https://doi.org/10.37420/j.emr.2024.008

A Study on New Media Publicity of Cultural Tourism under the Perspective of Value Co-creation Theory

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Abstract:

In today's rapid development of the Internet, the publicity advantages of new media have become increasingly obvious, and the national cultural and tourism sector has actively embraced new media to build an all-round, three-dimensional and multi-level new media publicity matrix to create high-quality cultural and tourism publicity content. Value co-creation has also become an important means to enhance the competitiveness of today's digital media. Based on the theoretical perspective of value co-creation, the study analyzes the reasons for the excellent publicity effect of Harbin's new media for cultural tourism, i.e., by stimulating users to participate in the interactive production of content, perfecting the content distribution mechanism around the user experience, and realizing the self-value-addedness of the participating subjects as well as the dissemination of the mainstream value and leadership, the study realizes the value co-creation and thus achieves a better publicity effect for cultural tourism.

Keywords:

Value co-creation, Cultural tourism new media, Intelligent media, Cultural tourism publicity

1. Introduction

In the era of intelligent media, in which the transmission and reception of information tends to be "fragmented", China’s culture and tourism departments have actively embraced the new media, and constructed an all-round, systematic and multi-level new media publicity matrix nationwide to create high-quality publicity about culture and tourism.

At the end of 2023, Harbin-styled travelling, featured by ice and snow, has gained great success, and its spillover effect also promoted the boom of publicity about culture and tourism all over the country, becoming phenomenal in the field of culture and tourism in recent times.

In this regard, we observe that the new media publicity methods of culture and tourism emerge in endlessly, but the previous publicity effect of the new media of culture and tourism in various places is not good. The publicity effect of the new media of Harbin culture and tourism has reached an unprecedented effect, setting off a trend of "Erbin". About this, we can't help but think: how come the great new media publicity effect about Harbin’s culture and tourism? and how to open the window for the publicity about culture and tourism in this time of intelligent media?

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https://doi.org/10.37420/j.emr.2024.008

2. Literature review

2.1 Value co-creation theory

As a management theory, value co-creation is proposed by American scholars Prahalad and Vargo. The theory is based on the perspective of "consumer experience" and "service-driven logic", and the essence of the theory is an ecosystem that collects resources from multiple parties for optimization and integration, and jointly creates value and shares value with each other. Domestic scholars Wu Wenzhen and Chen Qijie, in their article "Analysis of the Formation Path of Value Co-creation Theory and Prospects for Future Research", argue that research on value co-creation based on consumer logic is conducive to promoting the eventual realization of consumer participation in value co-creation.

Nowadays, the theory of value co-creation has become a mature theory in the discipline of business management. Domestic scholars Lou Yun and Ding Jianchao, in their article "Theoretical Evolution and Fields of Value Co-Creation: Literature Review and Prospects", argue that with the development of the Internet economy and the increasing weight of consumers' interests and roles, the research on the field of consumption, which emphasizes the consumer-led value creation, is more in line with the situation in reality, and it will account for a larger proportion of the research on the theory of value co-creativity in the future.

At present, domestic scholars basically conduct a lot of research and exploration on the theory of value co-creation from both theoretical and practical aspects, and at the same time apply this theory to different industries, but there are fewer research applications combining with the cultural tourism industry.

2.2 New media publicity for culture and tourism

New media publicity is now widely defined as a new means of marketing through the medium of the Internet. Domestic scholars Chen Guanchao in the "New media in cultural tourism publicity in the use of research" to explore how to use multimedia for cultural tourism publicity, it is believed that in the new media platform, the cultural tourism industry can get rid of the traditional means of publicity, the use of more colorful publicity, so that travelers at any time and any place can be aware of their own desired information.

Domestic scholars Huang Jingjing and Li Kesheng study the new media discourse of culture and tourism from the perspectives of linguistic identity and relationship management, and explore the implementation of linguistic identity construction and interpersonal management function in the article "Interpersonal Linguistic Study of Identity Construction in New Media Publicity of Culture and Tourism", which argues that language is the carrier of culture and tourism publicity, and the proper use of language plays a pivotal role in stimulating the public's enthusiasm for tourism and shaping the image of the region.

In summary, with the continuous development of science and technology, people's access to cultural and tourism information has gradually expanded from traditional media to new media platforms. Most of the literature is to study how the new media publicity and cultural tourism publicity, the use of new media technology multi-channel cultural tourism publicity, but the content of the new media publicity of cultural tourism as the theme of the study of fewer articles.

2.3 Cultural and tourism new media from the perspective of value co-creation theory

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Digital technology has created the conditions for the application of value co-creation in the new media content industry. Value co-creation has also become an important means for digital media to enhance their competitiveness. Domestic scholars Zhang Mu and Han Han provide a series of feasible strategies for exploring the practice of value co-creation in the new media content industry in their article "Research on the Development Logic and Strategies of Value Co-creation in New Media Content Industry--Taking B Station as an Example", and mention that value co-creation on new media platforms is characterized by multi-directional relationships among many stakeholders, and that the most prominent development trends are socialized production and integrated media dissemination. production and integrated media dissemination are the most prominent development trends at present.

In addition, domestic scholars Jane Zhaoquan and Xiao Xiao have used Ctrip.com as a research case, and found that in the network environment, it is necessary to contact users through new media marketing to further improve the degree of value co-creating with users, so as to improve the business performance of the enterprise.

For the new media content industry, value co-creation has more important practical significance in its field. The rise of "Erbin fever" has a close relationship with the value co-creation strategy practiced by the new media of culture and tourism, but at present, there is less related research literature in this field, so this paper will study the new media of culture and tourism under the perspective of the theory of value co-creation, and analyze the reasons for the good effect of the new media of culture and tourism in Harbin.

3. Research methodology

This paper adopts the research method of content analysis method and questionnaire survey to analyze the reasons of Harbin culture and tourism new media publicity effect is good.

3.1 Content analysis method

3.1.1 Assumption building

H1: Taking the public opinion event of tourists returning tickets in Harbin Ice and Snow World as the node, Harbin Cultural Tourism new media publicity has changed from unilateral publicity of official and formal cultural tourism information to publicity of equal and friendly cultural tourism image.

In order to prove the hypothesis, this study used content analysis to sample the population and create a questionnaire.

3.1.2 Sampling methods

This hypothesis takes the publicity content released by Harbin cultural tourism new media as the research object. First of all, we carry out representative sampling of Harbin cultural tourism new media, respectively, choose microblogging and jittery voice as the platform for sample selection, the main reason for selection is because the two as one of the most influential social media platforms in the domestic graphic and video categories, respectively, in the platform function and content production mechanism has a high degree of similarity, so as to facilitate the comparison of the two production of content.

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Second, a random sampling method is adopted for the content of Harbin Culture and Tourism New Media in the period before and after the tourists' ticket refund public opinion event that occurred in Harbin Ice and Snow World on December 18th. Considering the cyclical change of time in terms of weeks, in order to better reflect the overall situation, this study intends to adopt the structure-week sampling method, which selects the contents within 20 days before and after the event as the whole, and forms a structure-week with 20 days as a cycle to ensure the balance of sampling distribution.

In order to avoid omissions, crawler software was used to extract the keywords "southern small potatoes", "Erbin" and "spoiler mode" from microblogging and jitterbugging respectively for corpus collection.

3.1.3 Sample Characterization

This study downscales the occurrence of tourists' ticket refund public opinion events in Harbin Ice and Snow World into before the event, when the event occurs, and after the event. The Harbin cultural and tourism new media publicity content is downscaled into specific publicity content categories such as food recommendations and travel tips, and also downscaled into original content as well as reprinted content.

Table 1 Coding results of Harbin Culture and Tourism new media publicity content on microblogging platform (graphic)

Catalog / Timing	Pre-event	At the time of the incident	Post-event
Travel Tips	36	60	275
Gourmet Recommendations	45	108	225
Promotion of local specialties and customs	20	63	186
Users play the whole game	15	85	675
Netflix bloggers share	34	89	524

Table 2 Coding results of Harbin Culture and Tourism new media publicity content on the Shake platform (video)

Catalog / Timing	Pre-event	At the time of the incident	Post-event
Travel Tips	75	100	375
Gourmet Recommendations	80	120	425
Promotion of local specialties and customs	20	63	186
Users play the whole game	25	315	875
Netflix bloggers share	34	89	524

In this study, the content analysis method is used to analyze the public opinion event of tourists' ticket refund before and after the occurrence of Harbin Ice and Snow World Harbin cultural tourism new media publicity content is analyzed, and the comparison is made in terms of the publicity content categories (travel guide, food recommendation, local special customs publicity, whole live play terrier, net red blogger sharing) and platform publicity methods (microblogging graphic, Douyin video), and other dimensions, and the number of publicity content of Harbin cultural tourism new media increases significantly after the event occurs. After the incident, the number of cultural and tourism new media publicity content increased significantly,

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while participating in the creation of users is also rising, the research data are as follows:

From the above results, it can be seen that the Harbin Literature and Tourism new media publicity content was mainly for travel tips and food recommendations, etc. After the incident, the direction of Harbin Literature and Tourism new media publicity content changed from simple sharing of tourism and food to co-creative interactions with the users, and the relationship between the passers and the receivers was brought closer in the interaction and co-creativity, which breaks down the limitations and barriers of the Literature and Tourism industry and promotes the establishment of a multilevel and diversified relationship network between the Literature and Tourism new media and the users. It breaks down the limitations and barriers of the cultural and tourism industry, promotes the establishment of a multi-level and diversified relationship network between cultural and tourism new media and users, builds a friendly cultural and tourism image with equal and friendly cultural and tourism publicity content, and triggers users to voluntarily participate in the production of content and co-creation.

3.2 Questionnaire method

3.2.1 Questionnaire Design and Sampling

Based on the analysis of the publicity content of cultural and tourism new media, we produced a questionnaire on the "publicity effect of Harbin cultural and tourism new media" to study the user's feelings after browsing the publicity content of Harbin cultural and tourism, as well as the final presentation of how the publicity effect is. The research object of this research question is the netizen group, and we conducted a random sampling of this group. The survey is mainly based on open and closed questions, the main content is: (1) basic information confirmation: including age, gender, region; (2) independent variable users use the platform type and frequency and cultural and tourism publicity content of the descending part of the statement (such as: daily use of the type of platform, the frequency of use of the platform, the degree of trust in the platform content, and the cultural and tourism new media in the platform released the content of the classification of choice); (3) the descending scale of the dependent variable cultural and tourism promotion (e.g., the frequency of browsing cultural and tourism promotion content when using the platform, whether or not they would choose to travel after browsing, whether or not they would spontaneously share the content with others, and whether or not they would participate in the promotion of co-created content, etc.). This questionnaire contains 30 questions, including 17 single choice questions, 9 multiple choice questions, 2 matrix questions, 1 scale question and 1 fill-in-the-blank question. It was distributed using a combination of online and offline methods, through WeChat Friend Circle, Questionnaire Star Sample Bank and offline.

3.2.2 Sample Characterization

This questionnaire survey collected 306 valid questionnaires, of which 75% of users said they would like to choose to travel after browsing the promotional content related to Harbin Culture and Tourism, while 63% of users said they would like to share the video after browsing and recommend their relatives and friends to travel. Seventy percent of the respondents choose to use the Shake Voice short video platform to browse relevant content on a daily basis, and 69% of them use the platform on a daily basis. 80% of the users who have traveled to Harbin said that the actual situation of the local attractions is very consistent with the publicity of culture and tourism, and 82% of the users think that the publicity of culture and tourism on social platforms is very useful. It can be seen that when making travel choices and creating travel strategies, users are more will-

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ing to use social platforms to get more information on culture and tourism publicity to meet their own needs.

3.3 Interview Method

3.3.1 Interview questionnaire

Q1: Did you learn about Harbin tourism through new media?

Q2: Did you choose to travel here because of the new media content promoting Harbin?

Q3: Do you make your own relevant travel videos and post them on new media platforms?

3.3.2 Interview subjects

This study conducted 15-minute semi-structured in-depth interviews with each of the 10 interviewees aged 18-50 years. The interviews began in January 2024 and ended in February 2024. The interviewees included firstly college students, teachers, and other professionals, and secondly, more research samples were recruited through social facets. According to the maximum sampling principle of qualitative research method, when the 10th respondent was recruited, the entire interview was sufficient to answer the research questions and the sample collection was closed. The interviewees varied in age, region they lived in, and environment they grew up in, with a low degree of homogenization. Interviews were conducted as one-on-one face-to-face interviews. The results of the interviews were compiled into a verbatim transcript, with the word count of the interviews totaling 10 000 words. The process of processing the content of the interviews was done by myself. The basic information of the interviewees is shown in the table.

Table 3 Respondent Information Form

Serial Number	Distinguishing between the Sexes	(a person's) Age	Careers
1	male	20	schoolchildren
2	women	33	functionary
3	male	41	teachers
4	male	30	teachers
5	women	22	cinematographer
6	women	24	schoolchildren
7	women	28	hiring out
8	male	22	schoolchildren
9	women	35	journalists
10	male	24	IT engineer

3.3.3 Findings

When we conducted further in-depth interviews and tried to get answers to the question "Why is user engagement the main factor influencing the effectiveness of Harbin's new media publicity for cultural tourism?" When we conducted further in-depth interviews and tried to get answers to the question, we were surprised to find that most users had a positive attitude towards choosing to produce relevant cultural and tourism publicity content on their own initiative, and the answers of the interviewees confirmed my idea:

"I myself prefer to brush Jieyin or Xiaohongshu, and often see some tourism promotional content on it, and this time, I also learned about Harbin tourism because I saw the video related to the Ice and Snow World in Jieyin." (S1)

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"I chose to come and travel with my friends because I saw a video of 'Southern Little Potatoes' playing in Harbin on Jitterbug and thought it was interesting, and I hadn't seen snow before." (S2)

"I often brush on the jittery voice about Harbin some travel video, think very interesting, always want to go with family or friends to play. Now I've made a lot of preparations, but I've never had the chance to travel. If I can go to Harbin to play, I may keep taking photos or videos, and post my traveling life in my circle of friends, Weibo or Jianyin." (S3)

In value co-creation, the cultural and tourism new media strengthens the connection with users through technological empowerment, i.e. delivering cultural and tourism publicity content to users through diversified channels. With the help of the Internet platform and technology, users can search and find their favorite content conveniently and efficiently, while the algorithm will accurately locate and push more interesting content according to the user's preference, and users can also participate in the design, production and dissemination of cultural and tourism new media, joining in the multiple links of value creation. In the process of cultural tourism new media publicity, the spontaneous participation of users in co-creation has a significant impact on the effect of cultural tourism publicity. This paper finds that compared with the effect of the previous publicity , the new media of cultural and tourism do not simply publicize the content through the media platform, but more inclined to interact with each other or discuss the topic. Users are attracted by the hot topics or attraction characteristics publicity content built by cultural and tourism new media, from gradually paying attention to actively participate in the content co-creation, forwarding and hot topic discussion, and ultimately realize the value creation and value transfer of multi-subjects, so that the topic hotness continues to rise. Therefore, in the new media publicity of cultural tourism, the higher the degree of user participation, the better the effect of cultural tourism publicity.

4. Research Findings and Discussion Points

4.1 Mining and displaying its own cultural and tourism characteristics, and building a new image of friendly and equal cultural and tourism

Based on the content analysis of Harbin cultural tourism new media publicity content, we can find in Table 1 and Table 2 that after the tourists' ticket refund public opinion events in Harbin Ice and Snow World, the hotness of "Harbin" topic on the whole network began to go up, and the publicity content of Harbin cultural tourism new media has changed from the original unilateral output or reprinting of the official publicity information to a short video topic building to help the audience perceive the abstract "media" through distinctive personality and emotionally saturated image in order to enhance the closeness and communication with the city and the audience. Short video topic construction, to help the audience through a distinctive personality, emotionally full image to perceive the abstract "media", in order to enhance the proximity of both sides of the communication and sense of exchange, closer to the city, and the distance between the audience.

Follow-up continue to utilize the relevant hot terrier, such as "Harbin, you make me feel strange" "Harbin big voice second clip sound" "Southern small potato" "" Guangxi sugar orange "" Yunnan small mushroom "" Guizhou small Maotai "" Maoming "" small lychee "" Sichuan "" small panda "and so on, in a vivid display of the differences between the characteristics of the north and south at the same time, show the hospitality of Harbin people. At the same time, Harbin culture and tourism new media focus on digging and show their own characteristics, such as ice and snow culture, food, etc., so that Harbin friendly, equal culture and tourism new

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image is more distinctive and unique, so that the culture and tourism new media publicity effect is unprecedented. Make Harbin's winter tourism image more distinct. After the event of Harbin culture and tourism new media made full use of the jittery short video, microblogging social media and other emerging media platforms, so that the culture and tourism publicity is more interactive and interesting, through the online and offline interactions, improve the degree of participation of tourists and attention, triggering the tourists to participate in the creation of their own, so that the dissemination of the effect of the broader and deeper.

4.2 Users participate in the discussion and forwarding to realize the value co-creation of both sides of the transmission and acceptance

In today's rapid development of the Internet, the advantages of new media publicity are increasingly obvious. After analyzing the results of the questionnaire, we can find that people use the new media platform to browse the relevant information with high frequency, of which 69% of them use the frequency of daily every day, and the high-frequency use of the new media platform provides a new boosting path for the development of the cultural and tourism industry.

At the same time, the questionnaire shows that most users will choose to create or share the content after browsing the Harbin cultural tourism new media. Harbin cultural and tourism new media through the content matrix dissemination, as well as "southern small potatoes", "Erbin" and other characteristics of the construction of symbols, so that the corresponding consumers to participate in the production of meaning, and through the production of meaning to participate in the realization of brand awareness.

Nowadays, value co-creation has become an important way for cultural and tourism new media to realize value-added and innovation. Combined with artificial intelligence, big data, the Internet of Things and other technologies, the new cultural and tourism media associate news content with other services to form a comprehensive value body with rich connotations. By means of the value co-creation mode, the new cultural and tourism media, with the participation of technology platforms and various social media, guide users to participate in content co-creation. At the same time, based on the big data generated by frequent user interactions, the media accurately locate users' preferences and needs, and output value-rich content and service products to users, and by triggering the participation of users in forwarding and commenting, it realizes the value-addedness of the participating subjects and the dissemination of mainstream values. By triggering users' participation in forwarding and commenting, it realizes the self-added value of each participating body and the dissemination of mainstream values and leads, thus realizing value co-creation and thus achieving better cultural and tourism publicity.

5. Summarizing and Reflecting

This study analyzes the content of the new media publicity of culture and tourism from the perspective of the theory of value co-creation through content analysis and questionnaire survey, trying to answer the reasons behind the excellent publicity effect of the new media of culture and tourism in Harbin. Through the study, it is found that in the era of smart media, the dominant logic of user-centeredness has become the mainstream trend of the content consumption market, and the practice and innovation of value co-creation has a far-reaching impact on the future development of the new media publicity of culture and tourism.

Content production is the starting point of value formation. This study proposes that with the participation

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of technology platforms and various types of social media, cultural tourism new media output value-rich content and service products to users, and through triggering the participation of users in forwarding and commenting, it realizes the self-value-addedness of the participating subjects as well as the dissemination and leadership of mainstream values, thus realizing value co-creation and thus achieving better cultural tourism publicity effects.

Harbin Literature and Tourism New Media successfully went out of the circle in this Literature and Tourism publicity, which provides a useful reference for other cities' Literature and Tourism New Media, which can enhance the sense of interaction with the public by innovating publicity methods, using emerging media, encouraging the public's participation, and realizing the value co-creativity of both sides of the transmission and teaching to improve the effectiveness of publicity work. However, it is worth noting that this study also found that value recognition needs to be paid attention to when conducting cultural and tourism publicity in cultural and tourism new media, so as to avoid the emergence of negative public opinion on cultural and tourism.

However, this study cannot comprehensively study the differences in the cultural and tourism content of different cultural and tourism new media publicity in different cities across the country because of the single dimension of the regional characteristics of Harbin cultural and tourism new media selected for this study. In future research, researchers in the field of value co-creation theory may need to pay more attention to the multidimensionality of the content of cultural and tourism new media publicity caused by regions with different characteristic cultures, as well as expanding the research and practice of how to do a good job of cultural and tourism publicity research and practice.

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