

The Emotional Governance's Inner Logic and Mechanism in the Newly Emerging Internet-Famous City

-- Taking "Special Forces-Style Tourism" in Nanchang as an Example

Xiaonan Li¹, Zhixing Yin^{2,*}

¹ School of Economics and Finance, Hainan University of Science and Technology, Haikou 571126, China

² Institute for Research on Portuguese-speaking countries, City University of Macau, Macau 999078, China

*Corresponding Author

Abstract

Emotional governance, as a flexible governance approach, is a rational supplement to rigid governance, helping to bridge the gap between officials and the public in rigid governance based on bureaucracy, improving urban governance models, and achieving high-quality development of modern cities. Based on the internal logic of emotional governance and taking "Special Forces" tourism in Nanchang as an example, this study analyzes the evolution and root causes that led Nanchang to become a new internet-famous city, summarizes the urban emotional governance model of Nanchang, and analyzes the process mechanisms of Nanchang's urban emotional governance. The study argues that urban emotional governance centered on emotions is the fundamental reason for the explosive popularity of "Special Forces" tourism in Nanchang. The Spring Festival fireworks event, event marketing, urban cultural atmosphere, service-oriented government construction, and social order guarantee are the five basic dimensions that jointly constitute Nanchang's urban emotional governance. From the perspective of process mechanisms, the Spring Festival fireworks event is the origin of Nanchang's urban emotional governance, event marketing catalyzes the planting effect and internet celebrity effect on the youth group, the "City of Heroes" urban cultural atmosphere is the cultural foundation of its urban emotional governance, the transformation of government functions centered on services is the core of its urban emotional governance, and "unity and joint progress" social order is the social security of its urban emotional governance. It is under the joint action of these five dimensions and the cumulative qualitative change of multiple positive factors that Nanchang has achieved a counter-supervision of surrounding strong cultural and tourism cities, becoming a new internet-famous city and creating the explosive popularity of "Special Forces" tourism in Nanchang.

Keywords

Emotional Governance; Nanchang; Internet-Famous City.

1. Introduction

"Special Forces-style tourism" refers to the travel behavior of young people, mainly college students, who utilize holiday time to visit and check in as many scenic spots as possible within a limited time and budget, and then share their experiences on social media. This mode of travel,

characterized by its low cost and high efficiency, is favored by the youth and has become a reflection of their individuality and a redefinition of travel consumption concepts.

During the "May Day" holiday in 2023, "Special Forces-style tourism" represented by Nanchang surged to the top of the hot search list, frequently occupying the central position in social software and communication media. In the "May Day" tourism heat surge list released by Tongcheng Travel, Nanchang entered the top ten, becoming one of the new "internet-famous" tourist destinations. It is hard to imagine how Nanchang, known for its "low-key provincial capital" image, managed to seize the opportunity of "Special Forces-style tourism" and stand out in the national cultural and tourism market's "revenge-style" recovery within just a few months after the relaxation of epidemic prevention and control policies. The "Special Forces" tour of Nanchang appears to be an economic phenomenon on the surface, but it actually reflects a new direction in urban governance. As a new model of urban governance, the emotional governance that runs through the phenomenon of "Special Forces" tourism undoubtedly plays an important role in cultivating Nanchang's urban emotions, strengthening urban identity, and cohesion. Therefore, this paper takes the "Special Forces" tour of Nanchang as an example to explore the process mechanisms of urban emotional governance, which has both theoretical significance and practical value.

For a long time, the governance and research of internet-famous cities have mainly focused on rigid governance methods such as administrative and judicial control, urban image design, and news control, while neglecting flexible governance methods represented by emotional governance, which is "heart-to-heart" exchange. In addition, the COVID-19 pandemic has also made the youth pay more attention to the flexible governance of a city, especially the humanized care and personal sense of belonging within it. The more a city can make the youth feel healed and belong while they are working or traveling away from home, the more it can accumulate reputation and gain more development opportunities in the new round of urban development competition. Therefore, emotional governance is of great significance and value for shaping the "people-friendly" image of a city and attracting the youth to study, entertain, work, and settle down.

Based on the current situation, this paper, based on the internal logic of emotional governance, deeply analyzes the evolution and root causes of the popularity of the "Special Forces" tour of Nanchang, and reveals the process mechanisms of urban emotional governance centered on emotions.

2. The Evolution and Emotional Governance Behind the Popularity of "Special Forces" Tourism in Nanchang

During the "May Day" holiday in 2023, "Special Forces-style tourism" burst into the spotlight, becoming a synonym for youth travel throughout the year. Among the social media check-ins and travel keywords of "'Special Forces' tour in XX," Nanchang, a second-tier city surrounded by strong cultural and tourism neighbors such as Wuhan and Changsha, unexpectedly broke through and continually challenged traditional strong cities in cultural tourism with its "dark horse" status. During the "May Day" period, Nanchang's hotel reservations increased by five times compared to 2019, and the average daily passenger flow of the subway increased by six times compared to the same period last year, with a total of 13.26 million tourists received, ranking fourth among the provincial capitals nationwide, just after Xi'an. During the Mid-Autumn Festival and National Day double festival, Nanchang received a total of 12.65 million tourists, ranking seventh in the country. According to statistics, on the first day of the National Day at 6 a.m., the flag-raising ceremony at Bayi Square attracted more than 150,000 on-site spectators and over 20 million people watching the live broadcast online; the fireworks event held on Laoguan Island attracted 980,000 on-site viewers and over 80 million people watching

the live broadcast online. That day, Nanchang's subway carried 16,100 passengers per kilometer, ranking first in the country for the first time. Under a series of public opinion propaganda and word-of-mouth endorsement, Nanchang's Bayi Square ranked ninth among the country's most popular scenic spots, surpassing Changsha's Orange Island, and Tengwang Pavilion also made it into the top ten of the "College Students' Special Forces Check-in List" released by Tongcheng in the "Mid-Autumn Festival and National Day Tourism Heat List."

Compared with the surrounding traditional cultural and tourism strong cities such as Wuhan, Changsha, Hangzhou, and Xiamen, in terms of economic foundation relied on by urban tourism, higher education, sightseeing shopping, high-end exhibitions, as well as natural tourism resources such as famous mountains and rivers, cultural customs, and famous temples and ancient temples, Nanchang is weaker. Even compared with other cities in the same province such as Jiujiang, Shangrao, and Ganzhou, Nanchang does not have a clear advantage. In today's world where public opinion and resources are increasingly inclined towards central cities, how did Nanchang rely on the cultural and tourism opportunity of "Special Forces-style tourism" to stand out? This study believes that Nanchang's city emotional governance, centered on emotions, has gained the emotional recognition of the group of young college students, establishing an emotional connection between people and the city, which is the fundamental reason for the popularity of the "Special Forces" tour in Nanchang.

2.1. Origin: The Spring Festival Eve Fireworks Event

The popularity of "Special Forces" tourism in Nanchang originates from the Spring Festival Eve fireworks event. On December 7, 2022, with the release of the "Notice on Further Optimizing and Implementing COVID-19 Prevention and Control Measures," the three-year battle against the pandemic was coming to an end. However, even after the strict prevention and control measures ended, concerns about the pandemic and anxieties and fears about future life still haunted people, leading to many experiencing listlessness, lack of focus at work, and low efficiency, among other negative psychological and adaptive issues. Against the backdrop of this invisible anxiety and fear spreading in society, the Nanchang municipal government announced on January 6, 2023, that a Spring Festival Eve fireworks event would be held on Laoguan Island. This move was immediately welcomed by the citizens of Nanchang, who eagerly looked forward to a large-scale festive event to disperse the accumulated pain of three years of the pandemic and to rejuvenate lost confidence. On January 22, the grand fireworks event took place as scheduled, with over 100,000 fireworks soaring into the dense night sky, blossoming into dazzling patterns. That night, hundreds of thousands of people gathered by the river to watch the largest-scale fireworks event in Jiangxi's history, and over 30 million netizens experienced the thrilling moment through live online broadcasts alongside the on-site audience.

On the first day of the Lunar New Year in 2023, Nanchang garnered nationwide acclaim for its first fireworks event after three years of the pandemic. Mainstream media such as People's Daily, Xinhua News Agency, China Central Television, and Economic Daily published more than 30 compelling and widely circulated reports, greatly enhancing Nanchang's reputation across the country. The characteristics of "New Year flavor," "celebration," "happiness," and "liveliness" displayed by the fireworks event quickly spread through the images captured by on-site audiences and platform dissemination, becoming a hot topic among netizens and playing a major role in promoting Nanchang's cultural and tourism reputation, making it a popular city for "Special Forces" tourism in 2023. Many tourists from other places also chose to spend the New Year in Nanchang because of the fireworks event. Statistics show that from January 21 to 26, Nanchang received a total of 5.4196 million visitors, achieving a comprehensive tourism revenue of 4.34 billion yuan. The number of visitors increased by 170.4% compared to 2022 and by 27.61% compared to 2019.

From the perspective of event marketing, the improvement of event quality is positively correlated with the relational psychological contract and consumption intention of customers. As one of the important dimensions of the psychological contract, the relational psychological contract pays more attention to subjective, individual, and organizational spiritual issues, pursuing social and emotional satisfaction. Undoubtedly, the Spring Festival Eve fireworks event in Nanchang demonstrated a very high event quality in terms of topicality, participation, and empathy, which is the origin of the popularity of "Special Forces" tourism in Nanchang. The event, which aligns with the Chinese traditional concept of "driving away bad luck and welcoming the New Year," built an emotional connection between Nanchang and consumers, closing the emotional distance between Nanchang and consumers, thereby strengthening the relational psychological contract with consumers and ultimately enhancing their enthusiasm for "Special Forces" travel to Nanchang.

2.2. Catalysis: The Continuous Fermentation of Event Marketing

In the era of the internet digital economy, the value and charm of a city brand can only be truly reflected if the city's marketing is done well, which in turn can actively drive local economic development. To create the city brand of "worldly atmosphere" for Nanchang, the Nanchang government took the Spring Festival Eve fireworks event as an opportunity to carry out event marketing, integrating various marketing strategies such as word-of-mouth marketing, fission marketing, and community marketing, allowing "Special Forces tourism in Nanchang" to be widely disseminated on the internet and social media. For example, by hosting the Strawberry Music Festival, Star Chase Music Festival, Up and Away Flight Carnival, and inviting famous artists to hold large-scale concerts, Nanchang frequently appeared in the entertainment headlines of major media; internet celebrities and cultural tourism influencers also "checked in" Nanchang, endorsing its cuisine and attractions; by inviting young "tourism special forces" to tour Nanchang for free offline and simultaneously promoting it online through social media platforms with a high proportion of young users such as Weibo, Douyin, and Bilibili, the experience of "Special Forces" tourism in Nanchang was widely disseminated in a three-dimensional manner. These marketing strategies have greatly awakened and stimulated the strong emotional needs and spiritual resonance of the youth group, who are under great academic and work pressure, for the "worldly atmosphere" and "human touch" of the city of Nanchang. During the "May Day" holiday in 2023, nearly 80% of the tourists who came to Nanchang to "check in" and play were "post-90s" and "post-00s". College students from all over the country, in the process of touring major scenic spots in Nanchang, walking through various streets and alleys, and tasting Nanchang cuisine in a "Special Forces" style, quickly spread this travel experience through social media in the form of "short videos + food" and "short videos + Citywalk", ultimately making Nanchang stand out in the competition among various cultural and tourism cities in the country and become a new internet-famous city.

From the perspective of event marketing, the improvement of customer consumption intention is very much related to the effectiveness of event communication. After the pandemic, the youth group generally shows a rational consumption characteristic of "spending when necessary, saving when possible," no longer keen on impulsive consumption and excessive consumption beyond their means. However, the trend towards rational consumption does not mean a comprehensive contraction of the youth group's consumption capacity. "Pleasure consumption," which emphasizes material consumption, sensory pleasure, and centers on self-happiness enhancement, is gradually becoming the mainstream of the contemporary youth group. Obviously, the popularity of "Special Forces" tourism in Nanchang is a mutual choice between the youth group and Nanchang. The successful holding of grand music festivals and concerts has brought countless young men and women from all over the country to gather here, cheering for their youth and passion. The 3.5 yuan bowl of Nanchang mixed rice noodles with

5 yuan bowl of clay pot soup on the streets and alleys has made countless young people who are "oppressed" by the high prices of first-tier cities exclaim, "Is this the price of 2023?". With the help of event marketing, the emotional connection between Nanchang and its citizens has spread to become the emotional connection of the national youth group and even all consumers, greatly enhancing the relational psychological contract between Nanchang and consumers, and increasing consumers, especially the youth group's intention to choose Nanchang as a travel destination, ultimately promoting the explosive popularity of "Special Forces" tourism in Nanchang.

2.3. Atmosphere: The "City of Heroes" Brand Lays the Emotional Foundation

In 2015, Nanchang was the first city in the country to proclaim the "City of Heroes" as its urban brand slogan. Among the many cities in the nation, Nanchang is the first to directly name its city introduction section as the "City of Heroes," signifying that Nanchang has a clear understanding of its city's characteristics and the focus of its efforts in cultural and tourism image construction. It is under the promotion of the "City of Heroes" brand that Nanchang vigorously creates a city culture atmosphere rich in "City of Heroes" characteristics and plans multiple "Special Forces" travel routes for the youth, each concise and efficient, connecting most of the city's check-in spots, such as the Bayi Square Monument, the Bayi Uprising Memorial Hall, Wanshou Palace, Tengwang Pavilion, and more. As tourists move between check-in spots and sightseeing, they also pass through famous streets and alleys like Zhongshan Road, Shengli Road, Jewelry Street, and Mind Road, tasting the most authentic local cuisine alongside Nanchang citizens. In the process of tasting inexpensive and delicious local foods such as Nanchang mixed rice noodles, clay pot soup, boiled dishes, and white sugar cakes, the ancient market streets, food stalls with steam and chili oil, and bustling environments create a strong sense of "the world's fireworks, the most soothing to the common people's hearts" for tourists, capturing the opportunity for emotional release due to the suppression caused by the pandemic, allowing diners to truly feel the long-lost smell of fireworks in the post-pandemic era, which is the charm of Nanchang that is different from the surrounding developed first-tier cities.

From the perspective of atmosphere creation, in the process of "atmosphere" participating in emotional governance, it can be attached to the body and memory of the subject, and when the subject interacts with other objects, it can continue to take root, spread, and reproduce in new spaces. Nanchang skillfully integrates various "Bayi" elements into every scenic spot that tourists check in and visit, allowing tourists who follow the guidance to tour the major scenic areas to unknowingly blend into the cultural atmosphere of Nanchang's "City of Heroes." When tired from the journey, tasting a meal of Nanchang cuisine scattered on the streets and alleys at affordable prices makes one feel the "tenderness of a strong man" behind this "City of Heroes" in the "smoke and fire." Through the window of the "City of Heroes," tourists gain a deeper understanding of Nanchang's "combination of strength and softness" and its long-standing culture, thus generating an emotional cultural identity with Nanchang, which further stimulates tourists' willingness to consume in "Special Forces" tourism in Nanchang.

2.4. Management: The Core of the "Special Forces" Tourism Boom in Nanchang

The boom of "Special Forces" tourism in Nanchang is inseparable from the proactive responsibility of the Nanchang government and its transformation from a "manager" to a "service provider." For young "Special Forces" who pursue the maximum cost-performance ratio in terms of time, consumption, and tourism, the low prices, diverse cuisines, convenient transportation, and dense cultural and tourism resources of a city are key to attracting and retaining consumers for the long term.

In terms of price control, on the one hand, by moderating excessive modernization and renovation of the old city's core areas, especially those near scenic spots, the trend of "gentrification" in the old city has been eased. Districts such as Jewelry Street, Toad Street, and

Dashi Courtyard, which frequently appear on social media, have all retained the original local customs and human feelings of old Nanchang. The lower operating costs also ensure that consumers enjoy low prices while the reasonable profits of business owners are protected. On the other hand, through administrative regulations, the government strictly prohibits hotels, homestays, and merchants from charging extra fees and price fraud during holidays; it regularly patrols various commercial districts to check for clear pricing and sufficient measurement, and promptly investigates and publicizes the results of reports from citizens and consumers; it optimizes the management of urban public transportation prices, offers discounts for using the Hongcheng Card and for special groups on buses and subways, and severely punishes taxis for refusing passengers or overcharging. Through dual guidance from the market and administration, Nanchang's taxi starting price, average revenue price of three-star hotels, average ticket price of scenic spots, and the average consumption of the top 10 local popular dishes are all lower than those in surrounding strong cultural and tourism cities such as Changsha, Wuhan, Chengdu, Xi'an, and Nanjing. Even during this year's Mid-Autumn Festival and National Day, when hotel reservations increased by five times compared to the same period last year, the average price of star-rated hotels in Nanchang remained controlled within the range of 500 yuan/night, a price that is even lower than that of budget hotels near Datang Everbright City in Xi'an during the same period.

In terms of food diversity, as early as April 16, 2021, the Nanchang government introduced the "Nanchang City's Three-Year Action Plan (2021-2023) to Create Gan Cuisine Brands," aimed at creating Nanchang's landmark cuisine, enhancing the influence of Gan cuisine, and strengthening talent training. Two months later, the first China Rice Noodle Festival was grandly opened in Nanchang. This event not only showcased Nanchang's characteristic cuisine, represented by rice noodles, to tourists from all over the country but also earned Nanchang the title of "China Rice Noodle Landmark City" awarded by the China Hotel Association, fully recognizing Nanchang's dietary characteristics of "rice noodles in every township, different flavors in every county." Under the background of the Nanchang government's efforts to create local food brands, local catering brands such as Zhou Zhenzhen, Old Three, and Hongdu Thumb have successively risen and become must-eat foods for the "Special Forces" tourism in Nanchang.

In terms of transportation convenience, Nanchang has made significant efforts in both provincial and urban transportation. In the third quarter of 2023, Nanchang ranked first in the transportation health index released by Gaode Map among 36 key cities nationwide and also first among the provincial capitals of the six central provinces. In terms of railways, with the successive operation of the Hangchang High-Speed Railway, Ganshen High-Speed Railway, Beijing-Hong Kong High-Speed Railway, and Changjinghuang High-Speed Railway, relying on the original Hukun and Xiangpu railways, within just five years, Nanchang has become a Transportation Hub City, connecting with major core cities in the north and south and east and west, forming a "2-hour intercity high-speed rail circle" with surrounding provincial capitals such as Wuhan, Changsha, and Hangzhou, and an "3-hour economic circle" with first-tier cities such as Shanghai, Guangzhou, and Shenzhen. With the successive completion and operation of the Nanchang East Station and Nanchang South Station, this transportation advantage will become more apparent. In terms of the public transportation system, with the opening of Nanchang Metro Line 3 and Line 4 in 2020 and 2021, tourists can directly take the subway from the train station to almost any tourist attraction in the city; in January 2022, the Nanchang 699 double-decker sightseeing bus was put into operation, and passengers can take a bus tour of major attractions on the west bank of the Ganjiang River, such as Nanchang Star, Greenland 303 Twin Towers, Qiushui Square, and Hongya Danjing, for just 2 yuan; on the 25th of the same month, 16 retro "dingding" cars were put into operation, with a retro and "red" theme, effectively connecting Nanchang Train Station with historical and cultural scenic spots on the

east bank of the Ganjiang River, such as Tengwang Pavilion, Shenjin Tower, Bayi Square, and the Bayi Uprising Memorial Hall. During the "May Day" period in 2023, the "dingding" cars operated an average of 37 trips per day, transporting more than 60,000 passengers, becoming an important means of transportation for the "Special Forces" tourism in Nanchang during the holiday. Through the convenient transfer of "train + transportation," tourists living in Nanchang can truly experience the considerate service of "all in one line, one-stop direct."

In terms of cultural and tourism resource development, the Nanchang government clearly stated in the "Nanchang City's 14th Five-Year Cultural and Tourism Development Plan" released in 2022 to accelerate the construction of a "strong cultural city" and a "strong tourism city." Before that, during the "13th Five-Year Plan" construction, Nanchang had successively completed the transformation of the Wanshou Palace scenic spot, the upgrade of the Shenjin Tower block, the promotion of Tengwang Pavilion scenic spot to 5A, and the construction of the Haihunhou Museum, and a series of preliminary accumulations. So far, Nanchang has one 5A scenic spot, 19 4A scenic spots, and 34 3A scenic spots. A batch of old streets and alleys rich in market culture and smoke and fire, such as Wanshou Palace, Jewelry Street, and Hongdu Night Lane, have been created; 699 Cultural and Creative Park, High-Tech Zone Library, Ruzi Study Room, and Lianhua Book House have become urban cultural living rooms where guests and hosts enjoy themselves; the magnificent landscape of "one river and two banks" has become a symbolic feature of Nanchang. From November 6 to 8, 2023, at the World Travel Market held in London, UK, Nanchang was listed among the "Top 10 Chinese Travel Destination Cities to Visit in 2023," along with Beijing, Xi'an, Qingdao, and Shangri-La, reflecting Nanchang's unremitting efforts in brand communication and cultural and tourism image construction of "City of Heroes."

2.5. Order: The Social Security for "Special Forces" Tourism in Nanchang

"Unity of purpose and unity of heart" is an important achievement in the construction of social order in Nanchang. From December 6 to 10, 2021, the "Nanchang Daily" published three consecutive commentaries, "Nanchang Needs Confidence," "Nanchang People Need to Strive," and "Nanchang People Need Unity," calling on all citizens of Nanchang to work together and demonstrate the provincial capital's responsibility as a "City of Heroes." At the beginning of 2022, the two huge slogans "The prosperity of the provincial capital leads to the prosperity of the whole province, and the strength of the provincial capital leads to the strength of the whole province" were displayed on the outer LED curtain wall of the Greenland 303 Twin Towers, catching the attention of many citizens who took photos and shared them, triggering widespread discussion and emotional resonance within the city.

Under the decision-making leadership of the municipal party committee and the government, various district and county governments have set up a large number of free parking spaces to meet the convenient parking needs of the large influx of tourists to Nanchang during holidays; various regulatory and public security departments have implemented regular inspections and patrols of scenic spots and streets to fully ensure that tourists can enjoy a comfortable, worry-free, and safe visit to Nanchang; Nanchang Metro launched a 100-day free ride activity to support the city's "night economy" from July 1 to October 8, 2023, using the Egret Egret Travel Code. During the event, an average of 47,800 people rode for free at night, with a total of 4.7835 million free rides, and netizens shared their experiences of free rides on Nanchang Metro on social media, expressing gratitude to the Nanchang government for the transportation convenience provided to tourists.

Inspired by the government's leading determination, businesses and citizens have highly recognized the improvement of Nanchang's city image, honest business practices, and the construction of social order. "A city of heroes, civilized Nanchang people" has become a moral code for citizens to restrain their behavior; during the Mid-Autumn Festival and National Day,

facing the major scenic spots crowded by the "Special Forces," Nanchang citizens took the initiative to call for "staying at home and leaving Nanchang to the Special Forces"; many young people spontaneously participated in the operation of the numerous city study rooms and libraries in Nanchang, greatly enhancing their sense of belonging to the city; night market managers destroyed the "problematic" electronic scales that were short of weight with a sledgehammer and uniformly distributed national standard scales, winning praise from the audience and netizens.

"Those who share the same desires are victorious." Nanchang's social order governance not only reflects the multi-governance structure of "party committee leadership, government responsibility, social collaboration, and public participation" but also embodies the governance philosophy and goal of "ensuring that the public has a sense of security, gain, happiness, and belonging." Nanchang has thus become the "expected city" for the youth-dominated "Special Forces."

In summary, the Spring Festival Eve fireworks event, event marketing catalysis, the cultural atmosphere of "City of Heroes," the service-oriented government management model, and the united social order construction are the five major elements that have made the "Special Forces" tourism in Nanchang a hit, promoting the evolution and development of "Special Forces" tourism in Nanchang in a "five-in-one" manner.

3. The Process Mechanism of Nanchang's Urban Emotional Governance

3.1. Nanchang's Urban Emotional Governance Model

In the process of the "Special Forces" tourism in Nanchang becoming a hit, what is even more captivating than the scenic experiences within the city is the courage to act and the warm hospitality of the Nanchang government and ordinary citizens. It is the city itself, united, confident, and striving, known as the "City of Heroes." Whether it is the Spring Festival Eve fireworks event and the subsequent series of event marketing, or the urban cultural atmosphere of the "City of Heroes," as well as the construction of a service-oriented government and the safeguarding of social order, all are imbued with strong "emotions." It is the urban emotional governance centered on emotions that is the root cause of the popularity of the "Special Forces" tourism in Nanchang, and it has also given rise to its unique urban emotional governance model.

Nanchang's urban emotional governance is composed of five interrelated governance dimensions, with "emotion" running through each sub-dimension. It is this emotion-centric urban governance that has made Nanchang a newly emerged internet-famous city with a main cultural tone of "City of Heroes," while also being full of human care and rich in the atmosphere of daily life. This has turned the city's residents into people who are enthusiastic about building and living in their city with a sense of human touch. It is also this emotional cultural atmosphere, filled with human touch and the essence of daily life, and the emotional governance behind it, that through empathy or emotional contagion effects, has conveyed this "emotion" to the university students and young job seekers who have experienced increased academic and career pressures over the three years of the pandemic. This has triggered a strong emotional resonance and healing in their suppressed hearts. Through the planting effect of event marketing and the influence of internet celebrities among the young consumer groups such as college students and young job seekers, this emotion has been further spread nationwide through social media, ultimately leading to the phenomenon and craze of "Special Forces" tourism in Nanchang during the "May Day" and "Mid-Autumn National Day" periods.

3.2. The Process Mechanism of Nanchang's Urban Emotional Governance

The core of Nanchang's transformation into a new internet-famous city due to the "Special Forces" tourism phenomenon lies in the emotion-centric urban emotional governance, which is reflected in the mutual engagement of the Spring Festival Eve fireworks event, the emotional connections established through event marketing, the attraction of the "City of Heroes" cultural atmosphere, and the safeguarding of social order through service-oriented government governance. The Spring Festival Eve fireworks event and event marketing are the external factors contributing to the popularity of the "Special Forces" tourism in Nanchang, while the "City of Heroes" urban cultural atmosphere, the successful construction of a service-oriented government, and the emotion-based social order construction are the internal factors. External factors are the conditions, and internal factors are the accumulation. Under the continuous accumulation of internal factors, external factors transition from quantitative to qualitative changes, jointly propelling the explosive popularity of the "Special Forces" tourism in Nanchang.

4. Insights from Nanchang's Urban Emotional Governance

Based on the internal logic of urban emotional governance, this paper takes the "Special Forces" tourism in Nanchang as an example to analyze its evolutionary process and root causes, and explores the process mechanisms of urban emotional governance. The urban emotional governance of Nanchang offers the following insights for modern urban governance:

4.1. Urban Emotional Governance Centered on Emotions Has Dual Significance of Value Rationality and Instrumental Rationality. It is Not Only the Core Content of Urban Governance but Also a Reasonable and Effective Tool for Repairing Urban Emotional Trauma

From the perspective of the "Special Forces" tourism in Nanchang and its urban emotional governance, "emotions" themselves are a core element that needs to be observed and valued in the process of urban governance. It is emotional governance that has made Nanchang a "City of Heroes" with red as its base color, where ancient charm and the essence of daily life coexist, encouraging the local government and citizens to be daring in action, eager to serve, and civilized and simple. At the same time, emotional governance provides an emotional contagion effect, triggering deep emotional resonance among the youth group, mainly college students, opening people's "emotional switches," building an emotional connection between tourists and Nanchang, and closing the emotional distance between tourists and Nanchang, becoming an effective tool to attract college students to "check in" Nanchang and ignite the "Special Forces" tourism craze.

4.2. The Urban Emotional Governance of Nanchang is the Inevitable Result of the Long-term Accumulation and Qualitative Change of Multiple Positive Factors

The reason why Nanchang has become a new internet-famous city and a hit due to the "Special Forces" tourism is not a short-term heat formed through short-term internet hype, but the inevitable result of the qualitative change of positive factors accumulated through the long-term efforts of the Nanchang government and citizens working together in unity. It has both the external causes of the Spring Festival Eve fireworks event and event marketing, and more internal causes such as the upgrade of transportation convenience, the improvement of market and social order, and the construction of the "City of Heroes" urban cultural atmosphere, all of which are jointly promoted by the Nanchang government and citizens. It is under the joint accumulation and promotion of internal and external factors that the "Special Forces" tourism in Nanchang has become a hit.

4.3. Utilizing the Power of Culture is the Key to Maintaining the "Long-term Popularity" of the "Special Forces" Tourism in Nanchang

Although the biggest characteristic of "Special Forces-style tourism" is to visit and check in the most scenic spots in the shortest time, this does not mean that tourists have no pursuit of the cultural atmosphere created by the scenic spots. On the contrary, it is the multiple cultural atmospheres of "red," "simple," "daily life," and "trend" shown by the city scenic spots connected by the transportation network that have triggered deep emotional resonance among tourists, strengthening their enthusiasm for sharing travel experiences and tourism consumption. The flexible and diverse forms of cultural atmosphere creation, the innovative ideas of activities, and the lively and close-to-the-people travel experiences reflect Nanchang's unremitting efforts in the dissemination of the "City of Heroes" brand and the construction of its cultural and tourism image.

5. Insights from Nanchang's Urban Emotional Governance

Based on the internal logic of urban emotional governance, this article takes the "Special Forces" tour of Nanchang as an example to analyze its evolution and fundamental reasons, exploring the mechanisms of urban emotional governance. The emotional governance of Nanchang provides the following insights for modern urban governance:

5.1. Urban Emotional Governance, with Emotional Governance at its Core, Has Dual Significance in Both Value Rationality and Instrumental Rationality. It is Not Only the Core Content of Urban Governance but Also a Rational and Effective Tool for Repairing Urban Emotional Trauma

Looking at the "Special Forces" tour of Nanchang and its urban emotional governance, "emotion" itself is a core content that needs to be observed and valued in the process of urban governance. It is emotional governance that has made Nanchang a "hero city" with a red base color, where ancient charm and the warmth of everyday life blend together, enabling the local government and citizens to act boldly, serve joyfully, and be civilized and simple. At the same time, emotional governance provides an emotional contagion effect, triggering the emotional resonance deep within the hearts of the youth group mainly composed of college students, opening up people's "emotional switches", building an emotional connection between tourists and Nanchang, and closing the emotional distance between tourists and Nanchang. It has become an effective tool for attracting college students to "check in" in Nanchang and igniting the "Special Forces" tour of Nanchang craze.

5.2. The Emotional Governance of Nanchang is the Inevitable Result of the Long-Term Accumulation of Multiple Positive Factors

The reason why Nanchang has become a popular internet sensation due to the "Special Forces" tour is not a short-term hype created by the internet, but the inevitable result of the long-term efforts of the Nanchang government and citizens, who have been "united in heart and striving together," accumulating positive factors that have undergone a qualitative change. There are external factors such as the Spring Festival fireworks event and event marketing, as well as multiple internal factors that have been jointly promoted by the Nanchang government and citizens, such as the upgrade of transportation convenience, the improvement of market and social order, and the construction of the urban cultural atmosphere of "a city of heroes under heaven." It is precisely the joint accumulation and promotion of internal and external factors that have enabled the "Special Forces" tour of Nanchang to become a sensation.

5.3. Leveraging the Power of Culture is Key to Maintaining the "Longevity" of the "Special Forces" Tour of Nanchang

Although the biggest feature of "Special Forces-style tourism" is to visit and check in at as many scenic spots as possible in the shortest time, this does not mean that tourists have no pursuit of the cultural atmosphere created by the scenic spots. On the contrary, it is the multiple cultural atmospheres of "red," "ancient," "smoky," and "trendy" displayed by the city's scenic spots connected by the transportation network that have triggered the emotional resonance deep in the hearts of tourists and strengthened their enthusiasm for sharing their travel experiences and consumption. The flexible and diverse forms of cultural atmosphere creation, the unconventional activity innovation ideas, and the lively and people-friendly travel experience reflect Nanchang's unremitting efforts in the brand communication of "a city of heroes under heaven" and the construction of its cultural and tourism image.

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