

# Innovation and Practice of Cultural Tourism Marketing Strategies under Social Media

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## Abstract

With the rapid development of digital technology, social media has become the core battlefield for cultural tourism marketing, and the traditional one-way dissemination model is facing severe challenges. This research aims to deeply explore the innovative and practical paths of cultural tourism marketing strategies in the social media environment. First, this paper analyzes the background of marketing transformation in the cultural tourism industry in the new media era, pointing out the shift in user demand from "sightseeing" to "experience" and the profound evolution of content creation and dissemination models, then, this paper sorts out core strategies such as content marketing, influencer/KOL (Key Opinion Leader) marketing, user-generated content (UGC) incentive, and immersive interactive experience, and conducts empirical analysis in combination with typical cases such as "The Grand Tang Mall" and "Chengdu Research Base of Giant Panda Breeding", analyzing the logic behind their success - by building emotional connection, shaping unique IP, and achieving the coordination of public and private domain traffic, thereby effectively enhancing brand awareness and user stickiness, finally, this paper builds a new model of cultural tourism marketing around "content as king, users at heart, and data as wings", and proposes future development trends, providing theoretical guidance and practical references for the continuous innovation and healthy development of the cultural tourism industry under social media.

## Keywords

Social Media; Cultural Tourism; Marketing.

## 1. Introduction

### 1.1. Research Background and Significance

In the era of information explosion, social media platforms such as WeChat, Weibo, Douyin, and rednote have deeply integrated into people's daily lives, becoming the primary channels for information acquisition, experience sharing, and social interaction. For the cultural and tourism (hereinafter referred to as "cultural tourism") industry, it has both unprecedented challenges and significant opportunities. Traditional cultural tourism marketing, which often relies on TV advertisement, newspaper promotion, and travel agency collaboration, is characterized by one-way, large-scale dissemination methods, the high costs and limited interactivity of these methods are increasingly unable to meet the personalized and experiential demands of consumers in the new era. Moreover, social media, with its strong interactivity, precise dissemination, and viral spread effect, is reshaping the marketing ecosystem of cultural tourism products[1].

The new generation of consumers, especially the "Z Generation" and "Millennials", no longer passively receive information but actively participate in content creation and distribution. Their travel decisions are increasingly influenced by users' share, influencers' recommendation, and online word of mouth on social media. Therefore, how to leverage the characteristics of

social media to innovate marketing strategies and achieve a transformation from "informing" to "attracting", from "one-way" to "interactive", and from "marketing" to "creation" has become a core issue that the cultural tourism industry urgently needs to address.

This research is precisely based on this background, aiming to systematically sort out the innovative strategies and practical models of cultural tourism marketing in the social media environment, analyze successful cases, distill replicable and referential theoretical frameworks and practical paths, and provide beneficial guidance for the marketing transformation of cultural tourism enterprises and destination management institutions in the new media era[1].

## **1.2. Research Objectives and Structure**

This research aims to achieve the following goals:

- 1) Analyze the influence mechanism of social media on cultural tourism marketing, understand its core advantages and challenges.
- 2) Summarize the current innovative models of cultural tourism marketing, such as content marketing, KOL marketing, and UGC strategies.
- 3) Analyze the implementation details and key elements of successful strategies through case analysis.
- 4) Build a new model for cultural tourism marketing in the social media era and look forward to future development trends.

In this paper: firstly, review the relevant theories of cultural tourism marketing and social media marketing to lay the foundation for the research. Secondly, deeply analyze the current situation and challenges of cultural tourism marketing in the social media era. Thirdly, through the selection of successful cases, interpret the practical application of innovative strategies. Then, distill a new model for cultural tourism marketing and look forward to and summarize the future development direction.

## **2. Theoretical Foundation and Literature Review**

### **2.1. Evolution of Tourism and Culture Marketing Theory**

Traditional tourism and culture marketing theories, such as the 4P theory (Product, Price, Place, Promotion), mainly focused on the management of the supply side. With the rise of the service economy, the 4C theory (Consumer, Cost, Convenience, Dissemination) began to emphasize a customer-centric approach. Entering the Internet era, especially with the rise of social media, tourism and culture marketing theories have further developed, emphasizing "experience" and "relationship". The tourism and culture marketing under digital marketing has transformed from simple information transmission to deep emotional connection and community building. The focus of marketing is no longer the product itself, but the unique experiences of consumers during their travels and the sharing behaviors that result from them.

### **2.2. Theories and Characteristics of Social Media Marketing**

Social media marketing is a marketing approach that utilizes social networking platforms (such as WeChat, Douyin, Weibo, etc.) for product promotion, brand building, and customer relationship management. Its core advantages lie in:

- 1) Interactivity and Community: social media breaks the one-way dissemination of traditional media, achieving multi-directional interaction between brands and users, as well as among users, forming communities with common interests.
- 2) Content-driven: social media is an ocean of content, its high-quality, interesting, and valuable content is the fundamental driving force for attracting user attention and stimulating sharing.

3) Precision and Personalization: based on user profiles, interest tags, and behavior data, social media platforms can achieve precise advertising and support personalized content recommendation.

4) Decentralization and Word-of-Mouth Dissemination: The "everyone is a media" attribute of social media makes ordinary users to become content producers and disseminators. User-generated content (UGC) and recommendations from key opinion leaders (KOL) often have higher credibility and influence than official promotions, creating a powerful word-of-mouth effect.

### **2.3. Convergence Points of Social Media and Cultural Tourism Marketing**

Social media provides new tools and thinking models for cultural tourism marketing. The convergence points are mainly reflected in:

**Storytelling of Brands:** Social media offers a vivid platform for telling the cultural, historical, and local stories of destinations, transforming cold attractions into warm IPs.

**User Participation:** By initiating topic challenges, prize collections, and interactive live broadcasts, social media encourages users to participate in the creation of cultural tourism contents, transforming tourists from "spectators" to "creators".

**Scenario Marketing:** Social media can precisely capture users' needs in different contexts, such as through short videos and live broadcasts, create immersive virtual travel experiences and stimulate users' desire to travel.

**Data-driven Decision:** The big data on social media platforms can help cultural tourism enterprises understand user preferences and analyze marketing effect, thus making more scientific and precise decision.

## **3. Innovative Strategies and Models for Cultural Tourism Marketing in the Social Media Environment**

Under the empowerment of social media, cultural tourism marketing has transcended the traditional "advertising + promotion" approach and has evolved into a series of innovative strategies around contents and users.

### **3.1. Content is King: Diversified Content Marketing Strategies**

Content is the soul of social media marketing. Cultural tourism destinations and enterprises need to move away from the "advertising" thinking and shift towards creating "soft contents" that can evoke emotional resonance, provide practical value or aesthetic pleasure to users.

**Storytelling Content:** By telling historical anecdotes, personal stories, and intangible cultural heritage, cultural tourism destinations can integrate these contents in it. For instance, through short video series, ancient market life can be vividly recreated. This strategy combines the history with modern dissemination methods, transforming cultural heritage from static displays into dynamic, perceivable narratives[2].

**Emotional Content:** Focusing on universal emotions such as love, friendship, and create dreams, content that evokes resonance. For example, capturing tender moments like proposals or graduation trips at the destination can make it become carrier of emotional memories. Such emotional connections can significantly enhance users' sense of identity and belonging to the destination.

**Practical Content:** Offering practical information such as "one-day tour guides", "food exploration guides", and "photo spots recommendation" can meet users' actual needs and increase the credibility and collection value of the content. For instance, the numerous "travel guides" on platforms like, which provide information from the perspective of real users, are more persuasive than official promotions.

**Visual Content:** Utilizing technologies such as short videos, live streaming, and aerial photography to show the natural beauty and cultural landscapes of the destination with high-definition and stunning visual effects. Aerial photography and time-lapse works on platforms like Douyin and Kuaishou can quickly capture users' attention with their strong visual impact.

### **3.2. Leverage and Fanfare: KOL/KOC Marketing and the Influencer Economy**

KOL (Key Opinion Leader) and KOC (Key Opinion Consumer), with their expertise in specific fields and fan bases, have become crucial levers in cultural tourism marketing.

**KOL Precise Collaboration:** According to the tone of the destination or product, collaborate with travel bloggers, food experts, lifestyle bloggers, and other KOLs. The personal experiences and professional evaluations of KOLs can effectively enhance the credibility of the contents and quickly reach the target audience. For example, a resort which features family vacations, collaborates with a well-known family blogger, can achieve a much better promotion effect than traditional advertising.

**KOC Word-of-Mouth Fission:** KOCs are "opinion leaders" in social circles, and their recommendations are more relatable. By encouraging KOCs to share their genuine experiences, a natural word-of-mouth fission can be achieved. For instance, by launching "check-in challenges" or "post photos to win prizes" activities, tourists can be encouraged to become spontaneous brand promoters. This strategy uses the social nature of social media, turning every user into a potential marketing node.

### **3.3. User-Centric: UGC (User-Generated Content) Incentive Strategies**

UGC is the most valuable marketing resource in the social media era. By encouraging and guiding users to create contents, cultural tourism brands can obtain continuous, genuine and persuasive marketing materials.

**Topic challenges and interactive activities:** Initiating creative and interactive topic challenges on platforms like Douyin and Weibo, such as "#I'm Waiting for You in XX#", can guide users to interpret the tourism destination in their own way, achieving viral content dissemination. Such activities not only generate a large amount of UGC but also make users to form an emotional connection with the brand during participation.

**Content creation tools empowerment:** Provide H5 templates, creative stickers, filters, and other tools to lower the threshold for user creation and encourage more people to participate. For instance, a scenic area launched an "AI costume change filter that takes you back to ancient times", where users only need to upload a photo to generate an interesting video. This low-threshold interaction significantly increases user participation enthusiasm[3].

**Community operation and reward mechanism:** Establish brand communities and offer rewards such as likes, shares, and official account recommendations for high-quality UGC content, or set up monetary rewards and coupons to form a positive cycle. This strategy transforms users from mere consumers to brand "fans" and "creators".

### **3.4. Scene-based Experience: Integrated Online and Offline Immersive Marketing**

Social media is no longer just an online promotional tool but a bridge connecting online and offline, providing tourists with a full-chain experience from "influencing" to "de-influencing", from online to offline.

**Live interaction:** Through live streaming, take tourists on a "cloud tour" of scenic spots, show real-time views, interactive explanations, and even sell tickets live, directly convert online traffic into offline purchases. For instance, during the cherry blossom season, live streaming allows users to enjoy the blooming scene in real time, combined with coupons in the live room, which can greatly stimulate users' immediate consumption.

**AR/VR experience:** Utilize augmented reality (AR) and virtual reality (VR) technologies to make users to experience the charm of destinations in an immersive way online. For instance, a museum launched an AR tour app, where users can scan artifacts to see their restored dynamic effects; a city created a "cloud walking" experience through VR technology, making users to enjoy the cityscape without leaving home.

**Creating IP and immersive cultural tourism:** Transform cultural tourism destination into distinctive IP and create immersive experiences both online and offline around IP. For example, a scenic area with a martial arts theme can create a "martial arts world view" through short videos online and set up corresponding role-playing and martial arts performances offline, making tourists to deeply engage in the story.

#### **4. Analysis of Typical Cases: Practice of Innovation Strategies**

In order to better understand the application of the above strategies, this paper selects several cases that have achieved significant success in social media marketing for analysis.

##### **4.1. Case One: The Grand Tang Mall in Xi'an - "Man-made" IP and Immersive Scenarios**

**Strategy Analysis:** The success of The Grand Tang Mall in Xi'an does not rely on a single internet celebrity or one events, but rather on systematic "man-made IP" and immersive scenario marketing.

**IP Creation:** Performers such as "Inverted Girl", "Stone Brother", and "Levitating Warrior", with distinct personalities and interactivity, have been successfully developed into "walking" IPs. Their performances are inherently topic-worthy, triggering a vast amount of user-generated content creation and viral dissemination. These IPs are not only performers but also cultural symbols of the scenic area, and their images are perfectly integrated with the grand narrative of the "Tang Dynasty's Heyday", making cultural heritage touchable and interactive[4].

**Immersive Experience:** The scenic area creates an "imperial Tang atmosphere" through lighting, costumes, architecture, and performances, making visitors a sense of time travel as soon as they enter. This strong sense of immersion is the driving force for visitors to share their experiences and create content. At night, the dazzling lights, actors in traditional costumes, and ancient music all together create a dreamlike space detached from reality.

**Online-Offline Coordination:** The official accounts continuously release highlights of the performers on platforms like Douyin and Weibo, and interact with user-generated contents, generating a strong online voice. Once users are "influenced" on social media, they will have a strong desire to visit in person. The "City That Never Sleeps" topic on social media transforms the offline experience into an online carnival, forming a virtuous marketing cycle.

**Success Insights:** Successful cultural tourism marketing should not solely rely on natural scenery but can also create unique IPs through human creativity and scenario design, stimulating users' emotional resonance and participation enthusiasm. This model proves that even in tourist spots with rich historical and cultural heritage, modern creative methods can be used to revitalize and rejuvenate culture.

##### **4.2. Case Two: Chengdu Research Base of Giant Panda Breeding - Emotional and Storytelling Content**

**Strategy Analysis:** The Chengdu Research Base of Giant Panda Breeding has promoted the "giant panda" super IP globally through social media.

**Emotional Content:** The official accounts (such as "pandapia") of the base do not merely provide scientific knowledge but share the "cute" daily lives, growth stories, and parent-child interactions of pandas. These contents are full of childlike fun and healing power, can cross



language and cultural barriers and evoke global users' love and resonance. For instance, the growth stories of star pandas like "He Hua" are well-known to global fans through short videos and pictures, forming a strong emotional bond[5].

**Live Interaction:** The base uses slow live streaming to making users to "cloud raise" pandas anytime and anywhere, enhancing their sense of participation and connection. Real-time interaction in the live stream makes users feel a connection with these adorable creatures. This model transforms the static zoo visit experience into a dynamic and continuous "companionship" and "attention".

**UGC Incentives:** Photos and videos taken by visitors of pandas, after being spread on social media, form a huge UGC content library. The official accounts regularly repost excellent UGC works, further encouraging users to share. This keeps the cute image of pandas constantly "dominating" social media, forming a spontaneous and low-cost viral marketing.

**Success Insights:** Emotion is the most effective bridge connecting users and brands. By telling the "human touch" and "stories" behind the brand, a warm and vibrant IP can be created. For cultural tourism spots with unique natural or cultural resources, emotional and storytelling content marketing is an effective way to maximize brand value.

### **4.3. Case Three: Henan Museum - Cross-border and China Chic IP Marketing**

**Strategy Analysis:** Henan Museum has successfully rejuvenated "cultural relics" and made "museums" trendy through social media.

**Cross-border integration:** Henan Museum's collaboration with Henan Satellite TV on programs such as "The Night Banquet of Tang Palace" and "On the Goddess of Luo River" has perfectly combined traditional culture with modern dance and digital technology. it has sparked a nationwide enthusiasm for "national trends" through extensive spread of social media. These programs not only provide visual shock but also reinterpret history in innovative forms, making the originally "cold" cultural relics and history lively and interesting, greatly enhancing the younger generation's interest in traditional culture. The discussions on these programs on social media remain hot, boosting the attention to Henan Museum and the entire Henan tourism industry[6].

**IP Derivation:** The museum has developed cultural and creative products based on its collections, and promoted them through social media. These cultural and creative products not only increase revenue but also make the cultural relics IP deeply rooted in people's hearts. For instance, the launch of "Archaeological Blind Boxes" combines the mystery of archaeology with the excitement of blind boxes, triggering a rush on social media, transforming cultural relics from exhibits on display to trendy items that can be owned and shared.

**Social Media Topic Marketing:** The official account is good at using social media hotspots, combining serious cultural relic knowledge with light and interesting topics such as "Archaeological Blind Boxes", successfully attracting a large number of young users. Furthermore, the museum actively collaborates with well-known bloggers and media, using short videos and live streaming to deeply explain the stories behind the cultural relics, making users to learn knowledge while having fun, achieving the popularization of knowledge and the dissemination of culture.

**Success Insights:** Social media provides a new path for the revitalization of traditional culture. Through cross-border cooperation, IP derivation, and topic marketing, ancient cultures can be rejuvenated and attract the attention of the younger generation. It suggests that even traditional cultural institutions can find innovative ways to resonate with the times on social media and achieve "breaking out of the circle" in dissemination.

#### **4.4. Case Four: Chongqing - Integrated Marketing and Brand Building of City-level Tourist Spots**

**Strategy Analysis:** Chongqing, as an "internet celebrity" city, is a model of integrated marketing and brand building in the tourism industry through social media.

**Unique City IP Building:** Chongqing has formed a distinct city IP on social media through its unique mountainous terrain, magical architecture (such as Hongyadong and the light rail that passes through buildings), hotpot cuisine, and straightforward local customs. These elements themselves have strong visual impact and topic, providing natural materials for user-generated content (UGC).

**In-depth Use of Short Videos and Live Streaming:** Platforms like Douyin and Kuaishou are the main channels for Chongqing's cultural tourism dissemination. A large number of users spontaneously shoot and share videos of Chongqing's "magical" scenes and food exploration, creating a powerful "word-of-mouth" effect. The official and key opinion leaders (KOLs) also actively participate, guiding tourists to "virtually tour" Chongqing through live streaming, showing the city's charm in real time, and stimulating consumption through online coupons.

**UGC-driven Ecosystem:** Chongqing's cultural tourism marketing heavily relies on UGC. Tourists take photos and videos at popular spots such as Hongyadong, Liziba, and Eling Second Factory and share them on social media, creating a snowball effect. City managers and tourism enterprises actively guide and encourage this UGC behavior, for example, through online topic challenges and offline check-in point designs, making every tourist become a promoter of the city.

**Marketing of Culinary Culture:** Chongqing's delicacies such as hot pot and small noodles have become hot topics on social media. Through food bloggers' restaurant exploration videos and users' food sharing, Chongqing's culinary culture and tourism experience have been deeply integrated, attracting a large number of "foodie" tourists.

**Success Insights:** For city tourist spots, social media marketing requires a systematic exploration and shaping of the city's unique IP, and the fully use the advantages of emerging media such as short videos and live streaming to build a UGC ecosystem with full participation, integrating the city's distinctive culture and lifestyle into marketing.

#### **4.5. Case Five: Cluster of Boutique Homestays (Taking Moganshan as an Example) - Community Operation and Niche Experience Marketing**

**Strategy Analysis:** As one of the birthplaces of domestic boutique homestays, Moganshan's success on social media is more reflected in its precise targeting of the target audience and refined community operation.

**Precise Content Positioning:** The contents posted by Moganshan's homestays on platforms such as rednote and WeChat Official Accounts often focuses on specific scenarios such as "weekend getaways", "family trips", "couples' outings", and "team-building", and emphasizes concepts like "escaping the hustle and bustle of the city", "returning to nature", and "design aesthetics". These contents precisely match the needs of the target users, avoiding ineffective dissemination.

**KOC and Circle Dissemination:** Moganshan's homestays tend to collaborate with lifestyle bloggers, family bloggers, and homestay experience experts (KOCs). The fan base of these KOCs highly overlaps with the target audience of the homestays. Their genuine experience sharing is more likely to create word-of-mouth explosions within specific circles, achieving precise traffic attraction.

**Success insights:** For niche and premium cultural tourism products, the key to social media marketing lies in precisely targeting the audience, conducting circle dissemination through KOCs, and emphasizing the refined operation of private domain communities, providing differentiated experiential content, thereby building a loyal user group.

## 5. New Models and Future Trends of Cultural Tourism Marketing in the Age of Social Media

Based on the above analysis, this paper proposes a "Content-Centric, User-Centric, Data-Driven" three-dimensional model for cultural tourism marketing in the age of social media:

### 5.1. New Model of Cultural Tourism Marketing:

**Content-Centric:** Content is the cornerstone of cultural tourism marketing. Here, "content" is no longer merely official promotional videos, but rather diversified, creative, and emotionally engaging story-telling content, visual content, and practical content. It should be able to resonate with users and trigger spontaneous sharing. It means that cultural tourism enterprises need to have strong content production capabilities, including professional photography and videography teams, copywriting teams, and a keen sense of hot topics and trends. Content forms should be diverse, covering short videos, live streaming, images and text, interactive H5, podcasts, etc., to adapt to the characteristics of different social media platforms and user preferences. More importantly, the content should be able to tell the unique story of the tourist spots or product, convey its core value and emotional warmth, so that users consume not only the content but also feel the emotions and culture.

**User-Centric:** Users are at the core of marketing. The emphasis of marketing should shift from "selling products" to "managing users". Through methods such as UGC incentives, community operation, and interactive experiences, users can be transformed from passive recipients to active participants. This requires cultural tourism enterprises to establish a complete user feedback mechanism, actively respond to user comments and private messages, and view users as partners rather than merely consumers. By organizing online and offline activities, providing exclusive benefits, and inviting users to participate in product design to enhance a sense of belonging and participation, converting "one-time tourists" into "loyal fans", and form "word-of-mouth spreaders". The power of users is infinite; every user is a potential KOC, and their genuine sharing is more persuasive than any advertisement.

**Data-Driven:** Data is the booster of marketing. By analyzing user behavior data, interaction data, and dissemination paths on social media platforms, cultural tourism enterprises can more accurately understand user needs, optimize content strategies, evaluate marketing effect, and achieve refined operations. This includes in-depth analysis of user profiles (age, region, interests, consumption habits), real-time monitoring of content performance (views, likes, comments, shares), and tracking of conversion paths (from content exposure to actual booking). Through data analysis, cultural tourism enterprises can identify high-value user groups, discover popular content trends, optimize putting strategies, and even predict market demands, thereby achieving rational allocation of marketing resources and maximizing efficiency. Data is no longer merely a record but a "wisdom wing" driving marketing decisions.

These three elements are not isolated but are in a mutually reinforcing and spiraling upward relationship. High-quality content attracts user attention, user participation and sharing further expand the influence of the contents, and data provides precise direction for the next round of content creation and user management, they together form a powerful driving force for cultural tourism marketing in the age of social media.

### 5.2. Challenges and Future Trends

Although social media has brought huge opportunities for cultural tourism marketing, its development also faces many challenges and presents new trends.

**Challenges:**

**Content Homogenization:** As a large number of cultural tourism spots flood into social media, the phenomenon of content creativity sinking and form similarity is becoming increasingly



serious. Many tourism spots blindly follow trends without deeply exploring their unique cultures and resources, as a result, contents lack distinctiveness and are difficult in standing out among the vast amount of information. Algorithm traps and traffic anxiety: Over-reliance on algorithm and traffic may lead to overly utilitarian marketing strategies, neglecting the long-term construction of brand stories and cultural connotations. In order to pursue short-term traffic, some cultural and tourism accounts may over-hype, create gimmicks, or even post vulgar content, which not only damages the brand image but may also disgust user.

Public opinion risks and crisis public relations: The rapid spread characteristic of social media can cause negative public opinions to ferment instantly, causing significant damage to the brand image. Once service quality issues, safety incidents, or inappropriate remarks occur, negative information will spread rapidly, causing irreparable losses to cultural and tourism spots or enterprises. Therefore, establishing a complete crisis public relations plan and a rapid response mechanism is crucial.

Fragmentation of user attention: Information on social media updates at an extremely fast pace, and user attention is highly fragmented. How to capture users' attention in a short time and convey effective information in fragmented time is a huge challenge for cultural tourism marketers.

Data privacy and compliance: With increasingly strict data protection regulations, cultural tourism enterprises must strictly abide by relevant laws and regulations when using user data for precise marketing, protect user privacy, and avoid data abuse; otherwise, they will face legal risks and a crisis of user trust.

Future trends:

AI personalized marketing: In the future, artificial intelligence will be more deeply applied in cultural tourism marketing, achieving personalized content recommendation and travel planning services based on individual user profiles. AI can analyze users' historical behaviors, interest preferences, social interactions, and other data to automatically generate customized travel routes, recommend attractions and activities, and even provide intelligent customer service and virtual tour guide services, greatly enhancing the user experience[7].

Virtual reality and metaverse tourism: With the rise of the metaverse concept, cultural and tourism marketing will evolve from "online influencing" to "online experience" and even "virtual travel", providing users with unprecedented immersive experiences. Users can "cloud travel" to famous scenic spots in the metaverse, participate in virtual interactive games, and even purchase virtual cultural and creative products. This not only attracts the younger generation but also provides new travel methods for users restricted by geography and time.

Sustainable development and social responsibility marketing: More and more cultural and tourism consumers are concerned about environmental protection, public welfare, and other social issues. Future cultural tourism marketing will pay more attention to telling the brand's efforts in sustainable development and social responsibility through social media to win users' recognition and support. For example, promoting eco-tourism, rural revitalization projects, and intangible cultural heritage protection, deeply integrating cultural tourism with social values.

Multi-platform matrix and cross-industry integration: Successful cultural tourism marketing will no longer be limited to a single platform but will establish a cross-platform matrix composed of short videos, images, live streaming, podcasts, social e-commerce, etc., and actively integrate with other industries (such as technology, fashion, art, and sports) to create more diverse marketing scenarios and contents. For instance, the combination of cultural tourism with e-commerce achieves "watch and buy"; the integration of cultural tourism with sports promotes outdoor sports tourism.

Continuous dominance of short videos and live streaming: Short videos and live streaming, with their intuitive, vivid, and highly interactive characteristics, will continue to dominate cultural

tourism marketing. Future short videos will pay more attention to professional and high-quality contents, while live streaming will develop towards normalization and interaction, such as "24-hour non-stop scenic spot live streaming" and "immersive intangible cultural heritage handicraft live streaming".

Deepening of personalized and customized experiences: As consumers' demand for personalization continues to increase, cultural tourism marketing will pay more attention to providing customized products and services. Social media, as a channel for obtaining user demands and feedback, will help cultural tourism enterprises better understand individual differences, thereby launching more attractive personalized travel routes, theme activities, and exclusive services.

Data-driven precise decision-making: Big data analysis will become the core competitiveness of cultural tourism marketing. Through in-depth mining and analysis of social media data, cultural tourism enterprises can more accurately identify target customer groups, predict market trends, optimize marketing strategies, and achieve data-driven from content creation to distribution and effect evaluation.

Seamless integration of online and offline (O2O): Social media will further blur the boundaries between online and offline, achieving seamless integration of O2O. For instance, after being "influenced" by a short video online, users can directly book tickets or hotels through links within the video; during offline experiences, they can share contents and participate in interactions by scanning codes, forming a good cycle online and offline.

## 6. Conclusion

Social media is not only a tool for cultural tourism marketing but also a key force in reshaping the industry ecosystem. This paper, through a systematic review and case analysis of innovative strategies in cultural tourism marketing under social media, reveals that its core logic lies in the transformation from the traditional "product-centric" approach to a "user-centric" one, and provides a new three-dimensional collaborative marketing model of "content-centric, user-centric, data-driven". Successful practices have proven that by creating valuable, emotional, and creative IP contents, by using the word-of-mouth effect of KOLs/KOCs, and achieving UGC fission through user incentives, cultural tourism brands can establish strong brand influence in the new media era and effectively connect with consumers. The cases listed in the paper collectively confirm the powerful force of the "content, user, data" trinity synergy.

Despite coexisting challenges and opportunities, such as content homogenization, traffic anxiety, and public opinion risks, the future of cultural tourism marketing will increasingly rely on technological empowerment and creation. Artificial intelligence, virtual reality, and the metaverse will bring broader imagination space and more immersive experience forms to cultural tourism marketing. Moreover, sustainable development and social responsibility will become important dimensions of brand building, and multi-platform matrices and O2O integration will become the norm. Cultural and tourism practitioners should embrace changes, continuously innovate, and apply data-driven thinking for operations, thereby seizing the initiative in the new round of cultural tourism competition and achieving long-term brand development. This paper provides theoretical references and practical inspirations for the cultural tourism industry, however, given the rapid changes in the social media environment, user behaviors, and technological development, related research still needs to be continuously tracked and deepened. Future research can further explore specific paths for metaverse cultural tourism marketing, the application depth of AI in personalized recommendations of cultural tourism, and how to utilize social media for cross-border tourism dissemination in a global context, in order to contribute more wisdom to the continuous prosperity of the cultural tourism industry.

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