

# Study on the Impact of Online Self-Media on the Development of Yibin's Tourism Industry

Yufeng Zhong, Diandian Li

School of Economics and Business Administration, Yibin University, Yibin644000, China

## Abstract

With the rapid development of Internet technology, online self-media has become an important force driving the transformation of the tourism industry. Taking Yibin's tourism industry as the research object, this study explores the impact of online self-media on its development and the corresponding optimization paths. The research finds that online self-media has significantly enhanced the visibility of Yibin's cultural and tourism brands through comprehensive publicity and traffic attraction, innovative marketing models, and shaping the city's image. However, it also poses problems such as the spread of false information, disruption of tourism market order, and information overload. Based on these findings, this study proposes countermeasures to promote the in-depth integration of Yibin's tourism industry and online self-media from five dimensions: strengthening self-media promotion, creating high-quality content, innovating interactive marketing, cultivating professional talents, and improving policy support. This research provides a reference for the high-quality development of local cultural and tourism industries.

## Keywords

Online Self-Media, Yibin City, Tourism Industry, Impact Analysis, Development Countermeasures.

## 1. Overview of Online Self-Media

### 1.1. Definition and Classification of Online Self-Media

#### 1.1.1. Definition

Online self-media (also known as "citizen media" or "personal media") was first proposed by American writer Dan Gillmor in 2002 when he defined the concept of "News Media 3.0". Its core lies in a new media form where the general public connects to the global knowledge system through digital technology and independently disseminates facts and opinions via electronic means. In the current Internet ecosystem, its connotation has been further expanded, emphasizing the communication attributes of privateness, civilianization, and autonomy. It integrates the dual functions of information production and sharing, and has become an important information dissemination carrier that surpasses traditional media.

#### 1.1.2. Classification

Online self-media can be categorized in multiple ways based on content forms and operation models:

Classification by content form: including text-based (WeChat Official Accounts, Zhihu columns, Baidu Tieba, etc., focusing on in-depth articles or lifestyle sharing), image-based (Weibo, Instagram, Pinterest, etc., attracting users through visual materials), video-based (short video platforms like TikTok and Kuaishou, mid-to-long video platforms like Bilibili and Watermelon Video, presenting content through dynamic visuals), audio-based (Ximalaya, Litchi FM, etc., delivering knowledge or stories through sound), and live streaming-based (Douyu, Huya, etc., conducting real-time interactive games, talent shows, or cultural tourism livestreams).

Classification by operation model: covering graphic and text self-media (focusing on serialized articles, in-depth reports, etc.), video self-media (covering diverse content such as funny, food, travel, etc.), knowledge-paid self-media (with paid courses and expert lectures as the core), and long video self-media (focusing on film and television content, such as Haokan Video, Xigua Video, Bilibili, etc.).

## **1.2. Core Characteristics of Online Self-Media**

### **1.2.1. Diversity and Personalization**

Online self-media features high diversity in both content forms and creators. Creators can choose expression forms such as text or video based on their interests (e.g., cultural tourism exploration, intangible cultural heritage inheritance) and meet the needs of different audiences through personalized styles (e.g., demonstrations of the knife skills for Lizhuang Sliced Pork). Taking Yibin as an example, self-media accounts include both the official "Yibin Cultural Tourism" account for government publicity and folk bloggers like "Li Chehuo" who share daily life in the city, forming a differentiated content matrix.

### **1.2.2. Strong Interactivity**

Through functions such as "liking, commenting, and sharing", online self-media enables real-time interaction between creators and users. For instance, under the Douyin topic "Dou You Yibin (Tour Yibin, a thematic campaign on Douyin)", users can recommend niche scenic spots via comments, and creators adjust their content direction based on feedback. During live broadcasts of the Shunan Bamboo Sea Scenic Area, tourists can inquire about ticket reservations in real time, significantly enhancing users' sense of participation and belonging.

### **1.2.3. Instantaneity**

Compared with the review process of traditional media, online self-media releases information more quickly, and the information it disseminates is more accessible to the general public. This advantage is particularly prominent in emergency incidents: before authorities can release information about an incident, parties involved or bystanders may have already published their views and relevant analyses.

### **1.2.4. Low Threshold**

Compared with traditional media, self-media has a relatively low creation threshold. Regardless of their background, individuals can engage in creative activities using simple tools and corresponding platforms as long as they have a mobile phone, without the need for professional training or high costs. This low threshold has encouraged more people to participate in self-media creation.

## **1.3. Compatibility between Online Self-Media and Tourism Industry**

The tourism industry, characterized by strongly experiential and visual attributes, is highly compatible with the communication features of online self-media. On one hand, self-media forms such as videos and images can intuitively present scenic landscapes (e.g., the "Emerald Corridor" in Shunan Bamboo Sea) and folk culture (e.g., the "Anti-Japanese War Culture" in Lizhuang Ancient Town), helping tourists perceive tourism value in advance. On the other hand, the interactivity of self-media can stimulate users' desire to share: tourists publish short videos of "checking in at Yibin Spicy Noodles", forming a communication chain of "user-platform-potential tourists" and bringing low-cost traffic attraction to the tourism industry. In addition, the precision push function of self-media (e.g., pushing content about "Exploring Sichuan Southern Cuisine" to users in the Chengdu-Chongqing region) helps tourism marketing reach target audiences accurately and improve promotion efficiency.

## 2. Analysis of the Impact of Online Self-Media on Yibin's Tourism Industry

### 2.1. Positive Impacts

#### 2.1.1. Comprehensive Publicity and Traffic Attraction, Enhancing the Visibility of the City's Cultural and Tourism Brands

Online self-media and mainstream media have formed a collaborative publicity system, significantly expanding the influence of Yibin's cultural and tourism sector. During the 2025 Spring Festival, the view count of the Douyin topic "Dou You Yibin (Tour Yibin, a thematic campaign on Douyin)" reached nearly 10 million, reaching young audiences through activities such as "cultural tourism lucky bag draws" and "influencer check-in live broadcasts". During the 2024 May Day Holiday, Yibin invited more than 60 influencers to launch the thematic promotion "Yijian Qingxin, Dangran Yibin" (Falling in Love with Yibin, Surely Yibin); the related topic made it to the national hot search list, helping Yibin be rated as the "Most Popular 'Niche' City during the 2024 May Day Holiday". Meanwhile, central media outlets such as People's Daily and Xinhua News Agency reposted Yibin's cultural and tourism content through images and short videos, and topics related to "Yibin Cultural Tourism" remained popular on platforms like Weibo and Xiaohongshu. These efforts have made scenic spots such as Lizhuang Ancient Town and Shunan Bamboo Sea national internet-famous attractions, significantly improving the recognition of Yibin's tourism brand.

#### 2.1.2. Innovating Marketing Models, Stimulating the Vitality of Cultural and Tourism Consumption

The in-depth integration of self-media and cultural tourism activities has built a closed loop of "online traffic attraction + offline consumption". During the 2025 Spring Festival, Yibin launched activities such as "free spicy noodles, free charging services, and distribution of cultural and tourism consumption vouchers" through self-media platforms. A total of 100,000 spicy noodle coupons, 15,000 charging vouchers, and 3 million RMB in consumption vouchers were distributed, directly driving cultural and tourism consumption of 7.53957 million RMB. Activities such as the "Yibin TAXI Animation Culture Festival" and "Yangtze River Light Show" were promoted through live broadcasts and short videos, attracting a large number of tourists and playing a key role in promoting the development of new business formats such as "animation + cultural tourism" and "night tour + consumption". In addition, the "I am Yibin Tourism Master" Douyin video creation contest, hosted by the Yibin Municipal Bureau of Culture, Radio, Television and Tourism in 2020, collected more than 200 works with a total view count exceeding 6.263 million. This contest not only mobilized citizens' enthusiasm for creation but also injected vitality into the cultural and tourism market.

#### 2.1.3. Shaping a Distinctive City Image, Promoting the Upgrading of Cultural and Tourism Industry

Through content innovation, self-media has helped Yibin shape a city image of "cutting-edge, vibrant, and rich in cultural heritage". In 2023, the CCTV Mid-Autumn Festival Gala featured Yibin's intangible cultural heritage techniques such as Cuiping Dough Sculpture and Jiang'an Bamboo Carving. The secondary dissemination of these techniques through self-media platforms enhanced the visibility of Yibin's cultural and tourism sector, and attractions like "Lizhuang Rowing Boats" and "Xingwen Stone Sea Bo People's Blessing" became internet-famous IPs. During the 11th China Online Audio-Visual Conference in 2024, platforms such as iQiyi and Douyin planned to present the green landscape of Shunan Bamboo Sea and Wuliangye wine culture using audio-visual technologies like VR after on-site inspections, promoting the transformation of Yibin's tourism industry from "traditional sightseeing" to "cultural experience". In addition, Yibin's original IPs such as "Xiong Nezha" and "Zhu Xiaoxia (Bamboo Hero)" were promoted through self-media, and a series of cultural and creative peripheral

products were developed, significantly increasing the added value of the cultural and tourism industry.

#### **2.1.4. Strengthening Interactive Experience, Promoting Public Participation in Cultural and Tourism Construction**

The strong interactivity of self-media has activated public participation in Yibin's cultural and tourism development. During the 2024 May Day Holiday, Yibin launched "topic check-in" activities through self-media, guiding tourists to actively share their travel experiences and enhancing their sense of participation and belonging. Local netizens interacted with tourists on social platforms, recommending various foods and characteristic scenic spots, demonstrating the hospitality of Yibin people, and creating an atmosphere of "all people participate, all areas are tourist-friendly". In January 2024, Gaoxian County invited influencers to check in at local attractions such as "Gaoxian Earthen Hot Pot" and "Southern Sichuan Spring Wine Invitation". Through the "cloud camera lens" of self-media, audiences could "taste" local delicacies, driving a boom in local tourism consumption, enhancing tourists' travel experience, and promoting the convenience of tourism services.

#### **2.1.5. Breaking Geographical Limitations, Enhancing Regional Cultural and Tourism Influence**

Self-media has broken geographical boundaries, promoting Yibin's cultural and tourism resources to the whole country and even the world. During the 2023 Mid-Autumn Festival and National Day holiday, provincial and central media outlets such as People's Daily, Xinhua News Agency, and Sichuan Daily focused on Yibin's cultural and tourism sector, and related topics remained highly popular on social media platforms like Weibo and Douyin. In 2024, Gaoxian County's "Media Open Day" activity invited mainstream provincial and municipal media outlets and Douyin influencers with millions of followers to visit Qingling Town. Through short videos, the activity showcased rural scenery and local delicacies; local influencers such as "Li Chehuo" also invited netizens to visit Yibin in their videos, which improved Gaoxian County's visibility to a certain extent. These communication cases indicate that self-media has become a key bridge for Yibin's cultural and tourism sector to reach the whole country, gradually enhancing the influence of regional cultural and tourism development.

## **2.2. Negative Impacts**

### **2.2.1. Spread of False Information Damaging the City's Tourism Image**

The low threshold of self-media has led to the proliferation of false and exaggerated information. To attract traffic, some bloggers publish inaccurate content such as "'sea scenery' at a Yibin scenic spot" (which is actually a riverbank tidal flat) and "'millennium-old street' in Lizhuang Ancient Town" (some of which are newly built antique-style buildings). This has resulted in a huge gap between tourists' actual experience and expectations. In 2023, the Cyberspace Administration of the CPC Yibin Municipal Committee launched the "Self-Media Chaos Governance" special campaign, targeting 9 types of chaotic issues in 3 major areas (e.g., spreading rumors, counterfeiting, illegal profit-making) and strictly investigating a number of cultural and tourism accounts engaged in false promotion. Such information not only reduces tourists' trust but also causes long-term damage to the city's cultural and tourism image.

### **2.2.2. Illegal Operations Disrupting Tourism Market Order**

Some self-media platforms engage in unqualified tourism operations through online platforms: they attract customers with false promotions and "unreasonably low-priced tours" (e.g., "198 RMB 2-day tour to Shunan Bamboo Sea + Xingwen Stone Sea") and then make profits through inducing or forcing consumption. Yibin has investigated cases such as travel agencies failing to sign contracts and self-media inducing the elderly to consume. For example, a travel agency was punished for "unreasonably low-priced tours" in 2024 (Document No.: Yi Wen Zong Fa Zi [Yibin

Cultural and Tourism Comprehensive Administrative Punishment Document] [2024] No. 24-1). Such behaviors undermine market fairness, trigger complaints, and seriously damage Yibin's tourism reputation.

### **2.2.3. Self-Media Chaos Undermining the Online Ecosystem and Cultural Image**

Vulgar content and vicious competition have impacted Yibin's cultural and tourism ecosystem. To attract attention, some self-media accounts publish content such as "vulgar reviews of Yibin's food" and "highlighting potential safety hazards in scenic spots for attention". Individual accounts also misappropriate scenic spot images and videos without permission, infringing on intellectual property rights. In addition, the phenomenon of "malicious negative reviews" among self-media accounts is frequent (e.g., a blogger maliciously discredited the hygienic conditions of Yibin Spicy Noodles), leading tourists to question cultural and tourism information and weakening the city's cultural appeal.

### **2.2.4. Information Overload Reducing Communication Effectiveness and Tourists' Decision-Making Efficiency**

A large amount of self-media content has led to the drowning of effective information. Homogeneous cultural and tourism guides on self-media (e.g., repeated recommendations of "must-visit check-in spots in Shunan Bamboo Sea") have put tourists in a dilemma of choice. Some low-quality content (e.g., blurry videos of scenic spot routes) has overshadowed Yibin's characteristic resources. As a result, some respondents stated that "although they were exposed to self-media information, they did not choose to travel to Yibin because of it", indicating that the communication conversion efficiency needs to be improved.

## **3. Countermeasures and Suggestions for Promoting Yibin's Tourism Industry Development Based on Online Self-Media**

### **3.1. Strengthen Online Self-Media Promotion and Build a Multi-Platform Communication Matrix**

#### **3.1.1. Establish Exclusive Cultural and Tourism Communication Channels**

Cooperate with leading platforms such as Douyin, Xiaohongshu, and Ctrip to set up "Yibin Cultural Tourism" exclusive channels, focusing on displaying core resources such as the ecological landscape of Shunan Bamboo Sea, the intangible cultural heritage and folk customs of Lizhuang Ancient Town, and Wuliangye wine culture. Regularly update short videos (e.g., time-lapse photography of "morning mist in the bamboo sea"), live broadcasts (e.g., "knife skill performance of Lizhuang Sliced Pork"), and graphic guides (e.g., "3-day travel route in Yibin"). Meanwhile, jointly launch thematic activities with platforms such as "Yibin Cultural Tourism Season" and "Yangtze River Source Exploration Tour", and set up traffic acquisition programs (e.g., providing recommendation slots for high-quality content) to attract creators to participate in promotion.

#### **3.1.2. Deepen Cross-Regional Self-Media Cooperation**

Relying on the Chengdu-Chongqing Twin-City Economic Circle, carry out "Chengdu-Chongqing-Yibin Cultural and Tourism Linkage" with self-media platforms in Chengdu and Chongqing: launch "Chengdu-Chongqing-Yibin Tourism Joint Cards" (including joint scenic spot tickets and transportation discounts) and realize resource mutual promotion through mainstream cultural and tourism self-media accounts in Chengdu and Chongqing; initiate the thematic communication topic of "Exploring Sichuan Southern Cuisine" and invite self-media bloggers from Chengdu and Chongqing to visit and experience Yibin's characteristic foods such as Yibin Spicy Noodles and Gaoxian Earthen Hot Pot, forming a closed loop of "cross-regional content communication + cross-regional consumption conversion". In addition, set up the "Stories of Yibin" column on platforms such as WeChat Official Accounts and Weibo, inviting cultural

scholars to explore and interpret local cultural connotations such as "Lizhuang Anti-Japanese War Culture" and "Bo People's History" to enhance the cultural depth and emotional appeal of the communication content.

### **3.2. Create High-Quality Content and Enhance the Attractiveness of Cultural and Tourism Communication**

#### **3.2.1. Explore Cultural IPs and Create Characteristic Content**

Focus on Yibin's core IPs such as wine culture, bamboo culture, and red culture, and design a series of high-quality content: shoot an intangible cultural heritage documentary on Wuliangye Brewing Technology (showing the whole process from starter-making to brewing) and short videos on "inheritance of bamboo weaving in Shunan Bamboo Sea" (recording the details of craftsmen from material selection to weaving); integrate the legend of the hanging coffins of the Bo People in Xingwen Stone Sea with short video storylines (e.g., the "Exploring Bo People's Ruins" series) to create cultural symbols with high recognition. In addition, launch the thematic content of "Yibin's Twelve Hours", presenting "the morning vitality of spicy noodle stalls" and "the night Yangtze River Light Show" through short videos to highlight the quality of urban life.

#### **3.2.2. Empower Content Innovation with Technology**

Develop "virtual tour of Yibin" products using VR and AR technologies: promote VR experience videos of the EDCC Art Cloud Digital Art Center Light and Shadow Exhibition and the immersive night tour project in Shunan Bamboo Sea on self-media platforms, allowing users to "experience Yibin's scenery without leaving home"; cooperate with content creators (known as "UP hosts" on Bilibili, a Chinese video platform) to produce "Yibin Cultural Tourism VR Diaries" to enhance the technological sense of the content. In addition, create the "Travel Yibin with Film and Television Works" theme by combining film and television IPs—for example, interpret the connection between *The Age of Awakening* (a Chinese TV drama) and Lizhuang, and recommend "film and television location check-in routes" to attract fan groups.

### **3.3. Innovate Interactive Marketing and Stimulate Users' Participation Enthusiasm**

#### **3.3.1. Launch Public Participation Marketing Activities**

The Yibin Municipal Bureau of Culture and Tourism can initiate the "Be the Spokesperson for Yibin Together" short video contest, setting up sub-topics such as "The Most Beautiful Yibin Moments" and "Yibin Food Recommendation Officer". Users who upload relevant content can participate in lucky draws, with prizes including scenic spot tickets, cultural and creative products, and cultural and tourism consumption vouchers. Conduct "VR Cloud Tour of Yibin" live broadcasts on Douyin and Kuaishou, inviting influencers to explain the highlights of scenic spots in real time and launch "exclusive discounts in the live broadcast room" (e.g., 20% discount on tickets, direct discounts on hotel packages) to realize real-time traffic conversion.

#### **3.3.2. Create Characteristic Internet-Famous Check-In Scenarios**

Plan "few but refined" internet-famous check-in spots in core scenic areas: set up a "Time Post Office" in Lizhuang Ancient Town (where tourists can send "tourism postcards to the future") and build a "Bamboo Shadow Corridor" in Shunan Bamboo Sea (using bamboo branches and light to form characteristic light and shadow effects). Provide Hanfu (traditional Chinese clothing) rental and travel photography services (e.g., the "Bamboo Sea Ancient Style Photography Package") nearby to encourage tourists to take photos and share. In addition, launch "Yibin Tourism Blind Boxes" (containing random scenic spot tickets and food coupons), and preview the contents of the blind boxes through self-media to stimulate users' participation and sharing desires.

### **3.4. Cultivate Professional Talents and Strengthen Self-Media Operation Capabilities**

#### **3.4.1. Build a Talent Training System**

Cooperate with universities such as Yibin University and Yibin Vocational and Technical College to launch "Cultural and Tourism Self-Media Operation Training Courses", covering content creation (short video script design, photography skills), live broadcast operation (host speech skills, fan interaction), and traffic acquisition (platform algorithm analysis, precise promotion), to cultivate professional self-media talents in the cultural and tourism field. Meanwhile, recruit outstanding cultural and tourism creators nationwide, establish the "Yibin Self-Media Creation Camp", and provide support in terms of venues (e.g., cultural and tourism creation bases) and resources (e.g., scenic spot shooting permissions) to attract talents to settle in Yibin.

#### **3.4.2. Support Local Self-Media Accounts**

Provide policy support for local accounts with more than 100,000 followers and high-quality content (e.g., "Yibin Foodie Team", "Li Chehuo"): offer priority in scenic spot cooperation (e.g., customized store exploration content) and opportunities for joint development of cultural and creative products (e.g., launching co-branded bamboo weaving products); guide enterprises such as Wuliangye Scenic Area and Shunan Bamboo Sea Tourism Company to build professional self-media teams, regularly release scenic spot updates and preferential activities, and improve the activity level of official accounts (e.g., updating 4-6 high-quality short videos monthly).

### **3.5. Improve Policy Support and Optimize the Self-Media Development Environment**

#### **3.5.1. Introduce Support and Incentive Policies**

Drawing on the practices of the Bureau of Commerce of Cuiping District, Yibin City, provide financial rewards for influential cultural and tourism self-media content with a single video view count exceeding 1 million (e.g., 5,000-10,000 RMB per video); offer tax reductions and venue subsidies for high-quality self-media projects (e.g., "Yibin Cultural Tourism VR Development"). Establish the "Yibin Cultural and Tourism Self-Media Innovation Fund", investing 5 million RMB annually to support creative short video and live broadcast projects and promote content innovation.

#### **3.5.2. Strengthen Content Supervision and Industry Guidance**

Establish a "cultural and tourism self-media content review system": form a review team jointly with cyberspace and cultural tourism departments to conduct random inspections on self-media content related to Yibin's cultural and tourism sector (focusing on investigating false promotions and vulgar content), and list non-compliant accounts in the "blacklist" (restricting their participation in cultural and tourism cooperation activities); hold regular "self-media creation seminars", inviting experts to interpret cultural and tourism communication trends (e.g., "innovation directions for short video content") and guide creators to focus on positive and high-quality content. Meanwhile, establish a "cultural and tourism public opinion monitoring mechanism" to track relevant public opinions on self-media platforms in real time, and respond to and handle negative information in a timely and appropriate manner to maintain the city's cultural and tourism image.

## **4. Conclusion**

This study conducts an analysis focusing on the interactive relationship between online self-media and Yibin's tourism industry, and its core findings hold practical reference significance for the development of local cultural and tourism industries. On one hand, through comprehensive publicity, innovative marketing, and image shaping, online self-media has

effectively amplified the communication reach of Yibin's cultural and tourism brands, activated the consumption potential of the tourism market, and promoted the transformation of the industry from "sightseeing-oriented" to "cultural experience-oriented". On the other hand, the industry also faces practical problems such as misleading decision-making caused by false promotion, market disruption due to disordered competition, and increased screening costs resulting from information overload. The five countermeasures proposed in this study—"strengthening publicity effectiveness, deepening high-quality content development, innovating interactive models, cultivating professional talents, and improving policy guarantees"—can specifically address the aforementioned pain points. They facilitate in-depth synergy between Yibin's tourism industry and online self-media, and provide implementable paths for the high-quality development of local cultural and tourism industries.

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