

Problems and Solutions for the Symbiotic Development of TV Entertainment Programs and Tourism

Yinan Ruan*

dongshin university, Jeollanam-do, 58245, South Korea

*ruanchouchou@gamil.com

Abstract

With the continuous improvement of China's per capita income level, people are increasingly focusing on the spiritual life. TV entertainment programs and tourism, as the two main subjects of residents' leisure consumption, have also seen steady development and prosperity after China entered a new historical development orientation. They are formally different, but closely linked, and they influence and interact with each other. The prevalence of tourism programs in the television media can, to a certain extent, promote the development of related tourism resources, and the boom of tourism has, in a sense, brought new themes and contents to television programs. Therefore, at this stage of development, it is important to promote the symbiotic development of TV entertainment programs and tourism, so that they can make an important contribution to the continuous improvement of our economy, and in this way also enrich people's life experience. In this paper, we will mainly focus on the symbiotic development of entertainment program and tourism industry, and discuss the correct countermeasures based on the elaboration of the problems, so as to provide feasible suggestions for the relevant staff.

Keywords

TV Entertainment Program; Tourism; Symbiotic Development; Problems; Solutions.

1. Introduction

TV entertainment programs and tourism are closely linked, especially in recent years, the development of TV programs, the popularity of various outdoor reality shows has driven the integration of TV entertainment programs and tourism. Therefore, in the process of their development, it is necessary to start from their own strengths and promote the mutual prosperity of both sides through the joint action and influence of both. From the actual situation of the symbiotic development of TV entertainment programs and tourism, it seems that integration and penetration have been achieved to a certain extent, but there are also a lot of problems. In the new era, we should take scientific measures and means to solve the related problems and provide new paths for the symbiotic development of the two, so that they can be accepted.

2. The Coincidence of Symbiotic Development of TV Entertainment Programs and Tourism

2.1. TV Entertainment Programs and Tourism Fit Together Economically and Commercially

From the 1970s, television programs have achieved rapid development, in the process of continuous development, especially along with the economic development and scientific and technological progress, television variety programs have changed the traditional single

development mode, gradually towards the mass, diversified development, both in the communication media or in the communication content have made substantial innovation. At the same time, due to the increasing emphasis on the enjoyment of material and spiritual life, tourism has also ushered in a broad space for development. At this stage, tourism services are developing rapidly, and on the basis of mass tourism, niche leisure tourism has also achieved some development. In the same market economy context, TV entertainment programs and tourism are consistent in terms of service subjects, and their industrial development trajectories highly coincide. In addition, there is also a close connection between the two in terms of development direction and development trend, as both belong to the tertiary industry, which means that the production is not a material entity, but focuses on providing consumers with spiritual enjoyment and pleasure. Especially with the increasing level of per capita income in China, the scale of consumption of both of them as well as the gross product is increasing and the industrial chain is improving increasingly [1].

2.2. TV Entertainment Programs Fit with Tourism in Terms of Culture and Environment

TV entertainment programs and tourism can also play an important role in the development of our traditional culture, and as important carriers of traditional culture, they actually promote and interact with each other. Traditional culture can provide new forms of programming for TV entertainment programs and enrich their contents, and it can also attract tourists from all over the world for the development of tourism, which to a certain extent can promote the economic prosperity and progress of both industries. At the same time, traditional culture, through the joint promotion and dissemination of television entertainment programs and tourism, can also be brought into contact with modern civilization, while maintaining its historical and cultural heritage, with new vitality and vigor. Television entertainment programs and tourism have a mutual influence and fit with each other in terms of culture and environment. When filming TV entertainment programs, there are often high requirements for scenery and other features that need to be presented on screen. After the development and development of tourism industry, its landscape presentation is usually more advanced than the traditional natural landscape, so TV entertainment programs are usually filmed in tourist scenic spots. Once aired, TV programs can quickly spread the word about the relevant tourism landscape, thus attracting more tourists to the scenic spots and promoting the economic benefits of the tourist attractions. In order to further enhance the popularity of scenic spots, tourist attractions will also continue to strengthen the protection of natural resources in the development, thus providing new elements for the location of TV entertainment programs, achieving a win-win situation for both in the interaction.

2.3. TV Entertainment Programs Fit with Tourism in Terms of Skills and Jobs

The development of TV entertainment programs and tourism often requires hosts and tour guides to be highly literate and skilled in the use of language and writing, and to obtain relevant certificates and qualifications before they can officially enter the industry. This represents a consistency in the nature of their positions, and at the same time, there are similar characteristics in the development of both, that is, they both require the integration of cultural resources and the packaging design of entertainment and sports activities, etc. Location filming for TV entertainment programs and tourism services in the tourism industry has a mutually reinforcing effect. In the process of location filming, it often requires more human and material resources so that it can meet the requirements of actual filming, which requires the tourism industry to provide some support for it, both in terms of accommodation and travel to be personalized and specialized. Especially when filming some outdoor travel reality shows, travel guides often appear directly on camera, which shows the deep reliance of TV entertainment programs on travel services. However, on this basis, TV entertainment programs also further

influence the development of the tourism industry, requiring it to be able to continuously innovate its service concept, customize personalized services for TV entertainment programs, and promote the continuous upgrading of its service level [2].

2.4. TV Entertainment Programs and Tourism Industry Fit Together in Terms of Innovation and Creativity

On the basis of the rapid development of the Internet and electronic information technology, TV entertainment programs and tourism also need to push the boundaries and make changes in form and content so as to align them with the direction of modern society and truly achieve economic benefits. Especially with the development of mass communication media, TV entertainment programs and tourism industry also need to recognize the important role of live streaming platform to attract more viewers and visitors through certain forms of live streaming to provide more audience support for their own development. Although competition exists between the two in the process of development, on the whole, they can promote and interact with each other, learning from each other in terms of innovation and creativity, so that TV entertainment programs can move from on-screen to off-screen, and the tourism industry needs further refinement in its development, moving from off-screen to on-screen.

3. Problems in the Development of TV Entertainment Programs and Tourism

3.1. Economic and Business Aspects

Although there is a close connection between TV entertainment programs and tourism, there are still more problems in the symbiotic development of both. First of all, there are economic and commercial issues, mainly in that TV entertainment programs can promote the economic development and prosperity of the tourism industry, yet the tourism industry's sponsorship and investment in TV programs is minimal, and the inequality between the two in their economic roles leads to transient and partial commercial cooperation, further hindering the symbiotic development of both parties. The quality resources in TV entertainment programs can promote the development of tourism to a certain extent, and they should achieve deep integration in resources. For example, the animated images in Disney movies provide sufficient audience resources for the development of related theme parks, and based on the in-depth cooperation between the two, not only Disney animation companies earn high economic income, while the Disney theme parks have also achieved a significant increase in turnover. However, in the process of integrating TV entertainment programs and tourism in China, the lack of high-quality IP resources makes it difficult to achieve true integration. Even though the prosperity of tourism resources in a particular region is driven by the influence of relevant film and television resources, it is often a short-lived false prosperity and still faces many difficulties in its development.

3.2. Cultural and Environmental Aspects

Neither television entertainment programs nor the tourism industry are direct managers of cultural resources and are subject to restrictions that prevent them from fully exploiting cultural resources in the process of development, which makes it difficult to achieve a comprehensive display of cultural attractions. In the actual development and operation of both, TV entertainment programs tend to focus on the entertainment aspect of cultural resources, while tourism shifts its attention to the exploration of the commercial value of cultural resources. Moreover, TV entertainment programs and tourism have not fully demonstrated their educational functions in practice. In response to this phenomenon, although the tourism authorities and the National Radio and Television Administration (NRTA) have issued relevant measures to rectify the situation in the industry, actively explore and tap the advantageous

elements of cultural resources and use it to promote positive values so that it can achieve a high degree of unity between entertainment and educational functions, but in the process of carrying out the implementation in reality, there is still a tendency of formalism, which needs to be updated and improved urgently [3].

3.3. Skills and Job-related Aspects

Both TV variety hosts and tour guides face narrow space for career growth. With the passage of time, they should have updated their cultural literacy so that they can meet the development requirements of the new era, but in the actual development process, they have laziness, which leads to their gradual failure to meet the diversified needs of the public and make it difficult to provide them with quality services. Although TV entertainment program hosts can achieve effective improvement of their hosting skills and enhance their ability to adapt to the situation in practice, they have difficulty in developing project management and operation skills in culture and entertainment, which prevents them from becoming experts in the industry and thus achieving steady personal development and advancement. Due to high mobility and low wages, it is even more difficult for tour guides to further improve their skills in their positions, limiting their personal development.

3.4. Innovative and Creative Aspects

Due to the early emergence of TV entertainment programs and tourism, they have formed a set of their own processes in both talent management and operation and production during their long-term development. However, after the arrival of the Internet era, with the rapid rise of live streaming and other fields, both TV programs and tourism have problems in their development, such as the solidification of traditional models and the lack of innovation and creativity. In the long-term development of TV entertainment programs, they often copy foreign variety models, which makes the homogenization of the programs very serious, and it is difficult to form personalized content, which to a certain extent reduces the expectations of the audience and makes its own ratings continue to decline, and in the process of combining with tourism, there are also similarities in the layout of the landscape and the layout of the experience.

4. Solutions to the Symbiotic Development of TV Entertainment Programs and Tourism

4.1. Economic and Business Solutions

TV entertainment programs and the tourism industry can further strengthen their cooperation in symbiotic development by creating theme restaurants and theme parks of the same name, etc. through the communication function of TV programs. Through in-depth cooperation with the tourism industry, TV entertainment programs can enhance viewers' experience and bring them out of the screen to meet real-life needs, thus enhancing the influence of the show's brand and attracting more audiences to watch related programs. At the same time, viewers move from online to offline, transforming from loyal users of TV programs to sightseeing tourists at tourist attractions, which can also attract new audiences for the development of tourism industry and gradually enhance the revenue of tourism industry, making it a win-win situation in the cooperation.

4.2. Cultural and Environmental Solutions

In the process of developing TV entertainment programs, it is necessary to take culture as the basis, and to have a certain sense of social responsibility while considering the entertainment of TV programs, so that through scientific ways and means, the public can not only obtain spiritual pleasure when watching TV programs, but also learn excellent historical and cultural knowledge and feel the infinite charm of traditional culture. Quality culture and environment

are fundamental to the sustainability of tourism and TV entertainment programs. Both the General Administration of Radio, Film and Television and the tourism management should carry out civilized tourism education in the development of television media and tourism industry, so that the relevant subjects can strengthen the dissemination and protection of excellent history and culture in the process of recording entertainment programs or building tourism industry, and realize the comprehensive improvement of economic and social benefits [4].

4.3. Skills and Job-related Solutions

TV entertainment programs should combine their own positioning, choose quality hosts that meet their own development direction, and provide certain material guarantees and conditions to support the sustainable development of the hosts. Hosts should also continue to update and innovate their skills in their own development, adhere to the concept of lifelong learning, accumulate relevant knowledge in practice, achieve comprehensive interdisciplinary development according to their areas of interest, and become a professional host with a wide range of involvement and knowledge. With the continuous improvement of China's personnel system, both in the process of training facilitators and tour guides, it is necessary to strengthen the top-level design, so as to build a new type of vocational skills system.

4.4. Innovative and Creative Solutions

TV entertainment programs and the tourism industry should continue to innovate their business models in the face of the impact of the Internet. For TV entertainment programs, it is necessary to take advantage of relevant resources, strengthen cooperation with the tourism industry, create common cultural commemorative products, and fully integrate the content of the program with the culture of the country, reflecting the local tourism characteristics, etc., to promote the joint development of itself and the tourism industry through the creation of personalized programs.

5. Conclusion

In the process of symbiotic development of TV entertainment programs and tourism, there are still many problems that need to be constantly updated and improved. It should actively carry out the development of cultural resources and realize the steady improvement of economic benefits by continuously strengthening external cooperation.

References

- [1] Li Ang, Yi Tianwei. Breakout of traditional TV media under the boom of online video broadcasting[J]. View on Publishing, 2016,(21):68- 70.
- [2] Jin Lu. Research on the influence of TV programs on the development of tourism destinations--Take the parent-child program Where are we going? Dad as an example[J]. Journal of Chinese Radio and Television,2015(07):120- 122.
- [3] Xu Yang, Zheng Zhibin. New direction of travel reality shows--a review of CCTV's Golden Line[J]. Television Research, 2016, (04):45- 47.
- [4] Zhao Na. Breakthrough of China's cultural reality shows---Take Let's Go as an example [J]. View on Publishing, 2016(21):74- 76.