



Original Research Article

Cultural Communication Strategy for Tourism Promotion Of Yao Nationality By Douyin (TikTok) In Hezhou, Guangxi

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ABSTRACT

The purposes of this study were: 1) to study the relevant factors affecting the effectiveness of cultural communication strategy for tourism promotion of Yao nationality by Douyin (TikTok) in Hezhou, Guangxi. 2) to explore cultural communication strategy for tourism promotion of Yao nationality by Douyin (TikTok) in Hezhou, Guangxi. The research tools in qualitative research were in-depth interview guideline was conducted by in-depth interview 18 people related to the cultural communication of Yao nationality by Douyin (TikTok) in Hezhou, In the quantitative research, the research tool is a questionnaire, the research object is the tourists of the Yao cultural tourist attractions in Hezhou, and 400 samples are randomly selected. In this study, descriptive statistical analysis was used to analyze the data. The hypothesis of this study is that there is a correlation between the cultural communication of Yao nationality by Douyin (TikTok) in Hezhou and the tourism promotion of Hezhou.

The results of the research found that:

1) Tourists' perception experience on the Douyin (TikTok) platform will greatly affect tourists' recommendation intention and revisit intention.

2) The optimization of cultural communication strategy of Yao nationality by Douyin (TikTok) in Hezhou focuses on providing users with good perception experience. scene concept and SIPS model are instructive in this regard.

Introduction

The strategy of strengthening culture and the policy of deep integration of culture and tourism provide a broader space for the communication of minority cultures. The 20th National People's Congress of China put forward the development strategy of “deepening exchanges and mutual learning among civilizations and promoting Chinese culture to the world” (NPC, 2022). In March 2018, The State Council established the Ministry of Culture and Tourism, marking the formal rise of cultural and tourism cooperation as a national behavior, and also marking the gradual beginning of the art industry to become an important soft power of the country. (Duan Songxin, 2024). According to the latest data from Quest Mobile, the number of active users in May 2023 reached more than 700 million, and the monthly per capita use time reached 36.6 hours, and the traffic-maintained growth!

“Tiktok punch card” has become a new travel purpose and consumption fashion (Zeng Lihong, & Li Jiahui, 2019). Short video marketing has become a new marketing outlet. As a representative of short video traffic platform, Tiktok App attracts many tourism enterprises and the marketing layout of destinations. (Wang Boqi, 2023). Douyin (TikTok)App has become an important tool to build tourism brands and promote tourism development, and has unique conditions in the promotion of cultural tourism. Tiktok is changing the way people travel. It has become an important platform for cultural and tourism enterprises to carry out position management. (www.cnhubei.com)

Tourists' demand for cultural experience tourism is increasing day by day and tends to be personalized. Tourism demand has gradually changed from traditional mass tourism to experiential tourism, and more cultural connotations are pursued in tourism. (Zeng Lihong, & Li Jiahui, 2019). The unique cultural tourism of Yao nationality satisfies the tourists' psychological needs of “seeking novelty, seeking difference and seeking knowledge. Folk culture tourism satisfies tourists' psychological characteristics of “seeking novelty, seeking difference, seeking pleasure and seeking knowledge”, which has become the mainstream development trend of modern tourism. (Yang Jiahui, & Li Gang, 2022). In the context of the new era, people's consumption psychology has gradually changed to seeking novelty and seeking difference to meet social and emotional needs. (Ge Zhongtian, Shang Nan, Li Yaqi, Chen Yushuang, Xing Huizhen, 2022)

Literature Review

Cultural communication

The process of the gradual prominence of the special connotation of the concept of national cultural communication in the study of communication can be divided into two stages. In the first stage, from the 1990s of the 20th centuries to the turn of the century, the concept of “national cultural communication” tends to be stereotypical and expanded in the academic circle. National cultural communication refers to the Chinese national culture, which is a concept corresponding to the external differentiation. The second stage is the stage in which the concept of “national cultural communication” tends to spread ethnic culture significantly. In his book *Description of the Theory of National cultural communication*, Hao Puning et al

pointed out that “what is concerned and studied is the means of communication of minority culture, as well as the inheritance and preservation of national culture through such communication (Hao Puning, 2007). “The special national culture has “different characteristics from the mainstream culture”, including specificity, localism, introversion and taboos. (Cheng Yulu, & Fuying, 2013). However, on the whole, the academic community has not conducted a complete and in-depth discussion on the particularity of national cultural communication, and in some specific studies, this particularity has even been ignored. Huang Yingxin put forward a more clear definition of “ethnic cultural communication”: “Ethnic cultural communication is the information communication activities and processes of ethnic minorities and ethnic groups in ethnic areas, and through the flow of information time and space, the consolidation and change of group lifestyle (including physical, institutional, behavioral and spiritual levels) is achieved. In the world, the spread of national culture involves the protection of cultural diversity and cultural hegemony. Under the realistic background of the “Chinese Dream” of the great rejuvenation of the Chinese nation, The communication of ethnic culture involves the protection and inheritance of the intangible cultural heritage of ethnic minorities, the foreign exchange of ethnic minority cultures in the border areas of the “The Belt and Road Initiative”, the comprehensive poverty alleviation in ethnic areas and the utilization of cultural resources, the cultural awareness of ethnic minorities and the cultural identity of the Chinese nation. (Huang Yingxin, 2015)

Cross-cultural communication

Cross cultural communication theory (CCT) implies the idea of the communication of people who differ from one another. These differences can include the age, race, financial status, ethnicity, and gender of an individual. Cross-cultural communication studies originated from cultural anthropology. Edward Hall put forward the view that “culture is communication” and published the book “Silent Language”, marking the cross-cultural communication as an independent discipline. In his book Cross-cultural Communication, American cross-cultural communication scholar Summer wa gave the definition of cross-cultural communication. “Cross-cultural communication is the interpersonal communication and information dissemination activities among social members with different cultural backgrounds, and it also involves the process of the migration, diffusion and change of various cultural elements in the global society. And its impact on different groups, cultures, nations and even human communities.”

Concept of tourism promotion

The development of the concept of tourism promotion can be traced back to the 1970s. J.E. Kay first proposed the concept of tourism promotion. In his book Tourism Research published in 1972, he pointed out that tourism promotion is a kind of marketing activity, which aims to improve the popularity of tourism products and enhance tourists' purchase intention of tourism products through various means, such as advertising, promotion and direct marketing. Thus, promoting the expansion of tourism market and the growth of tourism consumption. The essence of tourism promotion is that the tourism marketer should spread the tourism information to the tourism consumers. The effect of tourism promotion is affected by many factors, such as destination image, tourism service quality, tourism price, tourism

convenience, promotion channels and destination competitiveness. These factors will affect the decision-making process of tourists and thus the attractiveness of tourist destinations.

Concept of Sence

The word “scene” is originally a film and television term, referring to the action generated in a specific time and space, or the specific picture formed by the relationship between characters, is a specific process of expressing the plot through the actions of characters. Goffman regards “scene” as “any place that is defined in some way by a perceptible boundary”. In 2002, Merowitz, a representative of the media environmental school, further enriched the concept of “scene” on the basis of Goffman and summarized it as “situation”. The “scene” in the Internet era should be based on the application technology provided by mobile terminals, sensors, social media, big data and positioning systems, and the “sense of presence” created by them. (Robert Scoble and Shel Israel, translated by Zhao Qiankun and Zhou Baoyao, 2014). The essence of mobile communication is scenario-based service, that is, the perception of scenes (situations) and the adaptation of information (services). Scene has become another core element of media after content, form, and social. Space and environment, real-time state, life inertia and social atmosphere are the four basic elements of the scene. (Peng Lan, 2015) She specified that the concept of scenario-based accurate communication reflected in network broadcast: the information adaptation of both the receiver and the receiver achieves personalized service; the more in-depth interactive experience promotes the integration of live broadcast and social communication; the application of panoramic live broadcast technology deepens the user's spatio-temporal integration experience. Network broadcast reflects the concept of scene-oriented accurate communication: information adaptation of both receivers realizes personalized service, more in-depth interactive experience promotes the integration of live broadcast and social communication, and the application of panoramic live broadcast technology deepens the user's spatiotemporal integration experience. (Yan Xiaofang, 2016) In the era of mobile Internet, the value of “scene” has been continuously improved, especially the widespread popularity of mobile media, and adapting users' specific scene needs has become a new dominant orientation of user thinking. (Ye Yuhao, 2017) The core competitiveness of Tiktok lies in the application of scene communication. (Chen Mo & Yang Zhuorui , 2020)

SIPS Model

In 2011, Dentsu, a Japanese advertising company, identified changes in consumer behavior in the digital age and proposed a SIPS model for publication marketing. After the model was proposed, it has been widely used in the marketing of publications, and digital, personalized and cross-platform marketing strategies have been paid more and more attention. As the digital age continues to evolve, SIPS models are constantly being optimized and improved.

The model reveals four stages of user behavior change in the digital age: Sympathize, Identify, Participate, and Share. That is, if the product information can be attractive to consumers and trigger the psychological resonance of consumers, and then the external feedback further confirms the value of the product, and then participate in the interactive

experience with the product, only when consumers get a good sense of experience, they may share the product information with other potential consumers. The model focuses on the two-way interaction between consumers and the outside world.

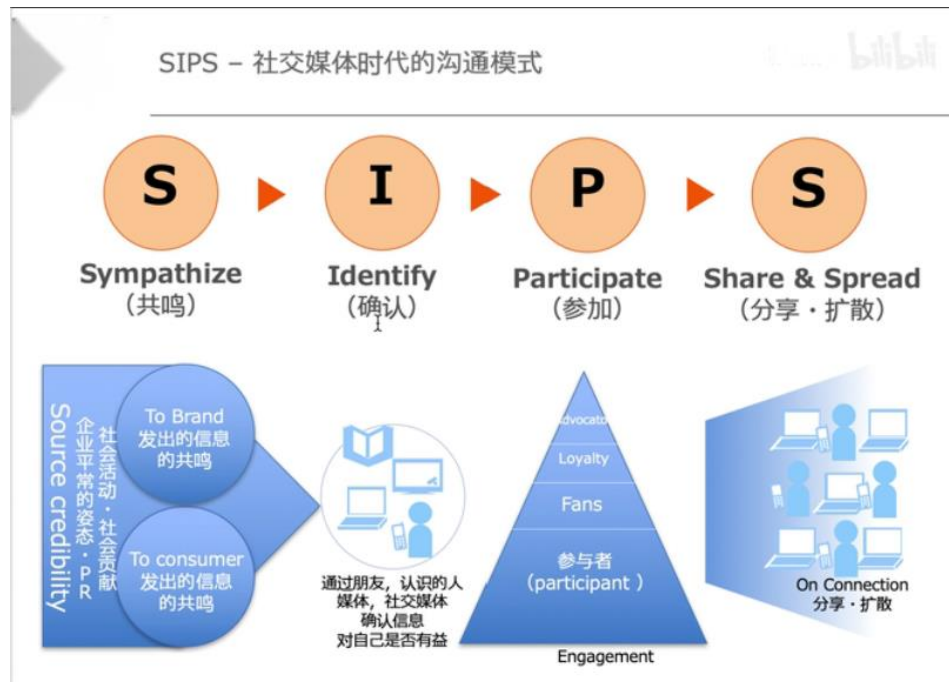


Figure 1: Communication model in the age of social

The correlation between ethnic cultural communication and tourism in ethnic areas.

The communication of ethnic culture can not only strengthen the social understanding of ethnic minority areas, promote ethnic unity, but also help ethnic minority areas develop local cultural industries and promote the development of local economy. The integration of the native culture and tourism of ethnic minorities has become the vanguard of the integration and development of cultural and tourism in ethnic areas. (Li Xiuwen., 2020)

Many ethnic cultures are known and loved by the public through short video communication, which greatly promotes the development of local tourism and cultural industry. The rise of Douyin (TikTok) short video users has greatly promoted the “punch card economy” of cultural travel, driving cultural communication and economic development across the country. short video builds situational tourism culture with national characteristics. The decentralization of short video platforms increases the participation of all people in the tourism culture with national characteristics. The unique communication mode promotes the realization of the tourism and cultural industry with national characteristics. (Xiang Mengmeng. 2022)

Conceptual Framework

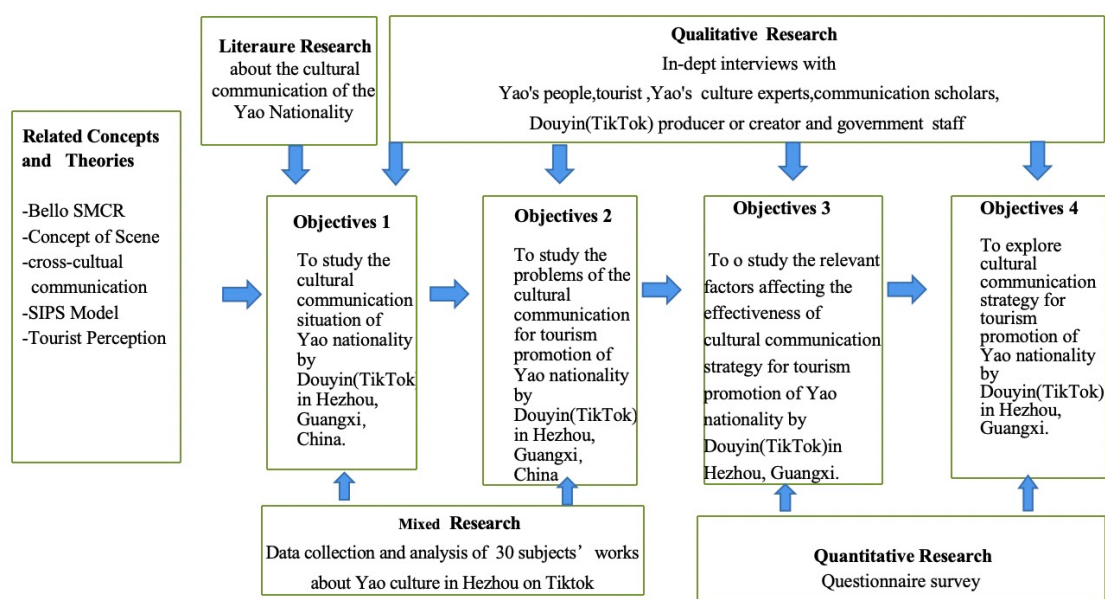


Figure 2: Conceptual Framework

Objectives

1. To study the relevant factors affecting the effectiveness of cultural communication strategy for tourism promotion of Yao nationality by Douyin (TikTok) in Hezhou, Guangxi.
2. To explore cultural communication strategy for tourism promotion of Yao nationality by Douyin (TikTok) in Hezhou, Guangxi.

Research Methodology

Population and Sample

The first population group refers to all tourists who visit scenic spots or tourist destinations closely related to the Yao culture. According to the official statistical report of Hezhou Culture and Tourism Bureau, in the first half of 2023, Hezhou received 23.234 million tourists in total. Referring to the overall population of tourists in Hezhou in the first half of 2023, the sample size of 400 visitors to Hezhou Yao cultural tourist attractions is based on the sample theory created by Taro Yamane since 1967, which is a random sample.

The second population group related to the Yao culture Douyin (TikTok) communication activities in Hezhou Key informants The population. A random selection of 18 key informants is as follows.

- 1) Yao culture experts; Including cultural experts, historians, folklorists. These experts can provide the relevant theoretical and historical knowledge of the Yao culture of Hezhou, the connotation and characteristics of the Yao culture of Hezhou, as well as development suggestions, so as to explore the conceptual characteristics of the Yao culture of Hezhou and evaluate the spread of the Yao culture of Douyin (TikTok) Hezhou.

2) Communication scholars: scholars in the field of new media communication and ethnic culture communication, who provide relevant communication theories and perspectives on Yao culture, explore the problems existing in the communication of Yao culture in Douyin (TikTok) Hezhou and provide corresponding countermeasures and suggestions.

3) Producer or creator: producer or creator of content related to the Yao culture of Douyin (TikTok). Through understanding their creative motives, emotions and considerations in the field of Yao culture. Explore the countermeasures and suggestions of the Yao culture in Hezhou on Douyin (TikTok).

4) Local Yao people: the local non-genetic heirs of the Yao people, to understand their communication behavior on the Douyin (TikTok) platform, to explore the problems existing in the communication of Yao culture in Hezhou on Douyin (TikTok) and corresponding countermeasures and suggestions.

5) Tourists: Through understanding the motivations of tourists in Hezhou Yao cult-related tourist attractions and their experience and feelings of Hezhou Yao culture. Explore the influence of the communication elements of Yao culture in Hezhou of Douyin (TikTok) on user perception and experience.

6) Main person in charge of the tourism department: Director of Hezhou Culture and Tourism Bureau, to understand the role and policy support of the government in the spread of Yao culture.

Variables

Independent variable factors refer to key elements of Hezhou Yao culture Douyin (TikTok) media communication: Attraction of Yao culture in Hezhou, UGC creation level, Cooperation degree between Douyin and relevant institutions of Yao culture in Hezhou, Promotion degree of Yao culture tourism products and services.

Intermediate variable factors: Tourist perceived experience (emotion experience, culture experience, brand experience) on Douyin (TikTok).

Dependent variable factors: Tourist recommendation intention and revisit intention

Research Scope

Scope of Content to Research:

1. Cultural communication
2. Cross-cultural communication Theory
3. Communication model (Berlo SMCR)
4. Concept of tourism promotion
5. Yao Nationality in Hezhou, Guangxi
6. Douyin (TikTok)
7. Scene Theory
8. Concept of Tourist Perception
9. SIPS Model

Scope of Duration/Time: From October 2023 to December 2023

Scope of Area: Hezhou, Guangxi, China

Research Tools

Quantitative research: The tool is online questionnaire by WJX.

The online questionnaire survey program with WJX which is available in China. The contents of the questionnaire include the demographic characteristics related to personal demographic characteristics of the participants, such as age, gender, and education level and so on, the motivation and decision-making behaviour of Yao culture tourism in Hezhou, Tourists' exposure to the Yao culture (in Hezhou) on Douyin (TikTok), Variables relation between Yao Culture communication and tourism promotion. the variables were evaluated using a scale.

Qualitative research

Books, articles and previous research papers are used for literature review, including the 2021-2023 statistics and reports on intangible cultural heritage published by Douyin (TikTok). 2022 The report of the 20th National Congress of the Communist Party of China, 2023, The Ministry of Culture and Tourism issued the Notice on Promoting the In-depth Integration and Development of Intangible Cultural Heritage and Tourism, a literature source for published books and journals, papers through several online platforms. Researchers reviewed relevant literature on (Yao) cultural communication, and sorted out the current situation and relevant theoretical framework of (Yao) cultural communication in recent years by collecting relevant news reports, journal articles (2013-2023) and books about (Yao) cultural communication on short video platforms.

Semi-structured interview is the tool. Interviews were conducted with 18 key informants using an in-depth interview outline.

Data Collection

According to the research procedure, the process of data collection was step by step and in line with the method and expectations of this study.

Step 1: Make a literature review and identify the key factors involved in the new media communication strategy of national culture based on tourism promotion.

Step 2: Select 30 communication subjects and their works related to "Hezhou Yao Culture" on Douyin (TikTok) for data collecting.

Step 3: Summarize the current situation and problems of the Yao culture dissemination in Hezhou.

Step 4: Assumes that there is a correlation between the communication of Yao nationality's culture in Hezhou and the promotion of tourism in Hezhou.

Step 5: Set up in-depth interviews and questionnaires according to the results of the above steps.

Step 6: Consult experts for IOC testing and IRB review.

Step 7: In-depth interviews with 18 key informants.

Step 8: Descriptive analysis of the interview results

Step 9: Use the questionnaire star to conduct an online questionnaire survey, and check the revisions repeatedly to ensure the accuracy and validity of the questions. distribute questionnaires through WJX and new media platforms.

Step10: Import the original survey data into SPSS program for statistical analysis.

Result

Through in-depth interviews, Factors that affect tourist' online perception and experience of Yao culture include: the attraction of Yao culture in Hezhou, the level of UGC creation, the degree of cooperation between Douyin (TikTok) and institutions related to Yao culture in Hezhou, the degree of promotion of Yao culture tourism products and services, and the degree of user interaction. By fully exploiting and utilizing the correlation factors between Yao culture Douyin (TikTok) dissemination and tourism promotion, the development of Yao culture and tourism can be better promoted, the visibility and reputation of Yao culture can be improved, and more tourists can be attracted to experience the charm of Yao culture.

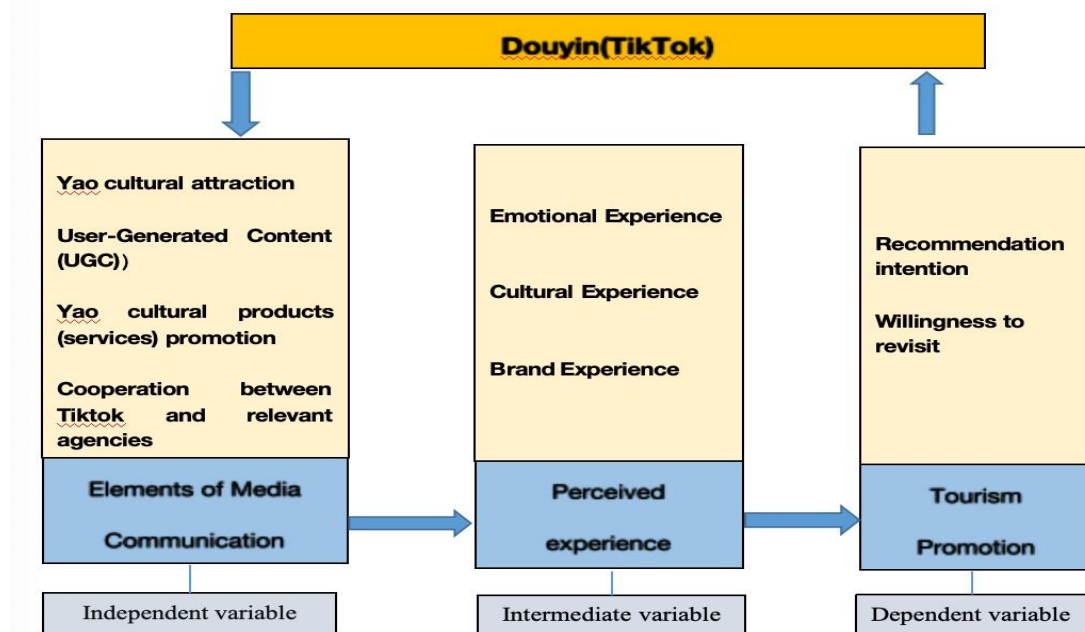


Figure 3: The relationship between cultural communication of Yao nationality by Douyin (TikTok) in Hezhou and users' travel behavior intention by researcher.

Through the questionnaire survey of cultural tourism tourists in Hezhou, From the figure 1-3, it is found that the communication elements of Yao culture in Hezhou on Douyin (TikTok) and the perceived experience on Douyin (TikTok) are significantly positively correlated with their recommendation intention and re-visit intention. (1) There is also a significant positive correlation between the user-generated content of Douyin (TikTok), the degree of cooperation between Douyin (TikTok) and relevant institutions, the promotion of Yao cultural products in Hezhou, the attraction of Yao culture and users' emotional experience, cultural experience and brand experience. (2) There is a positive correlation between the intention to recommend

tourist attractions, the intention to revisit tourist attractions and user-generated content, the degree of cooperation between Douyin (TikTok) and relevant institutions, the promotion of Yao cultural products in Hezhou, and the attraction of Yao culture in Hezhou. (3) Tourists' emotional experience, cultural experience and brand experience are significantly positively correlated with tourists' willingness to recommend and revisit tourist attractions. (4) Emotional experience, cultural experience and brand experience play an intermediary role in predicting the relationship between the communication level of Douyin (TikTok) media and the intention to recommend tourist attractions. (5) In the communication of Yao culture in Hezhou on Douyin (TikTok), users' emotional experience, cultural experience and brand experience play an intermediary role in the communication level of Douyin (TikTok) media and users' willingness to visit the Yao cultural tourist attractions in Hezhou again. (**Table 1**)

Cronbach Alpha		
N of Items	n	Cronbach α
User generated content	400	0.887
The degree of cooperation between Douyin (TikTok) and relevant institutions	400	0.875
Promotion of Yao cultural products	400	0.863
The cultural attraction of Yao nationality	400	0.832
Emotional experience	400	0.838
Cultural experience	400	0.837
Brand experience	400	0.727
Tourist attraction recommendation intention	400	0.798
Revisiting intention of tourist attractions	400	0.813

Table 1: Reliability analysis of scale data

Through the reliability analysis of the full sample data of the research scale questionnaire in the aspects of user generated content, the degree of cooperation between Douyin (TikTok) and relevant institutions, the promotion of Yao cultural products and Yao culture, emotional experience, cultural experience and brand experience, recommendation intention and re-visit intention, The Alpha values of user generated content, the degree of cooperation between Douyin (TikTok) and relevant institutions, the promotion of Yao cultural products and Yao culture, emotional experience, cultural experience and brand experience, recommendation intention and re-visit intention are all greater than the threshold standard of 0.7. According to the criterion of Klonbach reliability coefficient, if Klonbach reliability coefficient is above 0.8, the reliability of the test or scale is very good; Reliability coefficient above 0.7 is acceptable; If it is above 0.6, the scale should be revised without losing its value; If it is lower than 0.6, the consistency level of internal measurement items reflecting the meaning of latent variables within each research variable in this study is high, the reliability of the test or scale is very good, and the data collection quality of the scale questionnaire meets the requirements of the questionnaire test, and subsequent analysis can be carried out.

According to the above the research results, combining the scene theory and SIPS Model, the cultural communication strategy of Douyin (TikTok) to promote Yao nationality tourism in Hezhou was created.

1. Highlight the characteristics of Hezhou Yao culture and enhance the attraction of Hezhou Yao culture.

In terms of content, the essence and characteristics of Hezhou Yao culture should be further explored and highlighted to attract more people to understand and pay attention to Hezhou Yao culture and stimulate their interest and curiosity. Pay attention to the quality and depth of content, improve the audience's viewing experience. Experts and scholars or local cultural inheritors are invited to deeply interpret the unique connotation and value of Hezhou Yao culture, and share them with the audience through Douyin (TikTok) live broadcast or short videos, so as to encourage them to visit and experience the tourism projects related to Hezhou Yao culture.

In terms of form, Hezhou Yao culture is creatively presented through creative short videos and story-based expression, and the production focuses on creativity and personalization to attract the attention of Douyin (TikTok) users, especially young users. It makes full use of Douyin (TikTok) animation, special effects and other functions, integrates modern trend elements, and presents the unique artistic charm of Hezhou Yao nationality through careful editing and soundtrack. To enhance the emotional expression and story-telling of Douyin (TikTok) related works, create some interesting storylines with the history, legends and stories of the Yao people in Hezhou as the background, so that tourists can have a deep emotional connection and identity with the Yao culture, and stimulate the psychological resonance of users.

2. Pay attention to scene communication and enhance users' perceptual experience.

(1) Make full use of the advantages of Douyin (TikTok) short videos and live broadcasting to carefully construct and present the Yao cultural scene in Hezhou.

In Douyin (TikTok) short videos and live broadcasts related to the Yao culture in Hezhou, the importance of scenes cannot be ignored. By carefully constructing and presenting scenes, the quality of content and viewing experience can be improved, the transmission of information can be enhanced, the sense of participation and trust of users can be improved, and the image of the brand can be provided at the same time. Strengthen the "live broadcast" way to present the scene of Hezhou Yao culture embodiment activities.

(2) Scene communication by taking advantage of Douyin (TikTok)'s own advantages. Scene communication is essentially personalized communication and precise service in a specific situation. Douyin (TikTok)'s advantages in accurate user insight, rich content ecology, innovative technical support, strong social attributes and high marketing value make it have great potential and value in scene communication. Through accurate user insight, effective scene connection and comprehensive user services, it provides users with richer and more personalized Hezhou Yao cultural content and related services. This can not only enhance the user experience, but also improve the influence of the Yao culture in Hezhou.

3. Guide users to participate, improve interactivity, and form word-of-mouth effect.

Some interactive experience activities have been carried out on Douyin (TikTok) so that users can more directly participate in the inheritance and transmission of Hezhou Yao culture. By launching challenges related to Hezhou Yao culture (Yao song and dance, Yao cultural knowledge Q&A, creative production of Yao characteristic handicrafts, etc.), setting Yao culture hashtags, the audience is encouraged to participate in the creation and share their own works, showing their unique perspectives and cultural understanding of Hezhou Yao culture, and providing the audience with a brand-new experience of Hezhou Yao culture. Users participated in the interaction through comments, likes and reposts, which enhanced their awareness and interest in Hezhou Yao culture. UGC content can increase users' trust and participation in Hezhou Yao culture, form a good word-of-mouth effect, and provide more exposure opportunities for Hezhou cultural tourism products and services.

4. Strengthen Douyin (TikTok) promotion of cultural and creative products or tourism services of the Yao ethnic group in Hezhou, and increase users' purchase intention and consumption experience. In the production of short videos of Hezhou Yao culture, the tourism strategy and route recommendation of Hezhou Yao culture characteristics are interspersed. Strengthen Douyin (TikTok) promotion of handicrafts and tourism services with Yao cultural characteristics in Hezhou, and provide corresponding online purchase services. Douyin (TikTok) is used to promote and sell creative peripheral products with Hezhou Yao cultural characteristics, such as T-shirts, postcards, handicrafts, etc., to promote the cultural brand of Hezhou Yao.

5. Strengthen cooperation and exchanges to enhance the popularity and influence of Hezhou Yao culture.

Units or individuals related to the Yao culture in Hezhou should strengthen cooperation with the local government, cultural institutions and tourism departments to jointly promote the Yao culture and tourism resources in Hezhou; Through co-promotion, KOL cooperation and other ways, cooperation with well-known artists and Douyin (TikTok) influencers can make Hezhou Yao culture reach a wider audience; Cross-boundary cooperation with creators and brands in other fields can make Hezhou Yao culture gain higher social recognition. Such cooperation can enhance the brand image of Yao culture, make it more fashionable and trendier, and attract more young people's attention. Cooperate with tourist attractions and e-commerce platforms to sell and publicize Hezhou Yao cultural characteristic products online. Strengthen the communication with international Yao friends and international Yao cultural institutions, push Hezhou Yao culture to the international stage, and enhance the global popularity of Yao culture.

The SIPS Model can be used to optimize the spread of Yao culture on the Douyin (TikTok) platform from the following four aspects. (1) Sympathize: Enhance the emotional expression and story of Douyin (TikTok) related works, so that audience can have a deep emotional connection and identity with the Yao culture. (2) Identify: Help audience understand the value and significance of the Yao culture by providing identified and affirmative information about

the Yao culture. (3) Participate: By encouraging audience participation and interaction, the audience can experience the charm of Yao culture. (4) Share & Spread: Expand the influence and visibility of Yao culture by promoting sharing and dissemination.

Discussion

Understand The Power of Douyin (TikTok) In Cultural Communication and Cultural Tourism

Douyin (TikTok)'s popularity, especially among young people, makes it an ideal tool for cultural communication. The form of short videos can quickly and comprehensively show the cultural customs, traditions and lifestyles of ethnic minorities. This feature makes Douyin (TikTok) an effective tool for reaching a broad, diverse audience seeking authentic cultural experiences. Recent studies have demonstrated how social media play a decisive role in diverse travel related choices (Liu, Mehraliyev, Liu, & Schuckert, 2019) According to statistics from the Giant Engine City Research Institute, at present, people aged 18-30 years old (the new generation of young people) account for 27% of the interested users of Douyin (TikTok) tourism, and people over 40 years old (silver) account for 45%. The rise of consumption among the young is particularly striking. Two emerging groups, the new generation of young people and the silver generation, are becoming an important force in China's tourism market. Users are more inclined to search for travel information in Douyin (TikTok) to prepare for their trip and psychological preparation.

According to a report published in August 2022 (Oceanengine, 2022), Douyin (TikTok)-inspired travel is currently a hot topic in China, with 57% of users using the platform as a channel for travel information and 52% actively searching for information before traveling. As a new arrival in social media, Douyin (TikTok)'s impact on tourism is unmatched by previous social media. According to the Douyin (TikTok) life service report, the travel report of the May Day holiday in 2022 shows that netizens watched travel videos at home, made 3.85 billion "cloud Tours", 250 million people followed the guide to hit the scenic spots in the broadcast room, and relevant comments and travel guides have also become the travel reference of netizens. The Douyin (TikTok) platform has become a popular platform for recording cultural and travel content, and has also become an important marketing platform for various cultural and travel industries. According to data from the Giant Engine City Research Institute, the number of travel searches on the Douyin (TikTok) platform exceeded 230 million in the first quarter of 2023, an increase of 265.7% year-on-year.

Zhou Qianying (2019) found that the short video platform better adapted to the accompanying and fragmented scenes of mobile users with big data technology, realized accurate push, and won the market of diversification. Under the background of new media, Douyin (TikTok) has become a new path of national culture communication. "Space-environment" element: Big data helps to accurately push, "real-time status of users" element: content commercialization, "inertia of users' life" element: delineate a clear user portrait; "Social atmosphere" element: short video platform socialization. Xiang Mengmeng (2022)

pointed out that many ethnic cultures are known and loved by the public through short video communication, which greatly promotes the development of local tourism and cultural industry. The rise of Douyin (TikTok) short video users has greatly promoted the “punch card economy” of cultural travel, driving cultural communication and economic development across the country. She also pointed out that short video builds situational tourism culture with national characteristics. The decentralization of short video platforms increases the participation of all people in the tourism culture with national characteristics. The unique communication mode promotes the realization of the tourism and cultural industry with national characteristics.

Comparative analysis

(1) Douyin (TikTok) and other social platforms

Compared to other social media platforms, Douyin (TikTok) offers a unique combination of interaction and visual storytelling. Douyin (TikTok) pays more attention to the visual impact of the video and the attraction in a short time. Its user base is more interested in learning about different cultures, providing important opportunities for the promotion of cultural tourism. The visual narrative of short video media such as Douyin (TikTok) provides tourists with richer information than words and pictures (Liu, Mehraliyev, Liu, & Schuckert, 2019). On the other hand, social platforms such as Weibo and wechat may have more mature audiences who may not react as strongly to cultural tourism content. Compared to other types of social media in China, Douyin (TikTok) has driven a surge in popularity for specific travel destinations and offers great potential to convert online views into actual visits. According to a report published in August 2022 (Oceanengine, 2022), Douyin (TikTok)-inspired travel is currently a hot topic in China, with 57 percent of users using the platform as a travel information channel and 52 percent actively searching for information before traveling. As a new entrant in social media, Douyin (TikTok)'s impact on tourism is incomparable to that of previous social media.

(2) Related factors affecting the travel behavior intention of Douyin (TikTok) users

The findings of this study enrich the literature on Douyin (TikTok)'s role in the emerging topic of ethnic minority cultural communication and cultural tourism; Unlike short video content analysis, this study focuses on Douyin (TikTok) as a new platform and considers the influence of multiple variables (Four Douyin (TikTok) media communication factor variables and one mediating variable). It is found that the communication elements of Yao culture by Douyin (TikTok) in Hezhou (independent variable) and tourists' perception and experience (mediating variable) are positively correlated with recommendation intention and re-visit intention (dependent variable). This finding is similar to the results of related studies. Han Jianlei, Ming Qingzhong, Shi Pengfei and Luo Dengshan (2021) found that trust plays a crucial intermediary role in the process of video social media's influence on users' behavioral intention, and emotional trust plays a significantly greater role than cognitive trust in the process of video content's influence on tourists. Four independent variables, namely publisher

professionalism, relationship strength, perceived homogeneity and information quality, affect travel behavior intention through different mediating paths. The trust and independent variables in their study are essentially consistent with the perception and experience in this study and the communication elements of Yao culture by Douyin (TikTok) in Hezhou.

Originality and Body of Knowledge

There are relatively few literatures on the issues related to the spread of Yao culture and tourism promotion, and the research is not deep enough. In particular, from the perspective of tourism promotion, there are no scholars involved in the cultural communication of Yao nationality by Douyin (TikTok). This paper takes Hezhou as the observation point, focuses on the Yao cultural communication on the Douyin (TikTok) platform, adopts qualitative and quantitative research methods, and explores effective communication strategies of Yao culture to promote the development of local tourism and effectively promote the deep integration of cultural and tourism.

Factors that affect tourists' online perception and experience of Yao culture include: the attraction of Yao culture in Hezhou, the level of UGC creation, the degree of cooperation between Douyin (TikTok) and institutions related to Yao culture in Hezhou, the degree of promotion of Yao culture tourism products and services, and the degree of user interaction. tourists' perceived experience on the Douyin (TikTok) platform will greatly affect tourists' recommendation intention and revisit intention. The optimization of cultural communication strategy of Yao nationality by Douyin (TikTok) in Hezhou focuses on providing users with good perceived experience. scene theory and SIPS model are instructive in this regard.

Conclusion

This research provides a comprehensive examination of factors influencing tourists' online perceptions and experiences of Yao culture in Hezhou, with a focus on the role of Douyin (TikTok) as a dissemination tool. The study reveals that the appeal of Yao culture, user-generated content (UGC), collaborative efforts between Douyin (TikTok) and cultural institutions, and promotional strategies are critical in shaping online engagement. Our findings indicate that effective exploitation of these factors can enhance the visibility and reputation of Yao culture, thus attracting more tourists to experience its unique offerings. By aligning these elements, stakeholders can significantly boost the promotion and development of Yao culture and tourism.

Further analysis through a questionnaire survey has shown that the communication of Yao culture on Douyin (TikTok) positively correlates with tourists' intentions to recommend and revisit the attractions. The data highlights a significant positive relationship between UGC, institutional cooperation, cultural product promotion, and the overall attraction of Yao culture. Moreover, emotional, cultural, and brand experiences mediate these relationships, underscoring their importance in influencing tourists' recommendations and revisits. This

suggests that enhancing the perceptual experiences of tourists can effectively drive positive word-of-mouth and sustained interest in Yao cultural tourism.

Incorporating the SIPS Model, the research recommends several strategic actions to optimize Douyin (TikTok) for promoting Yao culture. These include highlighting the unique characteristics of Yao culture, leveraging scene-based communication to enhance user engagement, fostering interactive experiences, and strengthening promotional efforts for cultural products and tourism services. Furthermore, increasing collaborations with influencers and expanding international outreach can further enhance the global presence and appeal of Yao culture. By addressing these strategies, stakeholders can improve the cultural dissemination and tourism potential of Hezhou, ultimately enriching the cultural landscape and economic development of the region.

Recommendations

Implication of the Study

Theoretical implication

This study finds that the optimization of Douyin (TikTok) Hezhou Yao culture communication strategy focuses on providing users with good perceptual experience. Scene theory and SIPS model are instructive in this regard. Chen Mo & Yang Zhuorui (2020) found that (1) the core competitiveness of Douyin (TikTok) lies in the application of scene communication; (2) This study focuses on various applications of Douyin (TikTok) in scene communication, such as social experience dominated by weak ties, precise service for users and immersive experience of virtual scenes; (3) Douyin (TikTok) scene communication promotes the arrival of “post-analog culture”, in which Douyin (TikTok) users are virtual and present in the real staggered consumer society, double consumption is experienced, and the mechanically reproduced video content lacks the time depth and causes “minority circle polarization”. (4) With the arrival of 5G and the Internet of Things era, VR and artificial intelligence technology will further promote Douyin (TikTok) to set off a new wave in scene communication.

Wang Liang, & Li Shu. (2022) found that the SIPS model makes an in-depth analysis of the development and change of user psychology and behavior in the era of social media from the four stages of “resonance”, “confirmation”, “participation” and “sharing”, and has a high degree of dynamic consistency with the transmission process of short videos. Combining the four links of the SIPS model, this paper analyzes the transmission path of short video images of “Sichuan intangible cultural Heritage”, and finds that “Sichuan intangible cultural Heritage” realizes the process of interest transmission from “resonance” to “sharing” by using the social attributes and topic discussion on the Douyin (TikTok) platform, and achieves good communication effect. In the dissemination of intangible cultural heritage on short video platforms, we should pay attention to creating intangible cultural heritage IP with local characteristics, deeply understand and explore the psychological needs of users, strengthen the emotional interaction with the audience, and strive to realize the secondary dissemination and diffusion of intangible cultural heritage.

The findings of this study enrich the literature on Douyin (TikTok) in the emerging topic of ethnic minority cultural dissemination and cultural tourism. the study enriches the research

methods and perspectives of national cultural communication, and adds bricks to the research of national cultural communication. the application of scene theory and perception theory provides a theoretical basis for effectively solving the current problem of the communication of minority culture by short video.

Practical Applications

The results of this study can provide specific practical guidance for the propagators of and the marketers of Yao culture tourism in social media communication or marketing. For example, how to formulate effective culture communication strategy and tourism marketing strategy of Yao culture in Hezhou, how to use Douyin (TikTok) to promote local Yao culture and tourism resources, etc. Similarly, the findings help inform policy recommendations and decision-making support for local governments, Culture and Tourism Authority in Hezhou and relevant agencies. For example, how to promote the local Yao culture more effectively and how to formulate targeted social media communication strategies. Besides. The research results can help tourism marketers or Yao culture communicators of Hezhou tourism (cultural communication) companies and local media to better understand the Yao cultural tourism tourist groups and their social media-based decision-making, and provide specific practical guidance for them to carry out social media communication or marketing and will help destination marketing organizations (Dmos) to efficiently utilize short video sharing platforms. For example, making full use of the advantages of Douyin (TikTok) scene communication to improve the perception and experience of Yao culture communication audience, cooperating with influential Douyin (TikTok) users and launching challenges around Yao culture in Hezhou can significantly promote the development of local tourism. In addition to the Douyin (TikTok) platform, Other social short video platforms can also be considered for promotion.

Recommendations for Future Research

1) Comparative Study

Compare the effect of Douyin (TikTok) and other short video social platforms (such as Kuaishou, wechat, etc.) in the communication of Yao culture in Hezhou, and explore the communication characteristics and advantages and disadvantages of different platforms. To analyze the cognition and attitude of users of different platforms to the Yao culture of Hezhou, and understand the differences of user groups of different platforms.

Cross-culture and cross-region comparative research: The characteristics and strategies of Yao culture communication in different regions on Douyin (TikTok) can be compared to better understand the universality and difference of Yao culture communication.

2) Long-term tracking research: It is possible to conduct long-term tracking research on the spread of Yao culture in Hezhou on Douyin (TikTok) to understand its changing trend and influence over time.

3) Interdisciplinary research

The spread of Yao culture on the Douyin platform is an interdisciplinary issue, involving many fields such as cultural studies, communication studies, ethnology, anthropology, psychology, sociology and digital media. In-depth research and discussion from multiple perspectives are needed to better understand the nature and impact of this communication phenomenon.

4) Research on innovative technology and method of Yao culture communication.

With the development of digital media, network technology, virtual reality technology and other emerging technologies, the mode of communication of Yao culture is also constantly evolving and innovating. The innovation and application of Yao culture communication technology can be discussed from the aspects of digital media communication, VR/AR technology application, creative product design, mobile application development, social media promotion, new media marketing strategy and cross-cultural communication and communication.

Through the further study of the above suggestions, it is expected to bring more in-depth insights and practical guidance to the Douyin (TikTok) based on tourism promotion.

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