Research on the coordination between tourism economic development and environmental protection in "Internet celebrity city" -- Based on short video platform

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Abstract. As the network environment is increasingly optimized and mobile intelligent devices are widely promoted, short video, as a new way of social contact, has shown "blowout" development. A number of cities and scenic spots have also become popular on the Internet, attracting a large numbers of tourists. Taking Internet celebrity short video as the research object, this paper discusses the role of Internet celebrity short video on the tourism economic development of "Internet celebrity city", and analyzes the environmental problems existing in "Internet celebrity city". On this basis, the corresponding environmental protection strategies are put forward to provide reference for the "Internet celebrity" city how to maintain the coordinated development of tourism economy and environmental protection.

1. Introduction
The emergence and vigorous development of mobile Internet not only widen the channels of access to information and social interactions, but also deeply influences our daily life from psychological and cultural aspects. With the development of mobile Internet, people have become more and more accustomed to obtain information, get in touch with each other and meet the needs of entertainment and rest from mobile devices. According to the 44th Statistical Report on Internet Development in China, "By June 2019, the number of online video users in China has reached 759 million, an increase of 33.91 million over the end of 2018, accounting for 88.8 percent of the total number of Internet users. Among them, the number of short video users is 648 million, accounting for 75.8 percent of all Internet users."[1] With more and more netizens sharing their lives on short videos, short videos represented by Tik Tok have become the most popular way of social communication. [2]

Short videos are characterized by short and concise, fast propagation speed, low production threshold and strong social properties. [3] Therefore, while affecting people's media contact and social interaction, they also cause some changes in scenic spot tourism promotion and city image building. From YouTube to Tik Tok, short videos are developing into a travel marketing communication tool. [4] More and more users share their travel experiences through short videos, which spread through the Internet and bring new impetus to the image building of tourist attractions. In addition, local specialties, landmarks, customs and customs, etc. have also become the objects that short video users are happy to record and share. Originally positioned as a way to record life and expand social contacts, the short video has become a powerful weapon to stimulate the vitality of the city and reshape its image. Driving tourism through short video social platform has become a new way of tourism publicity. In recent years, cities...
have become "Internet celebrity cities" on short video social platform, which not only promotes the spread of city image, but also effectively drives local tourism and economic growth.

On the other hand, the development of short video tourism also brings hidden dangers to "Internet celebrity city". Driven by the blowout growth of tourists, "Internet celebrity city" is bound to adopt various commercial development models to maintain the carrying capacity and life of scenic spots in order to maximize profits. However, blindly expanding benefits and neglecting sustainable development of scenic spots will cause excessive commercialization and damage the original ecological balance of tourist destinations. Therefore, in the face of huge economic interests, the scenic spot should prudently deal with the crisis behind. To achieve long-term development, the "Internet celebrity city" needs to solve the scenic spot chaos, do a good job in environmental protection, and explore the road of sustainable development.

2. The tourism economy of Internet celebrity city
From 2017 to 2018, with the help of Tik Tok, short videos related to urban tourism, especially featured scenic spots, have a very high dissemination rate, thus driving the popularity of relevant cities. Xi’an and Chongqing, as the first batch of "web celebrity cities" of Tik Tok, have gained huge dissemination with their popular videos such as bowl smashing and light rail passing through buildings. To a certain extent, they have transformed the online popularity into offline tourism resources and formed effective support in promoting city image and stimulating city tourism, thus promoting the development of urban tourism economy. Subsequently, the short video platform has continuously strengthened cooperation with major scenic spots or cities to package and promote tourism resources, and launched themed video challenge activities in conjunction with scenic spots and cities to help build "Internet celebrity scenic spots" and "Internet celebrity city".

In April 2008, the Xi’an municipal government and the Tik Tok platform cooperated to formulate corresponding plans to vigorously promote and promote tourism resources and enhance the influence of Xi’an in the world. At the same time, Xi’an municipal party committee secretary Yongkang Wang visited the Tik Tok headquarters, and expressed his gratitude and appreciation for the platform, saying that it has brought a strong economic effect to the ancient cultural capital of Xi’an, expanding the charm of urban development and enhancing the vitality of the city's economy.[5] During the 2018 Spring Festival holiday, the number of tourists in Xi’an once reached 12.6949 million, an increase of 66.56 percent year-on-year. Tourism revenue reached 10.215 billion yuan, up 137.08% year-on-year. [6] In the same year, Xi’an received 10.1456 million tourists during the May Day holiday, up 69.05% year-on-year. The total tourism revenue reached 4.5 billion yuan, an increase of 139%, ranking third among the "Top ten Tourism destinations in China". [7] Around the Spring Festival in 2019, The number of tourists and the economy in Xi’an reached a new high. The number of tourists reached 16.523.9 million, up 30.16% year on year, 22.56 percentage points higher than that of the whole country. The tourism revenue reached 14.478 billion yuan, up 40.35% year on year. [8]

In addition, Internet celebrity attractions such as Chongqing’s "light rail tunnel" and "HongYa cave" drive the local tourism economy. According to tourism data released by Chongqing Tourism Development Commission, The city received 17.3575 million domestic and foreign tourists during the May Day holiday in 2019, with a total revenue of 11.248 billion yuan, up 21.6 percent and 30.5 percent year on year, respectively.[9] Among them, the HongYa cave tourist hotels "break through 140000 person-time, up 120% from a year earlier. [10] According to the Hornet’s Nest Tourism website’s "Trend Report on Popular Scenic spots in China during the May 1 holiday in 2019," Chongqing’s HongYa cave has successfully surpassed Beijing’s Imperial Palace to rank third, just behind Guangzhou’s Chimelong Wildlife World. Through a series of marketing strategies, the image of Chongqing as an "8D magic city" on the social platform has been deeply rooted in the hearts of netizens. The distinctive characteristic cuisine, scenic spots and culture also make countless people yearn for Chongqing and are willing to travel, study and settle in Chongqing.
3. The environmental problems of Internet celebrity cities

The short video has turned Chongqing, Xi'an and other cities into Internet celebrity cities, greatly increasing their popularity and attracting many tourists, which greatly promoted the prosperity of local tourism industry. However, the hidden environmental risks behind the huge economic benefits deserve more attention. Almost all Internet celebrity cities have the following environmental problems:

3.1. Visitors exceed the environmental capacity

Short videos not only bring economic benefits to tourism, but also bring more tourists, which brings about the problem of overcrowding. Many of the destinations on TikTok's tourist attractions list have become overnight hits, which has caused them to be crowded during the Qingming and May Day holidays. For example, scenic spots such as Chongqing Hongya Cave and Jiefangbei during the "May Day" holiday exercise scenic spot control and limit passenger flow. The entire street of Yongxing Fang in Xi'an is filled with long "queues" of tourists just for a bowl of wine. During the May Day holiday in 2019, a large number of tourists flocked to The Chaka Salt Lake Scenic Area. On May 1, the scenic area received more than 10,000 tourists per day, and on May 2, it received more than 20,000 tourists per day. The actual passenger flow far exceeds the environmental capacity of the scenic spot. On the one hand, the tourists are overcrowded, which leads to the problems of disorderly parking and traffic paralysis of motor vehicles around the scenic spot, and road traffic work is facing severe tests. On the other hand, the excessive activities of tourists have destroyed the original ecological environment of the scenic spot.

3.2. Garbage causes serious environmental pollution

The development of Internet celebrity cities tourism economy is often at the cost of environmental pollution. On the one hand, the number of tourists exceeds the environmental capacity of the city. In addition, tourists do not follow relevant regulations and throw rubbish at will, resulting in environmental pollution of scenic spots. On the other hand, web celebrity city's environmental pollution control facilities are not perfect and management system is unreasonable, leading to its increasingly serious environmental pollution problem, and then tourist satisfaction decline, scenic image is affected. In 2017, a video of the bowl smashing went viral on TikTok, attracting tourists who dropped 200,000 bowls. In 2018, more than half a million tourists visited Xi'an to drink the wine. But the act of throwing the bowl produces a lot of garbage, causing a waste of resources and environmental pollution. From the end of April to the end of July 2018, the Chaka Salt Lake Scenic Area received more than 1 million visitors within three months of its opening. [11] As the number of tourists increases, so does the amount of garbage. Many tourists throw away disposable shoe covers at will. At the peak, 12 tons of garbage can be removed in a day in the park. All of these have brought great pressure to the scenic spot environment, making the local fragile ecological environment overwhelmed. On the one hand, environmental pollution destroys the image of the scenic spot, reduces the quality of the scenic spot, and affects the tourists' sense of tourism experience; On the other hand, it is not conducive to the maintenance of the scenic spot.

3.3. Landscape destruction reduces the tourist experience

Most of the short videos displayed by users on social platforms of short videos have a certain degree of packaging and beautification, as well as a certain degree of artistic expression, so as to achieve better communication effect. However, in actual Internet celebrity cities or scenic spots, uncivilized tourism phenomenon often exists, resulting in the destruction of many tourist landscapes. When people come to a scenic spot and find that the real scenery is not as good as what they have seen on the short video platform, they will have a sense of gap, and the sense of travel experience and satisfaction will drop significantly, thus generating negative emotions. For example, the "Internet celebrity pink grass" in HangZhou was trampled and destroyed by people, and the "pink sea" landscape no longer existed. The white salt flowers of Chaka Salt Lake scenic area are destroyed by the mud on people's shoes, losing the original purity, and the "sky view" no longer exists. Danxia landform scenic area is frequently trampled
by tourists rock desertification is obvious. All these have caused serious landscape damage, which is not conducive to the sustainable development of the scenic area.

3.4. Lack of planning makes environmental protection difficult

Short videos have made some cities and scenic spots become popular overnight, attracting many tourists and prompting the "cultural tourism" clocking economy. However, the management ability and service level of many Internet celebrity cities cannot compete with their strong customer gathering ability under the help of we media marketing and communication. Most of them have some problems, such as imperfect supporting facilities, unreasonable product design, unscientific scenic spot development, insufficient tourism reception ability, unable to meet the basic tourism needs of tourists and so on. For example, there is only one railway line for tourists to take a tour in Chaka Salt Lake Scenic Area. Except for green railway, there is only salt carving for related projects in the park, and the design of experience projects in the scenic area is insufficient. The supporting facilities in HongYa cave are obviously overwhelmed by the huge flow of people. There is a long queue in front of the elevator, and the surrounding roads are crowded into pedestrian streets. As a result, the tourists' satisfaction in the experience of playing decreases greatly. Under the premise of not having a complete plan, not properly prepared and fully invested, the emergency measures for potential passenger flow in scenic spots are generally not in place. In the face of dense crowds and congested traffic, scenic spots are struggling to cope with the basic order of tourism, not to mention the proper protection of tourism ecological environment and cultural heritage.

4. The environmental protection strategy of Internet celebrity cities

Tik Tok plays an important role in the shaping and promotion of Internet celebrity city image. In the context of "we media", scenic spots need to reasonably use short video technology to create more high-quality short videos to spread positive effects for tourist destinations and realize the coordinated development of tourism economy and environmental protection.

4.1. Strengthen public opinion judgment and feedback

In order to cope with the passenger flow and maintain a good reputation, Internet celebrity city should have a "proactive" plan for its own development mode, and improve its management mode and efficiency through the organic combination of online dynamic public opinion and offline management means. Managers should fully adapt to the thinking characteristics and business model of the Internet era, make good use of the double-edged sword of the Internet, never ignore the timely study and judgment of relevant public opinions, and make emergency plans and information disclosure for the number of tourists, service facilities, bearing capacity and other indicators of scenic spots. During National Day holidays, summer holidays and other peak tourist periods, the scenic spot needs to make plans for all kinds of possible problems in advance, and also needs to make every effort to protect the ecological environment of the scenic spot. No one should take it lightly and fish in a rush. Local governments should supervise public opinions on Internet celebrity scenic spots, Internet celebrity tourism activities and Internet celebrity tourism modes in their regions. Grasp the characteristics of their tourism flow and direction, timely update the service supply mode and tourism resource development mode, and then carry out real-time monitoring, early warning, research and disposal of the internal impetus, diffusion degree and communication cycle of public opinion. On this basis, risk assessment should be done carefully to provide a foundation for preventive safety protection.

4.2. Strengthen environmental pollution control

As far as environmental pollution is concerned, scenic spots should strengthen the publicity of environmental protection for tourists, give full play to the advantages of short video platforms, release the basic environmental conditions and environmental protection measures to the public, so that the public can browse numerous environmental protection information of scenic spots, so as to enhance the environmental protection awareness of the public and tourists. At the same time, the scenic spot can also
formulate the corresponding punishment management method, to take the punishment measure to the tourists who destroy the scenic spot environment at will, in order to reduce the occurrence of environmental destruction. In addition, the scenic spot should strengthen the prevention and treatment of environmental pollution, add garbage cans, garbage trucks and other cleaning equipment, increase the number of sanitation workers, properly deal with all kinds of man-made garbage, maintain the basic sanitation of the scenic spot. At the same time, for the polluted environment in the scenic spot, the manager should formulate a reasonable pollution control plan, increase the investment of pollution control funds, and carry out comprehensive pollution control work to restore the ecological environment of the scenic spot.

4.3. Scientific planning to improve the tourism experience
The scenic spot needs to define its own nature, scope, functional zoning, protection content and protection measures, and formulate corresponding special protection planning, and determine the key points and protection measures, so as to avoid man-made damage to the landscape and reduce its appreciation. In terms of functional area division, scenic spots should reasonably divide ecological environment protection area, tourist sightseeing area, tourist experience area and management service area to ensure the coordinated development of tourism activities and environmental protection. In addition, the scenic spot can also improve its own cultural connotation according to the characteristics of the scenic spot, and design related experience projects on the basis of protecting the environment, so as to increase the interest of sightseeing, meet the tourist needs, and improve the tourist experience. At the same time, when using short videos to promote scenic spots, it is necessary to ensure that the actual tourism experience resources of the scenic spots are consistent with the promotion on the short video platform, and the advantages and disadvantages of the scenic spots are not overemphasized to ensure the authenticity of the publicity.

4.4. Improve the basic supporting facilities
The explosion of short tourism videos investigates the tourist reception ability of each Internet celebrity city and Internet celebrity scenic spots, and whether the infrastructure facilities are perfect is one of the important factors that determine the vitality of Internet celebrity city. Infrastructure facilities mainly include software facilities and hardware facilities. Among them, the software facilities mainly refer to the tourist service of the scenic spot, the high-quality tourist service is to give the tourists a comfortable feeling, is to let the guests have fun, eat at ease, linger. This requires all cities or scenic spots to do their job well and reserve for Internet celebrity cities and scenic spots. As for the hardware facilities, they mainly refer to the water supply and power supply facilities, road and traffic facilities, sewage and greening and other environmental facilities in scenic spots, which are the key to the continuation of Internet celebrity's urban vitality and can enhance the regional tourism brand and develop high-quality tourism. Therefore, if Internet celebrity scenic spots want to avoid "flash in the flash", they need to strengthen the reception capacity of scenic spots, promote infrastructure construction, develop smart tourism, and focus on the project design to highlight the characteristics of scenic spots and deepen the cultural connotation of scenic spots.

5. Conclusion
The rapid development of short video platform has promoted many tourist destinations and created many different types of Internet celebrity tourist destinations. These "Internet celebrity cities" and "web celebrity scenic spots" drive many users to leave their usual residence and visit tourist destinations. This new "Internet celebrity tourism", on the one hand, brings huge passenger flow to the scenic spot, greatly promotes the development of tourism, and creates economic value; On the other hand, it has brought a certain degree of negative impact on the sustainable development of tourism destinations. Most Internet celebrity cities have problems such as full tourists, serious environmental pollution and imperfect infrastructure.
Therefore, scenic spot managers need to rationally analyze the positive effects and hidden dangers brought by the development of short video tourism, and deal with the hidden dangers with a positive attitude. The bidirectional combination of health marketing and self-construction is a necessary condition for the sustainable development of web celebrity scenic spots. On the one hand, scenic spot managers and operators have a certain degree of new thinking, can combine tradition with new technology, learn to make full use of new media as a media platform to minimize the cost of tourism publicity and maximize the benefits; On the other hand, it is necessary to actively deal with the hidden dangers that may be brought by short video tourism, and realize the healthy and long-term development of scenic spots by means of scenic spot detection, crowd control, early prevention and innovative scenic spot content, so as to ensure the coordinated development of scenic spot economic development and environmental protection.

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