Optimization Pathways for Urban Tourism Branding Driven by Transmedia Communication: A Case Study of Quanzhou

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Abstract: Amid increasing platformization of digital communication, urban tourism branding is shifting from one-way promotion toward multi-platform and participatory processes. Drawing on transmedia communication theory, this study examines Quanzhou through comparative analysis of hairpin flower culture, Maritime Silk Road heritage, and intangible cultural heritage dissemination. Findings indicate that transmedia communication shapes urban brand cognition through interconnected platforms and cyclical diffusion, guiding audiences from visual attraction to information deepening and offline participation. Three complementary pathways are identified: hotspot-driven dissemination, structured narrative development, and everyday accumulative communication. While differentiated platform roles enhance effectiveness, insufficient coordination may lead to fragmented brand perception. User-generated content and community participation serve as key drivers but require balance between openness and brand consistency. The study highlights chain-based coordination and hierarchical structuring as critical for effective transmedia branding, offering insights for cultural tourism branding in historical cities.

Keywords: Transmedia Communication; Urban Tourism Branding; Platformized Communication; User Participation; Quanzhou Tourism

1. Introduction

Amid the increasing platformization of digital media environments, urban tourism branding is shifting from government-led, one-way promotion toward networked processes characterized by multi-platform coordination and participatory communication. Traditional city promotion relied heavily on official media releases, promotional campaigns, and event-based publicity to construct urban images [1]. However, the rise of mobile internet technologies, short-video platforms, and social media has fundamentally reshaped audience behavior, transforming cities from passive objects of representation into dynamic nodes within multi-platform communication ecosystems. As a result, urban branding increasingly operates through interconnected media networks driven by cross-platform interaction and user participation.

Platformized communication structures simultaneously create new opportunities and challenges. Short-video platforms enable rapid visibility through algorithmic amplification, social media foster cognitive consolidation through experiential sharing, and collaborations with mainstream media enhance cultural authority. While these mechanisms expand communication reach, they also risk fragmenting brand identity when content lacks a unified narrative structure. Many cities have adopted "internet-famous" promotion strategies to attract short-term attention, yet such approaches often rely on isolated symbols or temporary trends, limiting long-term brand development [2]. From a communication perspective, transmedia communication provides a framework for understanding urban branding not as multi-channel repetition but as coordinated media collaboration that enables relay-style diffusion and progressive cognitive deepening across platforms [3].

Against this background, this study addresses three research questions: (1) how transmedia communication shapes urban tourism brand cognition through multi-platform coordination and user participation; (2) what structural characteristics define Quanzhou's transmedia communication practices; and (3) how

optimization pathways for urban tourism branding can be developed based on empirical analysis. Quanzhou, a UNESCO World Heritage city with rich Maritime Silk Road heritage, pluralistic religious traditions, and diverse intangible cultural resources, provides a representative case for examining these issues [4].

Theoretically, this research expands urban branding studies by focusing on communication structures rather than solely narrative construction or visual identity. Methodologically, a case-study approach is adopted to analyze representative transmedia practices through platform observation and communication pathway analysis. By integrating platform roles, content diffusion patterns, and user participation mechanisms into a unified analytical framework, this study aims to reveal the operational logic of urban tourism branding in contemporary digital media environments and propose actionable strategies for transitioning from short-term visibility toward long-term brand value accumulation.

2. Theoretical Foundations and Literature Review

2.1 Core Concepts and Characteristics of Transmedia Communication

With the evolution of digital media ecosystems, transmedia communication has emerged as a key paradigm in urban brand dissemination. Unlike traditional multi-channel strategies based on content repetition, transmedia communication emphasizes structural relationships among platforms and coordinated media functions, enabling extended communication pathways and progressive audience cognition [5]. In urban tourism branding, this shift reflects a transformation from linear dissemination toward networked communication systems characterized by multi-touchpoint interaction and continuous content evolution.

A defining feature of transmedia communication is the multi-platform structure, in which different media assume complementary roles based on their technological affordances and audience practices. Rather than relying on a single communication center, urban brands develop through interconnected platform nodes, combining broad visibility with deeper cognitive engagement. Clear functional differentiation among platforms helps prevent redundancy and fragmentation, allowing communication to evolve from isolated exposure into sustained brand recognition.

Equally important is the formation of coordinated communication chains. Audience engagement increasingly follows cross-platform migration patterns, moving from initial interest to information acquisition and ultimately to experiential participation. Effective coordination aligns platform roles so that entry-oriented media stimulate attention, informational media deepen understanding, and physical environments reinforce emotional connection and memory formation. Such integration transforms dispersed communication activities into continuous processes.

Finally, participatory diffusion mechanisms sustain transmedia communication dynamics. Algorithmic recommendation systems and user-generated content (UGC) jointly expand dissemination networks, enabling audiences to reinterpret and redistribute urban narratives. Emotional resonance, visual recognizability, and accessible participation thresholds significantly influence diffusion outcomes. Consequently, transmedia communication operates as a dynamic ecosystem shaped by media coordination, platform interaction, and participatory circulation.

Overall, transmedia communication can be conceptualized through three interrelated dimensions: multi-platform structures, coordinated communication chains, and participatory diffusion mechanisms. This framework provides a theoretical basis for analyzing urban tourism branding within digital media environments and supports the subsequent examination of Quanzhou's transmedia communication practices.

2.2 Research on Urban Tourism Brand Communication

Research on urban tourism brand communication originated from city image and destination branding studies, which emphasized visual identity systems, slogans, and unified symbolic design as tools for shaping urban perception. Within traditional media environments, city branding was largely conceptualized as a top-down communication strategy led by governments and institutions. However, with the transformation of media

ecosystems and audience behavior, urban brand communication has shifted toward interactive and multi-actor processes. Recent scholarship increasingly views urban brands as dynamic outcomes co-produced through media practices, cultural interaction, and audience participation, where brand cognition emerges through interconnected processes of content production, platform dissemination, and experiential feedback [6].

The rise of digital platforms has fundamentally restructured urban tourism communication by decentralizing dissemination channels and introducing algorithm-driven visibility. Social media, short-video platforms, and content communities enable multi-nodal communication networks in which audiences actively participate as content creators rather than passive receivers. Consequently, urban brand perception now develops through cumulative cross-platform exposure, with research attention moving from single-channel strategies toward platform structures, communication chains, and coordinated media roles [7].

Cultural resources remain central to urban brand differentiation, but digital media environments have transformed their modes of expression. Historical heritage, local customs, and intangible cultural practices increasingly require media translation into visualized, experiential, and participatory formats suitable for platform-based dissemination. Through such transformation, cultural resources evolve from static symbolic references into dynamic content that supports continuous reinterpretation and long-term brand engagement.

Overall, urban tourism brand communication research reflects a transition from image-centered promotion toward platform-based communication mechanisms. Urban brands are now understood as evolving products of networked communication systems, shaped by media coordination, user participation, and the adaptive translation of cultural resources. This shift provides the theoretical foundation for examining urban tourism branding through a transmedia communication perspective.

2.3 User Participation and the Platform Communication Ecology

In digital media environments, users have shifted from passive audiences to active participants in content production and dissemination, transforming urban tourism brand communication into an open and dynamic process. As a core component of platform-based communication ecosystems, UGC reduces reliance on institutional communication and enables continuous brand expansion through decentralized participation [8]. Authentic experience sharing enhances credibility and emotional resonance, while diverse user expressions contribute to multidimensional brand representation.

Participatory communication has become central to urban tourism dissemination, with users engaging through interaction, sharing, and content remixing across platforms [9]. Algorithm-driven visibility and user interaction together shape cyclical communication processes in which content is continuously reinterpreted and redistributed. Consequently, urban brand perception develops through cumulative exposure and collective participation rather than linear information transmission.

Within platform ecosystems, community-based dissemination and influencer dynamics further structure communication networks [10]. Online communities and opinion leaders function as key nodes that guide audience interpretation, enhance trust, and facilitate the transition from information consumption to behavioral intention. Through sustained interaction and content circulation, these networks support long-term brand engagement.

Overall, user participation and platform communication ecology act as key drivers of transmedia communication. UGC diversifies brand expression, participatory mechanisms sustain diffusion, and community structures stabilize communication through trust-based engagement, reshaping the pathways of urban tourism brand development.

3. Case Analysis of Quanzhou's Transmedia Communication Practices

3.1 Case 1: The Transmedia Communication Pathway of the Hairpin Flower Tradition (Zanhuawei)

The hairpin flower tradition (zanhuawei) represents one of the most influential recent examples of transmedia cultural dissemination in Quanzhou, demonstrating how localized intangible heritage can evolve into an urban brand symbol through multi-platform

coordination and user participation. Rather than emerging through a single medium, its rise reflects the combined effects of short-video platforms, social media circulation, and offline tourism integration.

The communication trajectory followed a staged process. Initial visibility was triggered by celebrity exposure and highly visual content, which generated rapid attention on platforms such as Weibo and Douyin. Influencers and ordinary users subsequently sustained dissemination through experiential sharing, transforming a short-term viral event into continuous cross-platform circulation. As visibility expanded, offline commercial integration developed in Xunpu Village through photography services, cultural merchandise, and experiential tourism, establishing a stable conversion pathway between online exposure and offline participation. International dissemination later extended the symbol beyond domestic audiences through global platforms such as TikTok.

From a communication perspective, the success of zanhuawei is closely linked to its strong visual symbolic value and platform compatibility. The distinctive aesthetic features align with the visual logic of short-video algorithms, while transformation-based content encourages user participation and content reproduction. Cultural meanings were gradually translated into contemporary identity narratives, allowing the tradition to function both as a visual attraction and as a participatory cultural practice.

The case also demonstrates the importance of participatory expansion and cross-cultural integration. Users combined traditional elements with fashion trends such as Hanfu and qipao, enabling continuous reinterpretation and diversified expression. This process generated a cyclical communication structure in which online content drove offline visits, and offline experiences produced new digital content, forming a stable loop of online exposure, experiential engagement, and recirculation.

Overall, the zanhuawei case illustrates how transmedia communication transforms local cultural resources into sustainable urban brand assets through visual symbolism, participatory dissemination, and online–offline integration. Its development highlights the transition from viral visibility toward long-term brand value accumulation within platform-based

communication ecosystems.

3.2 Case 2: Transmedia Communication Practices of Maritime Silk Road Culture

Maritime Silk Road heritage represents a core dimension of Quanzhou's urban branding strategy and illustrates a structured model of transmedia communication characterized by institutional leadership, coordinated media participation, and cross-platform dissemination. Unlike the visually driven and trend-based diffusion of the hairpin flower phenomenon, this pathway emphasizes long-term narrative construction and cultural legitimacy through authoritative content production and strategic communication design.

At the structural level, official institutions and mainstream media play a foundational role by producing high-quality audiovisual content, organizing thematic events, and establishing overarching historical narratives. Documentary projects, international collaborations, and multilingual dissemination contribute to global recognition of Quanzhou as a key node of the Maritime Silk Road, demonstrating a top-down communication logic in which authoritative content functions as a narrative anchor for urban branding.

Within digital platform ecosystems, dissemination increasingly incorporates participatory and youth-oriented strategies. Short-video initiatives and online creative activities expand communicators beyond institutional actors, enabling diversified narrative expression while maintaining thematic coherence. Platform-specific adaptation allows historical themes to enter everyday communication contexts: visually oriented platforms emphasize cultural imagery, while lifestyle-oriented platforms foster emotional engagement through experiential storytelling. Such strategies facilitate cross-platform migration and continuous audience exposure.

Cultural translation constitutes another key mechanism. Through visual identity design, IP development, and cross-industry collaboration, complex historical narratives are transformed into accessible symbolic formats. Traditional cultural forms, including Nanyin music and puppet theatre, have been adapted for digital platforms, allowing heritage content to evolve from static representation into dynamic media narratives that engage younger audiences.

Overall, the Maritime Silk Road case

demonstrates a structured transmedia model in which authoritative media establish narrative depth, digital platforms expand dissemination reach, and cultural translation enhances accessibility. This coordinated approach enables historical resources to function as sustainable urban brand assets with international influence, highlighting a long-term pathway distinct from viral, trend-driven communication models.

3.3 Case 3: Transmedia Communication Models of Intangible Cultural Heritage

Compared with communication driven by single cultural symbols or institutional narratives, Quanzhou's intangible cultural heritage (ICH) dissemination represents a long-term, accumulative transmedia model centered on participatory engagement and continuous content production. Rather than relying on one-time visibility, this pathway transforms traditional culture into dynamic communication resources through integration with contemporary lifestyles, digital platforms, and tourism experiences.

Strategically, Quanzhou adopts an intangible cultural heritage–centered integrative approach, combining heritage practices with fashion, technology, and cultural tourism to expand communication scenarios and increase accessibility. By shifting from static exhibition toward interactive participation, ICH becomes embedded within everyday cultural experiences, enabling traditional practices to maintain relevance in modern social contexts and attract younger audiences.

In terms of communication pathways, strong online–offline coordination forms the core mechanism. Digital platforms function as entry points for diffusion through short-video content, social media participation, and user-generated storytelling, while offline environments provide experiential reinforcement through immersive activities and heritage spaces. This cyclical structure—online attraction, offline engagement, and renewed dissemination—creates sustainable communication loops that support both cultural transmission and tourism branding.

Technological empowerment and IP-oriented strategies further enhance sustainability. Digital tools lower participation barriers and expand accessibility, while visual identity development translates heritage resources into recognizable brand assets. Through continuous content production rather than isolated events, ICH communication evolves into a stable ecosystem characterized by multi-actor collaboration and long-term engagement.

Overall, the ICH case illustrates an everyday accumulative transmedia pathway in which integration strategies enhance accessibility, platform coordination sustains dissemination loops, and technological and IP-based approaches support ongoing cultural renewal. Compared with viral or institutionally structured models, this pathway emphasizes gradual expansion through continuous participation, providing culturally grounded resources for long-term urban tourism branding.

3.4 Case Comparison and Communication Structure Analysis

Comparative analysis of the Zanhuawei phenomenon, Maritime Silk Road cultural communication, and ICH dissemination reveals that Quanzhou's transmedia practices operate through a multi-path communication structure rather than a single dominant model. These cases collectively illustrate three distinct pathways: hotspot-driven diffusion, authority-led narrative construction, and lifestyle-integrated cultural dissemination. While differing in origins, actors, and content strategies, all three share core mechanisms of cross-platform coordination and online–offline integration.

From a pathway perspective, Zanhuawei represents a visually driven viral model characterized by rapid diffusion and strong reliance on symbolic imagery and user participation. Maritime Silk Road communication demonstrates a structured development model, in which institutional media establish narrative authority and digital platforms expand accessibility and reach. In contrast, ICH dissemination follows an accumulative model embedded in everyday cultural experiences, emphasizing sustained engagement and continuous content production. Together, these pathways highlight the need to balance short-term visibility with long-term brand construction in urban tourism branding.

Platform configurations across cases reveal a hierarchical division of roles rather than parallel multi-channel use. Entry-oriented platforms such as short-video media generate initial visibility, depth-oriented platforms facilitate cognitive consolidation through participatory

engagement, and offline environments reinforce experiential transformation and emotional attachment. This layered structure underscores that effective transmedia communication depends on coordinated platform functions rather than simple channel expansion.

Despite these strengths, several structural challenges remain. First, the absence of a unified narrative framework weakens connections between viral events and long-term branding, potentially leading to fragmented urban imagery. Second, cross-platform coordination mechanisms remain underdeveloped, limiting the continuity of communication chains. Third, international dissemination strategies require stronger cross-cultural translation and sustained planning. Finally, while UGC drives expansion, maintaining brand coherence amid participatory diversity remains a critical issue.

Overall, the three cases demonstrate a diversified communication ecosystem combining viral visibility, structured narrative depth, and everyday cultural accumulation. Strengthening coordination among these pathways is essential to enhance brand consistency and achieve sustainable urban tourism branding.

4. Optimization Pathways for Urban Tourism Branding Driven by Transmedia Communication

4.1 Optimization of Content Communication Structure

In transmedia environments, effective urban tourism branding depends less on the number of channels than on the coherence and continuity of content structures. The Quanzhou case demonstrates that although Zanhuawei, Maritime Silk Road culture, and ICH dissemination each possess distinct strengths, their parallel development without unified integration risks producing fragmented brand cognition. Optimization therefore requires restructuring content around a centralized narrative framework.

A hierarchical content system organized around core cultural positioning can provide such integration. Quanzhou's branding concept—Song-Yuan China · Maritime Silk Road Quanzhou—may serve as a central narrative axis, with Maritime Silk Road culture functioning as a macro-level historical framework, ICH and local lifestyles as meso-level thematic narratives, and visually driven hotspots such as Zanhuawei acting as entry points for audience engagement. This layered structure enables repeated exposure to reinforce holistic brand understanding rather than isolated symbolic recognition.

Content integration also requires differentiated expression aligned with platform functions. Visual and emotional storytelling can be emphasized on short-video platforms, interpretive and experiential narratives on social and text-based communities, and historical depth through mainstream media and documentary formats. Maintaining thematic consistency while adapting content to platform-specific logics strengthens brand coherence and avoids redundancy. Unified visual identities—such as recurring imagery, thematic hashtags, or IP-based branding—further enhance cross-platform recognition.

Another key task involves converting viral attention into long-term narrative value. While viral content accelerates visibility, sustained brand accumulation depends on extending hotspots into broader thematic storytelling and continuous content cycles. A structured pathway of viral attraction, content deepening, and experiential conversion allows short-term traffic and long-term brand development to operate synergistically, supporting cumulative brand recognition.

Overall, optimizing content communication structures requires hierarchical integration of cultural resources under unified themes, balancing viral dissemination with sustained narrative development to shift urban tourism branding from traffic-driven promotion toward long-term value accumulation.

4.2 Cross - Platform Communication Coordination Mechanism

In digital media environments, urban tourism branding operates through coordinated interaction among multiple platforms rather than reliance on a single channel. The Quanzhou case illustrates a hierarchical communication chain in which short-video platforms, social media, and mainstream media perform differentiated but complementary roles. Effective optimization therefore requires clear functional positioning and structured coordination across platforms.

Short-video platforms function as primary entry

points, leveraging visual intensity and algorithm-driven distribution to attract attention and generate initial engagement. Highly recognizable cultural symbols and experiential content can rapidly trigger audience interest and direct traffic toward broader brand narratives. Their role lies not only in generating visibility but in initiating communication pathways that connect viral exposure with deeper content ecosystems.

Social media and content communities primarily support cognitive deepening and experiential accumulation. Through extended engagement, UGC, and collaborative participation, these platforms transform fragmented impressions into sustained brand understanding. Continuous thematic campaigns and curated UGC help stabilize brand identity while maintaining authenticity and participatory diversity.

Mainstream media contribute macro-level narrative framing by providing historical depth, cultural legitimacy, and authoritative storytelling. Documentary productions, feature reporting, and international collaborations establish overarching brand narratives that guide cross-platform communication and support global positioning.

Overall, cross-platform coordination depends on a hierarchical pathway in which short-video platforms attract attention, social media deepen cognition, and mainstream media construct narrative frameworks. Alignment across platforms enables continuous audience migration and integrated communication flows, facilitating the transformation of short-term visibility into sustainable brand assets.

4.3 User Participation - Driven Communication Mechanism

Within transmedia communication environments, users increasingly function as both content producers and dissemination nodes, making UGC a central driver of urban tourism branding. The Quanzhou case demonstrates that both viral phenomena such as Zanhuawei and the sustained dissemination of ICH rely heavily on participatory communication dynamics. Therefore, optimizing branding strategies requires integrating structured user participation into communication design.

UGC incentives play a foundational role in expanding dissemination. Compared with official promotion, user-created content often carries higher authenticity and emotional resonance, enabling diversified narrative pathways shaped by individual experience. Strategic mechanisms—such as unified hashtags, creative challenges, and visual templates—can guide participation while maintaining brand coherence. Official curation and redistribution of high-quality UGC further create a coordinated structure of "institutional guidance – user creation – platform amplification," embedding participation into the broader branding framework.

Lowering participation barriers is equally important for sustaining engagement. Interactive tools, immersive experiences, and lightweight creative formats allow users to produce shareable content more easily, transforming urban culture into reproducible communication material. Cross-community collaboration—integrating cultural heritage with fashion, music, or digital culture—can attract diverse audiences and maintain communicative vitality.

Beyond individual participation, community-based dissemination supports long-term communication stability. Interest-based communities and creator networks enable sustained interaction, while local influencers and cultural creators function as key dissemination nodes. Linking online communities with offline activities further reinforces engagement, turning audiences into active co-creators of urban branding and establishing continuous cycles of "online participation – offline experience – re-dissemination."

Overall, user participation–driven mechanisms operate through a progression from individual creation to community collaboration. By combining structured UGC incentives, participatory design, and community operations, urban tourism branding can evolve from short-term viral exposure toward sustained value accumulation within transmedia environments.

4.4 Constructing a Closed Loop between Online Communication and Offline Experience

In transmedia communication environments, the effectiveness of urban tourism branding depends not only on online visibility but also on the conversion of digital exposure into offline experience and sustained engagement. The Quanzhou case shows that successful

dissemination of Zanhuawei, Maritime Silk Road culture, and ICH relies on the integration of online communication and physical participation. Establishing a closed-loop mechanism between digital platforms and offline experiences therefore represents a key pathway for shifting from traffic-driven promotion toward experience-based branding.

Online communication functions as an entry point by shaping initial perceptions and emotional expectations through visual content, narrative framing, and interactive storytelling. These digital pre-experiences reduce cognitive barriers and motivate physical visits. Accordingly, communication strategies should align online narratives with specific experiential nodes in urban space, ensuring continuity between digital representation and real-world engagement.

Offline experiences reinforce brand memory through embodied participation and multisensory interaction. Immersive heritage activities, cultural districts, and interactive performances transform online attention into personal experiences, strengthening long-term brand cognition. At the same time, offline participation generates new UGC, forming a cyclical structure of "online inspiration – offline experience – renewed dissemination." Designing visually distinctive and shareable environments can further sustain this communication loop.

Technological integration supports this process by connecting online content with physical space through tools such as AR navigation, digital mapping, and interactive applications. These technologies enhance experiential depth while enabling data-driven optimization of communication strategies.

Overall, constructing an online–offline closed loop transforms urban branding from one-way promotion into a continuous interactive ecosystem. By positioning online platforms as gateways, offline environments as experiential anchors, and user sharing as the engine of recirculation, cities can convert short-term attention into long-term brand value.

5. Conclusion and Implications

Amid the evolution of digital media environments and platformized communication systems, urban tourism branding is shifting from one-way promotion toward networked models characterized by multi-platform coordination and multi-actor participation. Using Quanzhou as a case study, this research examines how transmedia communication reshapes urban brand cognition through cross-platform dissemination. Analysis of three representative practices—Zanhuawei, Maritime Silk Road culture, and ICH—reveals key mechanisms and optimization pathways for urban tourism branding.

The findings show that transmedia communication transforms branding into a collaborative, multi-node system in which brand cognition emerges through cross-platform connectivity and cyclical diffusion. Audiences typically move from visual triggering to cognitive deepening and finally to offline experiential engagement. Consequently, branding effectiveness depends less on exposure volume than on communication continuity, platform role differentiation, and structured cognitive progression.

Quanzhou demonstrates three complementary communication pathways: hotspot-driven diffusion (Zanhuawei), authority-led narrative construction (Maritime Silk Road culture), and lifestyle-integrated dissemination (ICH). Together, these models illustrate the need to balance short-term visibility with long-term narrative depth and experiential continuity. Platform roles are differentiated within this ecosystem: short-video platforms act as entry points, social media deepen cognition through participatory interaction, mainstream media provide narrative authority, and offline spaces reinforce emotional engagement. However, incomplete coordination and the absence of a unified narrative axis contribute to fragmented brand perception, indicating that effective transmedia communication relies on integrated communication chains rather than the expansion of isolated platforms.

User participation emerges as a central driver of sustainable communication. UGC and community-based interaction expand brand narratives through diversified expression, but excessive fragmentation may weaken brand coherence. Effective strategies therefore require balancing open co-creation with strategic guidance through thematic frameworks, creator collaboration, and curated redistribution.

The study further highlights the importance of online–offline integration. When communication forms a closed loop of "online inspiration – offline experience – renewed

dissemination," cultural symbols are more likely to transform into sustainable tourism assets and long-term brand memory. Offline participation functions not only as experiential reinforcement but also as a new source of content production that sustains communication cycles.

Theoretically, urban tourism branding research should shift from narrative-centered analysis toward communication-structure perspectives, emphasizing platform differentiation, communication chains, and audience migration pathways. Transmedia communication is defined less by multi-channel expansion than by coordinated, hierarchical integration. Urban brands should therefore be understood as dynamic constructs continuously reshaped through interaction.

Practically, historical-cultural cities may draw several implications: establish unified narrative frameworks and hierarchical content systems; implement cross-platform coordination with clear functional differentiation; develop scalable UGC co-creation mechanisms while maintaining brand coherence; integrate offline experiences into communication strategies; and strengthen multilingual and cross-cultural approaches for global dissemination.

This study has limitations. Findings are based primarily on case analysis, and broader generalizability requires further validation. Future research should incorporate comparative multi-city studies, platform data analysis, and cross-cultural audience research to enhance explanatory power and practical relevance.

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