
Original Research Article

Research on the path of internet celebrity economy empowering the high - quality development of Shandong's cultural and tourism industry

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Abstract: Under the constraints of the traditional concept of development, Shandong's culture and tourism industry is in urgent need of new ways to adapt to the dynamic market environment. Firstly, this article analyses the status quo of culture and tourism in Shandong Province. Then, the author discusses how to promote the quality of Shandong culture and tourism by expanding the marketing channels, promoting the diversification of industry, and promoting the promotion of consumption. Finally, the paper puts forward concrete ways of development, including the integration of online and offline services to increase the transfer rate, the emphasis on time and space creation, and the segmentation of the tourist market to promote consumption upgrading.

Keywords: Shandong's cultural and tourism; Internet celebrity economy; High- quality development; Path research

1. Introduction

Shandong is a major tourist province. Since 2008, "Hospitable Shandong" has spurred rapid tourism growth. In 2022, its tourism revenue hit 827.86 billion yuan, significantly boosting the economy.

Yet, traditional ideas limit Shandong's cultural tourism. Problems like poor information spread, weak branding, low-quality development, and insufficient consumer involvement demand new strategies. The 20th National Congress of the CPC highlights high-quality development, crucial for meeting people's needs and altering the development path.

In the "Internet + Tourism" era, the "Internet celebrity economy" holds great promise for Shandong's cultural tourism. Internet celebrities can integrate and diversify local cultural and tourism resources via unique communication, expanding influence, enhancing regional reputation, strengthening the brand, and bringing new high-quality development chances.

2. Analysis of the current situation of cultural tourism development in Shandong

At present, Shandong's culture and tourism industry is facing a bottleneck. All these are mainly reflected in the limitation of the traditional tourism development mode and the uneven quality development pattern, which has severely restricted the exploration and the sustainable development of Shandong culture and tourism.

2.1. Limitations of traditional tourism development highlighted

The development of traditional tourism in Shandong is restricted by the narrow communication channels and the lack of efforts to establish the brand.

2.1.1. Narrow channels of information dissemination

Shandong's traditional cultural tourism promotion uses offline means like travel agency brochures and tour-

ist area posters, failing to reach many potential consumers, especially internet-savvy ones.

Lao Zijian and Wang Yuhua (2024)^[11] noted Shandong's new media marketing problems, including a lack of a specialized team, weak integration of traditional culture with new media, slow public opinion management, poor interaction, and insufficient short-video platform support.

Traditional media such as newspapers and TV also have drawbacks. Their limited audience, low timeliness, high costs, and inaccurate targeting impede the spread and display of cultural tourism resources.

2.1.2. Insufficient publicity and weak branding

Shandong's cultural tourism brand building has notable flaws. There's a lack of unity, and scenic areas have weak cultural connections. Huang Huini and Yu Caixia (2024)^[12] proposed using new and social media for creative targeted promotion.

Shandong's brand names and slogans are inadequate. Despite rich heritages and landscapes, it doesn't tap into its cultural and natural features in branding, lacking a distinct theme and having low competitiveness.

2.2. Uneven development of high quality in Shandong's cultural tourism

In the course of high quality development in Shandong, there is an obvious imbalance, which is reflected in time and space.

2.2.1. Imbalances in the time dimension

(1) Seasonal resource imbalance

Chai Shousheng and Gao Teng (2013)^[13] found Shandong's tourism has notable seasonal swings. Visitor numbers differ widely between peak and off-seasons, leading to resource and facility waste. In winter, for example, tourist volume is low and facilities are underutilized.

(2) Uneven tourist product supply

Lu Lin (2014)^[14] proposed resource innovation and coordination to tackle tourism's seasonal imbalance. In Shandong, the peak season has diverse products attracting numerous tourists, but the off-season, especially winter tourism, features scarce and uncreative product supply. This limits tourists' options and hinders the industry's sustainable growth.

2.2.2. Imbalances in the spatial dimension

(1) Regional development imbalance

Liu Zhaode et al. (2019)^[15] showed Shandong's tourism has marked regional differences. The coastal area, with unique resources, complete facilities and quality services, is more appealing than the inland, which has low attraction and visibility, affecting resource allocation and overall development.

(2) Big urban-rural development gap

Shandong's cities have rich tourist resources and good services to meet diverse tourist needs. Rural areas, despite having natural and folk-culture resources, have weak infrastructure and poor tourist services. This hinders attracting high-end tourists and balanced tourism development, as well as rural economic and social progress.

2.3. Insufficient potential for consumption upgrading of cultural tourism in Shandong

Culture and tourism in Shandong province have obvious short-board in the promotion of consumer products and experience, consumption environment, marketing, marketing, branding, service quality and facilities.

2.3.1. Uneven development of cultural and tourism resources and serious homogenisation

Shandong's cultural tourism is short of innovation. Its tourism industry is traditional, featuring an irrational product and service setup, poor intangible cultural heritage integration, and mediocre products.

The Tuo Zhaobing Report (2024)^[16] noted that Shandong struggles to attract and keep tourists and stimulate consumption. In cultural tourism projects, unsolved issues lead to tourist loss. Products are highly similar, lacking innovation and in-depth experiences. Some scenic spots are dull, devoid of personalized, interactive, and immersive features.

2.3.2. Consumption scenarios and cultural and tourism activities are relatively traditional

Jiang Zhiyun (2024)^[17] said integrating modern tech into cultural and tourist activities can significantly boost tourists' experience and satisfaction. In Shandong's cultural and tourist integration, consumption patterns are traditional. There's insufficient deep integration with modern tech and fashion. Though some cities have night events, new scenario development is overall lacking, and traditional activities are unnovel, making it tough to draw young consumers.

3. Mechanism analysis of netroots economy enabling high-quality development of cultural tourism in Shandong province

In the digital era, the Internet celebrity economy, as an emerging economic form, has provided numerous opportunities and innovative impetus for the high-quality development of Shandong's cultural tourism in aspects like expanding marketing channels, diversifying industries, and upgrading consumption.

3.1. Broadening of marketing channels

The Internet celebrity economy diversifies Shandong's cultural tourism marketing channels. Ji Zhaohui (2022)^[18] noted its economic advantages over the traditional model.

In Shandong, the "2021 Hospitable Shandong Internet Celebrity Promotion Season" linked 16 cities. By inviting Internet celebrities and using microblog topics, graphics, and videos, they launched an all-round promotion. These creative activities got 132 million views, effectively boosting Shandong's cultural tourism and spreading its "Hospitable Shandong" image online.

3.2. Industrial diversification

The Internet celebrity economy diversifies Shandong's cultural tourism. Lu Changming and Chen Cheng (2022)^[19] claim it can adjust urban industry structure, boost employment, and drive industrial change and urban development.

It integrates culture and tourism deeply. Zibo BBQ, popularized by Internet celebrities, attracts many tourists, coordinating local tourism, catering and accommodation, and changing simple sightseeing into cultural experiences.

The Internet celebrity economy enriches rural cultural tourism. In Xiajin County, "Kong City grapes" trigger local picking tours and farmhouse tourism, increasing farmers' income. New cultural and tourism sectors like Internet celebrity B&Bs and cultural and creative products emerge, injecting vitality into Shandong's cultural tourism.

3.3. Consumption escalation

The Internet celebrity economy greatly promotes the consumption upgrading of Shandong's cultural tourism. Lv Fang (2024)^[20] pointed out that consumer consumption emphasizes the experience.

Influenced by the Internet celebrity economy, consumers have diverse views on Shandong's cultural tourism. Sightseeing tourists are attracted by the scenery, and participatory consumers by unique experiences and Internet celebrity product activities.

The Internet celebrity economy widely reveals Shandong's historical and cultural resources, meeting consumers' cultural knowledge needs. Additionally, Shandong's landscapes evoke emotional resonance among emotional tourism consumers through online dissemination.

By catering to different consumer groups, the Internet celebrity economy improves the consumption quality and experiential depth of Shandong's cultural tourism, facilitating its high-quality development, promoting consumption upgrading, and driving its high-quality growth.

4. Research on the Path of netroots economy enabling the high quality development of cultural tourism in Shandong province

In this article, we try to make use of Netflix economy to promote high quality tourism in Shandong, and find out the way from:

4.1. Time and space together to create tourism moments

Regarding time, analyze the annual, seasonal and vacation distribution of Shandong's cultural tourism, and formulate corresponding strategies based on accurate judgment of tourists' demands and tourism market trends.

Regarding space, study the spatial evolution, concentration and distribution of Shandong's popular cultural tourism. Plan rationally according to the characteristic resources and advantages of different cities, and enhance the integration of cultural tourism resources in the province through spatial cooperation to build a multi-level and diversified development model.

4.2. On-line and off-line to improve traffic conversion rate

Based on Douyin's big data, accurately measure online traffic. In the third part, explore promoting high-quality development of Shandong's cultural tourism. Increase network interaction and emphasize themes to boost its popularity. Offline, concentrate on enhancing offline traffic and optimizing check-in experiences. Set up photo guides and rest areas at check-in locations to attract visitors. Integrate the internet celebrity economy with Shandong's traditional cultural tourism economy to significantly raise the online-offline traffic conversion rate, such as through online reservation with offline experience or guiding visitors to offline attractions, thereby driving the prosperity of Shandong's cultural tourism.

4.3. Tourism market segmentation drives consumption upgrade

Secondly, conduct market research to understand consumer diversity and needs, enabling accurate design and promotion of tourism products.

Create diversified tourism products based on consumer groups and interests. Enhance service quality and provide personalized, professional experiences. This solves the problem of inadequate market segmentation and promotes the development of Shandong's cultural tourism.

Cities such as Qingdao, Taian, Qufu, and Weihai have taken specific measures to meet consumers' various needs. These efforts stimulate consumption, increase market competitiveness, and foster the sustainable development of cultural tourism.

5. Conclusion

In the "Internet + Tourism" era, consumer demands in cultural tourism surpass the traditional supply model. The internet celebrity economy, from its birth to maturity, unleashes commercial value and dissemination efficiency, showing a strong expansion trend.

This new economic form broadens the development space of Shandong's cultural tourism, bringing numerous opportunities. It's crucial to seize and fully utilize the unique advantages of the internet celebrity economy. Using innovative thinking, promote its deep integration with cultural tourism, explore new paths, foster consumption hotspots, and form a powerful economic growth driver. This enables Shandong's cultural tourism to achieve leapfrog development and sets a new benchmark for the cultural tourism industry.

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