

Analysis of the Impact of Content Presentation on the Short Video of Dithering Culture and Tourism

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Abstract. This study focuses on the content presentation and communication impact of the short video of dithering culture and tourism and analyzes its content characteristics and its role in user behavior and local economy. The study found that the content of the short video of dithering cultural tourism shows the characteristics of theme focus, and the shift from "punch in the scenic spot" to "experience resonance" includes immersion experience and amplification of cultural symbols. Secondly, dithering short video cultural tourism and form innovation, including 15 second visual impact and BGM emotional binding. At the communication impact level, short videos promote users from "planting grass" to "participatory tourism" and activate consumption modes such as "e-commerce + cultural tourism + food"; At the same time, it helps local cultural and tourism economy "break the circle". For example, Guizhou "village Ba" drives the GDP growth of Taijiang Country and reshapes the cultural image and economic pattern of cities and villages. The research provides a theoretical reference for the content optimization of cultural tourism short video and regional economic development.

Keywords: buffeting short video, content features, communication impact, immersive experience, cultural symbols

1. Introduction

In the era of deep integration of digital technology and social media, short video platforms have become the core carrier of cultural and tourism promotion [1]. As a large-scale short video platform for domestic users, shuaiyin's cultural and tourism content, with its fragmented communication, strong visual impact and emotional resonance, not only reconstructs the public's cognitive style of "poetry and distance" but also has a profound impact on the construction of local cultural and tourism economy and cultural identity.

At present, new cultural and tourism consumption modes such as "cloud tourism" and "grass planting travel" are rising rapidly relying on the short video platform. Users are no longer satisfied with the one-way information infusion of traditional tourism publicity but instead pursue more generative and interactive experiential communication.

The cultural symbol of the yanghanfu cross-dressing video has broken the circle, and Guizhou "village Ba" has realized the national attention of minority events through a short video. The short video of Douyin culture and tourism is promoting the transformation from "online traffic" to "offline consumption" in a unique way of content presentation, providing a new path for Rural Revitalization and urban image remodeling [2].

However, the existing research on how the characteristics of short video content affect the communication effect, the user behavior logic behind it and the value of local development still needs to be further explored. Based on this, this paper focuses on the content presentation dimension of the short video of buffeting cultural tourism, analyzing its impact mechanism on user behavior change and local cultural tourism economic activation from the perspective of "theme focus" and "form innovation", in order to provide theoretical reference and practical enlightenment for the integrated development of cultural tourism industry in the digital era.

2. The content characteristics of the short video of dithering audio travel

2.1. Theme focus

The theme of the short video from "scenic spot clock in" to "experience resonance" shows a significant shift from "scenic spot clock in" to "experience resonance", which is specifically manifested in "immersive experience" and "cultural symbol amplification".

By means of first-angle shooting, long lens use and other technical means, buffeting builds an embodied experience in a "Pseudo Environment". For example, the creator of the Sichuan Tibet line on foot recorded the scenery and challenges along the way from the first perspective. First, the video author came straight to the point and presented a caption to let the audience directly understand the video theme. The video is usually themed with "... Complete your dream of walking". It introduces the travelers you meet along the way, so that the audience can feel the beauty of the plateau and the hardships of walking, and have an emotional resonance of "immersive"; the homestay slow life vlog showcases the immersive enjoyment of the "Xanadu" in the mountains, capturing users' emotional needs to go to listen to the wind in the wilderness and enjoy quietness and solitude, promoting their shift from online viewing to offline experience, and stimulating consumption to drive the development of related industries. This immersive narrative breaks the traditional one-way indoctrination mode of tourism publicity, and makes the audience change from passive recipients to virtual participants, thus stimulating the willingness to travel.

Social media enlarges cultural symbols with local characteristics. By selectively presenting and strengthening local cultural symbols, dithering users realize the construction and dissemination of cultural identity. Luoyang Hanfu cross dressing video combines Hanfu, a cultural symbol, with modern aesthetics, and can clearly explain the transition of Luoyang in 10 seconds. At the beginning, the group photo in front of the station was matched with the transition effect to the combination of exquisite makeup, gorgeous clothing and antique scenes, which attracted a large number of users to imitate and spread. Luoyang is worthy of being the synonym of "the capital of Hanfu" and has been the focus of public discussion in a short time, becoming one of the hot spots of tourism in the Country. The Yellow Crane Tower at night transforms historical and cultural symbols into visual wonders through digital means and light and shadow performance. The short video also shows the beauty of the ancient buildings of the Yellow Crane Tower. It has truly realized the innovative development of the integration of digital and cultural tourism. This symbolic communication not only promotes a large number of local cultures, improves recognition, but also brings direct benefits to the local cultural tourism economy.

2.2. Form innovation

The innovation of the form of the short video of the shake tone cultural tourism is mainly reflected in the two strategies of "15-second concentrated essence" and "BGM emotion binding". The 15 second duration limit of dithering forces the creator to deliver the core information in a very short time.

The short video of Zhangjiajie glass bridge creates a strong visual impact and emotional tension in 15 seconds by quickly switching shots, using high-altitude perspective and combining the screams of tourists. This effect not only stimulates the curiosity and impulse of the audience to share but also explains the content of the short video within 15 seconds. This "concentrated essence" narrative technique is consistent with users' fragmented browsing habits, making the information of cultural tourism stand out.

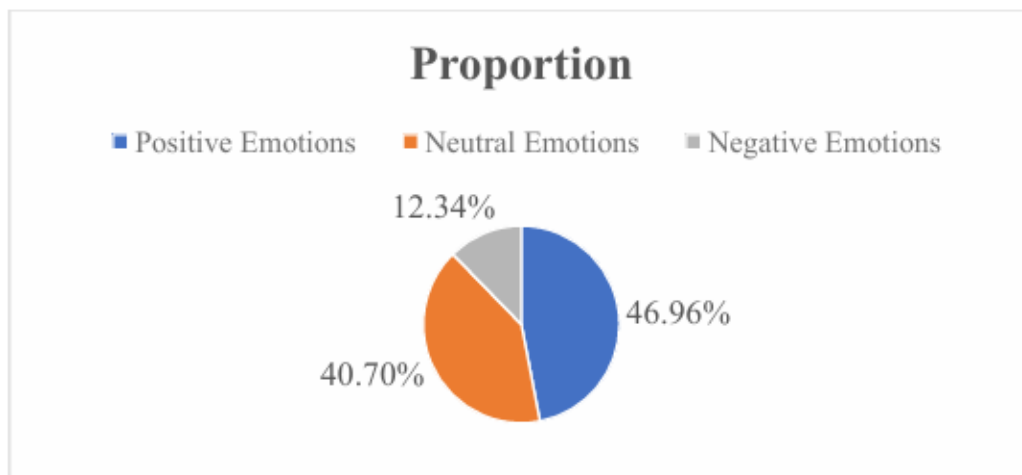


Figure 1. Emotional analysis of short video user comments on rural landscape

Data source: From the reference [3]

Through the emotional analysis of users' comments on rural landscape short videos using the Rost CM6 software, the data in Figure 1 shows that positive emotions rank first at 46.96%, neutral emotions account for 40.70%, and negative emotions only account for 12.34%. The audience generally appreciates the rural landscape. "Paradise", "beautiful poetry and painting" and other praise words frequently appear. Typical comments such as "the scenery is indescribably beautiful, just like a fairyland on earth, and it is wonderful with music" intuitively reflect the users' high recognition of the video content. Neutral comments are mostly expressed in the inquiry and imagination of the geographical location of the landscape, such as "is this the scenery of Guilin?". Negative comments mainly focused on infrastructure issues, such as "How should residents in mountainous areas respond to power outages?". Part of the negative feedback is due to the cognitive limitations of the rural modernization process. The landscape interference caused by power distribution facilities and debris stacking has also been mentioned, but the overall extreme negative emotions account for a small proportion [3]. The combination of the soundtrack of "to the cloud" and the travel picture of the Department of Healing triggered users' yearning for "escaping from the city". In just a few days, relevant topics were played more than 2billion times. This combination of "soundtrack + healing scenery" forms a conditioned emotional connection, showing the regional rural customs and landforms, enabling users to automatically associate relevant tourism scenes when listening to specific music, thus enhancing the publicity effect. In addition, the choice of BGM is

often highly consistent with the cultural preferences of the target audience. For the young user group, pop music is the main, while for the elderly user group, traditional folk music is the main, maximizing the healing landscape emotion to the audience.

3. Communications impact analysis

3.1. Change in user behavior: from "planting grass" to "participatory tourism"

Tiktok has realized the monetization of tourism consumption through the model of "e-commerce + cultural tourism + cuisine". Xiangtan Country has innovatively established a "Shanshui Lotus Township" live streaming e-commerce system, integrating three major elements: rural e-commerce, eco-tourism, and intangible cultural heritage, forming a multi-dimensional pattern for rural revitalization and development. The system deeply excavates the folk memory and regional context behind agricultural products, and uses visual narrative means to carry out immersive communication marketing on short video platform [4]. Through the establishment of farmers' live broadcast training mechanism, it not only realizes the digital upgrading of production and marketing docking but also cultivates a new group of professional farmers.

Dialect has a guiding function in rural short videos. Dialects are widely used in rural short videos because of their regional identity. Dialect, as a "vocal regional symbol", forms a multimodal narrative with the local landscape in the picture (such as rice fields, earth houses, dialect slogans), so that the audience can build their cognition of the Countryside through both auditory and visual channels. For example, in the video of "little brother in western Yunnan", she vividly tells the Chinese story through user interaction: Taking the traditional cuisine of ethnic minorities in Yunnan as the cultural carrier, using the emotional framework of "home and Country isomorphism", arousing the universal resonance of local emotions, and effectively promoting the narrative communication and emotional connection at home and abroad. These contents not only echo the historical and cultural psychology of Chinese people but also trigger the cultural empathy of international audiences with "family affection" and "homesickness" as the core; With the help of rural pastoral image to alleviate modern anxiety, it accurately captures people's deep cultural demands for returning to nature in the process of urbanization. Baoshan dialect is combined with the pictures of subtropical mountains and forests and Dai cuisine to form a unique "western Yunnan rural cultural label" [5]. The rhythm and vocabulary of dialects carry the local memory. For example, spoken expressions such as "Mo Yan" and "do Mo Zi" in Xiangxi dialect can make the audience in the same dialect area a "sense of presence". This emotional connection breaks through the limitations of physical space, making short videos the carrier of "cultural roots" for foreigners. Compared with standard Mandarin, the "non-standard" of dialect makes it closer to the daily expression of farmers, breaking the "otherness" narrative of rural discourse in traditional media. For example, the use of words such as "Baogu" and "sweet potato" in Guizhou dialect restores farmers' true cognition of things and enhances the authenticity of the content [6].

3.2. Activation of local culture and tourism economy: from "niche breaking" to "urban remodeling"

The rural cultural tourism industry has successfully transformed digital traffic into real consumption through online and offline linkage through the economic effect of online celebrity. Short video creators rely on the advantages of content production to build personal IP, attract audience attention with high-quality audio-visual materials, and form an economic ecological chain of fans. Taking the

head account "Qiaofu Jiumei" in the field of agriculture, rural areas and farmers in Guangxi as an example, the IP has accumulated more than 3 million fans by showing the original ecological pastoral scene, and based on the fans' interactive feedback, it will be launched in 2019 to operate the entity agritainment project. A large number of users in the online community show deep recognition of rural life scenes, forming a complete closed loop from content consumption to field experience. This new media empowerment model provides an innovative path for rural tourism development [7].

Through the recommendation of the background algorithm of buffeting, it also produced relevant economic effects for minority scenic spots. With the continuous development of sports tourism, sports competitions not only attract the attention of the majority of groups, but also actively respond to the needs of the Country to implement the Rural Revitalization Strategy and activate the development of rural economy. As an important medium for inheriting and carrying forward traditional culture, sports activities play a key role in the dissemination of festival culture, which endows sports with unique cultural connotation and communication advantages. "Village Ba" is deeply integrated with local folk characteristics and has become an important part of the daily life of Taipan village [8]. Guizhou's "Village BA" originates from Taijiang Country, which boasts a profound ethnic cultural heritage and unique natural landscapes and is known as "the First Miao Country Under Heaven". Basketball has a deep bond with the local people, young and old. After being spread through short videos, it has become a national hotspot, attracting a large number of tourists who come to visit out of admiration[9]. "Village Ba" will have a far-reaching impact on the development of local economic effects, and not only improve the new ideas of local economic development-according to the basketball game as the window of economic development, explore the new path of Chinese style modern Countryside.

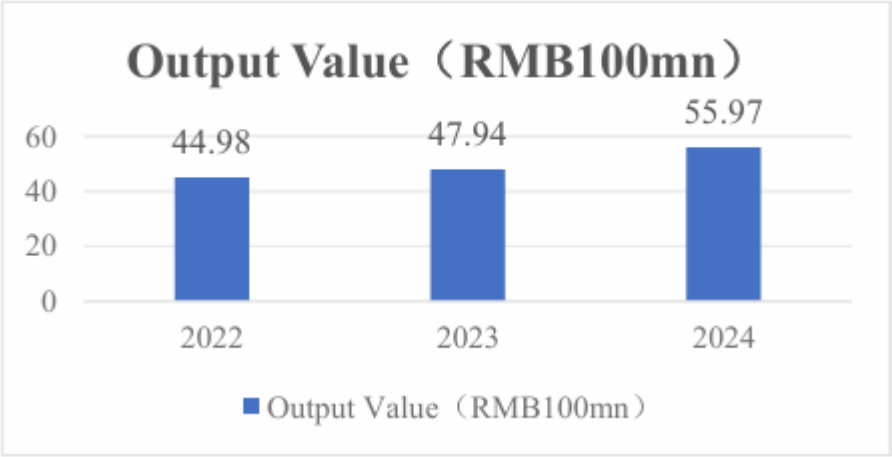


Figure 2. Gross domestic product of Taijiang Country from 2022 to 2024

Data source: Taijiang country statistics bureau

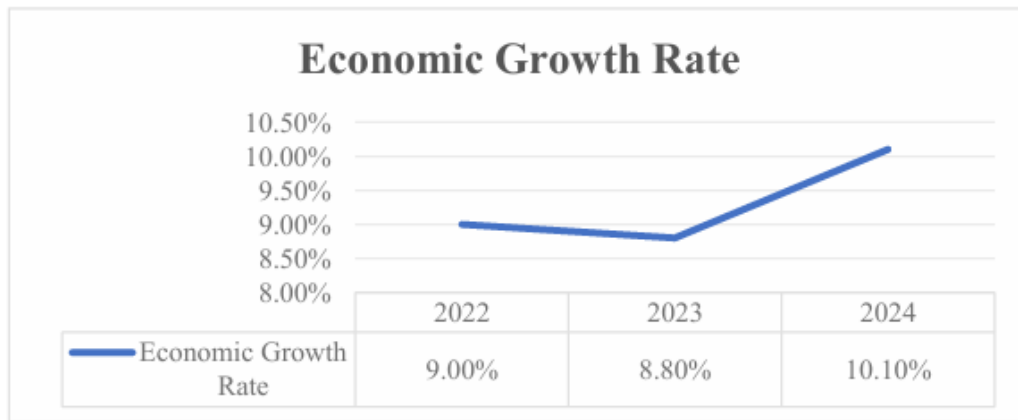


Figure 3. Economic growth rate of Taijiang Country from 2022 to 2024

Data source: Taijiang Country bureau of statistics

It can be seen from Figure 2 and Figure 3 that since the holding of "village Ba", the GDP of Taijiang Country has been steadily rising in the past three years, and the GDP growth rate in 2022, 2023 and 2024 has remained above 8.00% for three consecutive years.

It can be explained that the rural construction has stepped into a new stage and has been steadily rising year by year. Taijiang Country takes "village Ba" as the balance point and carries out a new trend of development with "events + cultural industrialization", attracting tourists from surrounding cities. In recent years, a large number of basketball theme parks have been built in Taijiang Country, and international national sports forums have been held, bringing the cultural outlook of Taijiang Country to the whole Country. The high praise rate of video is usually accompanied by high traffic, which directly reflects the audience's recognition and love. Audiences naturally tend to focus on the content close to their own lives and are more likely to resonate and click on events with strong relevance [10]. The dither user "Huainan Traffic Police" popularized traffic regulation knowledge through creative short videos and used the law enforcement recorder to truly present the traffic law enforcement scene from the first perspective. The account uses local dialect to explain the common traffic violations and shows the effectiveness of urban traffic governance through teaching and entertainment. The video not only retains the seriousness of law enforcement, but also skillfully integrates humor elements, making traffic safety publicity more affinity and communication [11].

4. Challenges and suggestions

With the popularity of short video platforms as popular software, the production of short videos has become one of the main publicity means of cultural tourism. However, at this stage, the development of cultural tourism accounts is not mature enough to give full play to market advantages to empower and increase efficiency for tourism zones. In order to break through the bottleneck of online and offline development of cultural tourism short video, the existing problems of cultural tourism short video should be discussed and analyzed.

4.1. Existing problems

4.1.1. Content homogenization

The rise of short videos has not only provided more exposure for scenic spots across the Country but also brought direct economic revenue to local culture and tourism industries. Scenic areas nationwide are facing new opportunities and challenges in addressing the dual online-offline tests of "short videos and culture-tourism". However, a prominent issue currently is that many regions have inadequately exploited their local cultural and tourism resources, lacking proper handling of their unique cultural connotations and values. In some places, culture tourism content is severely homogenized. Regions with low-efficiency culture-tourism industries generally lack local cultural and tourism characteristics, while popular scenic spots and commercial streets suffer from serious homogenization in design and layout. Similar shooting effects of short videos have also emerged.

This image has led to a convergence of cultural and tourism attractions between different cities. The development of each province and city is fundamentally unbalanced, and there is a lack of funding and ability to independently innovate local cultural and tourism characteristics. As a result, different cities have adopted a single element and copied the form when designing tourist attractions, abandoning the regional cultural and artistic elements that can be explored locally [12]. Of course, the reasons for homogenization also include the responsible person's application of popular templates for a certain scenic spot, and the blind pursuit of popular internet celebrities with high market recognition during the operation of cultural and tourism accounts, neglecting the innovative transformation and characteristic exhibition of localized tourism projects. The "Datang Night City" light show in Xi'an has become popular, and there is a trend of imitating lighting templates in ancient towns across the Country. The differences in historical buildings between the north and south are already diverse, and blindly pursuing the most error free model may lack appeal and reduce user interaction psychology; Overly modified visual materials can also lead to user expectation bias and reduce interaction rates.

4.1.2. Information overload dilutes decision-making efficiency

In the streaming mode of short videos, users can easily browse to different destinations they want to visit. But this also brings a problem, that is, the amount of information on cultural and tourism accounts in various places is too large, and there is no concise and clear introduction of local characteristics, which affects the decision-making efficiency of users [13].

Operators of short video cultural and tourism accounts often create a large amount of complex content to attract tourists, ignoring the understanding of tourists' pain points. This approach does not accurately focus on tourists' needs for the tourist attraction but only presents all the content of the tourist destination at once. Potential users who learn about scenic spots through short videos are prone to develop a mentality of not understanding, not knowing, and not wanting to continue watching, which can easily lead to the vicious circle of "clickbait" and actually lower their travel psychology. When operating the account of Laojunshan Scenic Area in Luoyang, the interface design is visually redundant, and the color management is not unified. Users also reduce their information collection ability in the face of visual fatigue. The difficulty in distinguishing the core service entrance dilutes users' decision-making psychology, and users lack action decisions when making decisions, weakening the dissemination effect of cultural and tourism short videos and seriously affecting the sustainable development of cultural and tourism short videos.

4.2. Solution direction

High quality and high-quality talents are important factors in promoting the development of cultural tourism. The relevant departments should do a good job in cultivating internal personnel and introducing new talents in the team aspect. By collaborating with universities to recruit comprehensive talents, developing cultural and tourism training plans, and improving the professionalism of staff, this study aims to achieve talent adaptation to local cultural and tourism projects. Optimizing the design of account video content and optimizing the structure of on-site tourism work together, capturing local characteristics, creating exclusive short video IPs, enhancing cultural value, meeting user participation needs, injecting new vitality into promoting local cultural and tourism development, and driving cultural and tourism projects to become more professional, refined, and modern. Relevant units should strengthen team supervision. Although teamwork is highly efficient, high-quality talents should also be introduced to review and supervise the content presentation during team production, in order to avoid excessive promotion, false promotion, and exaggerated promotion for the sake of traffic efficiency, and to improve the quality of video content. At the same time, it is necessary to control the demand of tourists offline and conduct timely market research. Pay attention to market trends and user needs, integrate characteristic team exploration while meeting user needs, supervise the team to adjust operational strategies in a timely manner, and avoid the team's content deviating from the trend.

The important factor that attracts users to watch cultural and tourism short videos is the video content. In the production of short videos, the operation team should base on local advantageous resources, showcase local advantages and characteristics, clarify their cultural and tourism positioning, and promote local tourism characteristics on the basis of inheriting tradition to create multiple popular videos. For example, if the local area is an ancient city or town, a "Intangible Cultural Heritage Explanation Series" can be created to explore historical stories and stimulate users' curiosity; If the local area is a mountain and water city, an "ecological story series" can be created to introduce details such as spontaneous combustion. of course. In addition to video content, video formats can also be innovated by changing narrative perspectives to guide user interaction, which can achieve the effect of deep content creation and increase user dissemination [14].

5. Conclusion

This paper adopts the literature analysis method, analyzes the presentation content and impact of Tiktok short cultural tourism videos using the grounded theory, summarizes the content core theoretical model of short cultural tourism videos, and further elaborates the online participation behavior relationship of users on short cultural tourism videos, which is specifically reflected in revealing the behavior discussion of communication content that can trigger emotional resonance.

With the booming development of the digital economy, the public participation in short video platforms is constantly increasing, and new cultural and tourism promotion methods are being integrated with short video platforms. Spreading cultural tourism through short videos not only broadens information coverage and audience awareness but also enhances user interactivity in cultural tourism selection.

Under the trend of integrating short videos with cultural tourism, grasping the presentation of cultural tourism video content has become the key password to grasping the take-off of cultural tourism economy. Firstly, relevant departments need to deeply explore cultural connotations and integrate the unique cultural concepts of different regions into the displayed content. Secondly, relevant departments need to strengthen team technology, formulate reasonable video plans and

offline operations through market research, ensure video focus, and grasp user psychology. Only in this way can create the ultimate industry chain and achieve a complete cultural tourism value chain from content dissemination to user interaction.

Authors contribution

All the authors contributed equally and their names were listed in alphabetical order.

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