

Study on the Aesthetic Connotation of Online Tourism Products—Taking the Mafengwo Reindeer Live Broadcast as an Example

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Due to the outbreak of COVID-19, the forms of tourism products have changed dramatically. Online travel products have attracted a lot of attention. From the perspective of tourism aesthetics, this study explains the evaluation criteria of the aesthetic value of tourism products from the three dimensions of natural beauty, social beauty, and artistic beauty, as well as the combination of these three aspects. Then, this study introduces the case of Mafengwo and puts forward that online tourism products should meet the needs of tourists to optimize themselves and boost their self-esteem. This study aims to extend the aesthetic connotation of online tourism products by helping tourists realize sensory stimulation and rational seeking.

Keywords: COVID-19, online tourism, tourism aesthetics, aesthetic value

Introduction

Under the influence of COVID-19 epidemic, tourism enterprises in various countries have been greatly affected, resulting in profound changes in the way of public tourism. On March 5, 2020, the General Office of Shanxi Provincial People's Government issued the "Notice on Promoting the Construction of Intelligent Tourism Online Platform Integration in Shanxi Province", putting forward the idea that smart tourism should be actively promoted. A platform that governs the whole province should be built. Meanwhile, the advantages of intensive construction and interconnected sharing should be brought into full play. During the epidemic period, a large number of tourism enterprises entered the cold winter. The online development model of "Internet+" undoubtedly provides a turning point for these enterprises. "Online bookstore", "online cinema", "online scenic spot", "online exhibition hall", and so on came into being. The supply-side structural reform of tourism is imperative.

Early examples of "online travel" were reported in news reports. For example, "Grand Mode Opens the Era of Online Tourism" by Ding (2010), and "Brief Discussion on Online Computing and Online Tourism" by Lv (2011). Different from the current APPDE 5G + VR customization + immersive services, the "online tourism" before 2015 presents a rough feature, and lacks rich and three-dimensional forms of expression. After the outbreak of COVID-19, many tourism enterprises suffered a sharp decline in economic benefits. "Online tourism" has also been endowed with the important mission of "energizing the industry". Since the birth of

“online tourism”, researchers have always focused on the role of “online tourism” as a tool. In his article “Innovative Marketing of ‘Online Smart Tourism’”, Li Danyang (2015) regards “online tourism” as a means of rural revitalization, tourism publicity and marketing. However, the nature of “online travel” itself has not been fully studied. This study will deeply analyze the value of “online travel” from the perspective of aesthetics.

Explanation of the Concept of “Online Travel”

The World Tourism Organization (WTO) of the United Nations put forward the concept of “Tourism” in 1999: “Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

Seeking “poetry and distance” in the habitual environment and trying to escape from daily life through the movement of position and space reflect the influence of modernity on tourism.

Online tourism is produced with the development of information network technology. It is based on virtual reality and online computing to create a “non-normal environment” in cyberspace. A real scenic spot will be created to construct a virtual tourism environment through simulated restriction or fiction. The image of this environment is detailed and vivid. With the help of Vrp-Travel technology (a multi-functional platform applied for tour guide training and tourism simulation), the network allows users to enjoy the wonderful rivers and mountains far away, or even feel the surreal three-dimensional simulated landscape without leaving home. “Online travel” has broken through the previous travel activities, must use transportation to reach the “remote” restrictions, at home can also experience the exotic atmosphere and participate in social activities.

Evaluation Criteria of Aesthetic Value

Whether the aesthetic value is reflected can be measured from three dimensions: natural beauty, social beauty, and artistic beauty, and whether the three are organically unified and combined. “Online tourism” products provide virtual images based on real landscape modeling. It is not only a reflection of all or part of the features of natural scenery, but also a fusion of the wisdom and imagination of designers. Thus, such products may be used as some kind of artistic works to show people’s artistic pursuit of beauty.

Natural Beauty

All the complicated things in nature have their forms of existence and objective images. However, if the natural objective scene wants to constitute the object of “beauty”, it also needs the existence of the aesthetic subject, that is, the existence of “ego”. If nature wants to be perceived by the aesthetic subject, it must become the “living world” of the aesthetic subject. In other words, nature should have spatial intersection with aesthetic subject.

German classical philosophy is also involved in the discussion of the view of nature. The idealism represented by Hegel holds that nature is the externalization of the subjective world. At the same time, nature depends on the human spirit. Although Feuerbach’s mechanical materialism abandoned the idealist viewpoint, it regarded everything as static and isolated. Marx’s philosophical concept of humanization of “nature” is produced on the basis of this theory. Marx stated in his *Manuscript of Economics and Philosophy* in 1844 that only in society, nature is the basis of human existence and the real-life element of human beings. Although Marx does not take the narrative in an aesthetic direction, the key words “nature”, “human”, and “humanization” have laid the theoretical foundation for the concept of “humanization natural beauty” in the dimension of aesthetic natural beauty.

Social Beauty

Aesthetics, after all, belongs to the humanities. Thus, its starting point must be the human life world. Furthermore, it rises to the world of human meaning and value. Aesthetics is closely related to “I”. It is difficult to leave the aesthetic subject, let alone the meaning and value of the subject. The foothold of aesthetics is also to guide people to love their living space. Therefore, aesthetics is the product of humanization and also has human emotion. Influenced by analytical philosophy, some aestheticians in the 20th century regard aesthetics as the product of being separated from human being. They believe that aesthetics is similar to philosophy, and is an art of language. Such one-sided cognition has limited the development of aesthetics. As a result, aesthetics become difficult to resonate with people. The superficial semantic analysis also makes aesthetics more boring. This also confirms the sociality of aesthetics again.

When the aesthetic subjects gather together to exchange, communicate, share, and even carry out common aesthetic activities, beauty becomes the product of sociality and collectivity. At the same time, the crystallization of social and collective wisdom is also a work of art of higher order, which can bring the aesthetic subject the enjoyment of beauty.

Artistic Beauty

Art is a word that cannot be avoided when talking about the topic of beauty. Art derives from human labor. The beauty of art is also a standard of aesthetics. Many theories of aesthetics are closely related to art. Whether in the West or in China, many important aesthetic theories have been put forward through the study of art. From Aristotle to Bakhtin in the West, to China’s Xie He to Ye Xie, Shi Tao, scholars all believe that aesthetics and art have a close relationship. In the ancient Chinese art, from the animal pattern decoration of prehistoric pottery to the unique landscape paintings of the Wei, Jin, Southern and Northern Dynasties, the artistic atmosphere has become more and more intense in the process of evolution. Wei, Jin, Southern and Northern Dynasties is a unique period in the history of ancient Chinese art. The art works include landscape paintings famous for the imitation of lines, landscape paintings that reflect Taoism by the appearance of mountains and rivers, Buddhist art works famous for the sculpture and fresco of Buddha, porcelain with delicate and symmetrical glaze, and so on. All of these art works show the varied forms and delicate temperament of art works in the Wei and Jin Dynasties. This kind of works also made great contributions to the aesthetic promotion of the ancient Chinese people.

Case Study of Online Travel Products

Mafengwo Reindeer Live

In the early spring of 2020, Guo Rui, a Mafengwo user with the title of “reliable traveller”, found a breaking point that could convey the Hulunbuir Grassland and make the spring scenery of the Greater Khingan Mountains widely known. March and April of Hulunbuir Grassland is the most comfortable time of the year, with everything vibrant, spring sunshine and gentle wind. The fragrance of grass gently straightens into people’s noses, as a symbol of a year of prosperity in animal husbandry.

Guo Rui welcomed the operators of Mafengwo Tourism in March 2020. They hope to show the most original Hulunbuir through the “travel live broadcast”, so that people can see the unique historical stories and national culture behind the grass and primitive forests. Guo Rui in order to do a good live broadcast paid quite a lot of efforts. In fact, Guo Rui has no clue about how to be a live streamer. Armed with a series of live

streaming devices, he was overwhelmed. Guo Rui tried dozens of recording locations in order to achieve stable results and find a good set. At the same time, he had to bear the pressure of proofreading manuscripts and contacting staff. Repeated failures did not make him give up.

At 10 am on April 18, 2020, Guo Rui's team finally finished all the work before the broadcast. In front of the camera, Guo Rui does not have the novice's tenacity and tension. Many attempts made him look at home. "Reindeer" as a dozen live broadcasts of the main guests, in front of the camera with a charming manner is quite eye-catching. On the grass where the snow melts, a reindeer is fat and healthy. Running in with the staff for many times makes them particularly clever. These reindeer can interact with the platform visitors at the right time to greet, being cute or cool. Senior leaders of Mafengwo Group believe the Reindeer Live is popular because it offers an immersive and customized experience for visitors.

This experience not only meets the needs of visitors for online pet training, but also shows the charm of nature and the wild without breaking the mold. Therefore, this product well meets the psychological needs of tourists eager to have contact with nature during the epidemic period, thus creating a high-quality live broadcast service. The success of Mafengwo is mainly attributed to the fact that the living space of tourists such as the epidemic was severely restricted, and the method of constructing authenticity was used to build a primitive and natural "stage"—the charming cold light shining in the cool wind while the snow was not fully melted. There was a rustling sound in the woods, birds chirping in the branches, fish swimming in the clear water, and waterfalls rumbling under strange rocks. Such primitive features make people yearn for them. The Mafengwo team chose "reindeer" as the spokesperson of the Greater Khingan Mountains, recording and selecting a popular part of the reindeer's daily image. Finally, the company has created tourism products with natural beauty, social beauty, and artistic beauty, providing exquisite materials for tourists to interpret ecological beauty.

Suggestions for the Development of Online Tourism Products

How to better shape the virtual scene in online tourism platform is the top priority of online tourism development. In the process of scene construction, designers should follow the basic principles of aesthetics—appropriate proportion plus beautiful colors. Based on the model of scenery, the researchers emphasize the key scenery and characters by means of light changes, different materials, and contrast of color, so that the whole picture has a symmetrical and balanced aesthetic feeling. At the same time, designers need to pay attention to the design of the scene to give people a space of association, so that users in the process of enjoying the process of sound and incisive left a taste.

The live broadcast of reindeer in the Mafengwo not only creates a beautiful grassland image, but also guides tourists to relax in the aspect of life sensibility. With the acceleration of modernization, the aesthetic needs of tourists have changed. Tourists can "travel the world in person" while understanding the artistic conception of landscape, and achieve the "heart travel eight sides" effect. Aesthetic subject reflects the characteristics of "super utility" in the observation of aesthetic environment. Tourists are in love with the scenery, so that they can blend with the scenery. This way can make tourists not only meet their aesthetic needs, but also self-care and self-reflection in aesthetic activities. This kind of practice has extended the connotation of tourism activities. The live broadcast of reindeer in the Mafengwo has opened a simple and natural corner for the fast-paced urban life, which shows the charm of "slow life", and also provides a new angle for researchers to develop online tourism products. This new product focuses on the self-optimization needs of people in

aesthetic activities, and gives tourists the dual enjoyment of perceptual scenery image and rational self-seeking, which makes the tourists' aesthetic activities more natural and smoother.

Conclusion

Since the outbreak of COVID-19, considerable changes have taken place in the mode of production, sales and drainage of tourist products. Therefore, the artistic expression of tourism products has also changed. As a popular form of tourism during the epidemic period, online tourism well interprets the natural beauty, social beauty, and artistic beauty of aesthetics. At the same time, relying on virtualization technology, online tourism products centralize various software and hardware resources, information and application services distributed on various servers, personal computers, mobile storage devices, even mobile phones, and other devices. This practice reflects the sharing feature of technology products in the information era.

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