

SELF-MEDIA PROMOTES OVERTOURISM IN NON-HOT TOURISM CITIES: THE CASE OF ZIBO, CHINA

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Abstract

This study examines the causes and impacts of overtourism in non-traditional destinations, using Zibo—a Chinese industrial city experiencing an unexpected tourism surge—as a case study. Combining qualitative interviews with tourists, residents, and government officials, along with content analysis of user-generated social media data, the research identifies self-media as a primary driver of abrupt tourist influxes. Findings reveal how viral online content reshapes travel behavior and strains local infrastructure, while underscoring the necessity for proactive governance to balance tourism growth with community well-being. The study proposes actionable strategies for destination management, including price regulation, infrastructure optimization, cultural integration, and dynamic monitoring of self-media trends to mitigate overtourism risks. By linking self-media dynamics to sustainable tourism challenges, the research contributes to academic discourse on digital influence in tourism and offers practical insights for policymakers to address similar scenarios. It emphasizes the urgency of adaptive frameworks that harmonize economic opportunities with residents' needs, providing a model for managing emergent tourism hotspots in the digital age.

Keywords: *Self - media; Overtourism; Sustainable Tourism Development.*

JEL Classification: *Q01; Q38*

1. INTRODUCTION

For decades, the global tourism industry has experienced rapid and sustained growth. In 2017, the number of international tourist arrivals reached one billion for the first time and is projected to nearly double by 2030 (UNWTO, 2017). In China, since the reform and opening up, tourism has become a key factor in social transformation (SUN Jiuxia, 2023). To most people, the rise of tourism in a region often signifies greater economic benefits for that area and an increased sense of well-being among local residents. However, when the number of tourists exceeds the carrying capacity of a region, it often leads to traffic congestion, increased living costs for residents, and a diminished tourist experience, which is the phenomenon of overtourism. Doxey (1975) was among the first to systematically describe such issues, particularly highlighting the negative reactions of residents to the large number of tourists

near Niagara Falls. According to previous studies, overtourism often occurs during major holidays (Cynthia Morgana Boos de Quadros, 2024) or in places with famous attractions (Hugo Padrón-Ávila, 2019). Therefore, the phenomenon of overtourism has long existed in specific tourist destinations. Many of these destinations are urban centers, as major cities offer a variety of attractions and facilities, usually including iconic and unique features, such as the Eiffel Tower in Paris, the Emerald Buddha Temple in Bangkok, and Times Square in New York. The existence of these specific attractions often makes it difficult to persuade potential tourists to go elsewhere, forgoing the opportunity to visit world-famous attractions and sites (Rachel Dodds, Richard Butler, 2019).

However, since March 2023, Zibo barbecue in China has rapidly become popular on self - media platforms (TikTok, Xiaohongshu) with the help of user - generated content (UGC) that is characterized

by its large quantity and low cost. Various topics have dominated the hot search lists, and Zibo has become the "top - tier" city among a host of "internet - famous" cities in China. Opinion leaders, media organizations, local residents, and tourists have spontaneously produced content, posted short videos about visiting Zibo barbecue, and promoted Zibo voluntarily. According to data statistics, in March 2023, the search volume for keywords related to "barbecue" in Zibo city increased significantly compared to the same period last year, with a growth rate of more than 370%. With "Zibo barbecue" as the keyword, the search volume on all platforms has achieved astonishing growth, with a year - on - year growth rate of more than 770% (Know the micro - data, 2023). According to a survey report released by the Giant Engine Urban Research Institute, in the first quarter of 2023, the number of users on self - media platforms who have shown a strong interest in urban tourism has exceeded the 400 million mark, and compared to the same period last year, it has achieved a steady growth of 183.3%. This data not only reflects the huge potential of self - media platforms in tourism promotion, but also reveals the public's enthusiasm for urban tourism and their increasing attention to it. This is mainly because the reviews posted by tourists themselves are often more trustworthy than those recommended by travel companies (Ye, Q et al., 2011). Secondly, the original content of self - media users generally includes a variety of elements such as images and audio - visual materials, which are more intuitive and richer than traditional text - based information (Alonso - Almeida & Ribeiro de Almeida, 2018). In the mediated era, the progress of communication technology, the change of communication environment, and the growing strength of self - media platforms have led to the fact that user - generated content (UGC) has begun to become one of the main factors for other users to choose their travel destinations (Alonso - Almeida et al., 2019; Giant Engine Urban Research Institute, 2023).

This paper aims to investigate, in the era of increasing self - media influence, what factors have led to Zibo in China becoming a popular tourist city? How has Zibo coped with the resulting overtourism while receiving a large number of tourists? What hidden concerns lie behind the popularity? And what lessons can other cities learn from Zibo's experience?

2.THEORETICAL FRAMEWORK

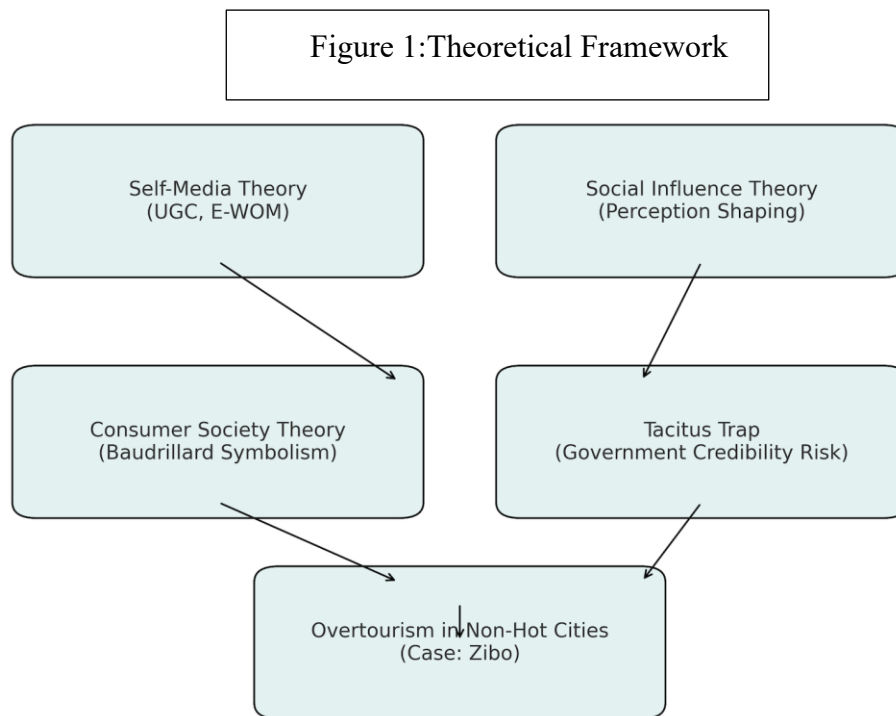
The phenomenon of overtourism has garnered significant attention in tourism studies, as it poses challenges to the sustainable development of tourist destinations. Overtourism refers to the situation where the number of tourists exceeds the carrying capacity of a region, leading to negative impacts on the environment, local residents, and the tourist experience itself (Doxey, 1975; Dodds & Butler, 2019). This concept is closely related to the carrying capacity theory, which suggests that there is a limit to the number of visitors a destination can accommodate without degrading the environment and the quality of the tourist experience (Perkumienė & Pranskūnienė, 2019).

In the context of digital media, the role of self-media platforms in shaping tourism behavior and destination popularity has become increasingly prominent. Self-media, characterized by user-generated content (UGC), has transformed the way tourists make decisions and share their experiences. UGC serves as a form of e-word-of-mouth, influencing potential tourists' perceptions and choices (Ye et al., 2011). This aligns with the theory of social influence, which posits that individuals are influenced by the opinions and behaviors of others in their social networks (Alonso-Almeida et al., 2019). The rapid dissemination of information through self-media platforms can lead to sudden surges in tourism, as seen in the case of Zibo, China.

Urban tourism, as a subfield of tourism studies, focuses on the unique characteristics and

challenges of tourism in urban areas. Cities offer a diverse range of attractions and experiences, but they also face issues such as overcrowding, increased living costs, and strain on infrastructure (Padrón-Ávila & Hernández-Martín, 2019). The integration of culture and tourism in urban settings is particularly

important, as it can enhance the attractiveness of a destination and promote sustainable development (The CPC Shandong Provincial Committee & the Shandong Provincial People's Government, 2023).



3. RESEARCH METHODS

The case study method involves selecting one or several representative typical events or objects, systematically collecting relevant information, and conducting in - depth research to answer research questions, seek methods and ideas for solving related problems, summarize general experience laws, and test conclusions on similar issues. This is a social science research method. This paper takes Zibo in China as the case study object and deeply analyzes its urban industrial characteristics. Focusing on the rapid rise of Zibo as a popular tourist city, it further explores the causes, measures to be taken, and potential risks.

The in - depth interview method is a qualitative research method, mainly used to explore complex social phenomena and abstract social issues.

It is a semi - structured, direct, one - on - one interview aimed at investigating the underlying motives, attitudes, and feelings regarding a certain issue and understanding abstract problems. This study aims to explore how the local government, local residents, and tourists, the three main entities in Zibo, China, under the influence of self - media, can coordinate their relationships and minimize the negative impacts of overtourism.

3.1 Data Collection

Semistructured interviews were conducted with 42 participants from three groups: tourists, local residents (including tourism practitioners), and government department staff members. The initial interviewees were randomly selected to ensure sample diversity and representativeness. They came from varied backgrounds and could offer different

perspectives on the research topic. They then recommended other relevant respondents, expanding the interviewee network and enhancing the comprehensiveness of the research results. The interviewees were numbered: tourists as A1~A20, local residents as B1~B19, and government department staff members as C1~C3 (Table 1).

Interview topics included main factors for traveling to Zibo, local residents' views on the city's rising popularity, challenges in their daily lives and responses, interactions between residents and tourists, residents' views on government measures and tourists, tourists' experiences and behaviors in Zibo, and government responses.

Tabell The interviewees of this research

Number	Gender	Age Group	Number	Gender	Age Group	Number	Gender	Age Group
A1	Male	20-24	A15	Female	35-39	B9	Female	45-49
A2	Female	20-24	A16	Male	>50	B10	Female	35-39
A3	Female	20-24	A17	Male	45-49	B11	Male	30-34
A4	Male	25-29	A18	Female	45-49	B12	Male	35-39
A5	Male	35-39	A19	Female	30-34	B13	Female	45-49
A6	Male	25-29	A20	Female	>50	B14	Female	30-34
A7	Male	>50	B1	Male	35-39	B15	Female	25-29
A8	Female	40-44	B2	Male	40-44	B16	Male	>50
A9	Female	30-34	B3	Male	40-44	B17	Male	35-39
A10	Male	20-24	B4	Female	45-49	B18	Female	45-49
A11	Female	20-24	B5	Male	30-34	B19	Male	30-34
A12	Female	25-29	B6	Female	35-39	C1	Male	35-39
A13	Male	30-34	B7	Male	35-39	C2	Female	25-29
A14	Female	35-39	B8	Female	25-29	C3	Male	35-39

3.2 Case Introduction

Located in the central part of Shandong Province, China, Zibo City lies to the south of the foot of Mount Tai and Yi, and to the north of the meandering Yellow River. It is the ancient capital of the State of Qi and the birthplace of Qi culture, with a history of more than 3,000 years. In terms of economy, it is dominated by industrial and mining industries, with a long - standing industrial history that covers a wide range of fields, including petrochemicals, machinery, ceramics, chemicals, and textiles. With the gradual advancement of urban transformation, Zibo City in China has become a national pilot area for the agglomeration

development of strategic emerging industries, a comprehensive pilot for new - type urbanization, and a comprehensive experimental zone for the conversion of old and new kinetic energy in Shandong Province. It is an important production base for petrochemicals and pharmaceuticals in China and a building materials producing area. From the perspective of the dominant industries, Zibo in China is a traditional industrial city in the usual sense and has little to do with the popular tourist cities favored by the Chinese people.

According to the analysis of this paper, the main factors contributing to the popularity of tourism in Zibo are as follows:

1) Policy Factors

Culture is the soul of tourism, and tourism is the carrier of culture; the two are naturally connected. The 2023 Chinese Government Work Report proposed in its suggestions to focus on expanding domestic demand, prioritize the recovery and expansion of consumption, and promote the recovery of consumption of life - service, with cultural demand increasingly becoming a new direction to meet people's aspirations for a better life. Against this backdrop, the deep integration of cultural and tourism resources plays a crucial role in stabilizing and boosting consumer confidence and actively promoting the expansion of domestic demand. Promoting consumption through culture and tourism is a measure taken by Zibo City in China to actively respond to the national strategy of expanding domestic demand and promoting consumption. Shandong Province has issued the "Guiding Opinions on Promoting the Deep Integration of Culture and Tourism and High - quality Development of the Tourism Industry," which emphasizes the need to combine the actual situation, development advantages, and future direction of Shandong Province. It calls for a focus on the current reality and the active integration of innovative and integrated concepts to promote the deep integration of the culture - tourism industry and the high - quality development of the tourism industry. This measure aims to leverage the unique advantages of Shandong Province and create a new situation for the development of the tourism industry (The CPC Shandong Provincial Party Committee, 2023). The integration of culture and tourism has become an irresistible trend. "Food is the first necessity of the people," and culinary culture stands out among cultural types and is more likely to be disseminated. An official from the Culture and Tourism Bureau of Boshan District, Zibo City, referred to as C1, said in an interview: "Before Zibo barbecue became popular, the city's consumption - promotion working group had instructed that it was hoped to promote consumption and expand domestic demand through

culture and tourism (interviewer's dialogue, with personnel information attached later). The reason for using culture and tourism as the overall handle to drive consumption is that tourism has a wide coverage. Compared with online shopping and other methods, tourism requires going out and can drive the development of more industries." The popularity of Zibo barbecue may seem accidental, but in fact, there is an inevitable internal logic driving it.

2) Shift in Social Mindset

The novel coronavirus swept across the globe in 2019, causing a significant impact on the global economy and urban development, and the culture - tourism industry was also brought to a standstill. With the evolving situation of epidemic prevention and control, economic and social life gradually returned to normal, and society as a whole gradually resumed its normal state. As the macro - economy and society returned to normal (Wang Xinjian, 2021; Cynthia Morgana Boos de Quadros et al., 2024), individual life perceptions and social psychological needs also needed to return to normal. The rapid popularity of Zibo barbecue in China after the lifting of lockdowns is a typical example of standing out under the social mentality of people's urgent need to travel and relax. The recovery and development of the economy are inseparable from the support of the tertiary sector, which are interdependent and mutually reinforcing, jointly promoting the development of the economy and society. Therefore, the shift in social mentality promotes the development of the economy and the prosperity of culture - tourism, which is conducive to the construction of urban image. The entry of socio - economic factors will also lead to a shift in social mentality, and Zibo in China is riding the wave of tourism recovery.

3) The Impact of Self - Media

During the dissemination of "Zibo Barbecue in China," the Zibo government actively monitored public opinion, paid close attention to the direction of online public sentiment, seized the hot - traffic, and

continuously marketed and created momentum. The rapid spread of Zibo barbecue on social media platforms began in January 2023 when a short video about Zibo barbecue posted by a netizen named "Love July" on the Douyin app unexpectedly became popular, attracting the attention of a large number of netizens to the "grill + pancake + dipping sauce + green onion" set of Zibo barbecue. With a strong sense of Internet thinking, the Zibo government responded quickly. Taking advantage of the popularity brought by the Douyin platform before it subsided, relevant departments in Zibo promptly invited a "big V" with 20 million followers to conduct an outdoor live broadcast to recommend Zibo barbecue to netizens. It was because of the government's perception of traffic that it began to cooperate with various opinion leaders, became

familiar with the online game - playing methods, and quickly seized the traffic dividend. As can be seen from the WeChat Index in Figure 1, since April 8, the popularity of Zibo has been soaring, especially during the "Labor Day" period, when its related searches reached a peak. According to the data released by the Zibo Statistical Bureau, in 2023, a total of 61.149 million domestic tourists were received, an increase of 67.6% compared to the previous year; domestic tourism revenue reached 63 billion yuan, up by 68.4% (Zibo Municipal Bureau of Statistics. 2024). The introduction of various people - friendly policies in Zibo and the provision of enthusiastic and sincere services have contributed to the barbecue's explosive popularity, which is a vivid interpretation of how government new media in the self - media era grasp the traffic - oriented thinking.



Figure 2: Tik Tok Index with "Zibo, China" as the Keyword

4. RESULTS

After the popularity of Zibo barbecue in China, a number of concerns have been raised. Among them, how to transform the short - lived "traffic" into lasting "retention", how to effectively guard against the reversal and backlash of negative public opinion, and how to convert the entertaining image into a cultural symbol have all become urgent issues that need to be considered. In this society where traffic is paramount, it seems to have become the "opportunity" for urban development, bringing important opportunities for the publicity and

promotion of cities. However, traffic is a "double - edged sword", and urban managers need to be good at handling it and cautiously deal with these challenges and opportunities to prevent it from becoming a fleeting trend that quickly dissipates. This chapter aims to reflect on the concerns behind the popularity boom and strive to find effective strategies and methods to ensure that the city can steadily move forward in the wave of traffic and achieve long - term development and prosperity.

4.1 Beware of the Backlash of "Traffic"

Water can carry a boat, but it can also capsize it. The rise of Zibo as a popular tourist destination in China is closely tied to the promotion by self-media platforms. However, while self-media can amplify positive narratives, it can also magnify negative ones. In a previous survey, Tourist A16 reported: “As Zibo barbecue’s popularity surged, restaurants became overcrowded. Tourists had to collect tokens in the

morning and wait in line for hours to secure a dining slot. To avoid wasting time on queues and missing other activities, I paid 450 RMB to hire a local resident to queue for three hours.” In contrast, younger tourists like A1, A2, and A11 stated that due to limited travel budgets, they had to queue themselves, severely disrupting their itineraries and diminishing their overall experience.

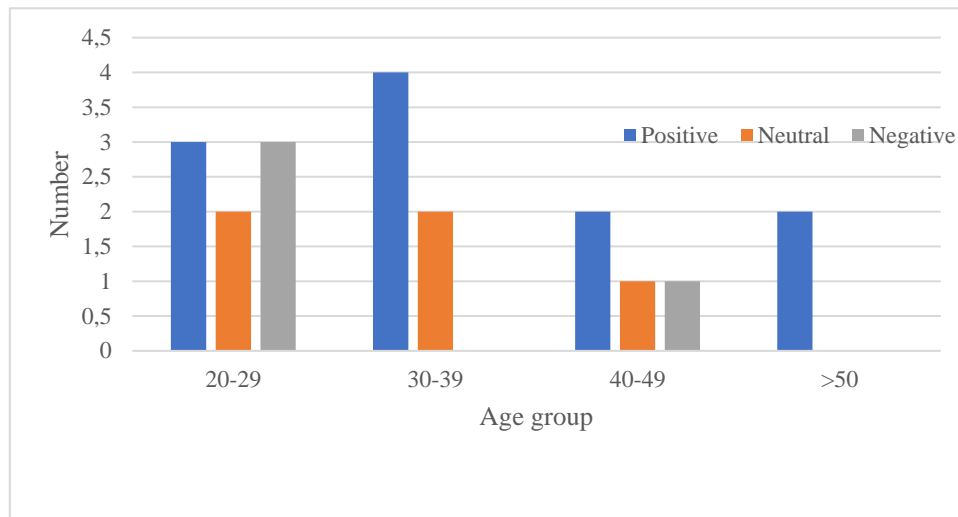


Fig. 3 Distribution of Travel Satisfaction

Figure 3 illustrates the travel satisfaction distribution among 20 randomly surveyed tourists. The data reveals that the most negative evaluations came from the 20–29 age group. Follow-up discussions indicated that this dissatisfaction stemmed primarily from overcrowding, which caused shortages in local accommodations and barbecue services. These issues drove up costs and placed financial strain on younger travelers. Middle-aged tourists, often traveling with families and possessing more flexible budgets, faced lower time and financial pressures. Notably, as the primary content creators on self-media platforms, younger tourists’ critiques are more likely to spread widely, amplifying risks of reputational backlash.

4.2 Preventing the Tacitus Trap

The Tacitus Trap is a political law that refers to when a government department or organization

loses its credibility, no matter whether it tells the truth or lies, or does good or bad things, it will be considered as lying and doing bad things, and society will give a negative evaluation (Everitt, B. S., & Skronidal, A. 2010).

When self - media spread Zibo in China to all over the country, the local government media also participated and played a relatively important role. At this time, it is more important to pay attention to not damaging the credibility of official media. It is the duty of government staff to promote the image of their city, but they must ensure that the promotion is true and reliable and does not damage the government's image. The government is the symbol and representative of public power. Once public power unfortunately falls into the dilemma of the "Tacitus Trap," it will be a misfortune for the whole society. The Tacitus Trap not only damages the credibility and image of public power but also

weakens the public's trust and support for power institutions, posing a potential threat to social harmony and stability. Previously, a tourist posted a video claiming that the actual situation of the Strange Tales from a Chinese Studio scenic spot in Zibo was far from the promotional effect, suspected of false advertising, and tourists shouted in unison for a refund. On September 30, 2023, the scenic spot issued an apology letter, which also stated that it would handle the ticket refunds. However, soon the apology letter was deleted by the publisher. Subsequently, the Culture and Tourism Bureau of Zibo City responded to the media that ticket refunds for tourists had begun on the evening of the 29th, and they would investigate the reason for the deletion of the apology letter and would not allow tourists' interests to be harmed, thus calming the situation.

Therefore, even a single false promotion of the city's image is not allowed. Once the public power department falls into the "Tacitus Trap," it will not only reduce the public's trust but also damage the effect of the city's image promotion. All previous publicity and effects will be greatly discounted, or even backfire. To effectively avoid this public opinion quagmire of the "Tacitus Trap," government departments must remain highly vigilant about online public opinion, make accurate predictions, respond to changes in public opinion in a timely manner, and effectively prevent the spread and escalation of negative public opinion, thereby maintaining social stability and public trust.

4.3 Guarding Against the Pitfalls of Consumerism

Baudrillard (1998) posits that in a consumer society, individuals are driven by the pursuit of symbolic value rather than the intrinsic utility of goods. This framework can be extended to overtourism, where destinations are often sought for their symbolic appeal rather than their authentic qualities. The phenomenon of "Zibo Barbecue" in China exemplifies this dynamic. Has it not been

constructed as an "internet-famous" symbol by opinion leaders on self-media platforms? Is it not thrust into the spotlight amid the torrent of visual-cultural symbols? Are young tourists truly consuming local attractions or savory skewers, or are they chasing the symbolic labels of "viral trends" and "internet fame"? Compared to the act of tourism itself, the pursuit of these symbolic tags generates amplified consumer demand. Destinations increasingly morph into mediated spectacles imbued with symbolic meaning. While such spectacles fuel the popularity of tourist cities, they also risk fostering blind conformity in consumption and trend-chasing.

In the short term, this may boost urban economic growth, but in the long run, it often relies on profit concessions by local businesses. As interviewee B9 noted: "Zibo's hotels aren't making significant profits. Free parking and public restrooms don't generate revenue. Some businesses even offer freebies to attract tourists, but if they stop, they face criticism from later visitors. Many local businesses are struggling." Once the hype subsides, Zibo's tourism industry has yet to achieve sustainable development, remaining largely a transient collective carnival forged by short-term public enthusiasm.

Blind Conformity and Carnivalization May Foster a Consumer Society as Theorized by Jean Baudrillard. Tourism consumption has transcended its original role as a dual relaxation of body and mind, morphing into what Bakhtin termed the "carnavalesque spirit." This carnival-like behavior is both ritualistic and subversive. For many college students, the act of participating in the ritual—"having been there" and "having experienced"—holds greater significance than the gustatory pleasure of barbecue itself. The "special forces"-style tourism check-ins epitomize blind conformity, deviating from tourism's fundamental purpose of relaxation and authentic life experiences.

In this context, individuals become alienated and objectified, stripped of their humanity. The core logic of consumer society gradually erodes human

essentiality, reducing people to mere tools, resources, and accelerants within capital's cyclical machinery. This process of alienation and objectification transforms individuals into dehumanized entities, akin to objects devoid of self-awareness. While consumption grants access to material goods, these items often lack survival necessity, existing primarily as symbols and signifiers.

Figure 4 illustrates the primary travel motivations among interviewees. Notably, “performative tourism” (showcasing experiences for social validation) ranks highest, reframing travel not as leisure but as a competitive act of social comparison

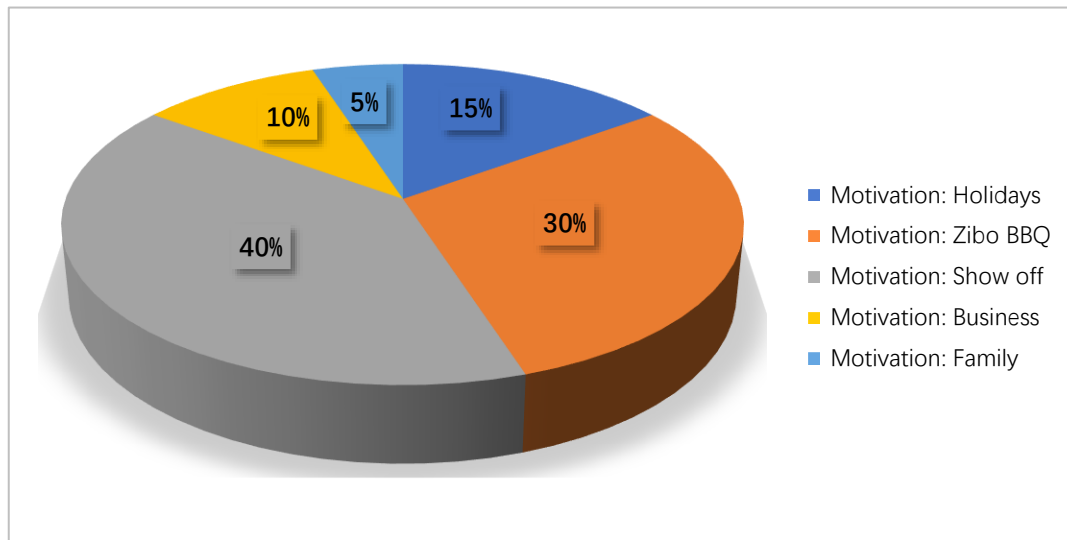


Fig4. Distribution of Tourists' Travel Motivations

5. CONCLUSIONS

The rise of self - media has led to an increasing number of niche tourist destinations being shared on these platforms. Once a certain level of popularity is achieved, these destinations attract a significant number of tourists, creating a snowball effect that draws even more visitors. However, niche tourist destinations are often ill - equipped to handle large numbers of tourists simultaneously, leading to the complex and multidimensional phenomenon of overtourism.

This study finds that self - media does not universally cause a surge in visitor numbers at every niche tourist destination. Instead, several factors determine whether a location attracts a large number of tourists and experiences overtourism:

Festival Factors: Zibo in China successfully attracted a large number of tourists through self -

media promotion, primarily because the epidemic had just ended and people had a strong desire to travel for relaxation. Coinciding with the Labor Day holiday, Zibo became a popular destination due to its extended travel time.

Cultural Factors: Located in Shandong Province, Zibo has a long - standing Confucian spirit of hospitality. When users share their travel experiences on self - media platforms, the friendly attitude of local residents and the generous demeanor of merchants are highlighted. This has significantly influenced more people to choose Zibo as their travel destination.

Government Departments: When the number of tourists in Zibo increased, local government functional departments responded swiftly. They undertook overnight upgrades and renovations of local infrastructure, such as parking lots and

restrooms. They also strictly controlled the prices of hotels and restaurants to prevent overcharging.

The joint action of these multiple factors has enabled Zibo to withstand the wave of self - media without generating any negative impacts. However, during the interview process, this study identified some negative impacts of overtourism caused by self - media that need to be addressed urgently:

Balancing the Relationship between Residents and Tourists: Zibo has undoubtedly succeeded in handling the surge in tourists brought by self - media. However, interviews revealed that with the increase in tourists, the living and travel costs of most residents have also risen, particularly due to congestion - related time costs.

Self - Media - driven Youth Tourism: In the interviews, it was found that among the 20 - to 29 - year - olds who visited Zibo, 80% came for show - off tourism. They were not interested in the attractions, food, or culture of Zibo. Instead, they chose this destination because posting photos on self - media platforms would arouse the envy of others.

The study of overtourism in non - traditional hot tourist cities, exemplified by Zibo, China, provides valuable insights into the complex interplay between self - media, urban tourism, and sustainable development. The findings of this research hold broad implications for both tourism scholarship and destination management practices:

Theoretical Implications

This research enriches the understanding of overtourism by demonstrating how self - media platforms can trigger sudden increases in tourism, leading to overtourism in previously less - known destinations. The case of Zibo illustrates the theoretical framework of social influence and the impact of user - generated content (UGC) on tourism behavior (Ye et al., 2011). Additionally, the study underscores the significance of cultural and policy factors in mitigating the negative effects of

overtourism, aligning with the carrying capacity theory (Doxey, 1975; Dodds & Butler, 2019).

Practical Implications

For public managers, tourism destinations, and policymakers, the findings suggest several actionable recommendations:

Regulate Prices and Infrastructure: Implement measures to control prices and improve public facilities to enhance the tourist experience and mitigate the negative impacts of overtourism (Padrón - Ávila & Hernández - Martín, 2019).

Promote Sustainable Tourism Practices: Encourage sustainable tourism development by balancing the needs of tourists and local residents, ensuring that tourism growth does not compromise the quality of life for locals (Perkumienė & Pranskūnienė, 2019).

Leverage Cultural Integration: Utilize cultural integration as a strategy to enhance the attractiveness of urban tourism destinations, as seen in the success of Zibo's barbecue culture (The CPC Shandong Provincial Committee & the Shandong Provincial People's Government, 2023).

Monitor and Manage Self - Media Influence: Actively monitor self - media platforms to manage public opinion and prevent negative backlash. Engage with opinion leaders to promote accurate and positive representations of the destination (Alonso - Almeida et al., 2019).

By adopting these strategies, urban tourism destinations can better manage the challenges posed by overtourism and achieve sustainable development in the digital age.

In summary, in the case of Zibo in China, the excessive tourism phenomenon was mainly caused by the promotion of self - media, but it also needed

the help of sufficient time and cultural characteristics. Once excessive tourism is formed, the local government functional departments must take necessary measures to reduce the harm caused by excessive tourism and achieve sustainable development of the tourism industry. The measures include, but are not limited to:

Regulating Prices: It is not only necessary to prevent "ripping off customers" from affecting the city's image, but also to prevent price increases from affecting the daily lives of local residents.

Increasing Public and People - friendly Facilities: Increasing public restrooms and public transportation to facilitate the travel of residents and tourists and reduce traffic congestion.

Being Alert to False Prosperity: Preventing the government from building large - scale projects or individuals from investing in heavy - asset industries due to the temporary prosperity brought by self - media. It is necessary to wait until the number of tourists stabilizes and then carry out targeted construction.

Finally, this paper still has certain limitations. The main reason is that self - media has not been around for long, resulting in a small number of cases affected. It is believed that in the near future, with the increasing presence of self - media in our lives, more and more niche tourist destinations will be discovered. At that time, with multiple cases combined, it is believed that a more comprehensive analysis and understanding of the key factors of self - media - induced excessive tourism and the reasonable measures that government departments should take can be achieved.

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