

THE INFLUENCE OF SHORT VIDEO OF SPORTS EVENTS ON THE DEVELOPMENT OF THEME CULTURAL TOURISM CITIES

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Summary

Cultural tourism should pay equal attention to culture and tourism, explore cultural connotation, match cultural resources and tourism industry, and make good use of short video marketing in new media, develop characteristic IP, and coordinate the IP of cities. By the dynamic nature of the sports event, infect various cultural contents related to the event, and let the local and foreign tourists feel the sports scene constructed by the sports event. Culture is fundamental. Planting good "theme events", so that "sports economy" can add luster to the cultural tourism industry, so that tourists are willing to come, stay, and spend. To effectively build a cultural tourism city with the theme of sports events, it is not only seen on short videos, but also willing to experience on the scene. This is the ultimate goal of short videos to influence sports events and build a theme city.

Keywords: Sports events, the theme of cultural travel, short video.

INTRODUCTION

Sports events, especially major sports events, can most obviously promote the development of local tourism economy. For example, during the preparation for the 2022 Winter Olympics, according to relevant statistics, China added 1.59 million and 1.8 million new sports-related enterprises in 2019 and 2020, respectively. Due to the influence of the Winter Olympics, the number of participants in snow and ice sports and ice and snow tourists has directly exceeded 300 million, and the scale of ice and snow tourism has also exceeded 1 trillion yuan. Major sports events have brought unprecedented prosperity to the tourism industry of the host city and promoted structural changes in the urban tourism support system. Tourism often has distinct seasonal characteristics, and the development of sports tourism is making the boundary of tourism season in many areas more and more blurred. Holding the event at different peak can promote the time adjustment of the off-peak season, increase the tourism products of the event, and attract different types of tourist groups. Major sports events can not only further optimize the seasonal allocation of tourism resources, but also change the tourist source structure of tourist destinations. As an important

part of tourism, sports events have a very positive impact on economic development. Sports events can not only enrich the local sports industry structure, but also bring intuitive tourism growth and continuously drive economic development.

Sports can also build a theme cultural tourism city. Through the publicity and fermentation of short videos, it is easy to build a perfect and all-party cultural tourism city. Visual communication is the most commonly used mode of communication for more than 80% of the world's audience, and visual communication is also the most intuitive media to express and spread the content. In the past, visual communication was not commonly used because of the relationship between communication technology and technology. A complete and clear film must be made through professional technology, and not every visual product can be broadcast in the media. However, at present, the production of visual films has become easier, and with various platforms that can be spread through the Internet, it has become quite easy to spread ideologies or products through visual communication.

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RESEARCH METHODS

Research technique:

This paper is mainly through the case study, with the short video research of the mainland Hangzhou Asian Games, to explore whether the short video can trigger the impact of the main event on the cultural tourism construction of the city? The mainland Hangzhou Asian Games started from ten days before the Asian Games, to the opening ceremony, to the wonderful moments of various Chinese athletes, and after the Asian Games: commemorating Hangzhou, favorite Hangzhou. Through these overwhelming short videos and exciting clips of sports events, will we complete the influence of sports themed events on a city-themed cultural tourism? Secondly, through the literature review method, the research results and literature description between sports events and themed cultural tourism in the mainland are detailed, so as to comprehensively prove the impact of short videos of sports events on the themed cultural tourism cities.

Research finding:

Sports, to the event dissemination or publicity is the best. Through the theme publicity of the event, we can not only improve the understanding and love of the sport, but also let the city or region where the event is held can build urban development through the way of theme cultural tourism., Of course, to good sports advantage, or through sports or health, in the form of a short video, many linkage, the event IP (Intellectual Property), linkage of other cities, entertainment or intellectual IP, let by sports IP attract visitors, from interested in events, interested, to love held the event of the city and life, this is sports short video on the theme text brigade city. It is an important way for the integrated development of cultural tourism with the characteristics of urban cultural tourism in the new era.

The scene is composed of elements such as "field", "scene" and so on, including soft elements such as space and atmosphere."Field" itself is a physical concept, which in scene theory refers to the field, emphasizing the role of group or whole. The basic concept category

of "scene" is scenery or landscape, and the current culture is constantly landscaping. Compared with hard elements such as field environment, soft elements such as spatial atmosphere are more important to scene construction. The core of scene theory is the intelligent matching of soft element information and the communication scene creation. Through sports events combined with short video marketing, matching a group of fans who are keen on sports events. It is easy to shape the scene culture based on the dynamic event, and to construct the theme cultural travel through this scene culture.

Treat sports events as the concept of "cultural intermediary (cultural intermediaries)". The study of cultural intermediaries follows cultural intermediaries in two different directions: the first, regard cultural intermediaries as samples of the new middle class, which involve the intermediary between production and consumption; and the other, regard them as market actors who upgrade products, involving the intermediary between economy and culture. Sports events are cultural intermediaries that combine sports with urban cultural and tourism. They can not only publicize urban cultural and tourism with a theme, but also enable sports events to create more economic benefits, such as sports and sightseeing. Sports sightseeing is an activity that integrates the characteristics of sightseeing tourism and sports. The essence of sports sightseeing is a tourism type in which people can participate in or watch sports related activities in the process of tourism. At the same time, people can produce special experiences different from the general sightseeing activities by the process of participating in and watching sports. The public knows that the physical and mental health benefits of sports can be obtained through the personal participation of different types of sports, so more people will plan their physical activities or sports activities when traveling. The government agencies holding events will also learn about the promotion of economic development and the promotion of domestic and foreign relations; the annual events will be beneficial to the promotion of

ornamental sports and participating sports. If the concept of cultural intermediary is transferred to sports, sports sightseeing is equivalent to sports cultural tourism. Through this cultural tourism planning, we can make good use of the advantages of sports events. And through the sports culture of the tourism rules.

RESULTS AND DISCUSSION

Sports short video occupy important share of short video content, attracting a large number of sports fans, platform traffic and activity, from the user group point of view, can watch various sports moments, athletes training daily and the story behind it, meet the user demand for sports information and news, from the point of sports short video creators content, satisfy their desire for sports, more present behind the hidden commercial value. With the vigorous development of sports short video market, content quality continues to improve, the user scale will expand again, makes the sports short video become a potential marketing channels, brand or theme brigade through cooperation with like TikTok platform, through various channels such as video, live, interactive display sports products or sports events, can accurately guide sports enthusiasts group to buy their products, or take the initiative to participate in events, so as to get wider spread, improve brand or awareness of the city.

Empsoic communication first needs to build text consensus on content, and then form empathy in the process of the audience receiving information. Finally, various means of communication, characters' stories and audio-visual symbols are used to create an emotional atmosphere in scene rendering."In the common situation space of the disseminator and the recipient, the communicators arouse the same emotions from the perspective of others, so as to achieve the purpose of empathy. Emotional empathy is the emotional infection that can be felt through the sensory systems, while cognitive empathy is the further deepening of emotional empathy, which can identify with the culture and values behind it. For the audience, sports events not only provide the audience with multi-dimensional scene experience and

construction at the visual level, but also stimulate the audience's emotional resonance and cultural identity of the sports event at the psychological level.

New media has changed the way people communicate, such as wechat marketing and TikTok live streaming in full swing. More and more businesses release their products and information services through wechat and TikTok platforms, and the number of business users continues to grow every year. More and more scholars, from a psychological perspective, study users 'continuous use of social interaction or short videos from the perspective of immersion theory, and combine immersion theory and stimulus-body-response (S-O-R) model to analyze users' continuous use behavior. Focus on analyzing the influence factors of users' immersion state and continuous use behavior, and the influence effects between the two. People in the immersive state devote such a high degree of attention to an activity so that they ignore the existence of their surrounding environment. In addition, in addition to the promotion of social media, the video content in new media is also due to a variety of interesting, creative and meme content, to meet the interests and needs of different users, so that users are immersed in it and generate continuous excitement. Meet immersion and different content and content, among which, sports short video is the most easy to immerse, the field more promote many wonderful and interesting content and content, become the most interesting content category.

The key to the short video expression strategy lies in the effective organization, arrangement and presentation of the creation, communication and interaction. This strategy aims to efficiently communicate messages, emotions, and opinions, and to generate user attention, engagement, and resonance. How the mainstream media goes to the public through the short video.

CONCLUSION

Urban development and sports events held is the relationship between mutual promotion, dynamic sports events to promote the urban

renewal, revival and regeneration, will also enhance the visibility of the city, the world's eyes focused on the city, supplemented by TikTok platform short video, present diversified content, promote urban characteristics, build city image, continuous mining sports to promote the development of modern urban multiple value, actively boost regional economic development. Through online immersive cultural connotation experience, the audience imagination can meet the needs of favorite sports events. Then, the sports tourism market will be developed through the integration of culture and tourism, so that sports can not only be viewed online, but also can directly meet the sense of immersion online. Immersive experience is a process in which participants are completely in a situation, deeply experience the environment and resources, and interact with them, including all spatial equipment and software services in the city. Due to its stronger sense of experience and participation, it has become a new wind outlet for the development of tourism after the development of tourism market and the increase of tourist demand.

Cultural tourism is to integrate the cultural themes suitable for the region and form a symbiotic relationship through immersive experience. After all, culture has a strong and dynamic nature, that is, culture is always in a state of continuous flow and evolution. The sports event culture itself implicitly conforms to the principle of cultural diffusion, including the integration, conflict and adaptation of various cultural elements, showing the decisive role of human behavior in the process of cultural diffusion. In short, sports events themselves have a strong appeal, which is easy to highlight the cultural characteristics of the city through the appeal.

Theme culture or IP, as the carrier of city image communication, city IP is usually characteristic scenic spots, people, history, architecture, food or events, or a certain feeling and experience, has a wide range of attraction and dissemination, and can quickly form flow and gather popularity. With the help of big data algorithm, creating IP of characteristic cities will

help to improve the exposure and visibility of cities and drive the local economic growth. Expanding the communication efficiency with the help of characteristic IP has become an important strategy of city image communication. The cultural characteristics of sports events have their own dynamic nature, which is easy to spread the urban cultural characteristics to different audiences. In addition, with the good use of the IP linkage of different urban characteristics and the short video dissemination of social media, it is easy to build a web celebrity city mainly focusing on sports events.

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