

Research on Immersive Script to Kill the New Tourism Planning and Promotion —— Taking Shanyang County as an Example

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Abstract: With the increasingly diversification of tourism needs, consumers pay more attention to experience, and immersive script killing new tourism can better meet the needs of the tourism market. This paper mainly explores the immersive script to kill the new tourism planning and promotion.

Keywords: Shanyang county; Immersive script kill; New tourism; Tourism planning; Tourism promotion

Fund Project: This paper belongs to the 2022 Xi'an Peihua College and Shaanxi Provincial Department of Education College Students Innovation and Entrepreneurship Training Project Phased Results, School-Level Project Number: PHDC 222022021; Provincial Project Number S 201211400017.

With the recovery of tourism, new tourism projects are increasing. Script killing as a trend, has aroused the concern of many people, and gradually into the tourism industry. The editorial department of contemporary tourism has proposed that the mode of “script killing + literature travel” has become a hot topic. This project combines script killing with Shanyang County tourism to form a new research perspective. It changes the traditional tourism and turns to the new experiential tourism. Help Shanyang County to carry out global development, help farmers to help the poor, for Shanyang County to become a landmark tourism brand in Shaanxi Province.

1. Immersive script kills the concept and significance of new travel planning

1.1 Immersive scripts kill the concept of new travel planning

Script killing is a new form of entertainment that has emerged in China in recent years, with both online and offline gameplay^[1]. Script killing is also changing constantly. Now consumers favor immersive script killing. Through costume participation, script design and role playing, they pay attention to the construction of scenes, sets, costumes, mechanisms and other aspects, so as to enhance consumers' sense of substitution and interaction. Immersive script kill tourism planning refers to the travel route interspersed with the story plot, increase the playability, interest^[2]. The immersive script is to explore the new tourism model from the aspects of humanity, geography, product, culture, folk custom and so on through the design and improvement of crop packaging, tourism route design, new media publicity and promotion, integration of local famous and excellent.

1.2 Immersive scripts kill the meaning of new travel planning

(1) Shanyang County to promote the traditional tourism mode to experience tourism. Because of the uneven distribution of tourist attractions in Shanyang County, the resource is not perfect, resulting in the uneven distribution of tourist flow, tourism reform is imminent. Immersive play-kill-new tourism planning has promoted the development of tourism in Shanyang County, transformed the traditional sightseeing tourism into experiential tourism, and helped to break the situation in the tourism dilemma of Shanyang County, making the tourism of Shanyang County take on a new look. At present, as a new trend of The Times, “immersive script killing + travel” attracts most young people. The immersive play-killing tourism planning for Shanyang County will promote the transformation of the tourism industry in Shanyang County, making it more popular among young people for its “youth”, thus promoting the absorption of young people in Shanyang County, stimulating local vitality, and promoting local economic development

and whole-area development.

(2) Immersive script kills new tourism planning to stimulate the development of local cultural tourism consumption in Shanyang. Modern consumers pay more attention to the immersive playbook and the new way of travel, focusing on the sense of experience and participation. Therefore, “script kill + tourism” has become a new mode of tourism^[3]. As an immersive entertainment experience product, immersive script killing conforms to the relevant policies of national tourism industry, promotes the development of tourism in Shanyang County, attracts more consumers to travel in Shanyang County, and stimulates the development of local cultural tourism market in Shanyang County.

(3) Help Shanyang County rural revitalization strategy. Shanyang County farmers produce unsalable, do something for those farmers in Shanyang, in order to contribute to the strength of college students, we improved the packaging of agricultural products with the unique elements of Shanyang, and carried out our project. Help Shanyang County and farmers to promote products, in order to solve the root cause of the problem. We will customize a set of immersive tourism plan for Shanyang County and constantly improve the project, so as to drive farmers' income with tourism economy and promote the realization of the strategic goal of rural revitalization in Shanyang County.

2. Opportunities and challenges faced by immersive scripts to kill new tourism planning

2.1 Opportunity Analysis

Shanyang County is rich in scenic spots, which lays a solid foundation for the development of script killing tourism planning, which is the natural advantage of its tourism development, and rich scenic spots provide rich elements for script killing plots^[4]; The characteristic houses and characteristic products of Shanyang County (Shanyang Nine-eyed Lotus, Shanyang Walnut and Shanyang Noodle Flower) can be deeply combined with the script killing, and the local slow-selling agricultural products with Shanyang characteristics can be promoted through a new tourism model to help Shanyang farmers get rid of poverty. The script killing project is a worthwhile investment for the scenic spot. The combination of script killing opens up the market for young people, transforms the tourism experience of scenic spots from traditional sightseeing tourism to immersive tourism, and makes scenic spots more dynamic and younger. Attracting more tourists through script killing.

2.2 Challenge analysis

There are three challenges in the deep integration of script killing and regional tourism: the high-quality content of script killing in Shanyang County, the extension of the upstream and downstream industrial chain, and the cultivation of tourism talents.

(1) Shortage of high-quality content. High-quality scripts are the core competitiveness of script killing. Scripts with clear themes, rigorous logic, reasonable character settings, and deep cultural heritage can bring visitors a deep sense of immersion and a high-quality experience. At present, the script killing script market is mixed, and some scripts involve absurd, bloody, violent and other topics in order to obtain the “eyeball effect”, and even distort history or are full of superstitious content. At the same time, there are also a large number of pirated versions and plagiarized copies on the market, which not only fail to bring a good experience to players, but also output bad values and mislead consumers. The combination of script killing and tourism requires script creators to combine the natural and cultural backgrounds of tourism destinations and tourism enterprises to create high-quality scripts that are more in line with their tone, so that tourists can better experience local nature, culture and folk customs in leisure and relaxation, and enhance their experience.

(2) Extension shortage of upstream and downstream industrial chains. The healthy development of script killing requires further attention to the development of the industrial chain. From script creation, distribution, trading, operation to script killing props, costume production and script killing host training, an industrial chain has been initially formed. To deepen the integration of script killing and tourism, it is necessary to further extend the industrial chain and amplify the economic and social effects of script killing tourism on the basis of the existing industrial chain, combined with the characteristics of script killing tourism. The development of theme products is one of the directions of the extension of the script-killing tourism industry chain. The theme catering for script killing tourism should have the characteristics of Shanyang County, and the accommodation with the script killing theme, the special cultural and creative products of script killing tourism, etc., are all product contents that tourism destinations and tourism enterprises can expand when developing script killing tourism products.

(3) Script killing related staff literacy. The host and staff of script killing tourism need to have the basic qualities of general script killing staff, and also have a deep understanding of the nature, humanities and folklore of tourism enterprises and tourist destinations. At present, there is a shortage of tourism talents in Shanyang County, so the training of tourism hosts and related staff around the script killing, and the training of villagers in Shanyang County is also one of the directions of the extension of the industrial chain. After

the training, it can also help villagers find employment and lift themselves out of poverty. At the same time, the creation, distribution, trading and other links of tourism script killing and the cultivation of affiliated enterprises formed by combining the characteristics of tourism resources in various places are the industrial development direction worthy of attention after the development and growth of script killing tourism.

3. Immersive script kills new tourism planning and promotion

3.1 Innovate the tourism development concept of Sanyang County

“Do Fine, Optimize and New Tourism Products” points out that we need to do a good job in tourism products, which is in line with our concept of immersive script killing new tourism. The project combines the humanistic, geographical, product, cultural and folk elements of Sanyang County, takes Sanyang County as a pilot, combines tourism resources to give the storyline, and creates an immersive scripted tourism route in Sanyang. In the process of project operation, through a series of measures such as crop packaging design and improvement, tourism route design, new media publicity and promotion, and local famous and excellent integration, on the one hand, it helps Shanyang farmers get rid of poverty, on the other hand, it helps Shanyang County realize all-round tourism development, and contributes to Shanyang County becoming a landmark tourism brand in Shaanxi Province.

3.2 Deeply explore the cultural elements of Shanyang County and develop a new model of immersive tourism script killing

Through the five elements of humanities, geography, products, culture and folklore of Sanyang County, promote the write-off of crops, design tourism routes, promote the development of tourism, and then promote through new media to achieve popularity, and the combination of local names and excellent in terms of culture makes the cultural heritage of Sanyang County prominently displayed. In this combination, it achieves the purpose of the new model of immersive tourism scripts, helps farmers alleviate poverty, and develops the whole area, making Shanyang County a landmark tourism brand in Shaanxi Province.

3.3 Enrich the promotion channels of cultural tourism products in Sanyang County

In order to promote the further development of Sanyang County, research and collection of information is carried out through visits, field investigations, questionnaires and the Internet, so as to find farmers with characteristic products to negotiate, promote special crops, understand the distribution of scenic spots, and develop scenic resources. Experience humanistic names, enhance interesting activities, promote the development of humanistic and folk customs, study the route situation, plan the isolation route, understand the route situation, spread historical records and legends through the story of the route, visit Shanyang farmers, and further understand the situation of crops.

Shanyang County to help farmers poverty alleviation high-quality products are Shanyang nine-eyed lotus, Shanyang walnut, Shanyang noodle flower, etc., although the product quality is beautiful, the taste is rich, but its packaging is ordinary and lack of creativity, resulting in Sanyang County to help farmers poverty alleviation high-quality specialties but not good sales, in response to this problem, we think that if you add Shanyang County characteristic beauty on the packaging, to achieve good products + good packaging, and then through the online network platform, live broadcast and other forms of promotion of specialties, then these high-quality products can play their role.

3.4 Design an immersive script killing tourism route in Sanyang County

The design of the travel route, the purpose of creating immersive script killing tourism is to integrate the storyline entertainment project into the tourism, bring customers a unique travel experience, change the ordinary scenery photo mode of the previous tourism, such an immersive tourism script kill can make tourists fully immersed and remember. Design tourism tourism through two points and one line, two points are small attractions + large attractions, through a route in series, to form our immersive tourism script killing route, such a tourist route will be more interesting, so that customers are full of expectations for the next attraction while recalling the previous attraction, fully combined, to achieve poverty alleviation in agriculture, and promote the development of all-round tourism.

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