

# Short Videos Go Viral? Research on the Phenomenon of Short Videos of Local Cultural Tourism Official Spokespersons from the Semiotic Perspective

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**Abstract**—In the new media age with fierce market competition, local cultural and tourism managers are emerging as the focus in cultural and tourism short videos, drawing extensive attention. This study employs the semiotic perspective to explore how they reshape local impression via short-video platforms and analyze the reasons for its popularity. Specifically, this article also defines relevant concepts, classifies video types, analyzes cases, and examines the symbolic interaction mechanism. Additionally, this article evaluates the videos' values from political, economic, social, and cultural aspects and reflects on existing issues. This research offers novel insights into local impression-building and practical guidance for local tourism promotion.

**Keywords**— Semiotics, official spokesperson, local cultural and tourism, local impression construction, short video dissemination.

## I. INTRODUCTION

In the wave of digitalization, the promotion of local cultural tourism is undergoing a transformation from traditional media to new media, and the short-video platform has quickly become an important channel for local tourism promotion. The 14th Five-Year Plan for Tourism Development, which was published by the National Development and Reform Commission (NDRC) in March 2022, places a strong emphasis on the use of new media in tourism promotion and urges the creation of tourism promotion systems and mechanisms that are modern, market-oriented, and professional<sup>[1]</sup>. Therefore, due to the fierce competition in cultural tourism promotion on short - video platforms, local government agencies have adopted diversified strategies to boost local tourism attractiveness and competitiveness. The way local cultural and tourism managers act as spokespersons in short videos has quickly attracted the attention of all sectors of society. Specifically, according to the statistics of Mafengwo Big Data, the online search popularity of tourist destinations endorsed by many local cultural tourism managers has shown a significant upward trend since February 2023. Compared with the same period in 2019, many regions have seen a significant increase in travel bookings<sup>[2]</sup>. This strategy leverages the credibility and influence of local cultural tourism managers to combine their local characteristics with personal image. It also aims to build a new communication model to stand out in the fierce market competition. The image and behavior of local cultural tourism

managers are not only effective communication tools, but also a symbol carrier of local culture and impression.

## II. OVERVIEW OF SEMIOTIC THEORY

Semiotics provides a comprehensive theoretical framework for analyzing and interpreting signs. It not only focuses on the surface of symbols, but also delves into the meanings behind them. Given these characteristics of semiotics, it can provide a unique and valuable perspective for the research. Semiotics can help us understand how local cultural tourism managers serve as symbol carriers of local culture and impression, and how these symbols are interpreted by the audience.

At the same time, semiotics is an interdisciplinary field of study, which integrates the theories and methods of linguistics, psychology, sociology. This makes semiotics particularly suitable for the analysis of short videos, a medium that combines multiple symbolic forms such as visual, auditory, and textual elements. In addition, many concepts and theories in semiotics, such as the polysemy of symbols, encoding and decoding, and symbolic interaction theory, can explain the communication between local cultural tourism official spokespersons and the audience. At present, what is not yet clear is the phenomenon of short videos by local cultural tourism official spokespersons from the semiotic perspective and many semiotic concepts and theories applicable to this phenomenon remain to be supplemented. To fill the gap, this study will employ the semiotic perspective to explore the phenomenon of short videos by local cultural tourism official spokespersons and its communication issues and solutions. Therefore, the significance of this study lies in contributing innovative theoretical perspectives to the construction of local impression and providing practical suggestions for boosting local tourism promotion initiatives.

## III. ANALYSIS OF LOCAL CULTURAL TOURISM SHORT VIDEOS WITH SPOKESPERSONS AS SYMBOLS

### (1) Definition of short videos of local cultural tourism official spokespersons

The short videos of local cultural tourism official spokespersons refer to the audio-visual content which is released through short video platforms, features local cultural and tourism management personnel and is aimed at better

promoting local cultural and tourism resources. Specifically, this kind of short video integrates official publicity and personal charm. It conveys local culture and tourism information, thereby enhancing the attractiveness and persuasiveness of the content. Moreover, the short video of local cultural tourism official spokespersons is not only a medium for information dissemination, but also a tool for shaping the impression of the place. It provides the audience with a new and interactive experience through the combination of visual and auditory elements and attracts the audience to experience the tourism scenery and folk culture in the region.

## (2) Classification of short videos of local cultural tourism official spokespersons

In order to better explore the phenomenon of short videos of local cultural and tourism official spokespersons, this study begins by systematically categorizing these videos. This paper presents four primary categories in detail. These types have their own characteristics and show the local cultural heritage and tourism resources in different ways. The following is a table of the types of short videos of local cultural tourism official spokespersons, as shown in Table 1.

TABLE 1. Classification of short videos of local cultural tourism official spokespersons

Type	Peculiarity	Case
Featured clothing display	It is displayed in the characteristic landscape by wearing national costumes with local characteristics or other representative costumes.	Du Bo ( Tahe County, Heilongjiang Province ) wore Oroqen national costumes and displayed the Northeast Ice and Snow World in the birch forest.
Historical story presentation	With the help of local historical stories or cultural celebrities, wear costumes that match the background of the story, and show the cultural resources of the place through interpretation or introduction.	Gao Hongqing ( Linyi City ) wore Hanfu in Wang Xizhi's former residence to promote Linyi's calligraphy culture.
Creative role-playing	Take advantage of the role play methods that young people like (such as cosplay) to play different roles in local attractions, and attract attention through the combination of creativity and attractions.	Jianze Duoji ( Daofu County, Sichuan Province) cosplayed as astronauts and ancient warriors at different scenic spots to show the scenic spots of Daofu County.
Recreational activity display	By participating in local amusement activities or showcasing local lifestyles, such as horseback riding and skiing, the audience will be attracted with a dynamic and energetic image.	He Jiaolong ( Zhaosu County, Xinjiang Province ) wore a red cloak and spurred his horse in the snow to show the scenery of Zhaosu.

## (3) The characteristics of short videos of local cultural tourism official spokespersons

**Personalization of the communication subject:** A prominent characteristic of such short videos is the personification of the communication subject, which is mainly reflected in the personification of the communication subject. This is manifested in the following ways: Local cultural and tourism

managers, as the main agents of communication, engage with the public via short-video platforms, creating a down-to-earth image. By leveraging their own images, words, and actions, these managers convey official information to the public in a more vivid and personalized manner, thereby enhancing the attractiveness of the videos. For instance, a brief film featuring Liu Hong, then the manager of cultural tourism promotion in Sichuan Province's Ganzi Tibetan Autonomous Prefecture, became viral online when it depicted him as a knight in historical garb promoting the local snow-covered mountains, grasslands, and rich Tibetan culture. This kind of personified communication strategy enables the establishment of a mimetic intimate relationship, shortens the psychological distance, and enhances the public's emotional resonance and sense of identity. This kind of government promotion with the image symbol of official spokespersons has increased the popularity of the place and stimulated the growth of the local tourism economy.

**Characterization of visual symbols:** Visual symbol characterization is another crucial feature of local cultural tourism official spokesperson short videos. Creators enhance the videos' appeal by meticulously selecting and editing symbols of local cultural and tourism landscapes. They also employ personalized editing techniques, incorporate embedded special effects, use narration and subtitle commentaries, and add background music. These efforts collectively elevate the funniness and technological elements of the short videos. For instance, Jianze Dorjee, the cultural tourism publicity manager of Daofu County, Sichuan Province, utilized aerial photography in a video promoting Moshi Park. This approach vividly captured and presented the park's unique geological landforms. This case exemplifies the significance of visual symbol specialization in such short videos. Integrating local cultural symbols and characteristic landscapes within the videos can, through visual presentation, reinforce the distinctiveness of local culture. This strategy not only captivates the audience but also effectively disseminates local cultural and tourism resources, enhancing the region's brand image. Ultimately, it contributes to the promotion of the local tourism economy.

**Storytelling of content narrative:** Content narrative in these short videos shows a storytelling trend. By recounting local tales and showcasing regional characteristics and culture, these videos construct a narrative framework that elicits emotional resonance among the audience. Unlike traditional publicity methods that merely combine and splice tourism scenes, this kind of short videos adopt innovative forms such as cross-dressing and temporal-spatial crossovers. These techniques create specific scenarios and enable the integration of tourist attractions across different times and spaces, thereby offering the audience a more immersive and vivid visual experience. For instance, Dai Tangerine, the cultural tourism publicity manager in Ruijin City, Jiangxi Province, integrates passionate red history, engaging red stories, and vibrant folk lantern-related content. This approach brings Ruijin's history, culture, and local customs to life. This storytelling approach not only enhances the message's attractiveness but also

promotes the dissemination of local culture and boosts the image of the tourist destination.

*Two-way interactive communication:* The short video of local cultural tourism official spokespersons also reflects the two-way characteristics of interactive communication. Unlike traditional one-way dissemination, the short video platform provides a space for interactive communication, so that local cultural and official spokespersons can communicate directly and respond to the public. For instance, Xie Wei, the head of cultural tourism publicity at the Hubei Suizhou Culture and Tourism Bureau, creates videos with distinct personal styles. His name frequently appears in the comment sections of other spokespersons' videos across different regions. In response to the suggestions of his fans, he went to Ganzi and interacted with Liu Hong, the manager of cultural tourism publicity there, achieving coordinated publicity between Suizhou and Ganzi. This "listening - and - responding" form of interaction has yielded excellent online engagement outcomes.

Additionally, the short video featuring local cultural tourism officials' spokespersons demonstrates the potent impact of short video as a developing medium for promoting local culture and tourism resources. The audience's favorable participation further supports this. Such two-way interactive exchanges not only enhance the public's sense of participation, but also collect public opinions and suggestions in a timely manner, and provide reference for the formulation and adjustment of local tourism policies.

#### (4) Representative case analysis

The rapid rise of short videos by local cultural tourism official spokespersons has drawn significant attention from cultural tourism administrators and promotion professionals. Among them, Liu Hong, the official cultural tourism spokesperson from Ganzi, Sichuan, stands out as a highly representative figure. Through short videos, he actively promoted Ganzi, amassed a large number of followers, and became an influential local cultural tourism official spokesperson.

To conduct a comprehensive analysis of Liu Hong, this study analyzes the comment section of his representative Tiktok video titled "Official spokesperson Liu Hong is smiling proudly in the rivers and lakes and cross-dressing, speaking for his hometown!". This Tiktok video has received a total of 1.8 million likes. Table 2 presents the word frequency statistics of the comment section.

Based on the result of word frequency analysis, keywords such as "hometown", "official spokesperson", "handsome", "support" and "cultural tourism" appear frequently. These results indicate that the comments primarily focus on descriptions of his personal appearance, the promotional impact on his hometown, and the endorsement of cultural tourism activities.

TABLE 2. Word frequency statistics in the comment area of the video

Ranking	High-frequency words	Frequency
1	hometown	66
2	official spokesperson	51
3	handsome	42
4	publicize	29
5	charming	27
6	Ganzi	26
7	support	23

This research conducts topic modeling on the comments of the video using pyLDAvis which generates topics based on the comment content and extracts the keywords for each topic. As illustrated in Figure 1, the left-hand side presents the distribution of topics. On the right-hand side of the figure, keywords such as "director", "handsome", and "charming" predominantly pertain to descriptions of personal appearance. Additionally, other keywords include "Ganzi", "hometown", "martial arts", and "place", which are closely associated with the video's theme. Furthermore, terms like "tourist" highlight the video's tourism - related content, while evaluative words such as "nice" and "support" reflect the viewers' positive attitudes.

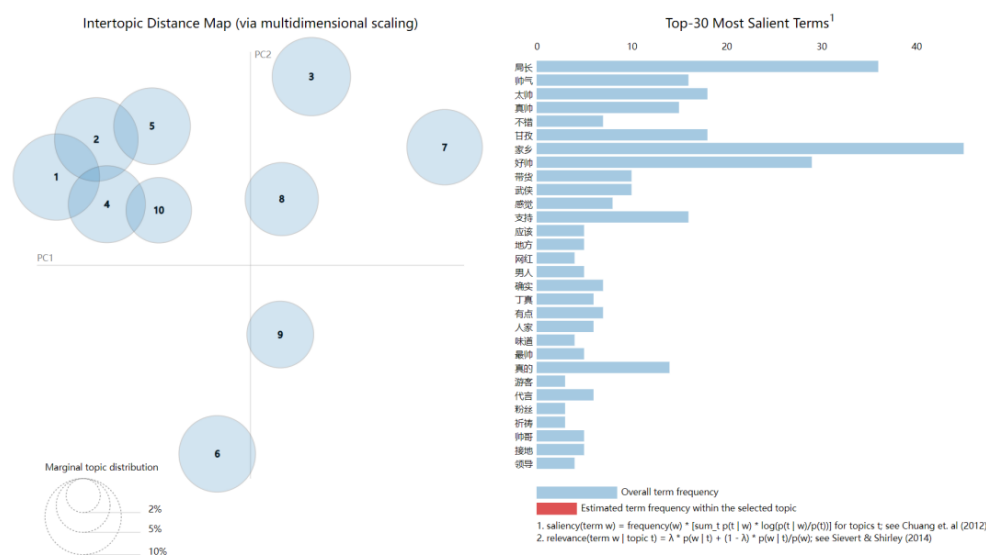


Figure 1. Topic modeling on the comments of the video using pyLDAvis

This study also employs the Senta-LSTM sentiment analysis model to evaluate the sentiment expressed in the comment section. This model is designed to categorize the sentiment of input text accurately. The classification results, as presented in Table 3, indicate that out of 679 comments in the dataset, 555 (approximately 81.74%) are classified as positive, while 124 (around 18.26%) are deemed negative.

TABLE 3. Sentiment classification results of the comment area

Category labels	Amount	Percentage
Positive	555	81.74%
Negative	124	18.26%

As shown in Table 4, the overall statistical analysis of specific affective values reveals that affective tendencies are commonly quantified on a scale from 0 to 1, with 0 representing complete negativity and 1 denoting complete positivity. The average value obtained from the analysis using the Senta-LSTM model is 0.793049, indicating that the overall affective tendency leans towards the positive end of the spectrum. The standard deviation, calculated at 0.305386, suggests that the distribution of affective tendencies exhibits some variability. While fluctuations exist, they remain within a moderate range, confirming that positive emotions predominantly influence the sentiment landscape.

TABLE 4. Overall sentiment statistical analysis of the comment area

Statistical indicators	Value
Count	679.000000
Mean	0.793049
Standard Deviation	0.305386
Minimum(min)	0.002900
25th percentile (25%)	0.716350
Median	0.967000
75th percentile (75%)	0.996500
Maximum (max)	0.999900

#### IV. THE SYMBOLIC INTERACTION MECHANISM BETWEEN AND THE AUDIENCE VIA SHORT VIDEOS

In communication activities, symbols are the most basic units. According to the theory of symbolic interaction, symbols such as language, words, visual scenes and gestures function can be used as tools for interaction. Symbols not only convey meaning but also forge an interactive bond between communicators and receivers. Once the receivers interpret the symbols deliberately constructed by the communicators, the interactive process is fulfilled<sup>[3]</sup>. In the following part, this article will explore the symbolic interaction mechanism between local cultural tourism official spokespersons and the audience via short videos.

##### (1) Common space of meaning: short videos connect the discourse of the government and the people

British scholar Stuart Hall posits that meaning transmission occurs through covert encoding and that the values of communicators significantly influence the encoding and decoding processes. The absence of a common space of meaning can lead to misunderstandings, which in turn reinforce deep-seated stereotypes<sup>[4]</sup>. Short video platforms,

characterized by their popularity, wide-spread dissemination capabilities, and interactivity, serve as an ideal foundation for cultivating a common space of meaning between local cultural and tourism administrators and audiences. This facilitates more direct and convenient communication, bridging the gap between governmental representatives and the public. As a tangible medium for interaction, short videos not only establish the cyberspace presence of both parties but also act as a catalyst for integrating and maintaining their relationship dynamics. They effectively narrow the gap between the official discourses of the government and the narratives of the public.

Over time, the convergence of surface-level visual elements and deeper-level discourse systems continuously reinforces the identity-building interactive process. This two-way engagement not only enhances the efficacy of information dissemination but also fosters mutual understanding and trust between the government and the public, thereby creating a conducive social environment for promoting local culture and tourism.

##### (2) Scene symbol selection: creative expression of regional culture

In short videos featuring local cultural tourism official spokespersons, the selection of scene symbols plays a pivotal role in the creative expression of regional culture. Local cultural tourism official spokespersons meticulously choose natural landscapes, historical sites, folk activities, and other regionally-characteristic scenes to construct a highly symbolic visual symbol system. Take Wu Jiaojiao, a cultural and tourism manager from Dafang County's Bureau of Culture in Bijie City, as an example. In the video, she dons traditional ethnic costumes and participates in festival celebrations. The vivid and elaborately crafted ethnic costumes, together with the dynamic dragon and lion dances and folk song and dance shows, are more than just visual presentations. These specific symbols, also known as signifiers, carry deeper meanings. Instead, they encapsulate the historical heritage, aesthetic values, and daily life patterns of ethnic minorities in Dafang County, vividly reflecting the locals' dedication to preserving and cherishing their traditional culture. These symbols collectively evoke the distinctive urban character of Dafang County, Bijie City, Guizhou Province, accentuating its rich ethnic culture and vibrant festival traditions, thus effectively shaping an alluring cultural tourism image. The scenes in these short videos serve not only as visual backdrops but also as potent conveyors of cultural meaning. Through the creative utilization of symbols, they communicate the profound essence and unique allure of local culture. By bridging local culture and a broad audience, the strategic selection and application of scene symbols significantly enhance the visibility and appeal of regional cultural identities.

##### (3) Foreground image performance: the rise of key opinion leaders

Another crucial characteristic of short videos featuring local cultural tourism official spokespersons lies in the

presentation of the personal on-screen persona, which marks the emergence of key opinion leaders. Through short-video platforms, these administrators showcase their unique personalities, crafting distinctive personal brands characterized by an approachable image and personalized communication styles. This strategic self-presentation aims to foster emotional resonance and encourage audience engagement. As Goffman, the proponent of the "dramaturgical theory", has said, true communication requires all parties to endow their own behaviors with meaning. Meanwhile, they should also understand or strive to understand the meaning conveyed by others<sup>[5]</sup>. From Goffman's perspective, the media personas of local cultural tourism administrators in cultural tourism short videos can be likened to a theatrical portrayal of the local landscape. The scene-constructed images have the power to evoke emotions that transcend the digital screen and permeate real-life experiences. It is precisely this emotional connection that serves as the cornerstone for in-depth interactions, effectively attracting broader audience attention and participation. The display of these on-screen personas not only bridges the gap between local cultural tourism and the audience but also transforms local cultural tourism official spokespersons into dynamic ambassadors for regional cultural and tourism attractions. The rise of key opinion leader not only epitomizes the evolving trends in public figure image-building within the new media era but also paves the way for innovative approaches to promoting local culture and tourism.

*(4) Situational symbol interaction: Meaning sharing brings emotional resonance*

In the process of disseminating the short videos of the official spokespersons of local cultural tourism, the interaction of symbols in the scene is the key to achieving meaning sharing and emotional resonance. The short videos of local cultural tourism official spokespersons carefully select a visual symbol system that is rich in symbolism and has regional characteristics, so that the audience can experience a situation close to reality in a virtual space. The construction of such contexts hinges on various symbolic elements, including visual, auditory, and textual cues. These elements collectively engage viewers, evoking emotional responses and fostering meaning-based resonance. Simultaneously, short videos create a platform conducive to comprehensive communication. Local cultural tourism administrators interact with the audience through symbols embedded in the videos, such as language, images, and music. In turn, the audience establishes an emotional bond with these administrators via the interpretation and feedback of these symbols. As posited by symbolic interaction theory, individuals utilize symbols as a medium for information dissemination to facilitate meaning exchange and interaction, and symbolic communication embodies human participation in social interaction processes<sup>[6]</sup>. The interaction of local cultural tourism managers through symbols in short videos is not only a simple sense of media sharing, but also an important mechanism for emotional resonance. Therefore, the symbolic interaction in short videos is not only a tool for information transmission, but also a bridge for emotional exchange and cultural sharing. By forging a profound

connection between the audience and the video content, it enhances the appeal and influence of local cultural tourism. This transformation has elevated short videos featuring local cultural tourism official spokespersons into a potent social and cultural communication phenomenon.

V. THE SHORT VIDEO OF LOCAL CULTURAL TOURISM OFFICIAL SPOKESPERSONS CREATES MULTI-DIMENSIONAL VALUE

*(1) Political value: bridge the discourse of the government and the people*

The political value of short videos featuring local cultural tourism official spokespersons lies in their capacity to facilitate effective communication and interaction between the government and the public. Leveraging the medium of short videos, local cultural and tourism administrators can engage with the public in a more accessible and interactive manner. This personified communication strategy adopted by local cultural and tourism managers not only significantly enhances the credibility and outreach of short videos but also narrows the psychological gap between the government and the public, promoting seamless communication and cooperation. Specifically, through direct interactions on short-video platforms, local cultural and tourism administrators can promptly gather public opinions and suggestions, which serve as valuable references for formulating and adjusting local policies. From a political perspective, this two-way interactive communication model not only boosts public participation but also enables the timely collection of public feedback, providing crucial insights for the development and refinement of local tourism policies.

*(2) Economic value: benign the development of the market*

At the economic level, short videos featuring local cultural tourism official spokespersons have made substantial contributions to market vitality. Government-led promotional campaigns that feature these official spokespersons effectively enhance a region's online visibility and drive the growth of local tourism economies. A study integrating tourist flow data and new media video information found that, in the short-to-medium term, when local cultural tourism official spokespersons posted on TikTok, the average daily visitor flow to local scenic spots increased by 0.86%. This promotional effect was found to be directly proportional to the number of video likes, expanding to as much as 1.6% - 2%. In contrast, traditional short videos without local cultural tourism official spokespersons did not exhibit any statistically significant impact on tourism. These findings strongly validate the unique role of short videos featuring local cultural tourism official spokespersons in stimulating economic growth<sup>[7]</sup>.

*(3) Social value: foster identification among diverse groups*

At the social level, short videos featuring official spokespersons for local cultural tourism serve as a powerful medium for fostering identification among diverse groups. Symbols embedded within these videos, such as language, images, music act as effective connectors, bridging gaps between diverse social groups. They enable the sharing of

cultural meanings and evoke emotional resonances, transcending the boundaries of different backgrounds and social circles. This identification not only deepens the emotional bond between audiences and local culture but also promotes social integration and harmony. Thanks to the advanced precise positioning and personalized recommendation mechanisms of short-video platforms, these videos can reach audiences from various social strata and interest groups, thereby achieving extensive recognition and resonance. Furthermore, the high interactivity and strong participatory nature of these short videos provide an open platform for audiences to express their thoughts, share their experiences, and engage in discussions. This two-way communication further reinforces the audiences' emotional identification with local culture and enhances their sense of social belonging, ultimately contributing to the construction of a more inclusive and harmonious social environment.

#### *(4) Cultural value: promote and spread local culture*

In terms of cultural communication, the short video of local cultural tourism official spokespersons has played an important role. These short videos, through careful selection of local cultural symbols, disseminate local culture and tourism resources, enhance local culture's uniqueness and recognition, and expand the local cultural symbol system via innovative cultural symbol communication paths. Through the careful selection and innovative expression of local cultural symbols, the short video of local cultural tourism official spokespersons can effectively disseminate local culture and tourism resources, and enhance the uniqueness and recognition of local culture. Moreover, the interactive and participatory nature of these short videos offers audiences valuable opportunities to gain in-depth insights into and immerse themselves in local cultures. This engagement fosters a stronger emotional connection, deepening viewers' sense of cultural identity and belonging. Consequently, local cultures are able to reach wider audiences and gain greater promotion, facilitating their preservation and evolution in the digital age.

### VI. PROBLEMS AND REFLECTIONS IN THE DEVELOPMENT OF SHORT VIDEOS OF LOCAL CULTURAL AND TOURISM OFFICIAL SPOKESPERSONS

#### *(1) Vary in quality: the content is homogeneous and superficial*

The content creation of short videos featuring local cultural tourism official spokespersons suffers from poor quality. Many works overly rely on superficial symbols, lacking innovation and depth. Consequently, cultural dissemination is shallow, unable to fully convey the richness of local heritage. This situation may lead to audiences forming simplistic impressions of local cultures, hindering the diverse and comprehensive representation of regional identities.

In view of the problems existing in the content development of such short videos, several strategic improvements are proposed. First, a greater emphasis should be placed on content innovation and quality enhancement. Local cultural tourism official spokesperson short videos

should leverage the unique scenic and cultural advantages of different regions to develop customized promotional models. For instance, they can explore each region's distinctive historical, cultural, and scenic resources. By fully utilizing the narrative capabilities of short videos, integrating natural landscapes with historical anecdotes, and presenting them in a multi-dimensional and comprehensive manner, which can effectively enhance the appeal and influence of local cultural tourism.

#### *(2) The gap in encoding and decoding: the ambiguity of symbols and the uncertainty of communication*

The ambiguity of the meaning of the sign cannot be overlooked in the process of symbolic communication. As symbols themselves sometimes fail to accurately convey a fixed meaning, compounded by the arbitrariness in symbol selection and the superficial understanding of local culture during video planning, the communication effect of short videos and audience reception may be affected. This issue is compounded by the arbitrariness in symbol selection and the superficial understanding of local culture during video planning. Moreover, the communication process is subject to multiple influencing factors. Discrepancies in the encoding and decoding processes, along with the inherent uncertainties in information dissemination, further complicate matters. These factors collectively impede the effective exchange of information between short videos featuring local cultural tourism official spokespersons and their audiences. As a result, the promotional impact of these videos is diminished and even trigger more serious public opinion events.

To address these challenges, this article suggests that the creation of short videos should involve a thorough exploration and precise representation of local cultural connotations. By avoiding the haphazard use of symbols and reducing semantic ambiguity, the accuracy and efficiency of information dissemination can be enhanced. Additionally, they should strengthen cooperation with public opinion management departments, flexibly adjust publicity strategies in combination with big data monitoring, establish a rapid response mechanism, timely monitor and respond to possible public opinion risks in order to ensure the positive effect of information dissemination.

#### *(3) Challenges of sustainable development: difficulties in converting traffic into existing user bases*

A critical issue for sustainable development lies in transforming short-term traffic impacts into long-term cultural influence. This necessitates that local cultural and tourism administrators not only focus on the immediate effects of these videos but also adopt a long-term strategic approach to planning and operation, ensuring that short videos continuously contribute to the growth of local cultural tourism. When local propaganda adopts the "Internet celebrity" publicity strategy, it is necessary to prevent excessive pursuit of network traffic and neglect of core responsibilities. It should be clear that the core objective is to stimulate the vitality of the cultural tourism rather than the popularity of individuals.

Therefore, local authorities must promptly formulate and implement relevant policies. Guided by the principle of moderation and with a focus on economic viability, they should integrate diverse regulatory efforts and clarify the standards for online promotion activities. By doing so, a healthy and sustainable environment for cultural tourism promotion can be established. The government also needs to develop targeted industrial policies to elevate the supply quality of the cultural tourism market. These policies should prioritize the protection of cultural and tourism resources, strengthen the construction of supporting infrastructure, and prevent excessive commercialization and packaging. Ensuring the authenticity of cultural tourism promotion is crucial for achieving the long-term, healthy development of local cultural tourism industries.

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