Douyin, jointly create a tourism and cultural image with Wenzhou characteristics and promote it. According to the characteristics of the scenic area, Wenzhou regional cultural activities and scenic activities can be combined to create the cultural theme of the scenic area.

For example, the culture of Wenzhou landscape poetry can be integrated into the time-honored Yandang Mountain Scenic Spot. The southern opera performance, choir performance, and traditional handicrafts and cultural and creative products making and selling could be carried out in the Wenzhou Nantang Scenic Spot, which integrates urban modernization and commercial characteristics. And the cultural and entertainment activities such as Wenzhou porcelain, sculpture making and paper cutting could be organized in the Wenzhou Amusement park. By this way, it makes the regional excellent cultural connotation of the external dissemination, at the same time could establish the basic characteristics of the tourist destination image.

In addition, experience sharing could be another main part of new media communication content, and the experience sharing should be planned from the perspective of tourists. Different from fragmented experience sharing, the experience sharing of tourist destinations should be organized and carried out logically, such as planning the theme of food, home-stay, history and culture, etc. Each theme should work together to create a distinct and unique image for the destination. When sharing experience, the tourist destination should pay attention to the perspective of tourists and make followers feel "present". While stimulating the willingness of followers to travel to the tourist destination, it also provides immersive experience for those who could not go there for various reasons, so as to achieve the actual value of improving the image of the tourist destination.

### **3.3. Take advantage of visual communication to enhance the public's sense of identity of urban tourism culture**

With the rapid development of new media communication platforms, even though tourist attractions can use a large amount of timeliness and interactive new media display information, it could not be ignored that the disadvantages of shallow impression left by such massive and rapid information to tourists.

Under the perspective of integrating media, scenic spots should attach importance to the construction of visual information. Before tourists visit, scenic spots could elaborate public service information such as tour information, consumption information and matters requiring attention through plane promotion form, and show tourists in an all-round way with deeply, popular and personalized copy, graphics, lines and colors. Overall, scenic spot should give full play to the role of new and old media in visual communication.

### **3.4. Make full use of new technology to promote product upgrade in real time**

Smart tourism should respond to the changing trends of the

industry and promote the product upgrade in real time according to the market demand. Only in this way can it gain a firm foothold in the ever-changing market environment.

For example, the public accounts in Wechat take the mainstream online and offline Wechat interaction, which is an essential means to realize the communication between scenic spots and the target market. Tourist attractions could use multi-level and multiple marketing channels to implant the public account through tourists' mobile terminal attention, and embed high-definition video propaganda videos or high-definition pictures containing the theme of tourist attractions in the information introduction section of the public accounts. Tourists could also click to view and enjoy the information by means of VR and artificial intelligence technology construction, and it breaks the introduction way of traditional single blunt text information content.

In addition, new media platform could take advantage of big data technologies to make the analysis of user browsing data, and personalized push is implemented to enable potential tourists to focus on and quickly view the information of interested scenic spots and strengthen the perception and impression of tourist scenic spot information.

## **4. Conclusion**

To sum up, as a new form of business in the era of media convergence, the development mode of smart tourism is considerably different from that of traditional tourism industry. In order to promote the innovation and sustainable development of the smart tourism mode in Wenzhou, it is necessary to find out the advantages of the smart tourism in the communication content and channels based on the characteristics of the convergence media environment and combined with the characteristics of scenic spots. At the same time, it is necessary to keep up with the development of the times and realize the deep coupling between the tourism industry and modern technology, economy and culture. On top of that, improving the development level of Wenzhou smart tourism is not the task of a certain person or a certain department, but the joint efforts of all members of the society, Wenzhou should make full use of all forces to jointly build a smart tourism city in the era of media convergence.

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