

Imitation Effect and Spatial Ballet: Research on the Media Presentation and Communication Practice of “Micro Travel” in Internet Famous Cities

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Abstract:

The imitation effect and spatial ballet play an important role in the media presentation and dissemination practice of “micro travel” in famous cities on the internet. Through in-depth research and analysis of the laws and mechanisms behind these phenomena, this study can better understand and grasp the tourism industry’s development trends and innovative practices, providing strong support for promoting sustainable development. This article also believes that some problems exist with media presentation and communication practice. Media can enhance public awareness and understanding of the tourism industry by exploring the cultural connotations and social values behind “micro travel”.

Keywords: micro travel; Internet celebrity cities; Imitation effect; Space ballet; Media presentation

1. Introduction

City micro travel, or City Walk, was originally popular on short video platforms. It refers to short-distance, micro-tourism activities conducted within a city, usually characterized by proximity, periods, and slow experiences. Compared to general long-distance travel, the appeal of urban micro travel mainly comes from the cultural shaping of internet celebrity cities by social media. Regarding China’s practice, in the context of the recovery of the tourism industry in 2023, urban micro tourism has become a popular tourism activity in internet-famous cities, welcomed by many young people, and its media presentation and dissemination practice characteristics are prominent. Urban microtravel places more emphasis on the city’s deep experience and media perception, emphasizing the need to understand and experience the cultural and geographical charm of the city as much as possible within a limited time. Previous studies have suggested that in works labeled as City Walk or urban micro tourism short videos, short video creators or short video anchors assume the role of “commentators”. Their introductions of urban cultural geography in the videos help viewers complete virtual experiences of activities such as walking and

stopping, gazing and observing, questioning and dialogue in the city (Xue Lan and Li Pinqing, 2024).

As a cultural activity that has been popular in Western society for a long time, the popularity of urban micro tourism or City Walk has significant value in inspiring the recovery of the tourism industry. With the improvement of people’s living standards and the increase in leisure time, new forms of tourism are inevitable. Urban micro tourism, as a new local tourism activity, can gain many supporters by promoting the construction of famous cities on the internet. As an important destination for urban micro travel, internet celebrity cities refer to cities with high attention and influence on social media. These cities have unique scenery, cuisine, and culture and have quickly become “check-in” hotspots after being fermented by social media (Jiang Xiaoli and Guo Xudong, 2020). In the dissemination practice of urban micro travel, the role of media cannot be ignored, and social media provides a powerful carrier for disseminating urban culture. Short video creators fully showcase the cultural and geographical charm of the city through publishing travel guides, Vlog sharing, and other forms, attracting more viewers to imitate. Under the full imitation effect, the exemplary role of internet celebrities and bloggers is prominent, and the dissemination

of internet celebrity city culture can be further promoted. This study is based on many case studies and delves into the media presentation and dissemination practices of “micro travel” in famous cities on the internet. We conducted a detailed study on the dissemination characteristics, audience acceptance, and industry development trends of micro travel on social media platforms through various methods such as questionnaire surveys, in-depth interviews, and content analysis. This study found that social media platforms are crucial in disseminating “micro travel” on the internet in famous cities. Social platforms such as Xiaohongshu, with their broad user base and highly interactive characteristics, have facilitated the practice of urban micro travel, attracting many fans’ attention and participation.

2. Literature Review

2.1 Micro travel in Internet celebrity cities

In recent years, urban micro tourism has rapidly emerged in first and second-tier cities in China, with its English name “City Walk” corresponding to the English context of “city stroll”. The term “micro” in “micro travel” is considered a characteristic cultural element with social media characteristics and postmodern style. Firstly, the characteristics of social media have given “micro” the meaning of “electronic” and “media” in Chinese due to the popularity of social media such as “Weibo” and “WeChat”; At the same time, it is a postmodern style, and “micro” also refers to fragmentation, improvisation, and unpredictability. The motivation for participation is not clear, and the main purpose is to experience, relax, and socialize (Xue Lan et al., 2023). As far as current research by some scholars is concerned, research on “urban micro tourism” mostly starts from the perspective of media cultural environment, analyzing the interrelationships between social media, geographic displacement, cultural tourism, and urban environment (Wu, 2023).

Research on micro travel in internet celebrity cities relies more on interdisciplinary research methods. Scholars have introduced theories of ethnology and researched urban micro tourism, discussing the correlation between urban geographic spatial construction, social media, and cultural construction (Urquijo, 2023). In terms of the definition of urban micro tourism as a new type of tourism that adapts

to modern urban life, relevant research still focuses on the discussion of form and connotation, lacking empirical analysis of the localization of urban micro tourism. In a study of tourism geography, urban micro tourism was simply regarded as a new form of travel, known as “micro tourism”. The study simply summarized “micro tourism” as a new form of travel, which saved research costs (Wang Naiju, 2016).

In summary, internet celebrity city micro travel is a new form of tourism. Internet celebrity city micro travel combines the elements of urban internet celebrities and the concept of short-distance travel, allowing tourists to deeply experience urban culture, scenery, and characteristics in a short period. Internet celebrity city micro travel emphasizes short travel time and proximity. During weekends or short holidays, choose one or two popular attractions or characteristic areas in a city for in-depth exploration and experience.

2.2 Internet celebrity destinations and spatial ballet

Internet celebrity destinations are an important concept in tourism geography (Wen Jiemin et al., 2019). The formation of internet celebrity destinations is often related to the influence of social media and tourism innovation. The formation of internet celebrity destinations is in line with the changing needs of tourists. With the continuous development of the tourism market, more and more tourists pursue personalized and experiential travel methods. Internet celebrity destinations often have a unique cultural atmosphere, natural landscapes, or unique experiences, which can meet the needs of social media users to “check in” (Seamon, 2009).

Internet celebrity destinations have obvious characteristics at the level of human geography, namely unique cultural atmospheres, natural landscapes, or unique experiences, which can meet the diverse characteristics of human geography. In the context of social media, the construction of internet celebrity destinations cannot be separated from the influence of “spatial ballet” on geographical spatial construction. As an abstract concept, “spatial ballet” is often used to describe the state of integration and interaction between urban space, architectural design, and spatial art. Space ballet emphasizes the beauty and dynamism of space, and designers create an elegant, harmonious, and

rhythmic visual effect through careful design and layout (Atkinson et al., 2023). As far as public spaces are concerned, the concept of spatial ballet helps to enhance the unique artistic style and taste required by geography in terms of dissemination. The manifestation of spatial ballet in human geography mainly focuses on the hierarchy, fluidity, and visual focus of the space, making it present both practical and beautiful features.

In summary, the construction of internet celebrity destinations is an important research topic. Through in-depth exploration and analysis of the formation, characteristics, and impact of internet celebrity destinations, we can better understand and grasp the perspective of human geography on the development of internet celebrity destinations, providing an impetus for urban tourism development. At the same time, social media can be used to fully promote internet celebrity destinations and promote the expansion of spatial dissemination influence.

3. Methodology

3.1 Questionnaire design

In terms of research methods, questionnaire surveys need to be conducted through a combination of online and offline methods, using survey tools such as Questionnaire Star to distribute questionnaires to target audiences and collect relevant data. The main objective of this survey is to understand the public's preference for micro tourism in famous internet cities, explore the motivations, behavioral preferences, and satisfaction behind it, collect and analyze data, provide decision-making references for relevant tourism enterprises and government departments, and promote the healthy development of the micro tourism market in internet famous cities.

In terms of questionnaire structure, the questionnaire mainly consists of five parts: title, introduction, basic information, main content, and conclusion. The title should be concise and clear; the introduction should explain the purpose of the survey, filling out instructions, and confidentiality commitments; basic information should include the gender, age, education level, etc. of the respondents, and the main content should include specific questions about micro travel in internet famous cities. The conclusion should be attributed to the participation of the respondents.

3.2 Questionnaire survey

The design of the questions follows the general norms of self-filled questionnaires, creatively designing the questions and designing the structure in a progressive and modular manner. The types of questions include single-choice, multiple-choice, and open-ended questions to obtain basic information, behavioral preferences, satisfaction, etc., of the respondents. Option design will variable the research purpose and reflect the attitudes and opinions of the respondents through specific options. Option design should follow the principle of comprehensiveness to ensure the completeness and exclusivity of the options. The sample selection should be representative, including respondents of different ages, genders, occupations, and regions. Sampling methods mainly include random sampling, stratified sampling, or cluster sampling to ensure the diversity and breadth of the sample.

The specific survey questionnaire design is as follows: In the data collection and processing stage, this study mainly collects questionnaire data through online and offline channels and organizes and cleans the collected data. This study mainly uses SPSS statistical analysis software to conduct descriptive statistics, factor analysis, correlation analysis, etc., on the data in order to reveal the degree of preference and influencing factors of micro travel in famous internet cities. Based on the data analysis results, write a survey report to summarize the characteristics and patterns of the public's preference, behavioral preferences, and satisfaction with micro travel in famous internet cities and propose corresponding suggestions and countermeasures. The report should have a clear structure, detailed content, and clear conclusions.

4. Results

4.1 Reliability and validity testing

In order to clarify the consistency of the survey questionnaire, the organization completed a reliability and validity test. The reliability coefficient value is 0.914, which is greater than 0.9, indicating that the reliability quality of the research data is very high. Regarding the CITC value, the CITC values of the analysis items are all greater than 0.4, indicating a good correlation between the analysis items and a good level of reliability. In summary, the reliability coefficient value of the research data is higher than

0.9, indicating that the data has a high-reliability quality and can be used for further analysis.

Table 1 Reliability Testing Result

Cronbach α Result		
Number	Amount	Cronbach α Account
10	31	0.914

The KMO value is used to determine the suitability of information extraction, the commonality value is used to

exclude unreasonable research items, the variance explanatory rate value is used to indicate the level of information extraction, and the factor loading coefficient is used to measure the relationship between factors (dimensions) and item correspondence. This study used KMO and Bartlett's test for validity verification. From the above table, it can be seen that the KMO value is 0.806, and the KMO value is greater than 0.8. The research data is very suitable for extracting information (indicating good validity from the side).

Table 2 Validity Testing Result

KMO & Bartlett Testing		
KMO Value		0.806
Bartlett Testing	Approximate Chi-squared value	193.636
	df	45
	p Value	0.000

4.2 Descriptive statistical analysis

Frequency analysis is used to study the distribution of categorical data: 70.97% of the samples in this survey will choose "female", with fewer male respondents. In terms

of age, there are relatively more "21-30 years old" in the sample, accounting for 67.74%. From the perspective of education level, 45.16% of the sample will choose "undergraduate".

Table 3 Basic Information (N=31)

Columne	Category	Numver	Percent (%)	Account Percent(%)
Gender	Female	22	70.97	70.97
	Male	9	29.03	100.00
Age	≤ 20	7	22.58	22.58
	21-30	21	67.74	90.32
	31-40	2	6.45	96.77
	≥ 41	1	3.23	100.00
Education	Middle School	2	6.45	6.45
	High School	4	12.90	19.35
	Bachelor	14	45.16	64.52
	Master	9	29.03	93.55
	Ph.D.	2	6.45	100.00
Account		31	100.0	100.0


Describe and analyze the overall situation of quantitative data used for research, such as the overall average score. Firstly, describe the overall average score of the analysis items: overall, the minimum and maximum values of the samples obtained in this survey are 1 and 5, respectively. Secondly, emphasis should be placed on explaining the analysis items with higher or significantly lower average

values: in the calculation of the average value, some items are lower, such as "I am very satisfied every time I go to a popular city to take photos" and "I have encountered situations of" photo fraud "in a popular city, but I understand it", which reflects the respondents' low level of agreement with these two views; If the standard deviation is large, the median can be considered to represent the overall

scoring situation: the median reflects the interviewer’s strong sense of agreement with the two views of “being more suitable for taking photos and posting on social media in internet celebrity cities” and “I like to take photos and post on social media after coming to internet celebrity

cities”. Finally, this study summarizes the descriptive statistical analysis. It concludes that the questionnaire reflects a low degree of dispersion in the mean opinion, with standard deviations concentrated between 1.06 and 1.45 and median values at a moderate or high level.

Table 4 Data analysis table for descriptive analysis (N=31)

Basic Elements 						
Colume	Amount	Mix	Max	Average	Standard Deviation	Median
I like to clock in to internet famous cities.	31	1.000	5.000	3.323	1.194	3.000
After arriving in a popular city, I like to take photos and post them on my social media.	31	1.000	5.000	3.548	1.410	4.000
I would really want to go when I see photos of internet celebrity cities posted on social media platforms such as Xiaohongshu.	31	1.000	5.000	3.839	1.068	4.000
I enjoy presenting updates through social media during my urban micro travels.	31	1.000	5.000	3.645	1.380	4.000
I think it’s very fashionable to take a stroll in the city of internet celebrities.	31	1.000	5.000	3.323	1.275	4.000
I would like to recommend friends to accompany me on a city micro trip.	31	1.000	5.000	3.806	1.223	4.000
I hope my city can also become a popular destination for internet celebrities.	31	1.000	5.000	3.355	1.450	4.000
Internet celebrity cities are more suitable for taking photos and posting on social media.	31	1.000	5.000	3.677	1.275	4.000
I am always very satisfied after taking photos in internet famous cities.	31	1.000	5.000	2.968	1.140	3.000
I have encountered cases of “photo fraud” in internet celebrity cities, but I understand.	31	1.000	5.000	2.968	1.224	3.000

4.3 Correlation Statistical Analysis

When it comes to the correlation between gender, age, education level, and measurement scales, it can be seen that the correlation coefficient between age and “I like to present dynamics through social media during urban

micro travel” is -0.374, and shows significance at the 0.05 level, indicating a significant negative correlation between age and “I like to present dynamics through social media during urban micro travel”. Meanwhile, there is no correlation between gender, age, education level, and other variables in the measurement scale.

Table 5 Data analysis table for correlation analysis1 (N=31)

Pearson Results			
	Gender	Age	Education
I like to clock in to internet famous cities.	-0.055	-0.130	0.098
After arriving in a popular city, I like to take photos and post them on my social media.	-0.202	-0.231	0.006
I would really want to go when I see photos of internet celebrity cities posted on social media platforms such as Xiaohongshu.	-0.172	0.121	0.155

Pearson Results			
	Gender	Age	Education
I enjoy presenting updates through social media during my urban micro travels.	-0.042	-0.374*	-0.006
I think it's very fashionable to take a stroll in the city of internet celebrities.	0.062	-0.082	0.253
I would like to recommend friends to accompany me on a city micro trip.	-0.133	0.143	0.083
I hope my city can also become a popular destination for internet celebrities.	0.140	-0.104	-0.018
Internet celebrity cities are more suitable for taking photos and posting on social media.	-0.232	-0.119	0.232
I am always very satisfied after taking photos in internet famous cities.	-0.172	-0.094	0.156
I have encountered cases of "photo fraud" in internet celebrity cities, but I understand.	0.194	0.038	0.061
* $p < 0.05$ ** $p < 0.01$			

Table 6 Data analysis table for correlation analysis 2 (N=31)

Pearson Results				
	I like to clock in to internet famous cities.	After arriving in a popular city, I like to take photos and post them on my social media.	I would really want to go when I see photos of internet celebrity cities posted on social media platforms such as Xiaohongshu.	I enjoy presenting updates through social media during my urban micro travels.
I think it's very fashionable to take a stroll in the city of internet celebrities.	0.805**	0.714**	0.627**	0.712**
I would like to recommend friends to accompany me on a city micro trip.	0.729**	0.605**	0.767**	0.590**
I hope my city can also become a popular destination for internet celebrities.	0.528**	0.537**	0.383*	0.631**
Internet celebrity cities are more suitable for taking photos and posting on social media.	0.443*	0.417*	0.205	0.293
I am always very satisfied after taking photos in internet famous cities.	0.596**	0.488**	0.352	0.438*
I have encountered cases of "photo fraud" in internet celebrity cities, but I understand.	0.441*	0.300	0.429*	0.348
* $p < 0.05$ ** $p < 0.01$				

This study found a significant positive correlation between different viewpoints within the scale by measuring the correlation between different viewpoints. There is only a partial lack of correlation between viewpoints. Therefore,

it can be seen that there is a significant positive correlation between preferences for different dimensions of “internet celebrity cities”. Therefore, stimulating people to participate in Internet celebrity city check-in and understand cultural and geographical customs can fully utilize the significant positive correlation between these elements.

5. Research discussion: Media presentation of spatial ballet and “micro travel” in internet famous cities

5.1 The Connection between People and Places: The Specific Role of Internet Celebrity City Media Presentation

The specific role of internet celebrity city media is reflected in multiple aspects. Different cultural symbols together constitute a deep connection between people and places, mainly playing a role in promoting urban image, promoting tourism development, enhancing urban cultural identity, promoting urban brand construction, and promoting the inheritance and innovation of local culture. Firstly, to promote the city’s image, new media forms such as short videos quickly spread the city’s image through intuitive and vivid visual displays. Short videos can not only showcase the natural scenery of cities but also help more people understand and get to know these cities, thereby enhancing their visibility and reputation.

The media presentation of famous cities on the internet often attracts a large number of tourists who come for sightseeing and tourism. By showcasing the unique charm of the city, the media has stimulated people’s interest and enthusiasm in tourism, promoting the development of the local tourism industry. This not only drives the development of related industries such as catering, accommodation, transportation, etc. but also increases employment opportunities and promotes local economic prosperity. When it comes to enhancing the recognition of urban culture, the media often incorporates more local cultural elements, such as folk customs and local characteristics, in the process of presenting famous cities on the internet. The display and dissemination of these cultural elements help to enhance people’s sense of cultural identity and belonging to the city, further deepening the connection between people and the place.

Through the presentation of media, internet celebrity cit-

ies can form unique brand images, such as “Flower Capital”, “3D City”, “Historical Ancient Capital”, etc. These urban cultural brands help enhance the competitiveness of the city and make it stand out in fierce market competition. Meanwhile, the establishment of the brand image helps to enhance the soft power of the city and enhance its influence on the international stage. When it comes to the inheritance and innovation of local culture, the media also pays attention to and disseminates local culture in the process of promoting famous cities on the internet. This helps to protect and inherit local intangible cultural heritage while promoting innovation and development of local culture.

By combining with modern elements, local culture can radiate new vitality and provide a continuous source of power for the sustainable development of cities. In summary, the role of internet celebrity city media is reflected in promoting the city’s image, promoting the development of the tourism industry, enhancing urban cultural identity, and promoting urban brand building. These functions strengthen the connection between mermaids and local areas, making internet celebrity cities a beautiful landscape in modern society.

4.2 Going to Windy Places: Space Ballet and Internet Celebrity “Micro Travel”

Urban “micro travel” is a form of close distance, short form, high frequency, slow leisure, and high-quality travel. It emphasizes making full use of the resources in the city or surrounding areas during scattered times for a relaxed and comfortable travel experience. Compared to traditional long-distance travel, “micro travel” focuses more on the process and feelings of travel rather than the destination itself. In the context of internet-famous cities, “micro travel” can generate a unique spatial ballet, which is not only reflected in the choice of travel destinations but also in the deep experience and integration of local culture.

When making micro trips to famous cities on the internet, tourists can deeply experience the local customs and traditions, participate in local cultural activities, taste local cuisine, communicate with local people, and truly integrate into local life. This experience not only enriches the travel experience of tourists but also deepens their understanding and respect for local culture from multiple perspectives.

Space ballet is an elegant and free art of spatial movement that emphasizes flow, change, and coordination in space. In the “micro travel” of famous cities on the internet, people can integrate art into it, allowing every walk and stop to facilitate a dialogue with space.

During the survey process, this study found that internet famous cities attract countless tourists with their unique charm. These cities not only have beautiful natural scenery and rich cultural heritage but also have a unique modern atmosphere and vitality. During micro travel, you can choose to walk, bike, or take public transportation, shuttle through the streets and alleys, and feel the pulse and rhythm of the city. For example, the TV drama “Going to a Windy Place” takes “Dali” as the narrative object and uses symbolic construction to achieve a higher level of expression of Dali’s beauty.

Through the fermentation of social media, “going to windy places” is not only a choice of travel but also a reflection of a lifestyle attitude. On social media, users actively share their micro-travel experiences in popular cities. From the perspective of “space ballet,” travel has become a deep dialogue with oneself, the city, and nature. Therefore, “Go to a place with the wind” has also changed from the title of a TV drama to a call to get close to nature, calling on tourists to go to Dali to relax their bodies and minds, let go of their troubles, and pressures, and let their souls be relaxed and nourished.

5. Conclusion

The internet famous city “micro travel” allows tourists to deeply experience the charm of urban communication within limited time and space through exquisite design and unique expression. This study reveals the underlying laws and mechanisms through an in-depth analysis of the content presented by its media and also puts forward some targeted suggestions and reflections in order to provide useful references and inspiration for promoting the sustainable development of the tourism industry. In the

future, with the popularization of micro travel, some popular internet celebrity tourist destinations will also face problems such as excessive tourist numbers, which need to be taken seriously by all sectors of society, and more effective governance measures should be designed based on this.

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