

The development dilemma and strategy of “breaking the circle” of new media in cultural tourism and government affairs in the era of omnimedia

--Take Bengbu Culture and Tourism as an example

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Abstract

In recent years, with the booming wave of informatization, the public opinion ecology, media structure, and communication methods have undergone profound changes. An omnimedia era of "everything is media" has quietly arrived, bringing development opportunities to local media, but challenges also follow. Today, new government media is an important work tool for government units, and it is also an important channel for government departments to release information, serve the people, and listen to public opinion. New media for cultural and tourism government affairs are also gradually entering the public's field of vision, grasping the advantages of the omnimedia era, and building a cultural and tourism integration model that promotes tourism with culture and promotes culture with tourism. Taking the new media for cultural and tourism government affairs in Bengbu City as an example, combined with the background of the omnimedia era, this article analyzes the development difficulties of new media for cultural and tourism government affairs, seeks a strategy for new media to "break the circle", and provides support for promoting the prosperity and progress of the cultural and tourism industry in the omnimedia era.

Keywords

Omnimedia Culture, Tourism Government Affairs New Media, Bengbu Culture and Tourism.

1. Introduction

General Secretary Xi Jinping once emphasized that "with the continuous development of all-media, there have emerged full-process media, holographic media, all-staff media, and full-effect media. Information is everywhere, all-encompassing, and used by everyone, which has led to profound changes in the public opinion ecology, media structure, and communication methods. News and public opinion work faces new challenges." Nowadays, media forms are changing with each passing day, and the methods and channels of information dissemination are undergoing profound changes. An all-media era where "everything is media" is approaching. However, how to adapt to this new communication ecology of "multi-media", "multi-form", and "multi-channel" is an urgent problem that the media needs to solve today.

Indeed, as the main force of local communication, official cultural and tourism media should conform to the requirements of the times and grasp the laws of communication in order to achieve long-term and healthy development. In recent years, Bengbu City has accelerated the construction of all media and shaped a new pattern of mainstream public opinion, from "intangible cultural heritage theme activities" to the linkage of the film and television drama "Long Moon Embers", creating an all-round, multi-level, and multi-channel communication

matrix. However, when the heat fades, publicity innovation is limited, how to continue the Internet celebrity effect and how to dig deep into the content are new challenges facing cultural and tourism media.

Taking the "Bengbu Culture, Tourism and Sports Douyin Account" and the "Bengbu News Network WeChat Official Account" as examples, this paper aims to explore the difficulties faced by Bengbu's cultural, tourism and government affairs new media and feasible "breaking the circle" strategies through in-depth research on them, in order to contribute to the development of cultural, tourism and government affairs new media and promote the prosperity and progress of the cultural and tourism industry in the era of omnimedia.

2. Current status of new media in Bengbu government affairs, culture and tourism

According to the "Bengbu Internet Development Status Report" released on June 23, 2021, as of 2020, 76 government departments in Bengbu City and County have opened government microblogs and 67 have opened government WeChat accounts. Among them, 42 "government microblogs" have released more than 130,000 pieces of information annually, with a total of about 220 million views. With deep integration as the core, Bengbu City has gradually formed a multimedia communication pattern integrating radio, television, and mobile clients, and has created a number of new mainstream media with diverse forms, advanced means, and strong competitiveness. "Two microblogs and one end" also use pictures, texts, videos, live broadcasts and other methods to carry out multi-level and all-round publicity and promotion. For example, Douyin has launched a series of promotional videos such as "Check-in Bengbu", "Listening to Bengbu", and "Bengxiang Baiwei". 313 works have been released and received 422,000 likes. It is worth mentioning that among all the new media, the Douyin account of "Bengbu Culture, Tourism and Sports" and the WeChat public account of "Bengbu News Network" have a strong influence and are the main force of government, culture and tourism new media. Based on the attention received by Bengbu City's all-media platforms in recent years, the following two most representative new media forms are briefly described.

2.1. Bengbu Culture, Tourism and Sports Douyin Account

The Douyin account of "Bengbu Culture, Tourism and Sports" is an official Douyin account operated by the Bengbu Municipal Bureau of Culture, Sports and Tourism. By publishing video content related to Bengbu culture, tourism and sports, it shows users Bengbu's special attractions, food, cultural activities, sports events, etc., in order to promote Bengbu's cultural, tourism and sports resources and attract more tourists and attention. So far, the account has 95,000 followers and 731,000 likes. In the first half of 2023, the Douyin account of Bengbu Culture, Tourism and Sports actively linked the popular film and television drama "Long Moon Embers", connecting the characters in the play with Bengbu attractions, and innovating the form of publicity. During the "May Day" period alone, it received 4.176 million tourists and realized tourism revenue of 1.494 billion yuan, an increase of 162.39% and 319.66% respectively over 2019.

At the same time, the Bengbu Culture, Sports and Tourism Bureau is based on the "three integrations" - integration of food, culture and media, and has taken multiple measures to enhance the influence of Bengbu's cultural tourism brand. In combination with various marketing activities, Douyin accounts are used to create the city brand of "Integration of North and South, Happy Bengbu". Live broadcast activities such as "Cloud Tour of Hequan" and "Memories of the Huaihe River" video collection activities were carried out, and the "Stamp Punch Guide" it released was ranked top 12 on the grass-growing list, with a total of more than 10 million clicks, further enhancing Bengbu's popularity and tourism popularity. "Bengbu

Culture, Sports and Tourism" has improved the city's image and promoted the development of the cultural tourism industry through measures such as innovating cultural tourism marketing models, creating characteristic cultural tourism IPs, upgrading cultural tourism product formats, and innovating cultural tourism consumption scenarios.

2.2. Bengbu News Network Official Account

The WeChat public account of "Bengbu News Network" is one of the new media platforms under the Bengbu Newspaper Media Group. Through user subscription, it accurately and timely releases local news events, policy dynamics, and livelihood hotspots in Bengbu, and is one of the important channels for local citizens to obtain information. Since its launch, the Bengbu News Network public account has performed well. On June 13, 2017, the Bengbu WeChat public account stood out among many government WeChat accounts in the province and was named "Anhui Government WeChat Excellent Public Account". Its release "Exclusive! The YunRail train has arrived in Bengbu and will be open to the public on the 15th of this month! Come and have a sneak peek..." has been flooding the WeChat Moments. As of press time, the WeChat post has been read more than 63,000 times, with hundreds of likes and rave reviews from netizens. At the same time, the "Most Bengbu" WeChat public account under the Bengbu Newspaper Media Group won the 2018 China New Media Top Ten New Brands; and the "New Media Questioning" WeChat public account platform publicly responded to various netizens' demands and government public opinions to enhance public satisfaction. WeChat public account columns such as "Bengbu News Network" rely on new media means and technologies to play a positive role in disseminating local information in Bengbu, serving the lives of citizens, and promoting urban development.

3. The communication effect of new media on Bengbu's cultural tourism and government affairs

In order to investigate the dissemination effect of Bengbu's cultural, tourism and government affairs new media on Bengbu's cultural, tourism and government affairs information, the author's team used a questionnaire survey method based on sub-random sampling to design questionnaires for local citizens, tourists, foreign permanent residents and other groups in Bengbu, focusing on the audience's favorite communication forms, the cultural and tourism information the audience knows, and the degree of understanding of Bengbu's cultural, tourism and government affairs new media, and conducted an online survey in July 2024.

Among them, local citizens of Bengbu accounted for 43.5%, tourists accounted for 3.9%, and foreign permanent residents accounted for 9.09%. The age distribution was wide, with 48.05% aged 18 to 25, 18.51% aged 25 to 35, and 16.88% aged 35 to 50. Among the occupations, 21.43% were company employees, 6.82% were staff of public institutions, 25.97% were students, and the rest included people from different occupations such as service industry, agriculture, industry and commerce. After collection and statistics, 308 questionnaires were actually distributed and 308 were valid.

3.1. Results of the questionnaire reliability test

Based on the research content and in-depth interviews with the research subjects, the author conducted a reliability statistical test on the quality of the scale questions and the data. The survey results can more accurately reflect the reliability of the survey. We used SPSS software to calculate the reliability coefficient of the total scale of the questionnaire, and the Cronbach's α coefficient test results are shown in the table.

Table 1: Overall reliability test

Number of items	Cronbach alpha coefficient
8	0.879

As can be seen from Table 1, the overall scale reliability is 0.762, which is between 0.7 and 0.8 and is acceptable. Therefore, this questionnaire has good reliability and usability.

3.2. Analysis of questionnaire results

3.2.1. Channels for users to obtain Bengbu cultural and tourism information

The author's team surveyed 308 people. When asked about their understanding of Bengbu's cultural and tourism information, the questionnaire included three options: "self-media platform", "local friends", and "Bengbu cultural and tourism government new media publicity". Among them, the proportion of obtaining Bengbu information through official new media is only 21.43%. 79.55% of the people will browse Bengbu's cultural and tourism information on the Internet, but only 11.36% obtain cultural and tourism information through official new media platforms, and 54.55% through self-media platforms. It can be seen that the official cultural, tourism and government new media has a certain degree of authority and timeliness in the dissemination of content, and has a certain fixed traffic conversion, but due to the limitations of the dissemination path and the lack of interactive effects, it is unable to attract more audiences to browse, and it is difficult to become the audience's first choice for browsing cultural and tourism information.

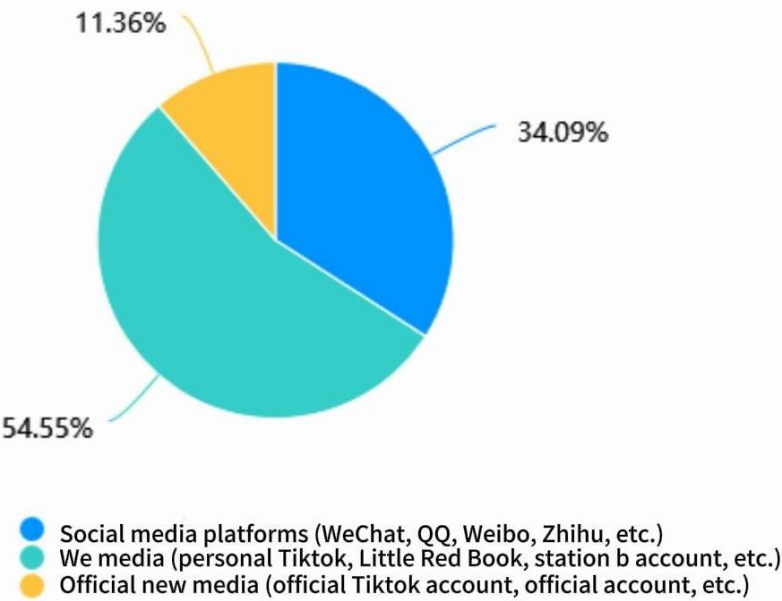


Figure 1: The main platforms for users to browse Bengbu’s cultural and tourism promotional information

3.2.2. The main types of Bengbu cultural and tourism information received by users

Among the information related to Bengbu's culture and tourism, the content of food culture and natural landscape categories is the most popular among the public. At the same time, 64.29% of users prefer to obtain cultural and tourism information in the form of short videos. As for the understanding of Bengbu's new media for cultural, tourism and government affairs, it can be seen that the official Douyin account and promotional videos have relatively large traffic and attention. Among them, 41.89% of the audience said that they often watch the Douyin account

of Bengbu's culture, tourism and sports. This is consistent with the characteristics of the audience's willingness to use new media platforms to receive information of interest in the era of omnimedia. This also reflects that the new media of cultural, tourism and government affairs should attach importance to the development of new media, grasp the advantages of omnimedia, and actively capture the cultural and tourism information that the audience likes. Disseminate information in a focused and conscious manner. At the same time, it is necessary to grasp the hot spots for publicity, stick to the hot "stalks", and attach importance to the interactivity with the audience, so as to effectively promote the further dissemination of cultural and tourism content and promote the development of the cultural and tourism industry.

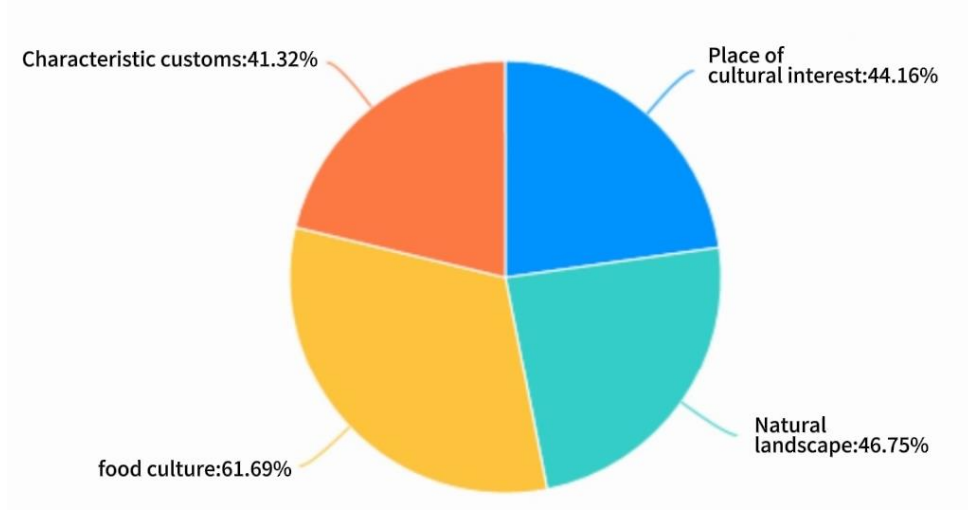


Figure 2: Bengbu cultural and tourism information that users are more willing to know

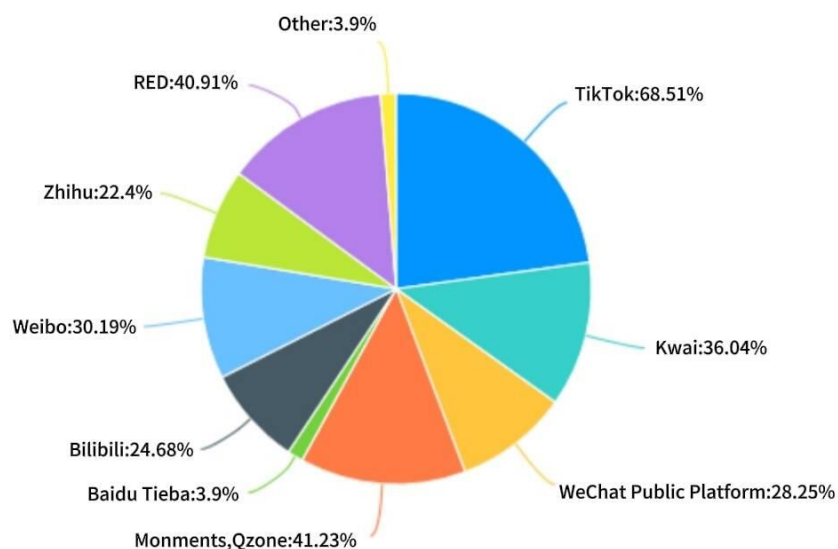


Figure 3: Users' frequency of using new media platforms in the past month

3.2.3. Users' subjective evaluation of the communication effect of Bengbu cultural tourism and government affairs new media

The questionnaire pointed out that 44.81% of the audience believed that the operation effect of the Bengbu Cultural Tourism Douyin account was average, and 53.57% of users believed that the operation effect of the Bengbu News Network public account was very good. In addition, 59.74% of the audience said that the new media for cultural tourism and government affairs did not have a significant effect on promoting the image of Bengbu's cultural tourism, and had

the disadvantage of having too few content forms and not being novel. However, 81.82% of the audience also affirmed that the content published by the new cultural, tourism and government affairs media is more authoritative. This inspires new government media to innovate their propaganda advantages, increase communication channels, actively link up, use multiple platforms, integrate excellent resources, and jointly create higher-quality content.

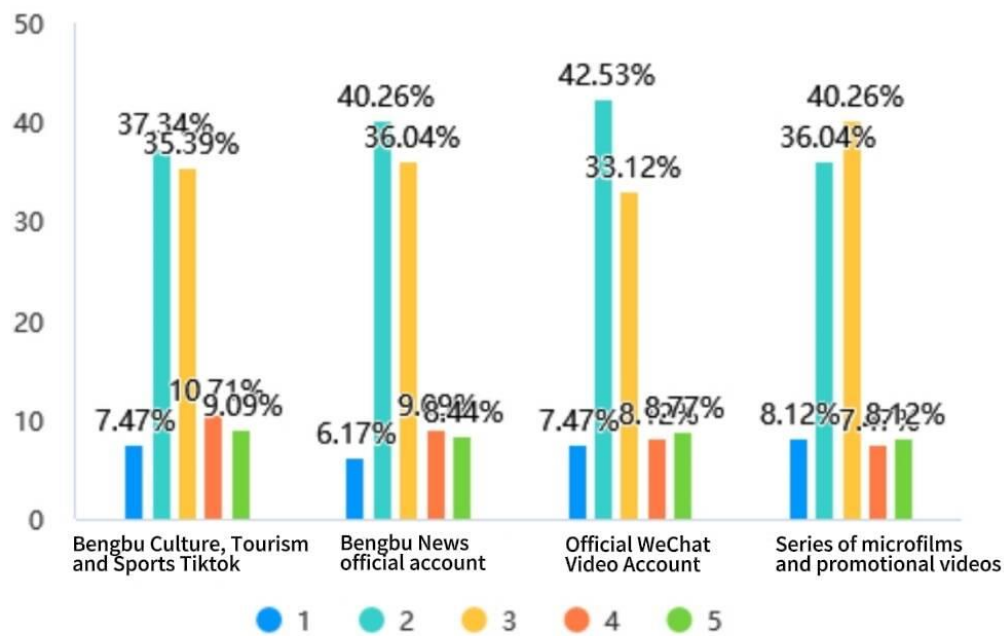


Figure 4: Users’ evaluation of the operational effectiveness of Bengbu Radio and Television’s new media platform

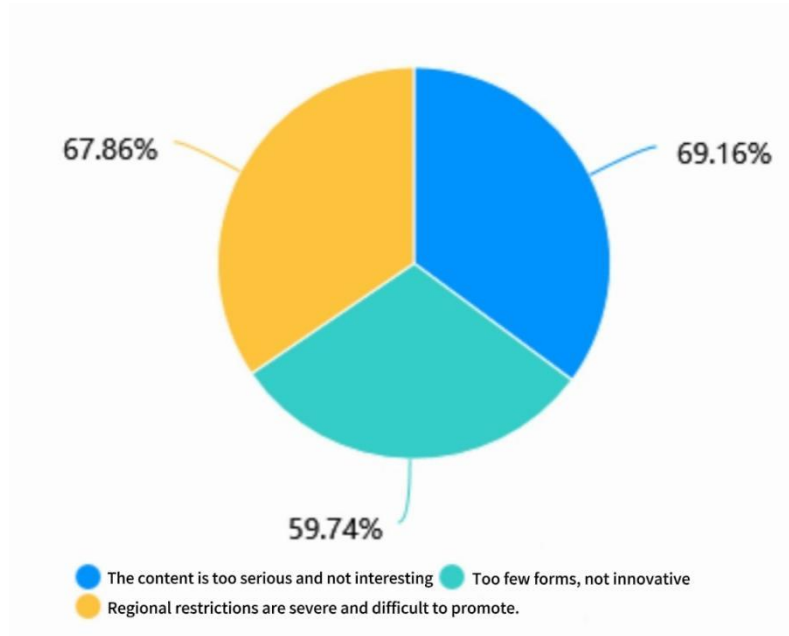


Figure 5: Users believe that the communication disadvantages of new cultural, tourism and government affairs media exist

4. The innovative path of "breaking the circle" of new media for cultural tourism and government affairs

As the Internet booms, new government media has also experienced ups and downs. From the initial trial and exploration to the "volume traffic" in the era of short videos, government accounts in various places have been intensively exerted. New government media is an important work tool for government units, and it is also an important channel for government departments to release information, serve the people, and listen to public opinion. Under this situation, new media for cultural and tourism government affairs should actively explore and innovate to enhance the communication power and influence and achieve out-of-circle communication.

4.1. Find the right content positioning and "break the circle" in cultural and tourism-themed content

When producing content, new media for cultural tourism and government affairs should show distinctive and unique cultural tourism style based on local resource endowments, geographical features, cultural characteristics and other factors. By adopting visual forms of expression and using AI technology, new media for cultural tourism and government affairs can deepen the application of information collection, production, distribution, feedback and other aspects, thereby enhancing the attractiveness and appeal of content and improving the reading experience of users. At the same time, we should focus on creating high-quality content, relying on the characteristics and highlights of our province's cultural tourism resources, starting from "small incisions", and creating public cultural products with excellent communication effectiveness in an easy-to-understand way, telling the Anhui story well through short videos, comic strips, H5, live broadcasts and other creative forms, improving the publicity and promotion effect, promoting the mutual introduction of advantageous cultural tourism resources, and building a cultural tourism market with complementary advantages. For example, Bengbu City, Anhui Province, combined with the hot spots of TV dramas, created eight cultural tourism functional areas, highlighted the cultural characteristics of different regions, enriched the cultural tourism product line, and enhanced market competitiveness. At the same time, it also cooperated with local residents to carry out agricultural sightseeing, ecological agriculture and other industries, providing new growth points for the local economy.

4.2. Build a media matrix to achieve "breaking the circle" of hot topics on multiple platforms

Nowadays, omnimedia has the advantages of diversified media forms and precise communication and push. To enhance the influence and attractiveness of new media for cultural tourism and government affairs, its new media for cultural tourism should be combined with its multiple platforms such as Douyin, Kuaishou, WeChat public accounts, video accounts and other popular social media and online tourism platforms such as Meituan and Qunar, and vertically layout audio-visual content. At the same time, reconstruct the new media communication matrix system. Connect the central and provincial levels, and the district-level media, increase cooperation between media, form a new media team, enrich the supply of cultural tourism products and services, carefully create more tourism products that reflect cultural connotations and humanistic spirit, promote mutual support between culture and tourism, and provide tourists with a unique cultural tourism experience. It can also attract more attention from unofficial new media and self-media, create "explosive" and "hot" to seek "breaking the circle". Cleverly combine the characteristics of local tourism resources, formulate effective omnimedia marketing plans, and use new technologies and new forms to plan more creative products so that they can be spread faster and better. For example, Bengbu City, Anhui Province, will hold cultural food festivals and other activities in 2023, closely following the

popularity of the online drama "The Moon Embers", identify the hot spots for dissemination, and use local mainstream media such as "Bengbu Daily" for publicity, and join forces with Bengbu's official Douyin and video accounts to form a powerful publicity matrix. Combining short, flat and fast reports with in-depth reports, we will strive to turn the "traffic" of online dramas into "retention" of cultural tourism, and help Bengbu go viral.

4.3. Jointly cooperate with government affairs teams, integrate resources and work together to "break the circle"

With the booming wave of informatization and the continuous development of all-media, the public opinion ecology, media structure and communication methods have undergone profound changes. At the same time, government new media is a new channel for the government to speak out under the development of new media technology and social media, and it is also an important medium for spreading and shaping the image of local governments and local images. In recent years, various places have attached more and more importance to attracting tourists through new media of cultural tourism and government affairs, and constantly innovated publicity methods. Anhui Province has continuously exerted its strength in cultural and tourism publicity, planned and held a variety of cultural and tourism promotion activities, increased the visibility of Anhui Province, and injected new vitality into the development of cultural and tourism industries. Anhui Province actively explores new development space for the integration of culture and tourism under the perspective of all-media, and constantly shows the unique cultural charm of Anhui Province to the outside world. In 2024, the Anhui Provincial Department of Culture and Tourism, together with Anhui Xinhua Distribution Group, Anhui Radio and Television Federation, Anhui Tourism Association and other units, jointly held the "Anhui Beauty Presentation-Audio-visual Assistance Travel Creation Plan", aiming to build a new platform for the cross-border integration of audio-visual and cultural tourism. The core is to achieve the deep integration of radio and television programs and cultural tourism resources through the charm of audio-visual art and the power of media, to show Anhui's contemporary confidence and endless beauty to the world and to create a win-win situation.

5. Conclusion

With the advent of the omnimedia era, new media in cultural, tourism and government affairs have gradually shown their important role. They have achieved remarkable results in innovating communication methods, improving service quality, and enhancing interaction with the public. They have not only effectively promoted cultural and tourism resources, but also improved the efficiency and transparency of government services, providing the public with a more convenient service experience.

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