

Study on the Phenomenon of "Internet Celebrity Check-In" and Museum Tourism

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Abstract: With the development of society and the improvement of people's living standards, museums have become a new place for "Internet celebrities to punch cards". The rise of this trend has brought opportunities for the development of museums, but also brought new problems and challenges, such as: cultural impetuosity and value loss, declining sense of visiting experience, museum management services are difficult to be in place. The popularity of online celebrity cards reflects the psychological needs of mass tourists, such as: satisfying the sense of ritual, the psychology of seeking novelty, building an idealized image and enhancing the sense of social belonging. All walks of life, including the social level, the museum level and the individual level, need to carry out correct guidance and appropriate intervention to follow the trend of Internet celebrities to guide the healthy development of museum tourism.

Keywords: Travel; Museum; Tourism psychology; Internet celebrity check-in

1. The "Internet Celebrity Check-In" Phenomenon is Currently in Full Swing

With the development of society and the improvement of people's living standards, museums are no longer simply places to display historical relics. It also provides a diverse experience of education, appreciation, reflection and knowledge sharing,[1] has gradually evolved into a comprehensive space integrating entertainment, culture, science and education. Museums, art galleries and other places that were rarely visited in the past have now become popular tourist consumption. [2] According to Ctrip's data, the number of ticket bookings for the Shanghai Museum during the summer

vacation increased by a staggering 371% year-on-year, which not only reflects the attraction of the Shanghai museum, but also reflects the popularity of museum ticket bookings across the country, even surpassing the theme park to become the most popular type of scenic spot.

A youth school media survey further underscores this trend. The survey reveals that nearly half of college students would opt for a museum visit when encountering an exhibition on a topic of interest, and nearly as many consider a renowned local museum a must-visit when traveling. Invitations from friends, media platform recommendations, parental guidance, and school-organized group visits are all significant factors driving museum attendance.

More and more young people use museums as a time slot, and the public's enthusiasm for museums continues to rise, which reflects people's increasing pursuit of spiritual and cultural life. Each precious cultural relic quietly tells the story of the past, from ancient pottery POTS to modern documents, all of which highlight the long history and brilliant glory of the Chinese civilization.[3] Museums are becoming an integral part of people's spiritual lives, rather than just places to visit. From this perspective, museums have emerged as a new type of "internet celebrity check-in" location, where visitors can acquire knowledge and cultural experiences alongside the fun of entertainment and leisure.

2. Problems Caused by "Internet Celebrity Check-In"

The rise of museums as "internet celebrity check-in" sites brings opportunities for development as well as new problems and challenges.

2.1 Cultural Impetuosity and Value Loss

With the development of diversified functions of museums and the advancement of digital process, the form of museum display has gradually evolved from the traditional static exhibits and text labels to digital and interactive experiences, and the role of museums has changed from a simple collection and display of cultural relics to a multi-attribute platform with public education and social services.[4] In their quest to become a place for "Internet celebrity check-ins", museums may overemphasize entertainment and attraction, thereby neglecting their core values as cultural and historical educational institutions. This trend may lead to the marginalization of the educational and cultural heritage functions of museums, and more to the pursuit of fashion and social identity. Some people just want to take photos, rather than really appreciate cultural relics and understand history and culture, which runs counter to the museum's function of education and cultural inheritance.

The Geological Palace Museum in Changchun, established in 1952, has been a leader in China and Asia with its profound geological collections. The museum's innovative display techniques were originally the best place for the public to deeply understand earth science and trace the evolutionary history of life. However, driven by internet celebrity culture, this temple of science and knowledge seems to be slowly losing its original academic seriousness, becoming a "hot spot" for popular and novel experiences. After a TV series broadcast, the museum has become a must-visit "time slot" for many fans, who may be more curious about the series' scenes than the scientific value behind them. When "punching in" becomes the end rather than the beginning of the visit, such a "stay" is merely a superficial cultural experience, failing to foster genuine cultural identity and love.

2.2 Decreased Visit Experience

A large number of "Internet celebrity check-ins" may disrupt the order of museum visits. The surge in the number of visitors may lead to crowded and noisy museums, which will not only reduce the opportunity for tourists to interact with the exhibits, but also increase the psychological pressure of

tourists and reduce the satisfaction of visitors. A large number of "Internet celebrity check-ins" may occupy a certain area for a long time in order to take beautiful photos or videos, affecting the normal visit of other viewers. At the same time, some punchers may shout and chase in the museum, destroying the quiet atmosphere that the museum should have. They can make it difficult for visitors who are genuinely interested in the contents of the museum's exhibitions to have a quiet and focused visit experience, and make their visit experience greatly compromised.

In 2008, the Central Propaganda Department and other departments jointly issued a notice of free opening of museums across the country,[5] Since then, most of the provincial and municipal comprehensive museums in China have basically implemented the system of free visits, and tourists can enter the museum by ticket as long as they make an appointment through their ID cards, and they do not need to spend money to buy tickets. After more than a decade of development, the number of museums that are free to visit is increasing. According to data released by the Ministry of Culture and Tourism last year, 90 percent of museums in China are now free. However, during peak hours, many popular museum tickets are difficult to obtain, and many tourists have to buy tickets from "scalpers" at high prices in order not to affect their travel plans, which seriously affects the experience. Even some tourists have no tickets, can not enter the museum to visit, but have to cancel the tour plan.

2.3 Difficulties in Museum Management Services

The influx of visitors poses significant challenges to museum management services. From a safety point of view, crowd gathering places are often densely populated, uneven distribution, strong mobility, and difficult to evacuate, which can easily lead to safety accidents such as crowding and stampede. [6] Museum passageways and exhibition halls have a designed capacity, and exceeding this can limit movement and exponentially increase evacuation difficulties in emergencies. For example, narrow stairwells and aisles can become instantly blocked, seriously threatening tourist safety.

Additionally, the high number of visitors can endanger exhibit safety, with some inadvertently touching or even damaging precious cultural relics, causing irreparable damage to the nation's cultural heritage.

In terms of service quality, it will also be greatly reduced due to the excessive number of tourists. The number of docents is often limited, and in the face of a huge crowd of visitors, it is impossible to meet the needs of every visitor to deeply understand the connotation and historical value of the exhibits. Visitors may only be able to skim through the exhibits, unable to truly appreciate the rich cultural heritage of the museum. Consultation services can also become slow because of the overwhelming response, and visitors' questions can not be answered in time, reducing the experience of visitors. In addition, due to the large number of visitors, the museum's guiding signs can be ignored, causing visitors to become disoriented and waste time looking for exhibition halls and exits.

The pressure on facilities is even more overwhelming. The bathroom will face a long queue, and the environment is easy to become dirty and messy. Rest areas can be full and visitors cannot get a proper rest. The parking lot may also be overwhelmed by the number of vehicles, and visitors have to spend a lot of time looking for a parking space, and may even abandon the visit because of parking problems. In addition, too many tourists will also cause great pressure on the air conditioning, lighting and other equipment of the museum, causing physical wear and damage to the exhibition facilities, so that equipment failure, resulting in changes in the indoor environment such as temperature, humidity, etc., may not only affect the comfort of the visiting environment, but also have an adverse impact on the long-term protection of cultural relics.

3. The Psychological Needs of "Internet Celebrity Check-In"

The popularity of internet celebrity check-ins reflects the psychological needs of mass tourists. Analysis reveals the following main types:

3.1 Meeting the Needs of Ritual Sense

By going to the "Internet celebrity check-ins"

place, the puncher records his experience and hearing with a sense of ritual, marks the punch card behavior, and expresses his yearning and pursuit of a better life. Sometimes, clockers will upload the recorded content to social platforms to share their experiences, so that they can not only keep their clock-in history for a long time, but also record their growth, beautify their image, and obtain a sense of ritual. It also gives others experience, saves time, and brings satisfaction. The emerging social media uses rich graphics and videos to outline the real and rich real life, affirming the individual value and the meaning of daily life, so that all sentient beings can also contact the platform, and show their own grand narrative and heroic songs.[7]

3.2 Satisfy the Curiosity

"Internet celebrity check-ins" often offer fresh and unique experiences, whether through unique scenery, special events, or unusual environments not typically encountered in daily life. People are innately curious about the unknown, and "internet celebrity check-ins" can precisely meet this pursuit of novelty. The positive experiences gained from participating in "internet celebrity check-ins" help alleviate the "depression of the subject's spiritual world under the split and confrontation between the subject's practice and the objective world"[8], stimulating the senses through impactful design to satisfy curiosity and spiritual needs.

3.3 Building an Idealized Image

Charles Houghton Cooley's "looking-glass self" theory posits that individual behavior is heavily influenced by self-perception, formed primarily through social interaction. People understand and shape their image by reflecting on the views and attitudes of others. Humans are born with the psychology of self-presentation.[9]

Through "internet celebrity check-ins," we can showcase our rich, wonderful, and interesting lives through images and videos, building an expected identity and image on social media, enhancing our sense of self-image value, and seeking validation from others in our presentation.

3.4 Enhancing a Sense of Social Belonging

Social identity is a process of positive cognitive evaluation, emotional experience and value commitment of actors to their group qualification or category qualification. Identity is a need to obtain a sense of self-identity, and its path lies in the acquisition of group qualification.[10] "Internet celebrity check-in" allow people to maintain and expand their social networks by participating in popular events. The likes and comments on social platforms will bring people a sense of social identity and belonging, deepen the relationship and connection between people, people and society, and enhance the group's recognition. Through this interaction, people can obtain the sense of achievement and satisfaction of "being concerned" and enhance the psychological needs of group attachment. And "internet celebrity check-in" can also become a topic between friends, close the distance between friends, maintain the contact between each other. And the people around you punch the same place, following the so-called "trend", can also give people a feeling of following the fashion, eliminate the heart of the "feeling of lagging". In summary, the "internet celebrity check-in" phenomenon reflects people's innate psychological needs, whether seeking novelty, satisfying the sense of ritual and belonging, or constructing an ideal self-image. Moreover, "internet celebrity check-in" can bring many positive social benefits. Firstly, they can bring significant popularity and attention to museums. In the era of social media, "internet celebrity check-in" can make more people aware of the existence and value of museums, attracting those not previously interested to visit, thus expanding the museum's audience and playing a positive role in cultural dissemination. Secondly, "internet celebrity check-in" may encourage museums to continuously improve their service quality and exhibition levels. To meet the needs of check-in participants, museums may pay more attention to venue environment optimization, exhibition innovation, and service facility improvements, benefiting museums' long-term development. Additionally, "internet celebrity check-in" can stimulate consumption, drive local economic development, and promote city image publicity.

In conclusion, it is imperative that we maintain a balanced and rational perspective towards the "internet celebrity check-in" trend in museums. Institutions can strategically harness this trend by effectively guiding visitor behavior, ensuring orderly visitation, and leveraging the surge in popularity to enhance their cultural and educational roles more effectively. Visitors, on the other hand, should embrace the experience of checking in while also demonstrating respect for the museum's regulations and cultural values. By doing so, we can collectively foster a positive and enriching visiting environment that benefits both the cultural institutions and the public they serve.

4. Follow the Trend of "Internet Celebrity Check-In" to Innovate Museum Tourism

While the "internet celebrity check-in" trend reflects the psychological and value needs of individuals, it also risks falling into the trap of trend-following consumption. To prevent the trend from becoming a mere fad that undermines consumption and cultural value, a concerted effort from all sectors of society is required. Correct guidance and appropriate intervention are necessary to foster a harmonious balance between economic benefits and cultural values. This approach ensures that each check-in point respects its essence, serving the spiritual life of the public and achieving sustainable popularity.

4.1 Social Level

Major online social media platforms are the main media for people to obtain online time-card information. In order to promote the correct and rational concept of "internet celebrity check-in", the society should advocate a positive and positive cultural atmosphere, get rid of "following the trend", avoid the tendency of consumerism, regulate the behavior of online celebrity bloggers with the help of social forces, advocate a rational tourism concept, and encourage the public to respect history and cherish science. Bathe people in a climate full of positive energy. Relevant authorities should also enhance supervision, establish robust oversight systems, and strengthen online platform regulations. Timely corrections of influencers who exhibit excessive consumer tendencies

and hedonism are essential to align with the correct traffic orientation, ensuring objective and truthful information reflection. This will help mitigate the negative impacts of "internet celebrity check-in" and amplify their positive effects.

4.2 Museum Level

As the number of check-in tourists grows, museums face increasing personalized demands and the challenge of transformation and upgrading. To adapt, museums must innovate and optimize traditional exhibition methods, integrate AI and other technologies, and enhance the interest and enjoyment of their exhibitions. Exhibition practitioners play a vital role, requiring interdisciplinary skills that span collection management, exhibition interpretation, design, and management, as well as the operation of digital equipment. Cultivating and attracting such interdisciplinary talents is challenging but essential. Museums can establish interdisciplinary teams and promote knowledge exchange and innovation, training existing staff and attracting new talent with diverse backgrounds.

In order to avoid cultural impetuosity and lack of value, museums should adhere to the original intention of cultural inheritance and scientific popularization while pursuing economic benefits, and prevent the loss of cultural value caused by excessive commercialization. Secondly, the museum can also hold a variety of related science popularization activities, or improve the quality of explanation services, which can also be used as a way to attract tourists to in-depth Tours, so as to avoid the problem that tourists only blindly pursue "Internet celebrities punch cards" without understanding the historical background behind the cultural relics to the greatest extent.

To address the challenges of museum management services overwhelmed by tourists, several measures can be implemented. Strengthening appointment management through online platforms and telephone reservations can control visitor numbers within manageable limits. Timed reservations can guide tourists to spread out their visits, avoiding peak congestion. Multiple access channels and clear signage

can direct visitor flow efficiently, reducing queue times.

On the other hand, improve the service ability. Increase the number of interpreters, or make full use of social forces to enrich the volunteer team, or adopt intelligent explaining equipment to meet the needs of tourists. To increase the investment and maintenance of public facilities, the museum should also increase public service facilities such as rest areas, catering services, health facilities, etc., increase the cleaning frequency of toilets and rest areas, and ensure the normal use of facilities to meet the relevant needs of tourists. In addition, it can also strengthen security management, increase security personnel, set up reasonable evacuation channels and signs, and improve the ability to respond to emergencies. At the same time, the use of scientific and technological means, real-time monitoring of the flow of people, timely adjustment of management strategies, to provide tourists with a better visit experience.

Museums can also consider extending opening hours during peak times, scientifically planning exhibition layouts to maximize space usage, implementing real-name ticket purchases, and cracking down on scalpers to ensure a positive visiting experience.

4.3 Personal Level

Before engaging in "internet celebrity check-ins," individuals should establish correct consumption concepts, understand the nature of the check-in culture, and consider their actual needs and capacity for consumption. Moderation and self-restraint should guide their actions, rather than being dictated by internet celebrity culture.

According to Maslow's hierarchy of needs, humans have five levels of needs: physiological, safety, social, respect, and self-actualization[11]. The typical "internet celebrity check-in" tour does not have high requirements for tourism experience and significance, but attaches more importance to the social function of tourism behavior. Driven by the motivation of "pursuing social satisfaction", tourists carry out corresponding strong social tourism behaviors and obtain attention, recognition and praise as external results, so as to meet the social needs and the

needs of respect.[12]

However, while "internet celebrity check-in", you can also pay more attention to the accumulation of experience and personal growth, give play to your own potential, pursue the artistic atmosphere and cultural heritage in the exhibits, and be the disseminator and successor of excellent culture, so as to obtain a higher level of demand, that is, the satisfaction of self-realization needs.

5. Conclusion

The "internet celebrity check-in" phenomenon not only brings significant attention and visitor flow to museum tourism but also offers new ideas and opportunities for museums' innovative development. Museums should follow this trend, integrating digital technology and cultural creativity to create diverse and interactive exhibition experiences that cater to modern audiences, particularly the younger demographic. Deepening emotional connections with the public can lead to the sustainable development and prosperity of museum tourism, protecting and inheriting cultural heritage. This approach promotes cultural exchange and dissemination and fosters societal enthusiasm for cultural heritage protection, safeguarding our shared spiritual wealth.

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