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# Research on the Influence of Reality Shows on Tourist Destinations

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## Abstract

With the development of the economy, people's demand for tourism consumption continues to increase. It has become the normalization to promote the development of tourism through the film and television industry in recent years. Movies, TV series and other strong communication platforms have triggered a travel boom to the shooting location. With the advent of the new media era, the form of TV programs continue to innovate. Outdoor reality shows continue to be popular as an emerging form of programming and spark a tourist boom. This paper studies the current situation of the integration of television industry and tourism industry under the trend of media convergence and the development of reality TV shows in the television industry, analyzes the influence factors caused by the reality show and the travel motivation of the audience through the classic well-known outdoor star reality show in recent years, such as "Where Are We Going, Dad?", "Divas hit the road" and so on, taking these reality shows programs as examples to consider how the tourism destinations cooperate and develop with the cultural media industry in the context of the 5G era.

**【KEYWORDS】** reality show, star effect, cultural factors, experiential travel, marketing channe

# 1 Introduction

## 1.1 Research background

The concept of film and television tourism was put forward many years ago. The film and television industry has always promoted the development of tourism. The popularity of popular movies and TV shows has sparked a tourist boom among the audience. With the continuous development of the cultural media industry, outdoor reality shows, a new variety show form, enter the visions of the people. Nowadays, with the variety of content and forms of reality shows, the influence of such program types continues to expand. As the reality shows continues to be popular in China in recent years, it has aroused people's interest in the location of reality shows. In addition to the program itself, its location has also received more attention. In some places, Some places have not only go rival and increased its visibility with the broadcast of reality shows, but it has also become very popular destinations for tourists, which has had a tremendous impact on the development of tourism in this place.

Compared with traditional TV programs such as TV series and movies, reality TV shows have various content forms, real-life shooting locations, and make superstars approachable. The popularity of a variety show has had a huge impact on the development of destination tourism.

The increasing influence of outdoor reality shows on tourist destinations gradually formed a new model for tourism destination marketing. This kind of communication marketing method is the perfect integration of film industry and tourism industry, and realized two Win-win situation.

## 1.2 Research significance

Nowadays, many scholars have studied the influence of the film and television industry on the development of tourism. However, the reality show as an emerging program, there are still few articles on the reality show in the field of film and television. It is urgent to pay more attention to study the main driving factors of the future tourism market which can influence the people who born in the 80s and 90s in the context of the 5G era, . Enhancing the visibility of the location through reality shows has opened up new ideas for travel destinations in the highly competitive travel market.

## 1.3 Research content

This paper studies the current situation of the integration of the television industry and the tourism industry and the development process of reality TV shows in the television industry from the perspective of media convergence trends.

Analyzing the influencing factors caused by the reality show and the travel motivation of the audience through the classic well-known outdoor star reality show in recent years such as “Where Are We Going, Dad?”, “Divas hit the road”, “The Chinese Restaurant”, these shows provide a reference for the development of reality TV programs and the development of the tourism industry in the future.

This article will explore the resulting influence of reality show programs on tourist destinations from the perspective of outdoor reality show and tourism integration, and explore what travel symbols the reality show has spread and what impact it has travel destinations. Study how to make healthy and sustainable development for destinations and avoid the short-lived phenomenon caused by over-reliance on the popularity of reality shows. Analyze and think how to better combine the reality show with the development of tourism destinations, comprehensively explore the marketing innovation of tourism destinations and how the tourism destinations can better cooperate and develop with the cultural media industry in the context of the 5G era Through taking a specific variety show.

## 2 Literature review

Relevant scholars believe that compared to traditional TV series, movies and other TV shows, reality shows are more like a carrier of popular culture. Through the implantation of tourism resources, the stars lead the audience for experiential tourism, which stimulates the audience's perception and recognition of the image of the tourist destination, which in turn encourages them to actually visit. The official concept of searching for reality shows on Baidu Encyclopedia refers to using TV, network and other platforms as the medium of communication, inviting ordinary people or celebrities to follow a certain rule in a specific situation set by the producer, and the whole activity process It was recorded and finally broadcasted as a program.

The concept of film and television tourism first appeared in European and American countries. The research on film and television tourism has a very complete and comprehensive research system. The outdoor reality show has its earliest origins in European and American countries and has a long history of development. Scholars have long studied and analyzed the relevant theories and values of reality show programs. Through reading the literature, it is found that foreign countries have a wide range of research on the image of film and television tourism and tourist destinations. Iwashita concludes that films and television dramas have an ability to create destination awareness, consciousness, and images leading to a stronger interest in the destination and actual travel to the destination.<sup>[1]</sup> Tessitore proposes that a reality show can change the image of the destination in which the show is set. This positively affects cognitive, affective and behavioral outcomes. Specifically, it changes perceptions in accordance with the depiction of the destination in the reality show, increases knowledge about the destination, favorably affects viewers' attitude toward the destination, and even more importantly, increases the intention to travel to the destination.<sup>[2]</sup> In the 1990s, the research was focused on the driving effect of the film and television industry on tourism. Later, there were more in-depth studies on the relationship between film and television industry and tourism destinations, and film and television marketing.

The research on film and television tourism is relatively late in China. In the existing film and television tourism research, it mainly focuses on the influence of film and television on tourists' motivation decision-making and film marketing. The real development of China in the field of outdoor reality shows began in 2013. Many unpopular tourist destinations have become popular tourist destinations after the broadcast of reality shows. At present, most of China's research on reality show programs focuses on a single level of discussion, lacking a comprehensive and comprehensive research system.

## 3 Outdoor reality show development analysis

### 3.1 The development process of reality shows

The program format of reality show originated in the United States, and the broadcasts of "Survivor" and "Big Brother" made this program form known to the world. With the widespread spread of these programs on a global scale, China has begun the research and development of reality show programs.

In the early days, the types of reality shows in China were mainly recorded in the studio. Throughout the past 20 years, there are high tide period and a downturn in the the development process of the reality show program. From 2004 to 2005, the first music show "Super Girls", which was launched by Hunan Satellite TV, caused the first viewing boom in the true sense and at the same time created the peak era of the reality show. The hit of "Super Girl" in 2005 was the first real success of the reality show in China. The popularity of the show made major TV stations and advertisers see the unlimited potential of the future development of reality TV shows. Television industry began to invest in manpower and financial resources to develop and produce reality TV shows. The Talent-search reality shows and sports competition reality shows makes up almost half of all reality shows in those years.

However, with the continuous development of the social economy, the people's demand for spiritual entertainment culture has been escalating. Variety shows urgently need to innovate new forms of programming and constantly explores new program expressions to meet the needs of the market. After years of continuous accumulation and development, the production level of reality shows in china is becoming more mature. The large-scale music talent show "The Voices of China" broadcast in 2012 , which introduced the copyright of foreign programs and combined with national conditions to make a second-generation creation, successfully became the phenomenal reality show of the year, and also represented the development of China's variety show into a mature period. From the development of 2003 to 2012 in the past ten years, the production of reality TV shows has made great progress, both in terms of production level and content performance, and the content is constantly diversifying and innovating. Before 2012, some well-known variety shows are all indoor reality shows recorded in the shed, and the outdoor reality show has always been a blank area on the layout of China's reality show. Until 2013, the reality show of the same name, "Where Are We Going, Dad?", was introduced from South Korea, which made the new reality show form of the outdoor reality show break into the the visions of the people. The outdoor reality show was fired all over the country overnight. Some of the classic pictures or lines in the program have become a topic of relish at people's leisure,like an after - dinner speaker's stock in trade. Then, the game reality show "Running man", which was also shot outdoors, became dinner - party material and caused a new enthusiasm for audiences. The subsequent broadcast of a group of outdoor reality shows not

only caused discussion and attention of the whole society, but also it is to make some of the unknown shooting locations quickly become popular tourist destinations.

It has aroused the attention in the entire television industry that the emergence and rapid development of outdoor reality shows in China and the resulting socioeconomic and cultural phenomena. What impact does the popularity of outdoor reality show have on the tourism industry where the show was filmed? What are the influencing factors that have such a huge impact? How to plan the direction of development and change the marketing strategies of tourism destinations in the future?

### **3.2 Specific case study: take “Divas hit the road” as an example**

The period, from 2013 to 2019, was called the golden age for the development of reality shows. The popularity of several outdoor reality shows has sparked a tourist boom. The rapid development of regional tourism promoted by reality shows has become a phenomenon that cannot be ignored in the study of tourism economic development. In 2014, it was hailed as the beginning of the outdoor reality show, and many high-quality programs were born during this period. When it comes to the most socially influential outdoor reality show in recent years, there are several programs that lead the way in word of mouth and ratings, which not only promotes the development of tourism, but also has a huge social influence. In the analysis of the influence of the following outdoor reality show on tourist destinations, the main example is “Divas hit the road”.

“Divas hit the road” is a self-help travel reality show, launched by Hunan TV. Remove the star “aura”, starting a period of fifteen days from Italy to Spain not broker, no assistant, living expenses are limited every day. Complete a wonderful journey as foreign backpackers in European countries where language is unfamiliar or even impossible. In 2015, the second season of “Flowers and Teenagers” was aired, creating ratings and topical peaks. The third season will be broadcast in 2017. With the hit of “Where are we going, Dad”, the outdoor reality show has made up almost half of all variety show. Before “Divas hit the road”, outdoor reality shows were mostly shot in the domestic, and the “Divas hit the road” series boldly try and chose to take the international route. Not only that, the location of the shooting was only a factor of the program in the previous outdoor reality show, but in “Divas hit the road” is based on travel, so that the location of the program is the soul of the whole program. The poorly-running European team, composed of seven stars with different personalities, once evoked the audience’s expectations. The audience followed the pace of the seven stars to travel to Europe, starting from the ancient Roman city, spanning the two major countries of Italy and Spain, and finally crossing the Mediterranean.

“Divas hit the road” invites seven idols from different age generations. The star effect covers all stages of the audience who has different educational levels and different social classes. As a typical star outdoor tourism program, the guests invited by the program group are some popular stars with topicality and online celebrity with a huge fan base. The program has unique advantage of high speed of communication and wide range of program audience through the halo effect of these stars. The most important concept and pursuit of Chinese TV media is that the program has both educational significance and entertainment relaxation effects. Inviting a star to a reality show will enhance the entertainment of the show. The reality show makes the stars become ordinary tourists who are in various tourist attractions and need to eat, drink and play. In the process, the stars do not have the help of assistants and special preferential treatments. They also need to experience language barriers and need to book hotels by themselves, planning expenses, making travel tips, and more.

The director of “Divas hit the road” said: “This program is a unique outdoor real-life experience. Therefore, I hope that most TV viewers can follow the steps of the seven stars to feel and understand the customs and culture of different countries through their unique perspectives. “Divas hit the road” let the audience in front of the TV understand the cultural essence of Italy and Spain. The program group said that seven stars will go deep into the local experience of folk customs, and hope that viewers who watch the show can follow the star to feel and indulge in the slow-paced life culture in Tuscany and Barcelona, and the pilgrimage culture in European. During the journey of “Divas hit the road”, the guests went deep into the local area, lived in harmony with the local residents, participated in local cultural activities, and deeply felt the local folk customs.

As a star outdoor reality show with tourism as its core content, its outstanding features, distinctive theme and unique cultural features have become the highlights of the show. This method of highlighting cultural expression in program editing promotes the spread of culture while improving the entertainment effect. In the process of watching the program, the audience can enjoy the entertainment and can feel the strong humanistic feelings. After watching the program, they unconsciously sublimate their own hearts, enhance the cultural taste, and generate the motivation for traveling abroad and promote the tourism. The development of the industry.

The popularity of a reality show, Divas hit the road, has sparked a wave of Chinese travel to Europe in 2015, especially in the UK, Italy and Spain. The program is positioned to select “humanities”, focusing on the purpose of travel, and working hard on regional customs. Through the lens to show the communication and interaction between different character guests, the humanities style will be enlarged, and the regional culture will be promoted as one of the key points. Through a meticulous and practical travel guide, you can feel the essence of travel and the unique charm of a reality show, and start a crazy trip that says you can go. According to the arrangement of the program group, “Divas hit the road” took the “old and young match” to travel the exotic

routes, and many European countries became the filming place of the program group.

## 4 The factors that generate travel motivation

Yan Zhou, a professor and media director of the Communication University of China, said: "The reality show's program form can better restore the reality scene and be closer to real life. The content of the program involves people's clothing, food, shelter, and other aspects. It is the most suitable type of variety show for tourism advertising."<sup>[3]</sup> The influencing factors that prompted viewers to generate travel motivation shifted from film travel and TV drama travel to outdoor reality shows. Some of the unpopular tourist destinations gained fame and fortune after the program was broadcast, which not only has a national popularity, but also a large number of tourists have increased their local tourism revenues, which has enabled the tertiary industry to continue to grow.

### 4.1 Higher media exposure

With the advent of the "Internet +" era, the exposure after a program is broadcast is not only in traditional TV, newspapers and other traditional media. The popularity and topical volume caused by the popularity of the reality show has led to a higher media exposure for travel destinations, which has rapidly broadened the scope of information dissemination. Nowadays, the Stars reality show program attaches great importance to the promotion and marketing of the program. It is useful and sensible that Utilizing the network popularity and platform influence of major video websites to promote the spread of the program itself and expand the influence through cooperation with major video sites. The scope and audience size of new media is unmatched by many traditional communication platforms. "Where Are We Going, Dad?", "Divas hit the road", "The Chinese Restaurant", and other programs quickly sparked related topics after the broadcast. The performance, and behavior of the stars have become a verbal life on the lips of the living. The content-supported celebrity reality show has a fast communication speed and great influence through the multi-platform ecosystem, strong user relationships and multi-terminal interaction, while other propaganda methods do not. <sup>[4]</sup>The relevant tourist information is well known by the audience through the high-frequency exposure. The popularity is greatly improved in a short period of time, causing the curiosity of the audience and becoming a potential tourist destination option in the future.

### 4.2 The star effect

Most variety shows will invite popular stars who have a high reputation and a strong fan base as permanent guests in China. Nowadays, with the popularity of the Internet, the popularity of social platforms such as Weibo and Facebook, the relationship between the media and the audience has shifted. It is no longer the media-led and the audience gradually has the right to speak to express their own opinions. It means that the audience participation has become an important factor. In addition to seeing their favorite idols in TV series or movies, they will spend time collecting more background information about idols, understanding their life trivia by finding other ways, and even buying the star's peripheral products because the audience are having a strong curiosity about their favorite

stars. The reality show makes these unreachable stars not far away, and it becomes more grounded and more realistic after removing the star halo. The audience wants to visit the location of the reality show, which is a follow-up to the idol's footsteps after watching the show. They want to feel the experience of the star's experience and generate travel motivation to the destination.

### **4.3 Unique shooting location**

Unlike the reality show taken in the studio, the location of the outdoor reality show is an important factor in the composition of the show. The choice of location is generally considered by the program sets as this sector will greatly affect the final presentation of the program. The shooting locations are mostly scenic areas because visual impact increases the appeal of the show to the audience. For example, the program group "Where Are We Going, Dad?" has chosen the location of the show in an area that has not been over-exploited. This kind of design, the area with simple folk customs, is more attractive to people's attention in this period of over-commercialization of the scenic spot.

### **4.4 The influence of profound cultural connotation**

Several outdoor reality shows that have been popular since 2013 have all added cultural elements to the show. The program set have consciously selected some places with strong cultural atmosphere. The audience can feel relaxed and enjoy the interesting cultural popularity knowledge while watching the show. The program give the story of the tourist destination, allowing the audience to have a new recognition in the subtle. The audience can enjoy the interesting cultural popularity knowledge while relaxing while watching the show. Reality shows can give stories to destinations and allow the audience to have a new perception about the cultural connotations of tourist destinations in a subtle way, which through combining the local customs, spiritual culture and historical charming of the destination, together with the game and storyline displayed in the program.

## **5 The impact of reality shows on the location**

According to the data survey report, the main groups in the future tourism market are mostly young people such as 85s and 90s. The power of new media in the selection factors affecting young people's tourist destinations cannot be ignored. Nowadays, most young people choose to watch entertainment programs to relax after work, and it is more and more common to choose to watch reality TV shows. In recent years, survey data shows that the types of programs that people choose to relax have gradually shifted from movies and TV shows to reality shows, and watching reality shows has become a popular choice for the general public. The following will examine the impact of outdoor reality shows on travel destinations through both positive and negative impacts.

### **5.1 The positive impact of the reality show on the location**

#### **5.1.1 Increase the visibility**

The popularity of the reality show made the location of the show quickly known to the national audience. Due to the unique characteristics of the reality show, the audience can see more than just the static beauty of a place. What they feel is no longer a simple viewing. Instead, they follow the stars to experience and understand the local customs. There was a strong interest in the shooting. The different content design of the reality show shows the audience the charm of the cultural connotation of local customs that is not familiar to the public in the past. There is also a new way of travel: experiential travel. The shooting location is presented as a program factor. The beautiful scenery, unique experience and star effect quickly make the shooting place the best choice for the audience to travel, relax and experience life. In 2015, the search volume of travel destinations published by Ctrip Travel Network shows that among the destinations with the highest growth rate that are brought live by the reality show and become the dark horses of the year. Not only that, the popular tourist destinations in these years were the shooting locations involved in the reality show, surpassing other classic tourist attractions in China according to the information published by some famous tourist portals such as Tuniu and Qunar, which are like Airbnb, Priceline, and Expedia in Europa.

#### **5.1.2 Promote the spread of regional culture**

The reality show shows an experience interaction that is presented through a situational setup when the stars are at the shooting location. This kind of interaction includes the promotion of the regional culture of the shooting area, which showing the cultural connotation of the shooting location to the audience through the reality show. Each edition of a reality show will be in a different and representative city. During the filming process, some local cultures, history and customs will be tapped and presented to the audience in different ways. The

viewer receives the regional cultural information of the shooting location unconsciously during the viewing, and produces a unique visual memory for the shooting location. Through the reality show, the regional cultural value of some places was spread and understood by more people.

“Running man” is a reality show with a core of game competition. The content of each episode will select the shooting location with distinctive culture in order to spread the cultural elements to the people in a fun and relaxing way. For example, one of the programs was selected in Dunhuang, a northwestern city with a profound historical and cultural heritage. In this episode, there are famous tourist attractions such as singing sands mountain and Crescent Lake introduced and displayed, which evokes our memories of Dunhuang, not just the Mogao Grottoes. The plot design of the show begins with the story of the Silk Road and incorporates the regional cultural backgrounds associated with the Hexi Corridor and flying apsaras. In addition, this episode was filmed in the desert, a kind of unique geographical environment, instantly brought the audience into the context of the Silk Road. The cultural elements of Dunhuang are arranged ingeniously in combination with the program game, which run through the whole program. For example, if you are looking for clues, you need to use the secret code, which is the classic Dunhuang representative character of Dunhuang. In the whole program, the stars group displayed the historical and natural landscapes of Dunhuang in an interactive game. This design makes it easy for audience to receive the historical and cultural knowledge while they are entertaining and relaxing.

Not only in Dunhuang, but also each show of “Running man” shows different characteristics of different shooting locations, which enhances the audience's cultural cognition of tourist destinations. The “Running man” program has a large number of audience and has a wide range of influences because it has entertainment and education functions at the same time. The audience can resonate after watching the program, and even generate travel motivation.<sup>[5]</sup>

### **5.1.3 Promote economic development**

Tourism is an industry with potential development in the future. Each region hopes to increase economic income through the development of tourism. The popularity of the reality show has increased the popularity of the destination, so that the local tourism industry has developed significantly like driving the growth of accommodation, catering which are in the field of tourism industries. The popularity of the reality show provides a new opportunity to expand the market for the shooting location. The surge in the number of tourists promoted the improvement of local infrastructure and promoted the development of transportation, entertainment facilities, accommodation and other supporting facilities.

The reality show program promoted the development of the tourism industry in the filming area. Some of the filming opportunities seized the opportunity to publicize and package the local tourism industry, and some even established a brand image. It is positive that the cultural propaganda of the scenic spot and the various improvements that will be made in the scenic spot will attract more tourists after the reality show program was broadcast. The most direct beneficiary is the scenic spot itself because the income growth of the scenic spot. Another phenomenon is driving the development of surrounding industries such as Farmhouse Enjoyment, car rental and so on, which means solving the employment problems of local residents to a certain extent.<sup>[6]</sup> That is to say, from the scenic area itself to the surrounding industries to the local residents, the economy at every level has been pulled.

#### **5.1.4 Promote the development of experiential tourism**

Due to the national character formed by China's geographical environment and the long-term behaviors of living habits, the Chinese have reflected a kind of oriental-style "sightseeing tour" in the international past few decades. Most people choose travel agency packaged tours in order to avoid accidents. Take a few hours in the famous tourist attraction area to take photos and listen to the tour guide to quickly leave and rush to the next destination. It has become the label of Chinese travel behavior which is the visitors were swept past various tourist attractions have traveled thus far. With the popularity of outdoor reality shows, a new type of travel – experiential travel has emerged. "Where Are We Going, Dad?" has been broadcast five seasons since 2013. Each seasonal episode, the program setting group has selected some simple villages and low-commercial places to shoot. These places avoid the hustle and bustle of tourist attractions and various commercial services. It shows the way to experience the local customs and culture in the life and work of local residents.

## **5.2 The negative impact of the reality show on the location**

### **5.2.1 Exceeding the bearing capacity of the scenic spot**

The commercialization of many tourist destinations has been slow to develop before the broadcast of the show. The local transportation, accommodation, environment and other basic conditions can not carry the arrival of large-scale tourists, and the influx of a large number of tourists has caused great pressure on it, which will inevitably cause some negative effects. The backwardness of infrastructure and the lack of corresponding staff have caused the bearing capacity of the scenic spot to be excessive, the decline in service quality, the excessive use of service facilities, and the destruction of the environment, especially in the remote mountainous areas. Local residents also need some time to adapt to the sudden arrival of large-scale flow of tourists. It is inevitable

to cause contradictions when large numbers of tourists affect the local life rhythm and residents or cause cultural shock on the local.<sup>[7]</sup>

### **5.2.2 The price level is rising rapidly**

Many tourist destinations have experienced a rapid rise in prices during the development process. Some apartment accommodation prices are divided into "ordinary rooms" and "star rooms", and tourists are being slaughtered. Some areas with primitive folk customs rely on the the reality show appearance rapid development and over-commercialization, losing the core of the original cultural connotation.

### **5.2.3 Over-reliance on program popularity**

Tourist destinations rely on reality show programs to become popular almost overnight, and many tourists come here to increase their travel income in the short term. However, more and more scenic spots have seen the potential for cooperation with reality TV shows. With the emergence of endless reality TV shows on the screen, competition between scenic spots has increased, and the topicality brought by previous programs has gradually subsided.

The core tourism products of the scenic area have few varieties and lack of innovation, and gradually lose their appeal to tourists. Some relatively closed small village economies have not been substantially improved, but the temporary tourism boom has had an impact on the local culture. Tourism destinations do not have sustainable development in long-term because of over-reliance on stars reality shows to promote tourism development.

## **6 Suggestions on the development of tourism destinations in the 5G era**

The "5G era" is the most popular word in 2019. The impact of the Internet era on traditional industries has been reflected in the tourism industry and the media industry. The continuous development of new media reflects "disintermediation" and "decentralization" in the tourism industry, and the traditional operation mode of tourism relies on the monopoly resource advantage possessed by the intermediary platform. <sup>[8]</sup>Tourism destinations must adapt to the general trend of media integration in the new era, change the traditional cooperation way with media, which is focusing on tourism advertising. The future development of tourism requires innovative marketing communication methods to capture the trend of new media development such as reality show programs and Weibo topics. Other than this, it is essential to form a new upgrade system for tourism destinations which there are two tasks we have to keep working at: one-handed ability and one-handed mode".

## 6.1 “One-handed ability”: improving their competitiveness

### 6.1.1 Strengthening infrastructure construction

The live show show has caused many unpopular tourist destinations to go rival overnight, and the number of tourists has soared. At the same time, due to the geographical location and the slow development rate before, it is unable to cope with the surge in the number of tourists, and lack of corresponding reception capacity and supporting infrastructure. Nowadays, the information industry is developing so fast that change from “unpopular” into “dark horse” almost overnight. Therefore, the destination should first strengthen its supporting infrastructure and reception capacity before preparing for new cooperation with the reality show or other corresponding platforms and increasing marketing efforts. Destinations can seek financial support from local governments to build infrastructure such as transportation, accommodation and improve local reception capacity and levels through developing six elements of travel: eating, traveling, living, traveling, purchasing, and entertainment. Only when the conditions are excellent can we face the various influences brought by a large number of tourists, which is conducive to the long-term development of the local tourism.

### 6.1.2 Innovation tourism product development

The celebrity reality show has increased the popularity of the program's shooting location, opened up the tourism market and provided opportunities for development, but many tourist destinations rely too much on the popularity of the program, lack of tourism product innovation, and refer to the program operation process, which can only attract tourists' momentary interest. Once the popularity of the program disappears, the destination will also lose development opportunities. Travel destinations should use the enthusiasm of reality show programs, combined with local cultural characteristics and regional style to develop and design new experience projects, rather than just copying the experience projects already displayed in the program. For example, one of the shooting sites of the reality show “Where Are We Going, Dad?”, provides a micro-video service for tourists, recording the parent-child interaction moments for visitors, in addition to the parent-child experience project in the program. These derived experience products can bring different feelings to visitors, not only fulfilling the satisfaction of visitors to imitate the star experience, but also making the travel more meaningful.

### 6.1.3 Extending the tourism industry chain

The star reality show program should actively use the brand effect and tourist popularity brought by the program<sup>[9]</sup>: make full use of the brand effect in tourism products, tourist souvenirs and try to extend the industrial chain. Nowadays, with the new development trend, the cooperation between cultural information media and tourism will continue to deepen. The government should encourage and promote the integration and development of local tourism resources and information media.

## **6.2 “one-handed mode”: innovative marketing methods**

Tourism marketing based on the integration of film industry and tourism destination is a revolution in marketing strategy in the new media era. It is an innovation of value chain cross-industry extension and integration, and has important value for brand promotion of tourism destinations.<sup>[10]</sup> However, some tourist attractions rely too much on the popularity of reality TV shows to achieve long-term economic benefits, and there is a short-lived situation because of lack of in-depth marketing and innovation. It is essential to understand that individualization of tourism development implies creating the theme image with regional characteristics, designing attractive tourist products, rational tourist attribution in these areas and creating favorable tourist atmosphere to present the individual characteristics of tourism in local areas, and stress the regional features.<sup>[11]</sup>

### **6.2.1 Actively seek cooperation with new media**

Television and the Internet are powerful media platforms for disseminating information. Tourism destination should give full play to seek cooperation with the TV media and actively plan to design a program which able to be suitable for the scenic spot.

Tourism destinations should actively connect to the media platform, use the reality show program to promote regional culture and characteristics, connect the major scenic spots to create relevant tourism projects, and strengthen marketing interaction with major online media.

It is indicated that many tourism destinations which plant ads or information about tourism in reality shows have achieved great success by analyzing the related data of Chinese tourist attractions in recent years. Therefore, the tourism industry has taken the initiative to connect to the media platform and use the reality show to promote regional culture and characteristics. It is an awareness of strengthening marketing interaction with major online media and platforms to jointly create a series of tourism products with related interactive experience online and offline and taking advantage of the network platform's tourism channels.<sup>[12]</sup>

### **6.2.2 Multiple forms of cross-integration marketing**

Social media represented by WeChat, Weibo and Facebook means new ways of information dissemination and interaction. In china, a new social media platform is emerging and will form an important economic formation in the media industry with advent of the 5G era. The rapid development of the media economy represented by Sina Weibo implies new development opportunities. The interaction and communication with consumers should become the focus of the tourism planning under the guidance of tourism image. Following the program-driven tourism boom, the shooting sites needs to establish its own new media platforms such as Weibo, WeChat, and portal websites in a timely manner. In addition, taking advantage of online platform for tourism experience

marketing, in-depth marketing, and cross-integration of various marketing methods to jointly promote the development of tourism destinations. It is a two-way flow and spread of information that tourist attractions can update promotional advertising and publish information related to the program through their own media platform. This kind of marketing method, utilizing the popularity of the reality show program, can make the best effect of the promotion of tourism destination.<sup>[13]</sup> Deepening the communication between tourism and media is a typical way of mutual cooperation. It is impossible for the media industry and the tourism industry to develop alone because of their characteristics in the context of the "Internet" era. At the same time, it is an inevitable trend that utilizing social media channels to establish the brand effect of tourism destinations and improve the reputation of tourism destinations. In addition, an awareness of top-grade brand should be intensified in the development of domestic tourism.

## 7 Conclusion

### 7.1 Research conclusions

The development of reality show has gone through a process from introduction to imitation to innovation in China. Nowadays, the production of reality show has entered a mature development period that and the number of high-quality and well-made reality shows is constantly rising. Although the concept of film and television tourism has been proposed for a long time, the influence of the reality show on tourism destinations in the field of film and television tourism is constantly expanding, and it has gradually surpassed the influence of traditional TV dramas and movies on tourism. The “The Report of 2018 Tourism Consumption New Trend in china” pointed out that the people who born in the 80s and 90s will be the main consumer group in the future tourism market. These new generations of younger groups are more susceptible to social media and prefer to choose some attractions and places that are less popular to travel .

Under the background of the trend of media convergence and the transformation of the film and television industry, outdoor star reality shows such as “Where Are We Going, Dad?”, “Running Man”, “Divas hit the road” , “The Chinese Restaurant”, “The Inn” and so on, have entered the visions of the people. After the show aired, the same type of tourism products quickly became popular, which means that the influence of reality TV shows on tourism development is constantly expanding, and the cultural connotation of the filming location is also a factor that attracts young people.

However, while the shooting sites has increased their local tourism revenues through rapidly increasing the visibility by reality show, there are some negative effects existing. For example, in the face of the surge in the number of tourists, some previously unknown tourist attractions do not have the corresponding infrastructure carrying capacity and tourist reception power, as well as some tourist attractions rely too much on the popularity of reality TV shows to get the long-term sustainable development and achieve long-term economic benefits.

With the swift development of network information, the need for travel information grows day by day; therefore tourism destinations need to seize the opportunities of the 5G era to satisfy the demands of young people for tourism through focusing on upgrading their own strengths, seeking cooperation with the cultural media industry and innovating marketing channels. It is important that drawing on the development experience of the previous period to avoid the excessive development that is not in line with its own situation and the popularity of destination appeared briefly due to the hype. Other than this, “one-handed ability” and “one-handed mode” as an important upgrade system is proposed for tourism destinations, which are two tasks we have to keep working at in recent years.

### 7.2 Insufficient and prospect

Due to the author's own scholastic ability, insufficient research ability, limited research time and other factors, there are many shortcomings in the research

process, which makes the research not deep enough, and some problems with cultural connotation of reality show programs and how to better promote the development of tourism destinations cannot be carried out more.

In addition, the data analysis is not enough in the research and lacking specific implementation plans. When analyzing the current development problems of tourism destinations. Most of the relevant content is compiled from existing literature and network materials, and may not be convincing in some aspects.

The impact of reality show on tourism destination is a new topic. How to make better use of the reality show to promote the tourism destination and shaping the image of the brand is still worthy of further research.

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