

Development of Ethnic Cultural Tourism Resources and Brand Building Based on New Media Perspective

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Abstract. Folk cultural resources are important resources of national tourism, belonging to the category of national traditional culture and national tourism. As a high-level cultural tourism, it has become one of the key points of tourism development. With the rapid development of Internet technology, the new media as a thriving emerging force, unwittingly changed our way of life, but also greatly affected the development of the tourism industry. According to the study according to the connotation of ethnic cultural tourism resources and brand development and new media technology, the influence of new media on the national cultural tourism industry has been analyzed in the paper, finally the dissemination and marketing strategy of ethnic cultural tourism resources and brand has been put forward, which has an important value for the research of ethnic cultural tourism.

Introduction

Folk culture tourism has become an important part of the way to travel, especially with tourists seeking novelty, tourism motivation. The new media is to meet consumer and market needs a new industrial form and produce, is a new communication technology, cultural content, new forms, new sales model, as well as producers and consumers of the new participation and interactive mode of combination. In the new trends of rapid development of new media and cultural tourism, it has become the problem how to create a national cultural tourism brand image, and develop tourism resources, focus on publicity and marketing of tourism resources. The development of characteristic ethnic tourism resources by using new media technology is of great significance to enhance the innovation of tourism resources.

National cultural tourism resources and brand development and new media technology overview

In recent years, due to the continuous improvement of living standards, tourism as a pattern of fashion consumption is the rapid development of the current single tourism model has not been able to fully satisfy the people's demand for tourism consumption, especially in the creative tourist curiosity, and national culture as a kind of innovative tourism products began to appear in the consumer products people tourism. The development of tourism products based on national culture needs to popularize culture and create characteristic brand of national culture tourism to attract more tourists.

The development of national cultural tourism resources and the establishment of brand. 1) The promotion of ethnic tourism culture

For the promotion of national culture should first establish their own brand culture, improve the cultural image in the creation of brand culture at the same time, for example, to improve the overall quality of people, pay attention to folk custom culture, folk customs have strong, can launch some large custom features such as large festivals, dance performances, these activities can not only attract more tourists, but also can attract media as newspaper publicity out, is conducive to the promotion of national cultural tourism.

2) The establishment of national cultural tourism brand

To create the development of ethnic cultural tourism resources mainly to test the brand of national culture, because ethnic tourism is generally in remote mountainous areas, if tourists just look at the show, museum or ancient buildings, not more visitors to experience new things, there is no deep impression. If there is a brand of national culture, and real-time brand innovation, let the tourists to experience the unusual things, good brand reputation, visitors pass ten, ten pass 100, can attract more tourists.

3) The development and integration of folk custom resources

One of the problems that should be taken into consideration in tourism is the concentration of products, not only by an ancient village, but also by the tens of thousands of people who want to ride for several hours. So the integration of resources is very important.

The new media technology.

1) The connotation of new media technology

New media technology is closely related with age, technology and media forms and communication form at present, the new media is a new media situation compared with the tradition developed, compared to newspapers, television and radio in the traditional media, the Internet and new media technology has better, can through the computer and mobile phone and other digital terminal, receiving entertainment cultural services such as a series of digital media is a highly interactive and better, it is of great significance for the development and promotion of tourism resources.

2) The characteristics of new media technology

From the birth of the new media to the present, it has been warmly welcomed by people and accepted by the majority of people, and its characteristics are mainly three:

(1) Flexibility

With the quickening pace of life, leisure time has become increasingly fragmented, while the new media can provide real-time services of leisure and entertainment for the people, so that people can rest and recreation for mobile terminals such as mobile phone whenever and wherever possible, has good flexibility.

(2) Interactivity

Compared with the traditional media, the most prominent feature of the new media technology is to improve the interactive leisure and entertainment of people, people can also use new media as the producer of information and publicity, performance information has two-way flow, improve the initiative of the people exchange.

(3) Diversity and personalization

The new media technology has diversity and personalization, people can according to their own needs and interests, selective access to information, so that new media can adapt to the majority of the crowd.

The influence of new media on national cultural tourism industry

It has brought profound influence on the cultural tourism industry because of the new media technology flexibility, interactivity and diversity, cultural tourism industry innovation and creative increasingly rely on new media, including network technology, digital technology etc..

The new media has promoted the birth of cultural tourism industry. In the national cultural tourism industry, the media industry occupies a large proportion, many countries regard the media industry as the core of cultural tourism. Under the impetus of new media technology, the content of national cultural tourism has become more and more rich and colorful, many of the cultural tourism industry cluster was born, these groups in the process of development of the tourism industry has shown strong vitality, and promote the development of cultural tourism industry category and the growing scale, so the new media technology for ethnic cultural tourism resources development and brand building will have a far-reaching impact.

The new media promotes the reform of cultural tourism industry. Due to the emergence of new media, the national cultural tourism way of producing and spreading products is not confined to the traditional newspapers, radio, television and other media industries, can also rely on online

advertising, mobile phone news, digital television and other new technology, to promote the brand image, and through the interaction between the tourism consumers. Product upgrade ideas. Under the impetus of digital media, the development of national cultural tourism resources has become more efficient and convenient, and reduced the development cost. Take film shooting as an example, before shooting HD video camera using a film to millions of yuan, and now a digital high-definition camera only needs 1/10 of its price, and in the post production process, can also use virtualization technology to create a digital movie fantasy world and the real world combined. The film so as to improve the performance of the work force. After the completion of manufacturing, it can also be publicized and spread through the network, so that the development of cultural resources become efficient and efficient.

The cooperation between ethnic cultural tourism and new media. The development and marketing of ethnic cultural tourism resources can be carried out in-depth cooperation with new media, like publishing products, can be based on the same content of recycling, and carries on the transmission carrier in different forms, the use of e-books, paper books and publications such as multi media mobile phone form, media interaction and cross media publishing, such as TV at the same time, the industry can play movies on TV and network in the form of increased TV propaganda force at the same time, also increased the income. Therefore, the national cultural tourism resources can also be improved by means of cooperation with the new media technology.

National cultural tourism resources and brand communication and marketing strategy

Reasonable development depends on the new media technology can realize the tourism resources of the national culture, but also can be spread and influence on products and brands using new media, so as to improve the cultural tourism product brand influence and product revenue.

Network communication. At present, the Internet has begun to spread, and in the future daily life, the spread of the Internet will be more extensive,

Some of the tourism portal site is an important platform for national cultural tourism resources and brand communication, the use of portal websites can vigorously promote the tourism resources; The network advertisement is another important carrier of national cultural tourism product promotion, advertising through the network, the use of new media technologies can be a reasonable guarantee of tourism products, so as to make the advertisement to browse the people interested in these products, advertising can be spread through Baidu, QQ and other Internet tools; There is also an important way of network transmission is a number of tourism products website, these sites can sell the national cultural tourism products, but also play a very good publicity role in the product.

Micro-blog communication. Micro-blog as a user information dissemination and sharing platform, has many users and fans, with national cultural tourism micro-blog can effectively communicate with the tourism consumers to pull into the relationship between the tourism consumers, at the same time, some suggestions and ideas of consumers, but also provide an important basis for the creation and development of ethnic cultural tourism products the.

WeChat communication. The current WeChat has become the important communication and information sharing platform, WeChat has become a kind of advertising marketing model, it not only has the WeChat public platform, WeChat group also has important group interaction and communication platform. On these platforms, one can through WeChat and WeChat Group vigorously publicity of ethnic cultural tourism product characteristics, on the other hand can also be through the WeChat for product marketing, brand promotion and product revenue.

Conclusion

In order to develop cultural tourism resources reasonably, promote the tourism brand image, reasonable marketing of tourism products, based on new media technology, through in-depth analysis of the impact of new media on the national cultural tourism industry, the ethnic cultural tourism resources and brand communication and marketing strategy has been put forward in the paper. For ethnic cultural tourism resources and marketing communication, this study mainly

analyzes QQ, WeChat and micro-blog these multimedia platform, of course, the new media platform is far more than that, the platform can not only develop and create the ethnic cultural tourism resources and brand, but also a powerful propaganda, finally realize product marketing, Therefore, the new media technology has important practical significance for the development of national cultural tourism resources and brand building.

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