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A Study on the Marketing Models and Paths of Makeing Culture Tourism Known Outside of Fixed Circle by Digitally Enabled

Huayu Zeng
Sanming University, Fujian, China
Corresponding Author, Email: Zeng_Huayu@outlook.com

Abstract:
The rise of new media has made the internet's attributes as a medium of mass communication more and more pronounced. A succession of "photo tours" on new media platforms have successfully brought destinations into the limelight and made themselves known outside of fixed circle. Comparing the traditional and new marketing models and communication channels, as well as the advantages of new media over traditional media. By analyzing "Jiangsu Lacquer Fan" as an example, we will discuss how difital can empower the culture and tourism economy, as well as the marketing model and path of "be known outside of fixed circle" of culture and tourism. This essay will address the culture and tourism economy and related marketing models, discuss how to more effectively use digital empowerment of culture and tourism, how to integrate and innovate to create maximum benefits, and put forward relevant recommendations for relevant culture and tourism agencies in terms of innovation, resonance and dissemination.

Keywords:
digital empowerment; cultural tourism economy; digital marketing

1. Introduction

The city gradually establishes its own positioning in the general environment of development, whether it is to learn from the development path of other cities, or to look for differences between itself and other cities to create its own unique IP, and ultimately match the city with traditional culture to promote the city, which is in line with the characteristics of the contemporary people when choosing tourist destinations that aspire to traditional culture but also love to "take pictures". So as to make use of the emerging media industry to disseminate the characteristic IP to the public.

1.1 A change in the purpose of travelling

More people are yearning for a slower way of life, and travelling is one of those ways that they can relax themselves for a short while. People in tourism in the sense of obtaining, is from the material enjoyment as the core to the spiritual experience as the core.

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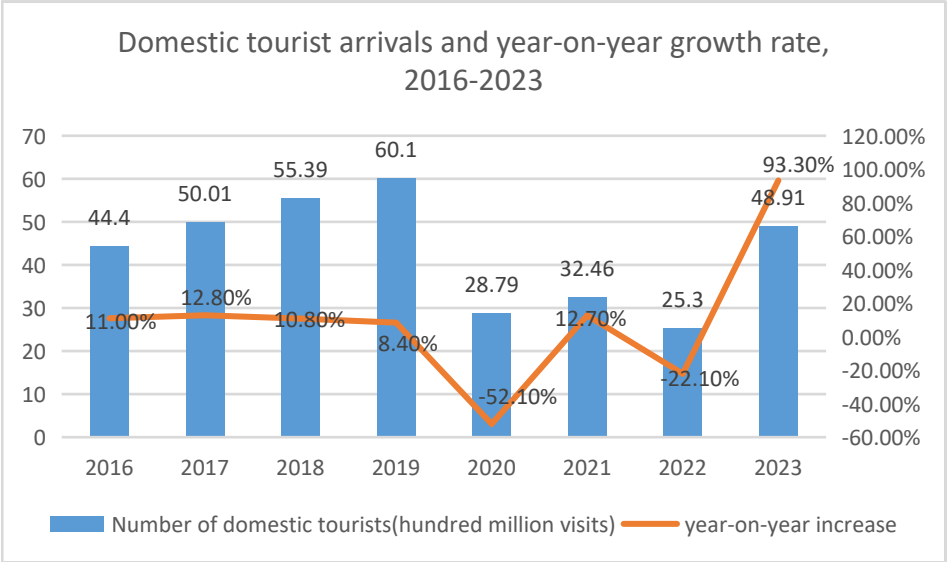


Figure 1 Domestic tourist arrivals and year-on-year growth rate, 2016-2023

Source from: Ministry of Culture and Tourism

1.2 Tourism revenue under new dynamics

The shift in travel mindset is exactly what travellers are outputting as a new dynamic in the times. It is worth acknowledging that the cultural and tourism sector and related enterprises have been able to pay attention to the changes in the ways and purposes of travelling and tourism of contemporary people, and have opened some new promotional modes in response to these changes, which have promoted the development of the local cultural and tourism economy.



Figure 2 Domestic Tourism Revenue and Year-on-Year Growth, 2016-2023

Source from: Ministry of Culture and Tourism

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However, some of China's urban cultural tourism industry is still mainly using cultural characteristics, but in essence, there is no real dissemination of in-depth traditional and intangible cultural heritage, and most of them are only shallow to convey the superficial meaning that they want to convey, and cater to the consumer's preferences and travelling mentality, and carry out the fast-food culture in the tourism system. In terms of cultural tourism as a whole, the demonstration and driving effect of government departments is not yet significant, and it is difficult to realise exchanges between tourism companies and spillover of technology, which leads to a large number of homogeneous competitions, resulting in a waste of resources, and it is more difficult to realise digital empowerment.

2. Literature Review and Prospects

2.1 Digital Enabled Cultural Tourism Economy Study

Ma Changshan (2024) proposes that "everything is digitised and everything is computable." Digital empowerment of the cultural tourism economy means, through a series of modes such as big data, cloud computing and artificial intelligence, in iaddition to calculating the various types of consumption levels of tourists in terms of the mode of travel, tourism purposes, accommodation and hotels, etc., it also provides an effective enhancement of the cultural tourism services, which on the one hand improves the quality of services, and on the other hand improves the efficiency of services and creates a more effective value and income of the cultural tourism.

Domestic and international scholars have studied the tourism industry while discussing why it is worth developing, see Table 1.

Table 1 Advantages of developing the tourism industry

Author	Time	Content
Li Xinjian	2023	Tourism is an important industry for promoting economic and social development, as well as an important force for coordinated regional development.
Huang Minghui	2007	Tourism development contributes to the development of the regional economy and the restructuring of industry.
Zhang X M	2012	The development of tourism can attract flows of people, goods, capital and information, broaden horizons, update attitudes, expand employment and increase earnings.

For consumers, digital technology is both an embedded tool and an aid. Digital algorithms are even more crucial for the cultural and tourism sector. China Youth Daily has selected the keywords for the 2024 trend, which are new Chinese style, light holiday and dopamine. The cultural and tourism sector has also created a hot topic in accordance with the relevant keywords, and rojected rely on digital media publicity to attract waves of tourists.

Government departments use tourism to drive the development of the local economy, which not only creates more market value but also opens up more employment opportunities. Digital empowerment of culture and tourism should be a harmonious relationship that promotes and adapts to each other (Yang Shasha& Hu

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Long, 2024).

This document finds through research that the suggestions put forward by various scholars on digital empowerment and the existing digital empowerment projects of various cultural and tourism sectors are too shallow in actual use, directly copying the use of digital technology in various industries, only mentioning the advantages of the digital economy, and failing to explain the methods and in-depth purpose of digital empowerment.Digital empowerment can not just stay in the cultural tourism promotion and development, but also to integrate the connotation of the product, playing the cultural core.

2.2 Culture and Tourism "be Known Outside of Fixed Circle"

The term "be known outside of fixed circle" has both positive and negative meanings, it is a description of the state, this paper only discusses the positive meaning of "be known outside of fixed circle". The extended meaning of the term is that the original audience of a certain event has broken through, from affecting a minority group to affecting the social group, which is synonymous with the expansion of influence.

In this document, when collating the classifications of domestic scholars on the types of "be known outside of fixed circle", we found that the reasons for "be known outside of fixed circle" are mainly because of the innovation, resonance and dissemination of things, see Table 2.

Table 2 Reasons for "be known outside of fixed circle" and related representations

Reason	Words of Representation/Related Events	Research and evaluation
Innovativeness	Internet slang	Epicurean sentimentality and vividness, expression strangeness and fashionability, efficacy boastfulness and implication (Zhang Yisheng, 2023).
Compatibility	Director of Cultural Affairs and Tourism Live	The addition of public officials such as cultural and tourism directors, mayors, and county governors to the live/self-media business has created the highly publicised phenomenon of hypermarketing (Sun Jiuxia, 2023).
	Village Super League	Through this, people can realise that the development of local projects must rely on the participation of the local people (Zhou Li, 2024).

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Communicability	Chinese opera	Dialect is considered to be the soul of the theatre culture and moreover the main protective barrier for the theatre audience (Luo Shu,2024).
	Game cosigning	By creating a specific IP, we can drive revenue around the game and strengthen the emotional connection with game users (Feng J & Zhang X,2022）.

The “become outside of fixed circle” of cultural tourism can also be discussed and studied from these three aspects. Integration should not merely be ‘additive’ at the technical level, so this paper will discuss the digital empowerment of cultural tourism “be known outside of fixed circle” to start describing how to make digital technology how to maximise for cultural tourism empowerment, create more efficient and create “be known outside of fixed circle”.

2.3 Literature Review

Combining the research of domestic scholars on traditional marketing modes and digital marketing mode, based on the environment of digital empowerment of cultural tourism economy, this paper will take “Jiangsu Lacquer Fan” as an example. The two marketing modes will be compared.

2.3.1 Traditional Marketing Model

The traditional marketing mode and path are mainly dependent on traditional media, such as newspapers, magazines, radio, television and physical billboards, etc. Traditional marketing is a one-way process that lacks real-time feedback and interaction.

In the traditional marketing model, the lacquer fan, as a physical product, will be sold in physical shops. Single form, insufficient experience. As a simple souvenir, its lack of guarantee also makes it is difficult to build a reputation, and therefore difficult to be known by all.

2.3.2 New Marketing Model

The “new” of the new marketing model refers to the use of emerging technology and new media, combined with a variety of digital media, to achieve the brand and product promotion and marketing, as well as after-sales aspects. IP of speciality industry means exploring and digging out the inner culture and value of the brand, nourishing the brand culture, and taking the value orientation and recognition of consumers as the nutrient, so as to increase the adhesion between consumers and the brand (Wang L& Zhai Y, 2021). By using digital algorithms, both wide distribution and precise delivery are possible. “Everyone has a microphone, everyone is a communicator” is the status quo of today’s times. The local characteristics of the IP on behalf of the local image, with local characteristics invariably also more strict, standardised, systematic regulation and operation mode.

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2.3.3 Comparative Conclusions

Through the study of "Jiangsu lacquer fan" can be found, digital driven cultural tourism marketing model and path is mainly divided into three stages: the local characteristics and intangible cultural heritage or historical and cultural links, through the short video publicity, cultural heritage to promote the development of tourism in the relevant areas.

To sum up, digital-enabled cultural tourism can bring more traffic, but digital-enabled cultural tourism economy "be known outside of fixed circle" marketing model and path is not only digital publicity, but also the integration of scientific and technological elements for innovation.

3. Analysis of the Current Situation and Causes of the Digital-enabled Cultural Tourism "be Known Outside of Fixed Circle"

The new marketing model stands on the basis of the traditional marketing model, and achieves more effective promotion in terms of technology, through digital algorithms, the product will be delivered precisely to the users in need through various channels. Enterprises can also adopt different contents and forms of promotion according to the characteristics of different platforms and user characteristics (Zongzhen& Zhong Ying, 2024). Not only does it spread quickly and cover a wide area, but it can also be accurately delivered at a lower cost and create benefits more efficiently. The communication media in the digital era are multimodal, and only by integrating the product marketing mode with new media continuously and in all directions can the product marketing be more suitable for the consumption and usage habits of new media users (Chen Peng& Shen Wenhan, 2024).

In the digital era, communication is extremely easy, how to make a splash and how to empower each other is what marketers should think about. In this paper, we will discuss the multimodal marketing model under the digital economy and how the digital economy and cultural tourism can empower each other, and put forward suggestions on the current situation with the orientation of positive "be known outside of fixed circle".

3.1 Status of Marketing for Making Cultural Tourism be Known Outside of Fixed Circle

Firstly, the content of digitally empowered cultural tourism is shallow.There are some people who live a "embryo" life and have a "refined" circle of friends, and the vast majority of these people travel to "photo-shooting". It is clear that most people in order to catch up with the hot spots, lapped up the shot, a "hairpins flowers in this life, the next life is beautiful" and "non-heritage lacquer fan" floated across all kinds of social platforms, shallow and misleading.

The hairpin flower should be appreciated and popularised at the same time(Chen Guxiang, 2020). The Song Dynasty continued the legacy. From the perspective of social class, from the emperor and nobles down to jailers and criminals, no one in the Song Dynasty did not hairpin flowers.

Insofar as lacquer fans are concerned, labelling them as "intangible cultural heritage" is essentially an irresponsible act. The lacquer fan itself is not an intangible cultural heritage item, and the process it uses, "lacquer bleaching", is only one type of "lacquer art", which is truly an intangible cultural heritage item. The lacquer

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fan "with lacquer as the medium and fan as the paper" is only a small item in the floating-lacquer craft products, Beijing carved lacquer, Fuzhou lacquer, Sichuan lacquer and Yangjiang lacquer are all more spectacular and gorgeous.

It can be seen that today's digital technology for cultural and tourism integration stays more on the promotional side, with depth and breadth still lacking in. Borrowing traditional culture can get a lot of promotion and attention, but the intrinsic purpose of everyone is more to get traffic, and few people really understand, learn and promote, so there are frequent cases of loss of a traditional skill. The good thing is that more and more people are joining in the learning of traditional skills, using the traffic gained from their own fields to empower traditional culture and really learn in a systematic way. Examples include Jiang Xunqian, who learnt to make Miao silver jewellery, was the first to make iron flowers and carved a 30-metre-long ice sculpture of a giant dragon; Shan Bai, who teamed up to film traditional skills in the countryside; Zhu Tiexiong, who has worked with the Monkey King, Nezha, and Erlang Shen; as well as "Nanxiang Doesn't Like to Eat", who reproduces famous dishes that were lost in the past. In fact, they aren't the only ones, more and more people are joining this profession, netizens also jokingly called them "bloggers who don't dare to rush", which also shows that netizens are able to distinguish who is really devoted to traditional skills and historical and cultural heritage, while others are "rubbing it in".

Therefore, the promotion of cultural tourism projects can not just rub the heat, should be the traditional culture of science and culture into life. Not only can we use traditional culture to drive the local economy, but also use digital technology to empower traditional culture.

Second, the innovation consciousness is not strong. After the rise of "Village BA" in Taipan Village and "Village Super League" in Rongjiang County in Guizhou Province, some small villages also imitated Guizhou Province in organising similar events, but they did'nt pay attention to the suitability of their own cities for similar activities, and didn't pay much attention to the events or even failed to gather enough people to participate in them. After the event, the number of participants was not high, and the event could not really achieve the purpose of attracting tourists, retaining talents in the countryside, and driving the development of the local economy. In the long run, a large number of homogenised competitions will easily lead to a waste of resources.

Thirdly, the linkage between the various programmes in the Culture and Tourism Sector is still insufficient. Culture and tourism departments hold a variety of resources but lack of integration of resources. Only to find the integration of innovative method, in order to better play a role in attracting, create a better sense of experience, to create "1 +1 > 2" effect.

3.2 Analysis of the Motivation of Making the Cultural Tourism "Known Outside of Fixed Circle"

Firstly, cultural tourism plays a positive role in empowering the local economy. Local culture and tourism departments for culture and tourism to find a development path are not wrong, culture and tourism to attract more tourists. They can provide development power for small cities, but also for the construction of large cities to add bricks and mortar. All kinds of marketing tools have advantages and disadvantages, but for economic development, the advantages outweigh the disadvantages.

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Secondly, the promotion of culture and tourism can also simultaneously promote other industrial contents. Compared with a single cultural skills promotion, it is better to have fun, the traditional cultural skills in the cultural tourism experience, taking advantage of the wind of tourism to spread their own connotations.

Finally, it creates value for all parties. For bloggers who are invited by the cultural and tourism departments to make promotions, they can get part of the benefits through the official departments of cultural and tourism, and they can also link up in the subsequent official promotions to create a constant stream of heat and topics for themselves, thus exchanging traffic for money. This part of the blogger is an accessory to the traffic, but there is no shortage of bloggers who really want to do content and serve the content. They dive into traditional skills and shoot a video for as short as a few months or as long as a year or two. It is precisely this fact that empowers them to increase their traffic.

4. Analysis of the Current Situation and Causes of the Digital-

4.1 "Be Known Outside Fixed Circle" Model, Realisation Path and Innovative Strategies

There are numerous ways to "be known outside of fixed circle", illustrated mainly in terms of innovation, resonance and dissemination, see Figure 3.

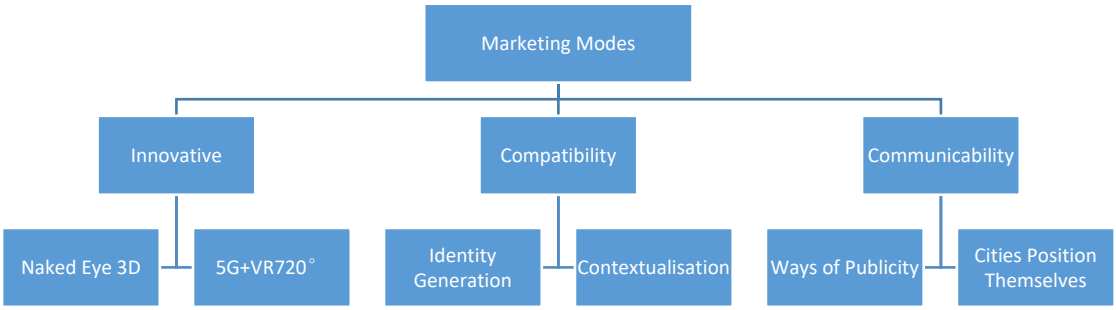


Figure 3 Existing "be known outside of fixed circle" marketing models

First, innovative modes. At present, innovative cultural tourism projects include immersive cultural tourism projects such as "Pingyao", "Chongqing-1949" and "Zhiyin", which use digital technology to control light, electricity and sound, and bring a visual feast to the audience through immersive interpretation, there are also cultural tourism complex projects, such as the Harbin Ice and Snow World Four Seasons Ice and Snow Project and the Tianshui White Deer Cang International Tourism Resort; digital cultural tourism projects such as the "5G Grand Canal Immersive Experience Hall" of the China Grand Canal Museum in Yangzhou, which employs high-tech interactive technologies such as naked-eye 3D, 5G+VR720° panoramic view, etc. The integration of science, technology, creativity, and various industries enhances the attractiveness of cultural tourism projects.

Second, the empathy model. Having resonance will make tourists more committed to the tourism. For young people, many of them learn about a city through social media, and thus the city has its own "city setting" to create. With the rising popularity of the phrase "Southern small potatoes bravely enter Harbin", many people went to the Northeast and were immersed in the friendly atmosphere where Northeastern people,

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regardless of gender or age, called everyone “children”. This sense of affinity made many already working people feel extremely warm and comfortable. Therefore, it can be seen that the resonance of the development of cultural tourism and historical heritage are of great significance.

Third, the mode of dissemination. Whether “make oneself known outside of fixed circle” depends on the ability to spread widely. Some of these advertisements do more characteristic, for example, “dating Harbin, ice and snow warm world”, and “Fourth Quarter Fujian”. “Ice and snow warm the world” through the culture and tourism promotion, for tourists, tourism can enhance feelings warm each other, vivid image; for the culture and tourism sector, positioning themselves will be “cold” resources into the “warm”. The economy, intuitively clear.

4.2 Path to Realisation

Through the study of existing cultural tourism marketing models, it was found that the current cultural tourism marketing implementation path is mainly divided into two parts, see Figure 4.

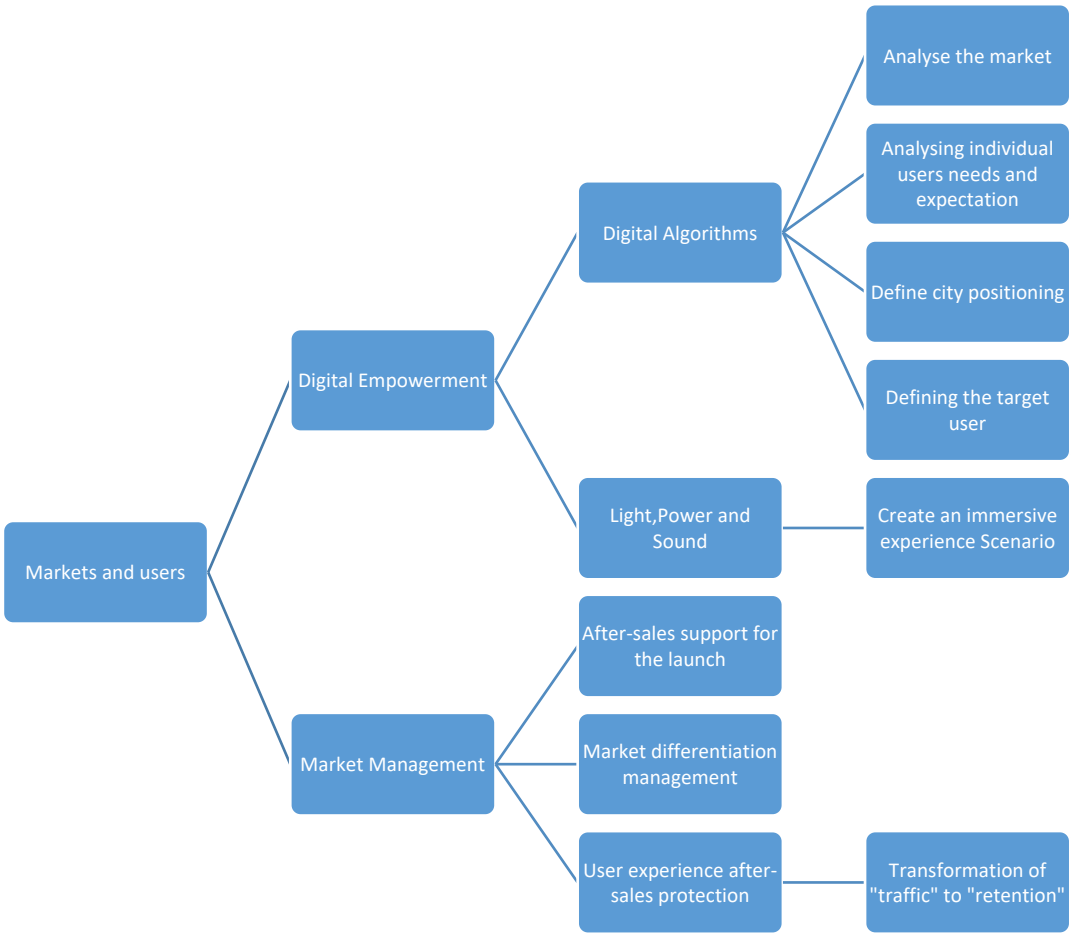


Figure 4 Main realisation pathways

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4.3 Innovation Strategy

To design representative of the local mascot, promotional video not only the figure of government officials, but also more of them and the mascot of the virtual digital image of the interaction. Both the prestige of the role of the officials can stabilise the market, but also mascot IP attributes to bring the flow of traffic, as well as the two interact with the interesting and vivid images, as well as the "contrariness cute" image of government officials. All these are good conditions for creating heat. Digital technology was used to enable visitors to have an immersive experience of interacting with the mascot.

Deep integration in the form of Literature, Tourism and Culture Plus (LTC+) to enhance the visibility, attractiveness and dissemination of the region. Examples include cultural tourism plus festivals, cultural tourism plus reading, cultural tourism plus games and cultural tourism plus talk shows. The variety of forms can not only attract different circles of enthusiasts, but also enrich the experience of different tourists in each trip, with diversified experiences and unique memories.

Make smart use of digital technology and excel in the use of digital technology to deeply integrate cultural tourism projects and empower them. Through technology make innovative immersive cultural tourism projects more real and vivid, the full popularity of digital immersive projects, to promote the tourists to experience, will be physically and mentally integrated into it, and really relax in the tourism to also learn.

5. Conclusions and Recommendations

5.1 Conclusions

Through the research of scholars at home and abroad on "make something known outside of fixed circle" and the marketing mode and path, this paper concludes that "known outside of fixed circle" should be based on innovation, resonance and dissemination, and on the basis of digital empowerment, to create a unique and diversified urban IP, and to create a local speciality IP industry.

This document conducted through the study of scholars at home and abroad for the digital empowerment of cultural tourism economy, concluded that digital technology can effectively promote the development of cultural tourism industry, help expand the extension of tourism industry, play an important role in the development of the local economy.

This study finds that the existing cultural tourism projects have weak after-sales capabilities and need to be optimised. How to convert "tourism project fans" into "city fans" is a long-term task that needs to be explored and explored.

5.2 Recommendation

Firstly, to create city IP. With the radiation of emerging technologies spreading in the field of gradually broadening, culture and tourism departments should make good use of all kinds of technology industry for culture and tourism publicity, in order to "out of the circle" so as to improve local visibility, create more economic benefits, the culture and tourism departments have to follow the example of opening the live broad-

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casting, the design of the local mascot, to create the tourism place of their own IP attributes. In addition, the cultural and tourism sector should enrich its own IP with cultural connotations, and strengthen the implementation of the follow-up and protection of publicity and development work.

Secondly, the “culture and tourism +” linkage should be carried out.Through the use of VR, AR, AI technology, to create virtual reality scenic spots, so that tourists can “walk” the world through the technology, and enjoy the special scenery of various places. And through digital technology, cultural tourism can also be linked with the IP of various parties to create “cultural tourism +” heat. For example, cultural tourism + reading, the book scene to real life. Readers love the characters in the text and look for traces of the primary from the tertiary, as if the people in the book came to real life and entered the world of the people in the book themselves. Also the linkage of cultural tourism + game IP, game IP has become a favourite cultural symbol of “Generation Z” young people, the use of game plots, character voice-overs, holograms, etc., combined with the local history, culture, landscape or a variety of characteristics of the integration of publicity. Whether from the consumer perspective or the perspective of government and enterprises, it is very attractive. Another example of cultural tourism + talk show, not only the cultural tourism sector needs to be innovative, the tour guide team also needs to be innovative, how to let the tourists in the car can also keep happy and happy is very worthy of research and learning, into the talk show, through the “setting” and “punchline” makes the trip The city is more memorable.

Thirdly, linkage between various departments. Creating exclusive routes, such as “immersive cultural and tourism lines”, on the car tour guides and drivers into the immersive drama for the introduction, and immersive experience museums for the articulation, as if the journey is a coherent and storytelling play, not to jump out and hard to forget, to achieve the “flow” to “retention” of the change. It's hard to forget, realising the change from “flow” to “retention”.

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