

Opinion Article

# What has Zibo done right in the new economy?

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**Abstract:** “The 14th five-year plan” cultural tourism planning mentioned the overall promotion of “ One Project, Seven Major Systems,” which includes the implementation of civilization promotion and upgrading projects, the improvement of the modern public cultural service system and modern cultural industry system, the perfection of the modern tourism system, modern culture and tourism market system. The “Zibo Barbecue,” a popular cultural tourism benchmark under the new plan, has provided a successful reference for the development of regional cultural tourism. The biggest hint of Zibo’s booming barbecue industry to the city development is to do a good job in the service articles of “A chess game of all-round tourism” and build the core competitiveness of the service economy.

**Keywords:** Zibo Barbecue; Video narrative; Government Services; Enjoy together

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Zibo, a prefecture-level city in Shandong province, is located in East China’s Yellow River Delta, an eco-efficient economic zone. It is not only the birthplace of Qi culture, but also one of China’s first pilot cities for developing cities through science and technology. Tracing the deep logic of Zibo barbecue is a typical example of how the digital economy has made traditional cultural tourism the top destination. There is no doubt that in an age of interconnectedness, food is no longer just about “eating,” but enough to be the key to driving a city’s tourism. And tourism not only focuses on play but also brings global tourism that can awaken economic vitality. Here are some thoughts based on “The Zibo barbecue fire experience.”

**Firstly, promote the city image project through the short video strategy and enhance the “visibility” of the city with a video narrative.**

Zibo Barbecue becomes popular due to netizens planting grass and continues to hit the clock during relay times. Zibo’s various fancy ways such as checking in at Zibo railway station and creating Zibo barbecue gestures make the “aroma of wine” of Zibo barbecue waft out of the “deep alleys.” Zibo has created a city-exclusive catering culture IP. The acronym for IP (Zhang, 2023), which translates as “Intellectual Property,” is based on the internet, which can create super-appeal, get traffic on multiple platforms, and is a personified, transitive, spiritual consumer product. The soul three-piece set of “oven+pancakes+dipping ingredients” and the concept of “pork belly,

pancakes, and scallions” have gradually appeared on the internet and become synonymous with Zibo barbecue. At the same time, “Zibo station punch card,” self-created “Zibo barbecue gesture” and other new concepts and new elements have entered into the vision. To the original single ordinary barbecue was given more symbols and era elements, and even become a city’s unique IP (Zibo’s famous barbecue: How to create a city’s cultural calling card, 2023).

“Zibo Barbecue” has become a popular travel IP. Its vitality is not only to shape the food brand but also to update the city’s image, driving local industrial change (Meng, 2023). All aspects of contemporary life require a certain degree of visibility. The ubiquitous visualization sweeps away all fields and traditional rules, highlighting visibility. The content of the short video highlights the physical presence of individual users and the urban details magnified by subjective lens narratives. By publishing these short videos on the same topic related to the city, the text of the short videos coexists with the existing labeled features of the theme and city. The narrative logic and social habits of short videos also strengthen the metonymic effect of urban spatial symbols on the overall city. This series of practical behaviors not only make the city visible but also allow others to pay attention to the city, significantly improving its visibility. This also reflects that local governments have gradually incorporated short videos into the long-term strategy of urban image engineering and achieved substantial benefits.

**Secondly, the urban space itself generates capital growth benefits by exploring the interior of the city and optimizing the industrial chain.**

With the increasing popularity of Zibo barbecue, the tourism popularity of Zibo has been continuously increasing. Zibo immediately announced the implementation of preferential policies for scenic spot tickets and the provision of free or half-price youth stations for students in school (Li, 2023). At the same time, we work overtime to build barbecue festival squares and internet celebrity check-in points, add free parking areas, customize barbecue buses and dedicated trains, arrange mobile public toilets, and so on. Relevant functional departments even issued 250000 barbecue Vouchers, set up a famous Zibo barbecue shop “Golden Furnace Award” and a barbecue association, held a “Zibo barbecue festival”, planned a cultural and tourism activity of “Spring Festival Zibo Barbecue” and created a high-quality “online celebrity card punching point”.

Zibo City arranges necessary land and facilities in urban and rural planning to provide production convenience for small and medium-sized enterprises. And to provide low-cost production and operation venues for entrepreneurs, Zibo has opened up eight major branches of the Internet celebrity market, built the Haiyue Longgong Logistics Port and Qilu Fresh E-commerce Industry base. Zibo helped small and medium-sized enterprises to apply AI, Internet, cloud computing, Big data, and other modern technologies in operation management and other links, enabling innovative production methods and improving production and operation efficiency by setting up a series of smart

park windows such as cold chain logistics supporting area, 50000-ton smart cold storage, comprehensive trading hall, seafood wholesale trading market, etc. in the logistics park of the “new old kinetic energy conversion” project.

**Thirdly, stimulate the atmosphere of “global tourism” by taking the lead in serving and sharing tourism achievements.**

After the internet boom in Zibo, there was a “barbecue high-speed train” for tourists to visit. The director of the Cultural and Tourism Bureau personally boarded the train to serve the tourists and taught Zibo how to eat barbecue (Guo, 2023). When tourists get off the bus, local cultural and tourism department staff raise signs to guide the way. When tourists walk out of the railway station, Zibo has various convenience benefits, such as barbecue bus lines, barbecue maps, vouchers, half-price hotel accommodations, etc. There is no shortage of weight at the “main battlefield” barbecue stall. In terms of transportation, if taxis do not use meters or detours, they will face resistance from the entire industry. People spontaneously vacated the Bicycle-sharing system and walked to work. A foreign tourist roasts that the cake he bought for 20 yuan was not cost-effective. Zibo citizens immediately left a message in the comment area: “I apologize for the difference, and I will transfer it to you.”

Zibo citizens know that the network is a double-edged sword, it can bring traffic but also make the city’s efforts into smoke. From government departments to businesses and citizens, everyone is fighting for the honor of the city, and every Zibo netizen is a supporter of the image of their hometown. (Wally, 2023) In the era of interconnected things, everyone is the image spokesperson of the city. How can people in the city transform into billboards for city walking? Global tourism and sharing by all are a way worth considering. Focus on this “Eyeball economy,” (The eyeball economy is an economic activity that relies on attracting the attention of the public to obtain economic benefits) digital-enabled tourism, ahead of schedule 6G interconnection brought by the new era of smart tourism.

**Fourthly, optimize the consumption environment and activate the market by deepening the market supervision work of “reliable consumption in Zibo”.**

In 2022, the market supervision system of Zibo City will accept 47700 consumer complaints through multiple channels, and recover 10.7681 million yuan of economic losses. In maintaining the Zibo barbecue brand, the law enforcement department of Zibo will not be soft on the lack of weight and excessive demands. The market supervision department has established three systems: administrative law enforcement, industry self-discipline, and social supervision. At the same time, Zibo relies on the 12315 platform to connect various levels of consumer rights protection service stations and introduces a left and right linkage work mechanism to improve the efficiency of rights protection (Zhang, 2023) In addition, Zibo issued corresponding policies, opened up multiple channels for resolving consumer disputes, and established a group of consumer Weiquan lawyers and a

media supervision group to provide legal services for consumer rights protection promptly.

For Zibo, the barbecue fever may gradually subside, but the governance experience and urban reputation accumulated from this will become valuable wealth for development. (Meng, 2023) Various regions guide operators to work hard to improve the quality of goods and services and strive to create a quality consumption environment that is safe and reliable, with satisfactory quality, sincere trading, comfortable consumption, and peace of mind in safeguarding rights. This not only enhances the people's sense of gain, happiness, and security, but also serves as an inevitable path to improve their quality of life, expand domestic demand, and drive the market.

As Plato said in "The Republic": "Our purpose in establishing this city-state is not to enable a particular social class to enjoy special happiness, but to enable the entire city-state to enjoy the greatest happiness." (Zhang, 2023) The urban vision of "strong wealth, beautiful beauty, and excellence" requires perseverance and energy for the future. We should coordinate and do a good job in "drainage" and "diversion", "service" and "supervision", "traffic" and "retention", "customers" and "family" articles. To create a better urban traffic sample than Zibo Barbecue, we can use the "Experience Tour" as a highlight to enhance the overall situation.

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Opinion Article

# 新经济背景下，淄博市做对了什么？

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**摘要：**“十四五”文化旅游规划中提到全面推进“一个工程、七大体系”，包括实施文明促进和提升工程、健全现代公共文化服务体系、健全现代文化产业体系、完善现代旅游业体系、完善现代文化和旅游市场体系等。作为新规划下爆火的文旅标杆——“淄博烧烤”切实地为区域文旅发展提供了成功参考。淄博烧烤爆火给城市发展最大的提示，莫过于做好“全域旅游一盘棋”的服务文章，打造服务经济核心竞争力。

**关键词：**淄博烧烤；视频叙事；政府服务；全民共享

追踪淄博烧烤的深层次引爆逻辑，是数字经济成就传统文化旅游登顶流量之巅的典型案例。毫无悬念，万物互联的时代，美食不再仅仅是“吃”，而是足以成为带动一座城市旅游的关键所在；旅游也不仅仅聚焦于游玩，全域旅游带来的是可以唤醒一座城市的经济活力。如下是基于“淄博烧烤爆火经验的可借鉴思考。

通过短视频战略推动城市形象工程，用视频叙事提升城市“可见性”。

淄博烧烤因网友“种草”而红，在网友持续接力打卡中爆红。淄博火车站打卡、自创淄博烧烤手势，各种花式出圈方式让淄博烧烤的“酒香”飘出“深巷”。淄博打造了城市专属的饮食文化 IP。“烤炉+小饼+蘸料”灵魂三件套，“五花肉、小饼和大葱”三合一等概念陆续出现在网络上，也成为淄博烧烤的代名词。与此同时，“淄博火车站打卡”、自创“淄博烧烤手势”等新概念新元素也进入人们的视野。给原本单一平凡的烧烤赋予了更多符号和时代元素，甚至成为一座城市独有的 IP。

“淄博烧烤”变成爆火的文旅 IP，其生命力不仅在于塑造美食品牌，更能更新城市形象，带动当地产业变革。当代生活的方方面面都要求某种程度的视觉性，无处不在的视觉化扫荡了一切领域和传统规则，将可视性凸现。短视频的内容凸显了个体用户的身体在场与主观镜头叙事所放大的城市细节；将这些短视频发布于城市相关的同一话题下，其短视频文本与题材和城市已有标签化特征又形成共存关系；而短视频的叙事逻辑与社交习惯也强化了城市空间符号对城市整体的转喻效果，这一系列实践行为不仅使城市被看见、也给予了他人注意城市的机会，使得城市可见性显著提升。这也体现了地方政府已逐渐将短视频纳入城市形象工程的长效战略中，并取得了实质效益。

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通过挖掘城市细部优化“产业链”，使城市空间本身产出资本增殖效益。

随着淄博烧烤知名度的提高，淄博的旅游热度一路攀升。淄博随即宣布开始实施景区门票优惠政策、为在校学生提供免费或半价青年驿站；还加班加点建设烧烤节广场、网红打卡点周边、新增免费停车区、定制烧烤公交及专线列车、安排流动公厕等。相关职能部门甚至发放了 25 万烧烤消费券，设立淄博烧烤名店“金炉奖”、成立烧烤协会、举办“淄博烧烤节”、策划“春光正好·淄博烧烤”文旅活动，打造优质“网红打卡点”。

淄博市“在城乡规划中安排必要用地，投入设施为中小企业提供生产便利”、打通网红市场八大局，建设海月龙宫物流港、齐鲁生鲜电商产业基地，“为创业者提供低成本生产经营场所”。在“新旧动能转换”项目的物流园区设立冷链物流配套区、5 万吨智慧冷库、综合交易大厅、海鲜批发交易市场等一系列智慧化园区窗口，帮助中小企业在运营管理等环节应用 AI、互联网、云计算、大数据等现代技术手段，赋能了创新生产方式，提高生产经营效率。

通过政府带头服务，共享旅游成果，激发全民呵护“全域旅游”氛围。

淄博在网络爆火以后，游客前往淄博有“烧烤高铁专列”，文旅局局长亲自上车为游客服务，手把手教淄博烧烤吃法。游客下车有当地文旅部门工作人员举牌带路。走出火车站，更是有烧烤公交专线、定制烧烤地图、消费券、半价入住酒店等各类便民福利。“主战场”烧烤摊上，没有一家存在缺斤少两的情况。交通方面，出租车不打表或绕路，就会遭受全行业的抵制。百姓自发地空出公共自行车，步行上班。有外地游客吐槽，自己花 20 元买的饼感觉性价比不高，淄博市民立即在评论区留言：“我代为道歉，差价我转给你。”

淄博市民深知网络是把双刃剑，它能带来流量，也能让城市的努力付诸云烟。从政府部门到商家、市民，都在为城市荣誉而战，而每一位淄博网友都是家乡的形象拥护者。万物互联的时代，人人都是城市的形象代言人。怎么让城中人化身为城市行走的广告牌？全域旅游、全民共享是值得考虑的途径。关注这份“眼球经济”，以数字赋能旅游，提前布局 6G 互联所带来的智慧旅游新时代。

通过深化“放心消费在淄博”市场监管工作，优化消费环境激活市场。

2022 年，淄博市市场监管系统通过多渠道受理消费者投诉 4.77 万件，挽回经济损失 1076.81 万元。在维护淄博烧烤品牌上，淄博执法部门对缺斤少两、漫天要价绝不手软；市场监管部门构建起“行政执法、行业自律、社会监督”三个体系相互融合。依托 12315 平台贯通各级消费维权服务站；推出左右联动工作机制，提升维权效率；出台对应政策，打通多个消费纠纷化解渠道；组建消费维权律师服务团及媒体监督团，及时提供消费维权法律服务。

对于淄博而言，烧烤热或许会渐渐消退，但由此积累起来的治理经验、城市口碑将成为发展的宝贵财富。各地引导经营者在提高商品质量和服务水平上下功夫，努力打造出安全放心、质量称心、交易诚心、消费舒心、维权省心的品质消费环境。不仅能增强人民群众的获得感、幸福感、安全感；也是提升人民生活品质，扩大内需，拉动市场的必然道路。

正如柏拉图在《理想国》中所言：“我们建立这座城邦目的并非在于使某一个社会阶层享受特殊的幸福，而是在于使整个城邦享受最大的幸福。”“强富美优”的城市愿景，更需要奋楫笃行，蓄能未来，统筹做好“引流”与“分流”、“服务”与“监管”、“流量”

与“留量”、“客人”与“家人”的文章。以“体验游”一域精彩为全局添彩，才能打造出更优于淄博烧烤的城市流量样本。

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