

From Korea's Incheon Model to Shandong Peninsula Practice: Cross-Regional Reference and Strategies of Marine Tourism Image Communication

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ABSTRACT

This study focuses on the field of marine tourism image communication, and takes Incheon and Shandong Peninsula in South Korea as the research objects to conduct an in-depth discussion. The study analyzes Incheon's development model of marine tourism and finds that it has created an attractive image of marine tourism through accurate market positioning and diversified communication strategies in terms of tourism product development, branding, and improvement of service facilities. Although Shandong Peninsula has rich marine tourism resources, there are problems such as imprecise positioning and single communication channel in image communication. Based on this, Shandong Peninsula can learn from Incheon's experience, clarify the positioning of marine tourism image, integrate regional resources, and create a characteristic brand; at the same time, Shandong Peninsula also expands new media communication channels, innovates communication contents and forms, and strengthens regional cooperation and international exchange to realize the innovative development of marine tourism image communication. This study aims to provide theoretical support and practical guidance for the upgrading and transformation of the marine tourism industry in Shandong Peninsula, and to promote the high-quality development of regional marine tourism in Shandong Province.

Keywords: *Incheon model, Shandong Peninsula, Marine tourism, Image communication, Reference and development.*

1. INTRODUCTION

With the development of global economy and the improvement of people's living standards, tourism has become an indispensable part of people's lives. Among many types of tourism, marine tourism attracts more and more tourists with its unique charm and gradually becomes an important part of global tourism. According to relevant data, the scale of the global marine tourism market has continued to expand in recent years, and marine tourism has become one of the important pillar industries of the world's marine economy.

Since the full implementation of the Action Program for the Construction of a Strong Marine Province in Shandong Province, Shandong Province has been vigorously promoting the development of marine culture and tourism, and striving to build an internationally famous coastal

leisure city cluster. However, in the process of development, marine tourism in Shandong Peninsula also faces some problems, such as serious homogenization of tourism products, insufficiently distinctive brand image, and insufficient publicity and promotion, etc., which constrain its further development [1]. Incheon, South Korea, as the gateway city of South Korea, is endowed with unique marine tourism resources. Incheon has accumulated rich experience in the development, branding and dissemination of marine tourism, and formed a unique development model, which is worth learning and reference.

2. AN ANALYSIS OF MARINE TOURISM STRATEGIES IN INCHEON

2.1 Overview of marine tourism resources in Incheon

As a key node connecting Korea's inland and ocean, Incheon is uniquely situated. Incheon International Airport and Incheon Port are world-renowned modern transportation hubs, bringing a steady stream of international tourists to Incheon. Incheon's marine tourism resources are rich and diverse, with natural and humanistic landscapes. Incheon Bridge, Incheon Sea World, and Wolmi Island are some of the famous marine tourist attractions. Incheon is also rich in historical and cultural resources. The Incheon port site has witnessed the historical changes of Incheon and is an important witness to Korea's modern history. Incheon China Street is the largest Chinatown in Korea and one of the largest Chinatowns in Asia. Incheon China Street is not only an important place for cultural exchange between China and Korea, but also a special highlight of Incheon's marine tourism, attracting many tourists to experience the blend of multiple cultures.

2.2 Incheon Marine Tourism Product Development Strategy

2.2.1 Theme Park and Vacation Products

Incheon Sea World is a typical representative of Incheon's theme park and vacation products. It has a rich and diverse display of marine life that makes visitors feel as if they are in the mysterious world of the ocean. There are several large aquariums in the park, which use advanced display technology to present visitors with realistic marine ecological environment. Ocean World also arranges exciting marine animal performances, which are not only ornamental, but also incorporate elements of science education, introducing visitors to the habits of marine animals and conservation knowledge. In addition, the park has a number of interactive experience zones so that visitors can experience the charm of the ocean first-hand. In addition, it also provides a wealth of dining options, so that visitors can feel the integration of different cultures while savoring the food.

2.2.2 Cultural Experience Products

China Street is an important part of Incheon's cultural experience products. It is full of strong Chinese flavor. Every year during the Spring Festival, Incheon China Street organizes grand celebrations such as dragon and lion dances, lantern exhibitions, etc., so that tourists can deeply experience the charm of traditional Chinese culture. Incheon History Museum is also a highlight of Incheon's cultural experience products. It comprehensively shows the historical changes of Incheon through rich exhibits and multimedia displays.

2.3 Incheon Marine Tourism Branding and Promotion

2.3.1 Brand Positioning

Incheon has positioned itself as a “dynamic coastal city”, which accurately captures the core features of Incheon's marine tourism. Incheon has rich marine resources and unique seaside scenery, which provides tourists with rich and colorful marine tourism experience and further strengthens the brand image of “vibrant seaside city” [2]. Incheon focuses on the modernization and cultural development of the city, and is committed to creating a vibrant and innovative city. By combining marine tourism with urban development, Incheon is able to better showcase the city's charm and attract more tourists and investment.

2.3.2 Promotion Channels and Activities

Incheon actively utilizes a variety of online and offline channels to promote the marine tourism brand. Online, Incheon promotes through the official website of the Tourism Development Bureau and social media platforms, etc., providing convenient services for tourists, showcasing Incheon's marine scenery, culinary culture, and special activities, and attracting the attention and sharing of users, further expanding the influence of Incheon's marine tourism. Offline, Incheon actively participates in internationally renowned tourism exhibitions such as the World Travel Market London and the Berlin International Tourism Exhibition to showcase Incheon's tourism resources and products, and to communicate and cooperate with the international tourism industry [3]. Incheon also promotes the brand image of marine tourism by organizing various festivals such as the International Ocean Festival, International Jazz

Festival, and Chinatown Spring Festival Celebration. These festivals have not only enriched tourists' travel experience, but also enhanced the popularity and reputation of Incheon's marine tourism.

2.4 Incheon Marine Tourism Services and Facilities Construction

2.4.1 Tourism Service Quality Improvement

Incheon attaches great importance to the training of tourism service personnel and improves their professionalism and service level through various ways. Incheon Tourism Development Bureau regularly organizes tourism service personnel to attend professional training courses covering various aspects such as tourism knowledge, service skills and foreign language skills. These courses invite industry experts and senior practitioners to give lectures, and use a variety of teaching methods such as theoretical explanations, case studies, and practical exercises to make the training content more vivid and practical [4]. Incheon has also established a perfect service quality supervision mechanism, setting up a special complaint hotline and an online complaint platform to ensure the quality of tourism services.

2.4.2 Infrastructure Development

In terms of transportation, Incheon has a convenient air, land and sea transportation network. Incheon International Airport is one of the busiest and most modern airports in the world, with advanced facilities and full services, providing convenient services. The Port of Incheon is an important maritime gateway of Korea, and the cruise terminal is well-equipped to provide tourists with a comfortable waiting environment and convenient boarding services. Incheon is also closely connected with neighboring cities through highways, railroads, subways, buses and other means of transportation, with well-developed public transportation, providing visitors with convenient travel. In terms of accommodation, Incheon has a wealth of lodging options, luxury hotels, bed and breakfasts, etc. to meet the needs of different tourists. Visitors can learn about local customs and habits and experience the unique charm of Incheon.

3. ANALYSIS OF THE CURRENT SITUATION OF THE IMAGE OF MARINE TOURISM IN SHANDONG PENINSULA

3.1 The Foundation of Marine Tourism Resources in Shandong Peninsula

Shandong Peninsula is the largest peninsula in China, with a favorable geographical location, and is an important economic growth pole in the northern region of China and the frontier of opening up to the outside world. Qingdao, Yantai, Weihai and other cities in Shandong Peninsula have rich and diversified marine tourism resources, with natural landscape and humanistic landscape complementing each other. It has a long history and splendid culture. Qingdao Badaguan, Yantai Penglai Pavilion, Zhangyu Wine Culture Museum, and Weihai Liugong Island are all famous tourist attractions. Its rich and diverse marine tourism resources provide a solid foundation for the development of its marine tourism. Each of these resources has its own characteristics, including beautiful natural scenery and deep historical and cultural heritage, and has great potential for development and market attraction.

3.2 Existing Tourism Image Positioning and Communication

3.2.1 Image Positioning

Shandong Peninsula takes "Wonderland Coast" as the core image positioning of marine tourism, which is highly suitable for the rich marine tourism resources and deep cultural heritage of Shandong Peninsula. The image positioning of "Wonderland Coast" has distinctive features and unique advantages. It closely combines the marine tourism resources of Shandong Peninsula with myths and legends, history and culture, creating a mysterious and romantic tourism atmosphere. This positioning not only attracts tourists pursuing natural scenery, but also attracts tourists interested in history and culture, meeting the needs of different groups of tourists. The image positioning of "Wonderland Coast" also has a high degree of recognition and memory, which can stand out among many marine tourism destinations and make it easier for tourists to remember the characteristics of marine tourism in Shandong Peninsula.

3.2.2 Communication Channels and Effects

In terms of traditional media communication, Shandong Peninsula publicizes and promotes the image of marine tourism through TV, newspapers, magazines and other channels. The media show people the marine scenery and tourism experience of Shandong Peninsula through beautiful videos, pictures and vivid texts, attracting the attention of more potential tourists. In terms of new media communication, Shandong Peninsula actively utilizes the Internet and new media platforms to spread the image of marine tourism. On social media platforms, Shandong Peninsula makes full use of the influence of WeChat, Weibo, Jitterbug and other platforms to carry out diversified publicity and promotional activities, showcasing the beautiful seascapes, specialties and interesting tourism activities, which attracts a large number of users' likes and shares.

3.3 Problems in the Development of Marine Tourism in Shandong Peninsula

3.3.1 Insufficient Image Integration

Marine tourism in Shandong Peninsula has obvious deficiencies in image integration and lacks a unified planning and coordination mechanism. Although Qingdao, Yantai, Weihai and other cities have rich marine tourism resources, they work separately and lack overall tourism image planning. In their tourism publicity and promotion, the cities tend to highlight their own characteristics and neglect the overall image of marine tourism in Shandong Peninsula, resulting in a lack of clarity in the overall impression of marine tourism in Shandong Peninsula by tourists and reducing the overall attractiveness of marine tourism in Shandong Peninsula.

3.3.2 Poor Communication Effect

Shandong Peninsula marine tourism in the dissemination of content, there is a lack of depth and breadth of the problem. Communication content often focuses on introducing the basic information of tourist attractions, such as the location of attractions, opening hours, ticket prices, etc., while the cultural connotations, historical stories, unique charms behind the tourist attractions are not excavated deeply enough. The form of communication content is also relatively single,

mainly in text and pictures, lacking innovation and attraction, and lacking effective integration and synergy of communication channels. The traditional media and new media are in their own way, and there are differences in the content and methods of communication, without forming a unified communication synergy.

3.3.3 Homogenization of Tourism Products

There is a serious homogenization of marine tourism products in Shandong Peninsula, most of which are based on beaches and sea bathing beaches as the main tourism products and provide similar tourism projects, such as swimming, beach volleyball, sea motorboats and so on. These traditional tourism projects lack innovation and characteristics and cannot meet the increasingly diversified needs of tourists. Many cities on the Shandong Peninsula are developing tourism products such as marine culture theme parks and marine museums, but they lack innovation in content and form, and lack in-depth excavation and display of local characteristic marine culture. The interactivity and experience of marine culture tourism products are also insufficient, and tourists often can only passively visit and tour, unable to really participate in the experience of marine culture, making it difficult to leave a deep impression.

4. THE INSPIRATION OF INCHEON, SOUTH KOREA ON THE INTEGRATION OF THE IMAGE OF MARINE TOURISM IN SHANDONG PENINSULA

4.1 Integration of Image Positioning Based on Resource Characteristics

4.1.1 Deep Excavation of Cultural Connotation

Shandong Peninsula has rich marine culture and folk culture resources, and these cultural connotations should be deeply excavated to inject soul into the marine tourism image. In terms of marine culture, Shandong Peninsula can demonstrate the charm of marine culture by building a marine culture museum and organizing marine culture festivals. In terms of fishery culture, it can develop fishery-related tourism projects such as fishermen's music and sea fishing experience, so

that tourists can personally experience the life of fishermen and feel the unique charm of fishery culture [5]. The folk culture of Shandong Peninsula is also unique, and it can integrate the folk cultural elements such as the sea grass house of Jiaodong and the Haiyang big rice-planting song into marine tourism to create tourism products with regional characteristics. It can also develop handicrafts related to folk culture as tourism souvenirs, so that tourists can take away good memories of Shandong Peninsula folk culture.

4.1.2 Unified Image Positioning

Shandong Peninsula should break the boundaries between cities to create a unified image positioning of marine tourism. Taking the “Fairyland Coast” as the core positioning, integrate the tourism resources of different places to form an organic whole. Qingdao, Yantai, Weihai and other cities should focus on the theme of “Fairyland Coast”, develop a unified tourism development plan, and clarify their respective functional positioning and development priorities. A unified image positioning can improve the overall visibility and reputation of marine tourism in Shandong Peninsula and enhance market competitiveness.

4.2 Synergistic Integration of Tourism Products and Image

4.2.1 Developing Unique Tourism Products

Shandong Peninsula should learn from the experience of Incheon, South Korea, and develop marine tourism products with uniqueness and attractiveness. In terms of marine cultural experience products, Shandong Peninsula can organize marine cultural festivals, marine cultural exhibitions, marine-themed cultural performances and other activities to enrich the cultural experience of tourists. In terms of marine sports products, Shandong Peninsula can vigorously develop marine sports programs such as sailing, windsurfing, diving, surfing, etc., and develop marine sports tourism routes, linking different marine sports programs to provide tourists with diversified choices [6].

4.2.2 Product and Image Integration

Shandong Peninsula can integrate the elements of special tourism products into the tourism image of “Wonderland Coast” to realize the deep

integration of products and image. In tourism promotion, it can highlight the characteristics of marine cultural experience products and marine sports products, and show the unique charm of marine tourism in Shandong Peninsula. In the design of tourism routes, centering on the theme of “Fairyland Coast”, Shandong Peninsula can integrate various kinds of characteristic tourism products, link the main attractions and activities of Qingdao, Yantai, Weihai and other node cities, create attractive sea and land tourism routes, further strengthen the tourism image of “Fairyland Coast”, and improve the image of “Fairyland Coast”. This will further strengthen the tourism image of the “Wonderland Coast” and improve the attractiveness and competitiveness of marine tourism in the Shandong Peninsula.

4.3 Regional Cooperation and Image Integration

4.3.1 City Cooperation Within the Peninsula

Shandong Peninsula should strengthen the cooperation between Qingdao, Yantai, Weihai and other cities to form a pattern of regional synergistic development. It can set up the Shandong Peninsula Marine Tourism Cooperation Alliance, establish a cross-city regional cooperation and coordination mechanism, and coordinate to solve problems encountered in development. In terms of tourism infrastructure construction, it needs to optimize tourism transportation networks such as railroads, highways, waterways, etc., strengthen the connection between public transportation and tourist attractions within the region, and establish a unified tourism information platform to provide tourists with convenient inquiries and booking services [7]. Through these measures, the overall service level of marine tourism in Shandong Peninsula will be improved, and the attractiveness and competitiveness of regional tourism will be enhanced.

4.3.2 Drawing on International Cooperation

Incheon actively carries out international cooperation and establishes tourism cooperative relations with many countries and regions, which enhances the international influence of Incheon's marine tourism. Shandong Peninsula can learn from Incheon's experience, strengthen the establishment of cooperative relations with Incheon, South Korea,

Okinawa, Japan, and other developed regions in marine tourism, carry out tourism exchange activities, and share tourism development experience and resources. Shandong Peninsula should actively participate in the activities of international tourism organizations such as the World Tourism Organization (UNWTO) and the Asia-Pacific Tourism Association (PATA), maintain close contact with the international tourism industry, and enhance the discourse and influence of marine tourism in Shandong Peninsula in the international arena. At the same time, it can invite international tourism experts to provide guidance on tourism planning, product development, marketing and so on in Shandong Peninsula, learn from international advanced experience, and promote the internationalization of marine tourism in Shandong Peninsula.

5. INCHEON'S ENLIGHTENMENT ON THE DISSEMINATION OF THE IMAGE OF MARINE TOURISM IN SHANDONG PENINSULA

5.1 *Expansion of Diversified Communication Channels*

5.1.1 *New Media Communication Innovation*

Shandong Peninsula should actively embrace the new media era and make full use of short videos, live broadcasts and other emerging communication methods to enhance the communication effect of marine tourism image. It can produce a series of beautiful short videos of marine tourism, displaying famous scenic spots, as well as special activities such as marine cultural festivals and marine sports events, while introducing the surrounding food and accommodation recommendations to stimulate users' interest in tourism. It can also carry out marine tourism live broadcasting activities, invite professional tour guides or tourism anchors, real-time display of tourist attractions, explain tourism knowledge and cultural background, and feel the unique charm of marine tourism in Shandong Peninsula, so as to attract them to travel.

5.1.2 *Integration of Traditional Media and New Media*

Realizing the complementary advantages of traditional media and new media is the key to

enhance the communication effect of the image of marine tourism in Shandong Peninsula. In terms of TV promotion, it can cooperate with new media platforms in addition to producing traditional tourism special programs, fragmenting the program content, making short videos or live clips, and releasing them on platforms such as Jitterbug and Weibo to expand the scope of dissemination [8]. In terms of newspapers and magazines, it can open a column on marine tourism to report in depth on the development dynamics of marine tourism in the Shandong Peninsula, the characteristic attractions and tourism activities, and at the same time, synchronize the release on new media platforms to increase the exposure of the content. Through the integration of traditional media and new media, it can give full play to the advantages of both and maximize the communication effect. It can not only improve the visibility and reputation of the image of marine tourism in Shandong Peninsula, but also enhance the sense of identity and sense of belonging of tourists to marine tourism in Shandong Peninsula, attracting more tourists to travel.

5.2 *Innovation in Communication Content and Form*

5.2.1 *Storytelling Communication*

Shandong Peninsula should dig deep into the stories behind marine tourism and enhance the attractiveness and infectiousness of tourism image through storytelling communication. The legend of "Eight Immortals Crossing the Sea" in Penglai is an important cultural resource for marine tourism in Shandong Peninsula. A series of cultural products and tourism activities can be developed around this legend. Create animation works with the theme of "The Eight Immortals Crossing the Sea" to attract the attention of young audiences through vivid and interesting images and wonderful plots. Incorporate the story of "Eight Immortals Crossing the Sea" into the tourism line, it can design a "Eight Immortals Crossing the Sea Mystery Tour" line, leading tourists to visit Penglai Pavilion, Eight Immortals Crossing the Sea Scenic Spot and other attractions, and tell the legend of the Eight Immortals Crossing the Sea, so that tourists can feel the charm of myths and legends in the process of touring. It also organizes the "Eight Immortals Crossing the Sea Mystery Tour". It can also hold the "Eight Immortals Crossing the Sea" Cultural Festival, inviting folk artists to perform programs related to the Eight Immortals Crossing the Sea, so

as to increase the fun and cultural connotation of tourism activities.

5.2.2 *Interactive Communication*

Carrying out online and offline interactive activities is an important means to increase tourist participation and communication effect. Shandong Peninsula can carry out online marine tourism interactive activities, through virtual reality (VR), augmented reality (AR) and other technologies, so that tourists can immerse themselves in the natural and humanistic landscapes of Shandong Peninsula at home, creating an immersive marine tourism experience. Offline, it can organize international marine festivals, marine culture exhibitions, marine-themed cultural performances, marine sports events and other marine tourism theme activities to attract tourists' participation. Yantai can organize wine culture festivals and invite tourists to participate in wine tasting, grape picking, wine brewing experience and other activities to experience Yantai's wine culture. It improves tourists' participation and recognition of marine tourism in Shandong Peninsula through online and offline interactive activities, and further enhances the popularity and influence of marine tourism in Shandong Peninsula.

5.3 *Tourism Brand Communication Enhancement*

5.3.1 *Brand Image Shaping*

Shandong Peninsula should deeply explore the unique charm of marine tourism resources and create a brand image with distinctive features and high recognition. Take Qingdao as an example, Qingdao has a deep marine culture, with many historical and cultural relics and unique folk customs. Qingdao can combine marine culture with modern cityscape to create the brand image of "Vibrant Ocean Capital". In urban planning and construction, it needs to focus on retaining and displaying elements of marine culture, building marine culture theme parks, displaying specimens of marine organisms, marine historical relics, etc., so that tourists can appreciate the beauty of the scenery while gaining an in-depth understanding of marine culture. It can also make use of Qingdao's beer culture to organize the Ocean Beer Festival, integrating marine elements with beer culture to create unique tourism activities and further enrich the brand connotation of the marine tourism image.

5.3.2 *Brand Communication Strategy*

Shandong Peninsula can formulate an all-round brand communication strategy, integrate all kinds of communication channels and form a strong communication synergy. In terms of the international market, it can actively participate in international tourism exhibitions to show the characteristics and advantages of marine tourism in Shandong Peninsula and attract the attention of international tourists. In cooperation with internationally renowned tourism organizations, it can carry out joint promotional activities, launch a special line for marine tourism in Shandong Peninsula, and expand the international source market. It utilizes international media platforms for publicity and promotion to increase the visibility of marine tourism in Shandong Peninsula in the international arena. In the domestic market, it strengthens cooperation with major travel agencies, such as Ctrip and Where to go, to launch diversified tourism lines and products to meet the needs of different tourists. It uses social media platforms for precision marketing, pushing personalized tourism information according to the interests and needs of different user groups. The all-round brand communication strategy can enhance the brand image and market competitiveness of marine tourism in Shandong Peninsula and attract more tourists to experience it.

6. SHANDONG PENINSULA MARINE TOURISM IMAGE INTEGRATION AND COMMUNICATION STRATEGY IMPLEMENTATION GUARANTEE

6.1 *Policy Support and Guarantee*

Shandong government should give full play to its leading role in formulating a series of policies and regulations conducive to the development of marine tourism in Shandong Peninsula to provide a solid policy guarantee for the integration and dissemination of marine tourism image. The government has set up special funds for the development of marine tourism, increasing the guarantee of capital investment in the construction of marine tourism infrastructure, tourism product development, brand promotion, talent training and other aspects [9]. The government has introduced relevant preferential policies to attract social capital to participate in marine tourism development, and has given policy support such as tax incentives and

land use concessions to enterprises investing in marine tourism projects. The government should strengthen the supervision of the marine tourism market, formulate strict industry standards and norms, crack down on illegal behavior, maintain the order of the tourism market, and ensure the quality of tourism services. By strengthening market supervision, the government creates a good tourism market environment and provides guarantee for the improvement of the image of marine tourism in Shandong Peninsula.

6.2 Cultivation and Introduction of Talents

Talent is the key factor to promote the integration and dissemination of the image of marine tourism in Shandong Peninsula. It should strengthen the cultivation and introduction of talents to provide intellectual support for the development of marine tourism. The government and enterprises should strengthen cooperation with Ocean University of China, Qingdao University, Yantai University, etc. to establish marine tourism talent training bases, offer marine tourism-related specialized courses, cultivate students' practical operation ability and innovation ability, and prepare them for future career development. Tourism enterprises should provide competitive salary and favorable working environment to attract professionals in the fields of tourism management, marketing, culture and creativity to join the team of marine tourism development. For enterprises or talents who have made outstanding contributions in the field of marine tourism, the government should give recognition and rewards to stimulate the enthusiasm and creativity of talents.

6.3 Establishment of Supervision and Evaluation Mechanism

The establishment of a scientific and reasonable communication effect evaluation and supervision mechanism is an important guarantee to ensure the effective implementation of the integration and communication strategy of marine tourism image in Shandong Peninsula. Shandong Peninsula needs to develop a comprehensive assessment index system to collect tourists' evaluation and feedback on marine tourism in Shandong Peninsula through questionnaire surveys, online comment analysis and social media data monitoring. It uses big data analysis technology to gain an in-depth understanding of tourists' needs, preferences and behavioral characteristics, and to assess the effectiveness of tourism image communication.

According to the evaluation results, it needs to timely adjust and optimize the communication strategy, improve the targeting and effectiveness, and enhance the communication effect of the image of marine tourism in Shandong Peninsula. At the same time, the government needs to establish and improve the tourism market supervision system, strengthen the supervision and management of tourism enterprises and practitioners, deal with tourists' complaints and suggestions in a timely manner, and safeguard the legitimate rights and interests of tourists. By strengthening supervision and management, the government and enterprises create a good tourism market environment to provide protection for the enhancement of the image of marine tourism in Shandong Peninsula.

7. CONCLUSION

This study analyzes the marine tourism strategy of Incheon, South Korea, and provides valuable inspiration for the integration and dissemination of the marine tourism image of Shandong Peninsula. Shandong Peninsula should deeply excavate the connotation of marine culture and folk culture, unify the image positioning of "Wonderland Coast", and integrate tourism resources of various places. It should actively expand diversified communication channels, innovate new media communication methods, and utilize short videos, live broadcasts and other forms to display the charm of marine tourism. In order to ensure the effective implementation of the integration and communication strategy of the marine tourism image of Shandong Peninsula, Shandong Peninsula also needs to provide policies, funds, talents and other aspects of protection.

In the future, the research of marine tourism image integration and communication in Shandong Peninsula still has a broad space and rich direction. With the development of the times and the progress of science and technology, the marine tourism market is constantly changing, and new problems and challenges will continue to emerge. This provides an opportunity for further research. As emerging technologies such as artificial intelligence, big data, blockchain and other emerging technologies are more and more widely used in the tourism industry, future research can focus on how these technologies can support the integration and dissemination of the image of marine tourism in Shandong Peninsula, and inject new vitality into the development of marine tourism in Shandong Peninsula.

AUTHORS' CONTRIBUTIONS

Pingqing Zhang was responsible for experimental design and wrote the manuscript, and Yang Wang analyzed data and contributed to revising and editing.

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