Research on Innovative Travel Itineraries: Tourism+ Wedding Photography

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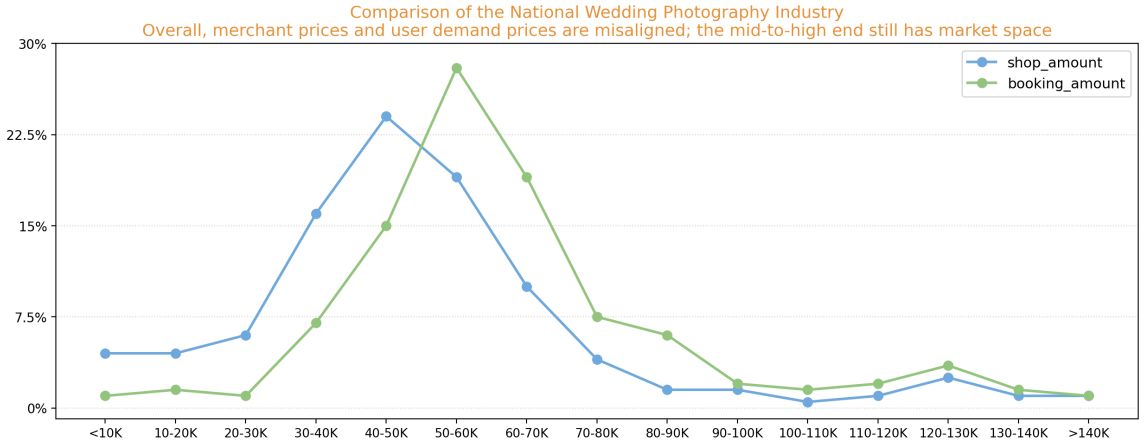
Abstract: At present, traditional wedding photos can no longer satisfy the requirements of the post-90s generation of newlyweds, who pursue, above all, innovation and distinctive features. As a result, tourism combined with wedding photography has quietly risen. During their travels, the newlyweds not only feel the beauty of nature, but also take romantic wedding photos, with joy and happiness revealed in the pictures and expressed within the lens. Therefore, destination wedding photography has become the favorite way for newlyweds to take wedding photos. Various tourism agencies and wedding travel-photography agencies have begun to rise rapidly; many domestic wedding companies have started to offer destination wedding services, and many photography and videography agencies have also set their sights overseas, developing a large number of travel-photography products and services. The combination of tourism and wedding photography is bound to be one of the development trends of innovative travel itineraries.

Keywords: destination wedding photography | wedding services | Tourism+

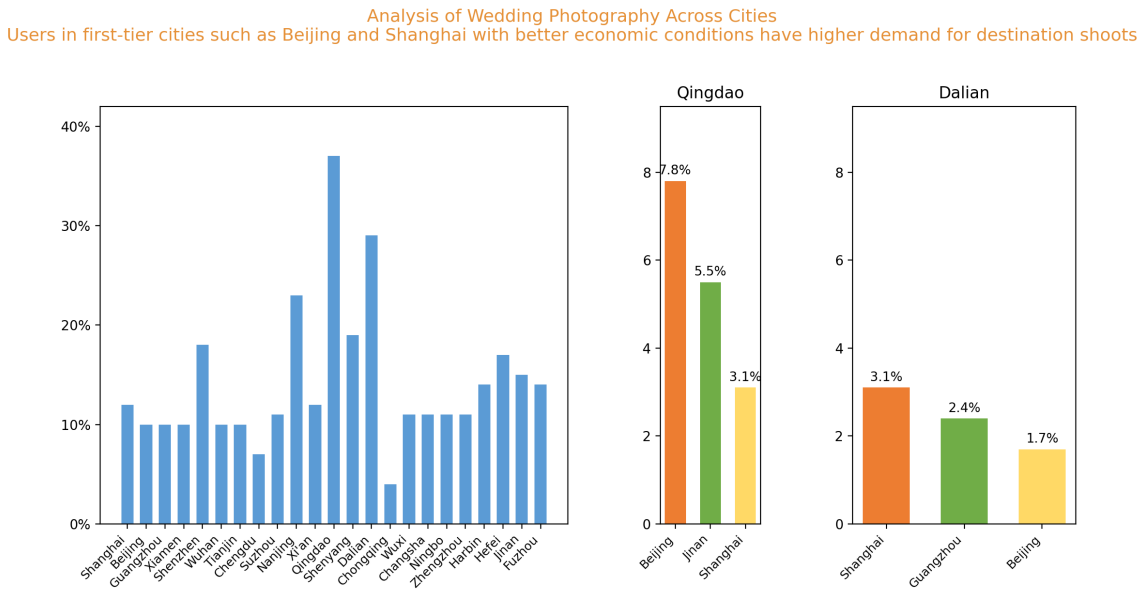
Industrial convergence is a global development trend and is reshaping the structures of different industries. Just as "Internet+" was proposed, "Tourism+" refers to the mutually connected and mutually penetrating relationships occurring within the tourism industry or between the tourism industry and other industries, ultimately forming a new industrial form. Based on the current development status of China's tourism industry, this is the latest tourism development proposal put forward in order to better endow the industry with development connotations and better promote the integration of various industries.

In many people's impression, travel photography sounds like taking pictures while having fun. In fact, compared with the traditional photography model, travel photography places higher demands on photographic technique. The smooth progress of a trip requires the whole team to coordinate the shooting and accommodation along the way. In recent years, with the rise of tourist cities and the appeal of the "Moments" feed, as well as the rise and continuous popularization of short videos, the era of tourism consumption has arrived. This is also the consumption trend and social foundation of tourism combined with wedding

photography. Wedding photography enables travel to truly generate richer and higher-frequency user attention, while making travel more fun.



Under the environment of fierce market competition, the nationwide wedding service industry turnover has reached about 700 billion yuan, and the overall profit margin of the wedding industry tends to decline and will continue to decrease. The so-called "wedding profiteering" is a flower of yesterday. However, by analyzing people's budgets for wedding photography nationwide, we find that merchants' prices and the prices demanded by users are mismatched, and the mid-to-high-end wedding photography market still has room for development. Therefore, the integration of tourism and wedding photography is very necessary at this time. This integration involves not only external related industries, but also the reorganization and sharing of various production factors within the industry. Simple wedding services can no longer meet the new consumption demands; diversified wedding services such as wedding banquet design, wedding dress customization, or marriage-life counseling are emerging. The use of multimedia technology and wedding films is a popular trend in the wedding industry and will also become an important extension of wedding business services. More and more newlyweds will choose tourist attractions to take wedding photos, hold wedding ceremonies, and complete their honeymoon trips. Services such as "honeymoon customization," destination weddings, and charity weddings will be integrated into the whole-process wedding service. The number of newlyweds who take wedding photos, hold weddings, and carry out honeymoon activities at tourist destinations at home and abroad will show a significant growth trend. If wedding ceremonies, wedding photography, and various related industries are added to wedding travel products, they can create various values, including wedding value and cultural value.



The concept of all-region tourism provides possibilities for cooperation and integration between the traditional tourism industry and other industries. As the proportion of tourism in national income increases, its concept has risen to a national strategy, and the industries that "Tourism+" may converge with have also been enriched. Through convergence with various industries, the tourism industry has broken the past misunderstanding of converging industries, which at the same time brings tourists more opportunities for experiences.

Among the cooperation models of many industries, "Tourism+ wedding services" has developed rapidly and formed a certain influence. Literally, "Tourism+ wedding services" is the combination of tourism with wedding planning, wedding photography, honeymoon travel, and so on. At present, the "tourism wedding" model is gradually becoming popular among users in first- and second-tier cities. It involves not only newlyweds born in the 1980s and 1990s, but also golden-wedding and silver-wedding families revisiting their honeymoon. Perhaps in some people's view, this is a traditional honeymoon. In fact, under the tourism-driven model, "Tourism+ wedding services" has established a panoramic platform. On this platform, many novel elements are naturally integrated, realizing the possibility of "1+1>2."

"Tourism+ wedding services" has become a very tempting cake. In China, about 12 million couples get married each year; wedding expenses account for an average of 31% of personal savings, and newlyweds arranging honeymoon travel account for an average of 67.66%. The wedding theme has become an important selling point for attracting tourists.

The wedding industry has become one of the key industries in the development of many tourist destinations. Statistics show that various wedding venues and hotels have also launched personalized wedding service products. Hotels and tourist destinations also generate various derived tourism consumption. Therefore, the development prospects and expected economic benefits of the entire tourism-wedding industry are bound to be enormous. The wedding tourism market will continue to maintain rapid growth. In addition, with the popularization of products such as "wedding travel," celebrity marketing, and travel photography projects, good market responses have also been achieved.

Conclusion

A trip is nothing more than a photo shoot; it requires detailed introductions, meticulous service, and strong corporate strength to support it. Services such as car pick-up and drop-off, five-star hotel accommodation, and one-on-one butler service may sound complicated, but they are indispensable for a real photo shoot. Therefore, these factors are the topics that our travel agencies and wedding photography companies need to pay attention to.