# Studying the Use of Non-legacy Culture's Short Videos to Advance the Development of the Culture and Tourism Sector: The Case of Quanzhou Culture and Tourism

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**Abstract:** A larger platform for promoting local culture and tourism resources can be created by combining short films with non-fragrant local culture. Using Quanzhou Culture and Tourism as an example, we examine its well-liked short videos on the Shakeyin platform and talk about how successful its communication was. Our goal is to set an example for other areas. It realizes the widespread distribution of local features and culture. It strengthens the influence of the cultural and tourist industry by precisely showing the non-heritage cultural content and efficiently piquing the audience's attention.

**Keywords:** Short Video; Cultural Tourism Industry; Quanzhou Cultural Tourism; Communication

## 1. Introduction

With the progress of science and technology and the popularization of mobile Internet, short videos have become one of the main ways for people to obtain information and entertainment. Meanwhile, intangible cultural heritage, as an important part of local culture and history, is significant in promoting the development of local culture and the tourism industry. It enables more people to understand and experience local culture and promotes the development of local tourism. The short video of intangible cultural heritage released by Quanzhou Culture and Tourism is taken as a study case because Quanzhou is the only city of World Heritage in China, with rich historical and cultural heritage and irreplaceable historical and cultural value.

## 2. Local Non-Legacy Culture Short Video Empowers the Development of the Cultural Tourism Industry

### 2.1 Selection of Unique Flavors, Leading a New Style of Cultural Tourism

Compared with traditional media communication methods, short videos can quickly and conveniently present richer and clearer information, and cultural identity is also formed among short video users in an unprecedented interactive way. [1] With its intuitive, vivid, and easy-to-communicate characteristics, short videos have become an important window to showcase Quanzhou's non-heritage culture. Through short videos, viewers can experience the unique charm of Quanzhou's non-heritage culture up close and personal and stimulate their curiosity and desire to explore Quanzhou. At the same time, the interactive and sharing functions on the short video platform also accelerate the dissemination and proliferation of non-heritage culture.Quanzhou Culture and Tourism has shown extraordinary insight and creativity in exploring new paths for the dissemination of non-heritage culture. The selection process of its short video on non-legacy culture is a deep exploration and careful refinement of local non-legacy treasures. The creative team has worked tirelessly to deeply excavate the historical origin and cultural heritage of each non-legacy project, and strive to select those treasures that carry both deep historical heritage and unique artistic value in the vast ocean of non-legacy culture. Through a series of careful planning and ingenious production processes, these non-heritage items are given new life and vitality. Under the camera, both the complicated and delicate handcraft skills and the performing arts with deep emotions are delicately captured and vividly displayed in front of the audience. These short videos are not only a visual display of the sophistication and complexity of non-legacy skills, but also a profound interpretation of the rich spiritual connotation and unique aesthetic value behind non-legacy culture. When watching these short videos,

viewers seemed to travel through time and space, experiencing the unique flavor and infinite charm of non-legacy culture. They were attracted by the diversity and inclusiveness of non-heritage culture. These short videos not only satisfy the audience's pursuit and yearning for beautiful things but also stimulate their interest and desire to explore the non-legacy culture, further promoting the inheritance and development of non-legacy culture. This is not only a comprehensive display and promotion of local non-heritage culture, but also a deep tribute to and inheritance of the excellent traditional Chinese culture. With their unique perspective, exquisite production, and profound connotation, they lead the audience into the world of non-heritage culture and feel the call from ancient times and the resonance of modern times.

## 2.2 Leading the Way and Promoting the Integration of Culture and Tourism

The short videos of Quanzhou cultural tourism and non-heritage culture, with their unique perspective on the topic and ingenious and exquisite production, quickly became popular on social media and major platforms, winning wide attention and high evaluation from all walks of life, and successfully leading a new trend of cultural tourism integration. These short videos, there is no lack such as "Ancient Ceramics Production unveiled", "Nanyin YaYun inheritance " and other depths of excavation of the essence of Quanzhou non-legacy masterpieces, they are delicate camera language, and vivid narrative techniques, will be on the verge of loss of traditional skills and the profound They use delicate camera language and vivid narrative techniques to present those endangered traditional skills and profound cultural heritage vividly in front of the audience. These well-planned short videos not only greatly enhance the popularity and international influence of Quanzhou culture and tourism, making it a desired place in the hearts of many travel enthusiasts, but also invariably promote the deep integration and synergistic development of culture and tourism industry. For example, through the wonderful clips of the "string puppet show" shown in the short video, many tourists were attracted by its unique artistic charm and went to Quanzhou to enjoy it on the spot, which drove the prosperity of the local performance market; while the short video of "hairpin culture

of Cao Pu women" stimulated tourists' interest in the local folk culture. The short video "Hairpin Culture of Haopu Women" has stimulated tourists' strong interest in local folk culture, and promoted the hot sale of tourism commodities such as special dresses, handicrafts, and so on. What's more, the dissemination and sharing of these short videos are like a beautiful invitation letter, crossing thousands of mountains and rivers to deliver the unique charm of Quanzhou, a famous historical and cultural city, to every corner of the world. More and more tourists are attracted to embark on journeys to Quanzhou to experience the unique flavor of non-heritage culture, feel the city's heavy historical heritage, and enjoy the infinite fun brought by tourism. This kind of tourism boom triggered by short videos not only brings a steady stream of customers to Quanzhou culture and tourism industry but also injects a strong impetus for its continuous prosperity and development.

## 3. Short Video Communication Strategy for Quanzhou Cultural Tourism and Non-Heritage Culture

### 3.1 Precise Positioning to Meet Audience Needs

In the journey of creating short videos of non-heritage culture, Quanzhou Culture & Tourism is deeply aware of the importance of accurately grasping the needs and interests of the target audience. To this end, the team spared no effort in conducting exhaustive market research and in-depth audience analysis, striving to gain insight into the spiritual desires and cultural preferences of each type of audience group. Through scientific data analysis and keen insight, the team carefully selected a series of non-heritage projects that are rich in cultural heritage and can touch the emotional resonance of modern people as creative materials. Taking "Quanzhou puppetry" as an example, this ancient non-heritage skill is famous for its unique artistic charm and exquisite manipulation skills. During the creation process, the team not only recorded the wonderful moments of the puppet show, but also dug deep into the historical stories and significance of the inheritance behind it, and vividly presented it to the audience through the form of short videos. Such content not only meets the audience's demand for novel and unique cultural experiences but also inspires their empathy and

sense of responsibility for the protection and inheritance of traditional culture, stimulating the public's interest in sharing and forming a long-tailed communication. [2]In addition, for the young audience, the team also innovatively integrated modern elements and popular culture, such as interpreting the story of non-traditional heritage through animation characters, using popular music as background score, inviting celebrities to introduce the non-traditional culture and other techniques, which made the short video closer to the aesthetic preferences and lifestyle of young people.

KOLs and netroots on short video platforms have strong influence and appeal, and the Quanzhou Culture and Tourism Department actively co-operates with these KOLs and netroots, inviting them to Quanzhou to experience and shoot short videos. These short videos have quickly attracted a large number of fans' attention and retweets through the dissemination of KOLs and net celebrities, further expanding the dissemination of Quanzhou's cultural tourism and non-heritage culture.This cross-border attempt not only increased the viewing rate and forwarding rate of the short video but also established the brand image of Quanzhou Cultural Tourism as fashionable and energetic among the young generation. Through this precise positioning and creative integration strategy, the short videos of Quanzhou Cultural Tourism's non-heritage culture successfully realized the organic combination of traditional culture and modern aesthetics, which not only enhanced the popularity and influence of Quanzhou Cultural Tourism but also planted a deep cultural identity and sense of belonging to the city in the hearts of the viewers. Whenever seeing these short videos, people seem to be able to cross the boundaries of time and space and feel Quanzhou's thick historical heritage and unique cultural charm, thus loving and cherishing this valuable cultural heritage even more.

## 3.2 Integration of Communication and Enhancement of Interactive Experience

On the road to inheriting and promoting non-heritage culture, Quanzhou Culture and Tourism has realized multi-channel dissemination and online and offline interaction of non-heritage culture through the emerging medium of short videos. In terms of multi-channel dissemination, Quanzhou Culture

and Tourism made full use of short video platforms such as Jittery, Shutterbug, and other short video platforms to release a series of beautiful short videos of non-heritage culture. For example, the short video about Quanzhou's string puppet theater, through delicate camera language and vivid narration, made the audience feel as if they were in the scene of a wonderful performance and felt the unique charm of this traditional art. At the same time, Quanzhou Culture and Tourism also opened official accounts on WeChat, Weibo, and other social media, regularly releasing graphic and video content related to non-heritage culture, further expanding the scope of dissemination. In terms of online and offline interaction, Quanzhou Culture and Tourism is even more original. Online, they organized non-heritage knowledge contests, non-heritage story collections, and other activities to encourage viewers to actively participate and share their own non-heritage experiences. Offline, Quanzhou Culture and Tourism has set up non-heritage experience halls and exhibition centers to enable visitors to have close contact with and experience non-heritage culture. For example, in the puppet theater experience hall, visitors can not only watch the performance but also try to operate the puppets themselves, feeling the exquisite and charming non-heritage skills. In addition, Quanzhou Culture and Tourism has further enhanced the dissemination effect of non-heritage culture through online and offline linkage. They released short videos of non-heritage culture online and set up interactive links to guide the audience to the offline experience hall for field experience; at the same time, QR codes and other markers were set up in the offline experience hall to facilitate the audience to scan the code to pay attention to the official account and participate in online activities. This combination of online and offline not only breaks the limitation of time and space but also enhances the audience's sense of participation and experience. It aroused the public's passion to participate in the dissemination of non-heritage culture and activated the folklore market.[3]

## 3.3 Innovative Integration and Revitalization for the Times

In the short video communication track, the exploration of "innovation" remains the key to communication. [4]On the solid foundation of safeguarding and inheriting the essence of

intangible cultural heritage and ensuring that its original flavor is not lost, the Quanzhou Cultural Tourism Intangible Cultural Heritage Short Video Project skillfully explores a path of integration and innovation, aiming to seamlessly connect the flavor of ancient culture with modern aesthetic trends and popular elements. Combined with carefully designed creative editing techniques, the project skillfully intersperses ancient and modern scenes, so that each frame has a sense of storytelling that transcends time and space. In terms of music, a stylish soundtrack that meets contemporary aesthetic preferences has been specially chosen, preserving the essence of traditional music while incorporating the rhythm and melody of modern music, so that the overall work also realizes the harmonious resonance between tradition and modernity in the sense of listening. This innovative integration strategy not only preserves the historical weight of non-heritage culture but also gives it a novel and fashionable flavor, successfully creating a series of short video content that not only contains deep cultural heritage but also meets contemporary aesthetic preferences. Through such an attempt, the short videos of Quanzhou Cultural Tourism's non-heritage culture not only effectively narrowed the distance between non-heritage culture and contemporary audiences, so that these precious cultural heritages are no longer just echoes of history, but also become vivid elements that can touch the hearts of modern people and integrate into their daily lives. This kind of innovative integration not only opens up a new path for the dissemination of non-heritage culture but also injects a constant stream of vitality and vitality, so that the ancient cultural wisdom shines in the wave of the new era, glowing with a more dazzling luster.

## 4. Conclusion

Through an in-depth analysis of Quanzhou cultural tourism non-heritage culture short videos, we find that they have actively explored and effectively practiced in terms of content diversification, multi-channel dissemination, and online and offline interaction. These efforts have not only enriched the forms of expression of non-heritage culture and broadened the channels of dissemination, but also significantly enhanced the audience's participation and sense of experience, and injected new vitality into Quanzhou's cultural tourism industry.

Specifically, Quanzhou Culture and Tourism has created a series of short videos of non-heritage culture with distinctive local characteristics and unique charms by digging deep into the diversity and depth of non-heritage projects, innovating the way of content creation, and integrating tradition with modernity. At the same time, they make full use of short video platforms such as Jittery, Shutterbug, and other multi-channels for dissemination as well as social media and official websites to realize wide coverage and deep penetration of non-heritage culture. In addition, through online and offline interaction, Quanzhou Cultural Tourism further enhanced the audience's sense of participation and experience and promoted the inheritance and development of non-heritage culture. The era of social videoization has arrived, and autonomous social media has entered international communication. High-quality cultural and tourism short videos with local cultural symbols, which have both a harmonious and pleasant entertainment style and a narrative depth of humanistic expansion, can not only complete the in-depth development of cultural and tourism resources with thick humanistic values but also grasp the value of the times of cultural and tourism promotion with a more innovative vision. [5]The role of short videos of non-heritage culture in promoting the development of local culture and the tourism industry will be more prominent. With the rise of short video platforms and the spread of cultural tourism and non-heritage culture, Quanzhou's tourism industry has also ushered in new development opportunities. On the one hand, the dissemination of short videos drives the prosperity of offline tourism; on the other hand, the prosperity of offline tourism in turn promotes the creation and dissemination of short video content.This virtuous circle promotes the upgrading and integrated development of Quanzhou's tourism industry.

However, with the surging wave of commercialization, the dissemination of NRM culture is also facing some potential negative impacts. The commercialization of short videos of non-heritage culture has, on the one hand, brought unprecedented attention and traffic, economic gains for non-heritage bearers, and enhanced the vitality of non-heritage projects. But on the other hand, excessive commercialization may also lead to cultural alienation and distortion. In pursuit of click rates

and profits, some videos may overstate the entertainment aspect of NRLs, neglect their cultural value and historical significance, and even appear to falsify and distort traditional culture. First of all, content auditing by platforms is the first line of defense to ensure the quality of dissemination. Platforms must strengthen their supervision of uploaded content to ensure that videos not only attract viewers' attention but also truly and accurately convey the essence of NRL culture. This means that the videos should be both interesting and educational, so that viewers can learn while they are entertained and be entertained while they are learning.Secondly, the creators' in-depth excavation is crucial to the depth of communication. By encouraging creators to explore the richness of non-heritage culture in depth, we can produce more high-quality content. Such content should be able to guide viewers to go beyond superficial entertainment and touch upon the core values of NRL culture, thereby enhancing their understanding of and respect for these cultural forms. Next, the digital media literacy of the inheritors is key to the preservation and dissemination of NRM culture.By providing training and education, we can help NHs improve their digital skills so that they can use short video platforms more effectively to spread their culture. This will not only help spread the culture but also help protect the rights and interests of the inheritors and ensure that they get the recognition and benefits they deserve from their cultural products. In addition, the protection of intellectual property rights is an important measure to ensure that non-heritage culture will not be abused.We need to establish and improve the relevant laws and mechanisms to prevent NHM culture from being used commercially without authorization. This will protect the legitimate rights and interests of NH heritage bearers and creators and ensure that their cultural achievements are not illegally appropriated.Finally, respect for NRM culture is the foundation of all communication activities. Both platforms and creators should advocate respect for non-heritage culture while pursuing traffic and audiences. This means we need to avoid overly entertaining and vulgarized content and ensure that NRM culture is presented and experienced in its original dignity and value.

The dissemination of short videos of non-heritage culture is a dialogue between tradition and modernity and a collision between culture and market. Only by adhering to culture as the basis and innovation as the soul can we make non-heritage culture blossom with a more eye-catching luster in the digital era. Let's work together, inheritance in protection, innovation in inheritance, and jointly guard our valuable cultural heritage.

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