



On the Enlightenment of the Whole People's "Entering Zibo to Catch up with the Barbecue"

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Abstract. Zibo with low prices, extreme novelty experience, rely on everywhere barbecue, and nowadays popular young people "travel special forces" to form a two-way run to the first half of this year's absolute top of the Internet stream. The iterative history of top stream city in the past decade is also the history of the change of China's entire social concept. This paper attempts to discuss and analyse the causes and differences of the madness pattern of country "entering Zibo to catch up with the barbecue" from several aspects of society, economy and culture. It tries to provide some insights and suggestions on how to develop domestic demand, stimulate consumption, develop cultural service industry, and complete Chinese cultural revitalization and industrial transformation in the context of the late stage of urbanisation and the decline of investment and export earnings of the economic troika after the epidemic.

Keywords: Zibo; Internet celebrity city; cultural revitalization

1 Introduction

To say that the top stream city in the first half of 2023 is definitely Zibo. It used the inexpensive barbecue, from March has been on fire into the top stream of May Day tourism, is a unique small town economic excavation explosive phenomenon in the network era. This phenomenal Internet celebrity event, including the local premeditated planning, the major platforms to fully cooperate with the follow-up Internet celebrity take advantage of it's popularity, the general public universal participation, the official media continue to give resources to promote, is a happy, with great joy, new media events.

Top stream cities rise by Tiktok, with 2017 "Xi'an Yongxingfang wrestling bowl of wine" iconic event began[1], so that the non popular cities, suddenly take an opportunity to popularity of the Internet. In the past few years, Lijiang, Litang Ding Zhen, 3 yuan lamian brother and other explosive IP, behind their popularity, there is a set of reference to the development of the plot path.

The first stage: Because of a certain event, after the popular headlines and go viral on the circle, triggering the attention of all the people, the traffic is king;

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Stage 2: Internet celebrity take the flavour, rushed to hit the live broadcast, rubbing a wave of traffic, pushing the wave[2];

Stage 3: When the influencers can't take the positive traffic, they change their strategy and lead in the opposite direction, presenting fault-finding and stepping on the traffic - "eating human blood buns";

Stage 4: Negative news began to zap the emergence of bloggers who survive by sucking up traffic, follow up and then step on a foot, there is a stampede to escape, leaving a mess. Superimposed on the audience's loss of freshness, with new attractions and hot spots, the Internet celebrity city will be replaced, entering the tail end of the flow, returning to its original form.

Based on the previous explosive IP, deduce Zibo may present towards the process, the results are very different. This time, Zibo not only got a few months and high horror traffic, in addition to barbecue is not a niche consumption, all over the country, why the turn of the mediocre Zibo into the top of the stream? "A third-tier city + where you can eat barbecue" combination, why so hot? By analysed, both the timing and luck, but also the right place, right time, right place and people, Zibo into the top of the stream is a historical inevitability.

In the China Knowledge Network (CNKI), a search was conducted with the title of "Internet celebrity city", and a total of 56 related documents were found. After eliminating news reports and documents unrelated to the topic, there were 24 valid documents, and 9 master's theses, including 3 master's theses in the "Journalism and Media Disciplines" category. There are 3 master's theses in the category of "Journalism and Media Discipline". The search time is 13 August 2023. Most of the research on Internet celebrity city focuses on the construction of city image in the short video boom and on one aspect of social media marketing, mostly during the period of the epidemic or before, during the development of the regular communication path of Internet celebrity cities[3].

After the epidemic, it did usher in a perfect recovery of the offline consumption scene, as evidenced by this year's May Day tourism. On May 3, the Ministry of Culture and Tourism released data on the culture and tourism market during the May Day holiday in 2023, with a total of 274 million domestic tourists nationwide, a year-on-year increase of 70.83%, and a recovery of 119% over the same period of 2019 according to the comparable calibre[Figure1]. The country celebrates, tourists, scenic spots around the world to open from the crowd mode, is a manifestation of a prosperous era. But a closer look at the data will reveal a difference. In this context, how cities use the Internet to boost the economy to complete the transformation of the cultural services industry, the research in this area is relatively little.

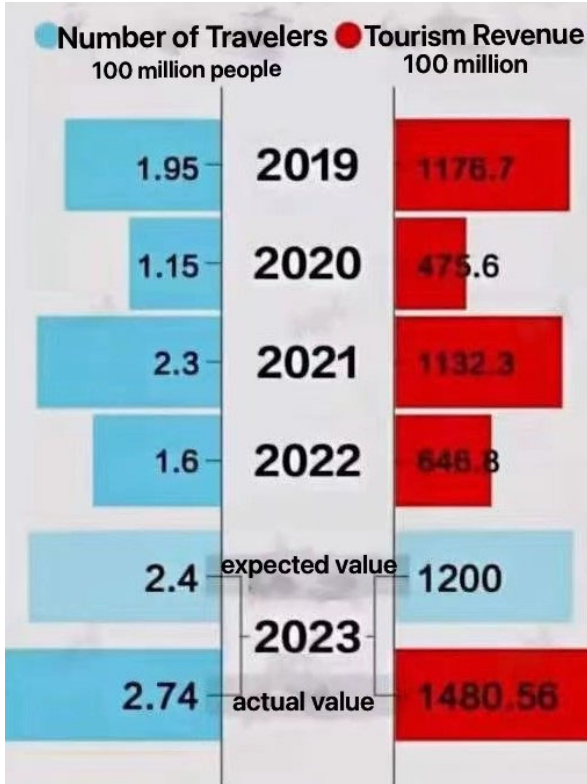


Fig. 1. Domestic Trips and Tourism Revenue during the May Day Holiday, 2019-2023.[4]

This year's May Day domestic tourism revenue of 148.056 billion yuan, according to the comparable calibre to restore the same period in 2019 by 100.66%. Per capita consumption of 540 yuan, according to the comparable calibre to restore the same period in 2019 71%, if you remove the 25% increase in price changes in the past few years, converted to the same period in 2019 will only be equivalent to 405 yuan, only the per capita consumption of 753 yuan in that year, 53% of the projected five-day holiday. This means that, the per capita spending on a May Day tourism this year, after removing the inflation factor, is actually only half of what it was in 2019. During the Dragon Boat Festival holiday, there were 106 million domestic tourism trips[5], up 32.3% year-on-year; revenue was 37.31 billion yuan, up 44.5% year-on-year, both higher than the expected level. The average consumption per person was 351.98 yuan, down 14.11% from 2019, and if the factor of rising prices is taken into account, then the downgrading trend of tourism per capita consumption is even more obvious.

Inside the list of cities with TOP50 hotel bookings during May Day this year, the three cities with the highest increase compared to the same period in 2019 are Weihai, Liuzhou and Taizhou, which are unlikely places that are not traditional tourist cities[6]. 87.9% of the tourist population in the Dragon Boat Festival of 2023 visited cultural and museums, historical and cultural districts, various types of non-heritage projects, and

music festivals, concerts and other cultural activities, the outing is more than consumption, proving that the logic of people's consumption has changed a lot. Material consumption used to be the mainstay, but now spiritual consumption is the mainstay.

Zibo, is no longer a "Internet-famous site" so simple, but behind the hidden and its important social, economic and cultural reasons, tourists are going to eat barbecue on the surface, essentially to find the missing spiritual home, is trapped in the epidemic for several years people, in the spiritual level, the cultural level of the great thirst. This paper tries to analyse and research from the above aspects.

2 The well-off society material abundance

ZENG Zhiqiang said, "Commercialisation will soon wipe out all culture". In the first 20 years, we paid too much attention to the development of the material economy, and civilisation was left behind. As a result, all actions of modern people are guided by the maximisation of self-interest, which is the iron law of the commercial society. This has led to the emergence of the social phenomenon of shortages, cheating and the expulsion of good money by bad money.

With the historical process of privatisation, urbanisation and commercialisation, "money is the rule" is expressed in the individual as a guide to maximising self-interest, and in the group as a "money hierarchy". The essence of money hierarchy is to make people despise each other rather than unite with each other. It is necessary to differentiate oneself from others through cultural elements such as taste, consumption, style and aesthetics, i.e. to play with consumerism, in order to emphasise one's value as an individual. That is, individual libertarian values need to be underpinned by a hierarchy of money and the maximisation of individual interests. However, since marginal productivity cannot rise as the labour force increases, the newly added labour force will engage in a brutal fight for the resources of the stock. It points to a social relationship that is no longer group-oriented and intimate, and people are henceforth separated from each other, pointing to a spiritual dilemma, that is, the loneliness and confusion prevalent in young people. Nowadays, young people tend to rush to the mainstream social form of big cities, that is, the cultural model of "Online celebrity check-in show". The relationship between people has been broken up, and there is a lack of interaction between people, and a lack of human interaction in traditional society. Under the shell of superiority, glamour, beauty and affluence, people can only aim at maximising their own interests and comparing themselves to each other, in order to cover up their profit-seeking, egoistic, closed-off and withdrawn nature.

"When the granaries are full, people respect rites and obligations. Having enough food and clothing to know honor and disgrace." From the land of Zibo 2700 years ago, "The First Prime Minister of China," Guan Zhong of the ancient State of Qi. 2021 China has just announced the completion of a moderately affluent society in all aspects, the realization of the "fully granaries" and "sufficient food and clothing". Less than two years, Zibo Becomes a Internet celebrity city, the surface fire is barbecue, the essence of Zibo is precisely the citizens of Zibo "know the etiquette", the city "know the honour and disgrace". Before the well-off society material abundance, after the city of Zibo

civilisation model, before and after the response, just in time. It is the call of the times, the choice of history.

3 Citizens "know the etiquette", the city "know the honour and disgrace "

Zibo barbecue into a host of hospitable citizens, a government initiative, wholeheartedly serve a bunch of guests from all over the world feast. The city of less than 5 million people, provide good services and maintain a good reputation. So that each Zibo people are inspired by a sense of pride, take the initiative to sacrifice immediate interests, to maintain the hard-won success. Barbecue easy to do, logical administration and harmonious people, but also want to do at the same time, extremely difficult. Luck cannot overshadow all efforts. This is the result of unity, collective strength. Let people see that when everyone is working together for the development of a city, it is like this, which is what a prosperous China should be like.

As locals in the land of Confucius and Mencius, even at a time of drastic social change, they still retain that of the past. The sense of pride and identification with their own group has not been washed away by commercialisation, and they have not become completely atomised individuals. Zibo people's relationship with people is still collectivised, social relations are still solid, generous, bold, trustworthy, ethical, so hospitality, mutual help is very common. When one's own city is seen by the whole country, for this collective sense of honour, one will spontaneously maintain the city's image, provide more considerate services for tourists, and not charge or raise prices indiscriminately during the holidays of the peak tourist season. These hundreds or even thousands of years to form the group consciousness, the collective cultural identity, to qualify for the cultural level. Zibo and other cities produce a strong contrast, is a cultural phenomenon, so it needs to be interpreted from the cultural level.

The modern economy is advanced, but the emotional world of man is lonely. With the development of private ownership, individual libertarian values of people's desire for freedom and self-worth are dominant and irreversible. The price is that such values only make people more and more isolated and further push us into the abyss of loneliness and confusion. That is why the state of life of modern young people is so entangled and the mainstream court of public opinion is so confused.

Man, both as a primitive animal and now as a civilised human being, is a social being and no one likes to be closed and alone. Atomised personal bitterness, the need for strong emotional ties between people to resist this loneliness and confusion. Barbecue out of the circle, beauty lies in Zibo, and even more beauty lies in the people of Zibo. Three years of epidemic, we have experienced too much fickleness of human nature, the hearts of people in a long time under the isolation of alienation. Zibo with a pouncing human kindness, warmly greeted everyone, barbecue grill on the charcoal fire burning hearts warmed up, it does not feel like travelling, but like a return home. The warmth and depth of interaction between people is the core of physical and mental health, which will prompt young people to constantly look for their spiritual home. They go to Zibo once they have experienced the opposite of their own interpersonal

relationships, found that people can actually be so warm, sincere, help each other, see their own never seen the social form. In other over-commercialised cities, it is difficult to experience the most genuine warmth between people, bringing solace to the lonely and confused spiritual world.

The city's delicious, sandwiched between the unforgettable kindness, is the reason why everyone ran to come and meet. "I want to go to Zibo to do a few days of people", "immigrant Zibo", "in Zibo their own like a person", these tourists' heartfelt words, reflecting the people tired of the hypocrisy of the urban forest indifference, profit-oriented, eager to be treated well, be courteous, be respected. "The smoke and fire in the world are the most soothing to the hearts of mortals", this is the Zibo barbecue can be so out of the circle of the fundamental reasons, but also young people on the traditional culture more and more love of the fundamental reasons.

In current era, any spiritual culture that wants landing and make a real difference to people's spirituality has to conform to the economy and have economic value. There is no contradiction between pulling the local economy and experiencing the local customs, it is not economic development that we need to fight against, but money hierarchy and self-interest maximisation - the only values of this kind. Traditional etiquette and modern civilisation complement each other here. After Zibo time, we really need to create a whole new cultural system for ourselves. This is the future of society is extremely important brand new mission, must establish their own spiritual home, not only to ensure the rapid development of the economy, but also can take into account people's emotional support, this is the future of China should have the appearance.

4 Famous city revival, endless cultural duplicates

Zibo barbecue this concept, whether the government took the initiative to brew, or see the opportunity after the momentum, the end result is a success. For the unexpected winner in this year's the newest Internet celebrity city, once created a nationwide sensation in flow myths. Zibo barbecue for the first time out of the circle is the beginning of March 8th, "college students group went to Zibo by high-speed railway" and boarded the Tiktok hot search in the city, according to incomplete statistics show that, "Zibo + barbecue" as the key words, March 1st to 28th, monitoring the relevant information more than 285,000, video information over 170,000, accounting for more than 60%, becoming the largest public opinion field[7]. Zibo "barbecue map", "barbecue train", "Muyang village barbecue" and other frequently on the hot search, Zibo barbecue search index before and after the first of May reached a peak of 11,057,900, at the end of June, maintained at 109,100. Related topics have been on the rise in the public opinion for nearly three months. Early July "Zibo tide", "Zibo barbecue has cooled down" topic has become a hot topic in search. Network popularity is often accompanied by accidental and short-lived, the flow can come quickly, can also suddenly fade. Unlike in the past, netizens have said to "Take advantage of the scarcity of people and go to Zibo". So although the heat is down, but still hot. Staff said that the city centre traffic is still a lot of the country's, only 5A level convenience market Badaju's visitors is now more than 10 times before. The local relevant departments also introduce new

ideas, then put a series of big moves, relying on new cultural and tourism activities to attract tourists, retain tourists.

Zibo is not only the city of gastronomy, but also a city with a long history and deep cultural heritage. 3000 years ago, Qi was known as the Kingdom of a Thousand Riders and the leader of "Five Hegemonies of Spring and Autumn Period", and Zibo, as the capital city, could be said to have been the world's first big city for nearly 800 years. The city was so large, so populous and so affluent that it gave birth to the idioms "shoulder to shoulder" and "sweat profusely", and was known as the "Ancient Rome of the East". The economy is prosperous and culture is flourishing. The Jixia Academy, the world's earliest government-run institution of higher learning, was born here, and was the world's earliest university and think tank. Gathering the elite talents of all schools of thought, it created the most dazzling academic scene in Chinese cultural history, "The Contention of a Hundred Schools of Thought", in which Mencius, Zou Zi, Tian Pian, Zhuang Zi, Xun Zi and other greats had all lectured here. Talents, profound, put forward the "people are noble and the king is light, the rule of law," the idea of the emergence of Jiang Ziya, Duke Huan of Qi, Sun Wu, Guan Zhong, Bian Que and other wise rulers and magpies, and handed down a lot of heirloom masterpieces. Chinese first political and economic works, "Guanzi", the world's first military works, "The Art of War", Chinese first agricultural works, "Qi Min Yao Shu", Chinese first handicrafts works, "Kao Gong Ji", the world famous novel "Liaozhai Zhiyi", are all out to this. Enough to prove that Zibo's profound historical heritage and humanistic spirit.

Barbecue just acted as the vanguard, when Zibo tourism into the norm, the streets began to appear Chinese medicine stalls clinic, even Zhou Yi masters on-site Chinese psychological counselling. Barbecue card, Chinese medicine card, Zhouyi card has not finished playing, culture and tourism card and on-line, painting and calligraphy masters group battle, spontaneous gathering on the streets, masters piled up stalls. Including the national level painter, masters of the Shandong Association, Shen Zhou, Zhao Baozeng, Jiang Liang, Xu Can, Xu Yongmei, China's first wrist book Dong Lanhe, known as the "painting and calligraphy group". Usually a painting is hard to find masters, the street scene painting, painting tens of dollars a fan for tourists, drawing against the sun for a whole day. There are also intangible cultural heritage - Zhoucun porcelain carving skills inheritors of the live show, non-heritage handmade "grass weaving" process, folk paper-cutting art and so on. Masters from all walks of life came to help, masters of high-end bureau constantly upgraded, help Zibo culture. Zibo's culture card is simply not finished. This is Zibo's heritage, not the bottom card.

It is impossible for a city that lacks tourism resources to rely on a few attractions or a tourism project for long-term development. It is necessary to rely on a long history of cultural lineage, good folklore, harmonious public opinion and perfect governance.

5 Conclusions

The spring of 2023 showed everyone that a city that had kept a low profile for a thousand years had taken things to the extreme and was known nationwide for its unique barbecue and down-to-earth style. In the face of the sudden flow, from the

government down to the common people, are trying to withstand this unprecedented wave of passenger flow and pressure. During the May Day holiday, Zibo Railway Station sent more than 240,000 passengers, an increase of 55% compared with the same period in 2019, and sent 189,000 passengers during the Dragon Boat Festival holiday, an increase of 30% compared with four years ago[8]. Badaju topped the queue list of national scenic spots on the first day of the May Day holiday[9]. Zibo in the face of opportunities for all the people to act on the scene, and encountered bottlenecks to actively seek transformation attitude, always worthy of praise. Behind the sudden booming, not only luck, but also thousands of years of accumulation of the historical background, not by chance, is the inevitable in the underworld.

Barbecue, clinic, artist stalls, these look very simple, nothing technical, and even many cities have been engaged in many times, but in Zibo, triggering such a high degree of attention. Zibo's booming is not only barbecue, is the cultural heritage, is the fireworks. To the city to bring visibility, reputation, boost consumption, promote economic recovery, and even business investment. Zibo with the east wind of barbecue investment, to determine the 2023 510 major investment projects, a total amount of 610 billion[10]. Opened this floodgate of domestic demand, ignited the engine of the city to set sail, so that five thousand years of cultural history to carry forward, in line with the current economic needs, industrial transformation.

Zibo barbecue lit a Chinese economic epoch-making signal, from the historical and geographical dimension, the reform revival look at Shenzhen, economic revival look at Jiangsu and Zhejiang, cultural revival look at Shandong. How to make the city in the Internet, the development of cultural services industry, Zibo to the province and the country made a perfect demonstration. A single spark can start a prairie fire, Zibo is booming opened the curtain of Chinese cultural renaissance.

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