

# Cross-media Integration of Film and Television and Cultural Tourism in the Context of Internet Celebrity Cities

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**Abstract:** In 2023, with the hit of the TV series "Long Moon Embers", Bengbu will become popular on the whole network, which will make film and television programs and cultural tourism a cross-media integration for a while. Despite the hot atmosphere of the tourism market, the quality of cultural and tourism products is uneven, and it is difficult to live up to the truth under the banner of culture. This not only affects the consumer experience, but also detrimental to the long-term development of the industry. The TV series is detonated, and Bengbu's own profound historical context and urban heritage are the blessings of cultural tourism development. In the face of the city's "out of the circle", Bengbu City should take advantage of the situation to pursue, dig deep into its own resource endowment, and deeply cultivate cultural resources to build a cultural and tourism city; It is necessary to take the opportunity to transform, improve the business environment and industrial ecology, and stimulate the vitality of the city to achieve sustainable development. Do a good job in service with heart and affection, and continue to stimulate new momentum for the development of the cultural tourism market.

**Keywords:** Internet Celebrity City; Cultural Tourism; Cross-media Integration.

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## 1. Introduction

In the context of Internet celebrity cities, the cross-media integration of film and television and cultural tourism has become a new trend and development direction. This integration can not only enhance the city's brand image, but also promote the development of the local economy, and also provide a new channel for content creation and distribution for the film and television industry. The cultural tourism industry has always been one of the key areas of national development, and with the changes of the times and the continuous change of consumer needs, the cultural tourism industry is also constantly undergoing changes.

In 2023, with the hit of the TV series "Long Moon Embers", Bengbu will become popular on the whole network, and the story of the Bengbu princess mulberry wine and the East China Sea Jiaolong in the play will be reminiscent of Bengbu's landmark buildings - the river mussel girl sculpture in Zhanggongshan Park and the north-south dividing line mark on the shore of Longzi Lake, making Bengbu an Internet celebrity check-in place. For a time, film and television programs and cultural tourism have come to a cross-media blend. In addition, the Bengbu City Museum launched the "Long Moon Embers" custom badge, some scenic spots and B&Bs arranged a series of interactive activities around the series, Bengbu Daily also launched a cultural and creative T-shirt inspired by the character, and set up a "dark night" and "mulberry wine" human-shaped stand in popular locations for tourists to take pictures. These measures not only enrich the experience of tourists, but also further promote the cultural and tourism resources of Bengbu.

Behind Bengbu's "out of the circle", it is inseparable from the promotion of digital media.

In today's world, the image of the city can spread rapidly through a variety of channels, and online topics, events, and hot stalks have become the starting point for leveraging out of the circle and attracting traffic, whether it is a short video, a

popular drama, a sports event or a special meal, it can become a powerful tool for city publicity. Cultural tourism in various places has opened the "involution" mode and driven monetization with traffic, which confirms the vigorous power of the "Internet celebrity economy" model in the integrated development of culture and tourism. In today's society, the emergence of influencer cities is often closely related to the rapid development of social media and short videos, and cities connect with netizens through specific carriers or symbols (such as barbecue in Zibo, ice and snow in Harbin, and Malatang in Tianshui), which have become representatives of urban characteristics and attracted widespread attention online. With the increase in consumer demand for tourism experience, cities should not only provide "eating, drinking and playing", but also need to improve the city's taste and reputation, and resonate emotionally with tourists. The integration of film and television and cultural tourism can be achieved in a variety of ways. For example, Chongqing's tourism popularity has remained high, and with the recent implementation of the 144-hour visa-free policy, Chongqing's popularity in inbound tourism has continued to rise, and many Chinese and foreign tourists have been shocked by its "cyberpunk" sense of the future. The Liziba Light Rail passing through residential buildings, the majestic Chaotianmen in the morning mist, and the colorful Hongya Cave..... Chongqing's buildings are built along the mountains, overlapping and scattered, the scenery is superimposed on the scene, and the scene is integrated into the scenery, casting a layer of magic color on the whole city and forming a unique market competitive advantage. After the hit of the TV series "Going to a Windy Place", Yunnan Province became a dark horse in the tourism market, and the number of tourists received by Dali Bai Autonomous Prefecture during the Spring Festival increased by 219% year-on-year. This shows that film and television content can be used as a catalyst for urban tourism, showing the urban culture and scenery to the audience through the narrative space and plot of film and

television works, so as to attract tourists. In addition, the integration of film and television and cultural tourism can also be achieved through variety shows. For example, "Macao Twin Lines – Food, Culture and Tourism Check-in" showcases Macao's social fabric and humanistic style through the formation and dissemination of food symbols, making the program a film and television city card of Macao. The hit of the TV series "Hurricane", many people were attracted by the "Jinghai City" in the play: the Cantonese style street scene, the Nanyang style arcade group, the small restaurant full of fireworks..... the filming location of "Jinghai City" is the "overseas Chinese capital" Jiangmen, Guangdong, and the unique urban style has once again entered the field of vision of the people of the whole country.

However, the integration of film and television and cultural tourism also faces challenges. The "high traffic" of many Internet celebrity tourist destinations that exploded overnight was just a "flash in the pan", which was too commercial, serious price hikes by merchants, single experience scenes, traffic congestion, and impassable scenic spots..... Tourists return home disappointed in the tour and strongly feel the contrast between the "seller's show" and the "buyer's show". For example, Bengbu has a lot of food, but there are very few cultural and creative products. The production of cultural and creative product design can enable more people to look back at history, and in the collision and blending of history and culture, youth and fashion, IP and creativity, it will continue to generate fresh power, convey the rich and colorful life imprint of Bengbu City to the outside world, promote the development of cultural tourism in Bengbu City, and provide a new development direction for more "out of the circle" cities, and there are many problems in the development of other cities. If film and television IP is time-sensitive, its popularity may decay over time, so continuous innovation and in-depth cooperation are required.

## **2. It is Necessary to Brand, Serialize, and Scene-based Film and Television Works.**

At the same time, the design of cultural tourism products will strengthen the tourist experience, extend the life cycle of film and television works, and form a long-tail effect. In order to achieve the long-term integration of film and television and cultural tourism, it is necessary to accurately position the audience, dig deep into the culture, ensure the freshness of the tourism scene, and use high-tech and Internet technology to enhance the experience. At the same time, we should light assets and heavy operations, and update marketing methods with the times to achieve two-way empowerment and sustainable development of film and television and cultural tourism.

## **3. Do a Good Job in Product Design**

In-depth excavation of urban cultural resources, including historical stories, landmark buildings, folk customs, etc., and integrate these elements into the design of cultural and creative products to create products with unique urban cultural imprints. It is necessary to further enhance the cultural connotation of Bengbu tourism and cultivate more new forms of cultural and tourism integration and development. It is necessary to use cultural and plastic tourism to dig deep into the regional cultural characteristics, integrate cultural content, cultural symbols, and cultural

stories into scenic spots, and incorporate excellent traditional culture such as "cultural cradle, emperor's hometown, and hometown of Dun Dance" into the route design, exhibition and explanation experience of tourism, so as to ensure that there are more abundant cultural and tourism products that can be provided to consumers.

## **4. To Improve Product Quality.**

Urban development should adhere to the supply-side structural reform and realize the two-way flow between the demand side and the supply side. Micro-viewing, it is necessary to empathize with the needs of tourists, combine local high-quality resources, attract business entities and local people to participate through market mechanisms, create multi-format and diversified cultural and tourism products, and comprehensively improve service quality. In the middle view, it is necessary to extend the industrial chain, guide the cultural tourism fever to extend to the surrounding products and industries, and at the same time give full play to the radiation and driving role of hot cities, fully integrate the surrounding high-quality resources, and form a joint force. From a macro point of view, it is necessary to scientifically formulate industrial planning, optimize the business environment, so that enterprises can participate, people have income, and tourists can harvest, turn cultural tourism fever into consumption fever, investment fever, and economic heat, turn temporary heat into comprehensive heat, effective heat, and sustainable heat, and turn explosive growth into a trickle of water. It is necessary to promote the upgrading of tourism performing arts, cultural heritage tourism, cultural theme hotels, special festivals and exhibitions, vigorously carry forward the flower drum lantern exhibition in Bengbu City, and form more cultural and tourism products that pay equal attention to service quality and cultural experience. It is important to take multiple measures at the same time, strengthen innovation, use science and technology and innovation to empower the integration of culture and tourism, make great efforts to promote the in-depth integration of culture and tourism in a wider range and at a higher level, and actively cultivate new products that people like to see, so as to better meet the growing diversified consumer demand.

## **5. It is Necessary to Develop the Sinking Market.**

The cultural tourism market is not only in the market, but also in the surrounding areas, such as Zhanggongshan Qingchuang Market, Longzi Lake Cruise, Mingjiang Street, Flower and Bird Market, Hequan Farm, Qi Shufang and a large number of Internet celebrity attractions and projects, etc., so that there are more and more "selling points" of Bengbu cultural tourism. It is necessary to know how to grasp the traffic password in the Internet era, and to follow the new trend of people's consumption willingness to create the selling point of the city; It is also necessary to take the initiative offline to present "fireworks in the world". Strengthen regional cooperation in the cultural and tourism economy, and better build domestic and international dual circulation. At present, the city's cultural tourism fever is showing a trend of "dotted distribution and spontaneous masses", and the rotation speed is relatively fast. Internet culture is characterized by global interconnection, and food, beautiful scenery, and traditional Chinese culture are highly attractive on a global scale. It can further strengthen the linkage and

cooperation between cities and regions, strengthen the overall consideration of transportation infrastructure, tourism resources and industrial planning, complement each other, form a good pattern with its own characteristics and a game of chess as a whole, enhance the overall competitiveness, attract tourists from outside the region and abroad, and extend the urban Internet celebrity cycle.

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