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**THE DEVELOPMENT OF BRAND CITY IMAGE
COMPETITIVENESS VIA IMMERSIVE NEWS REPORTING:
A CASE STUDY OF XI'AN CITY, CHINA**

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**DOCTOR OF PHILOSOPHY
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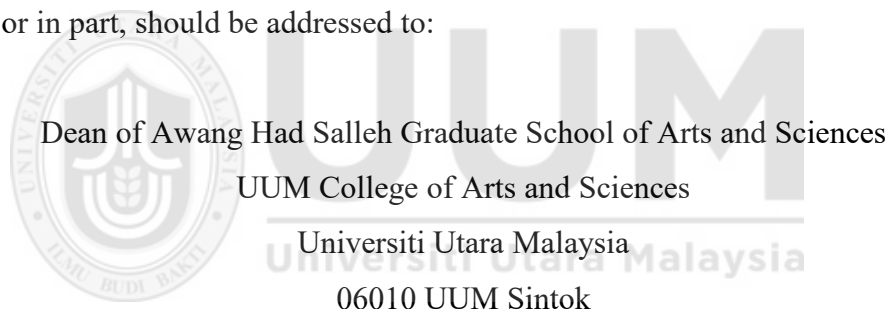
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ABSTRAK

Bandar Xi'an di China kaya dengan warisan sejarah dan budaya. Namun kebelakangan ini Xi'an menerima kadar kunjungan pelancong yang agak rendah berbanding destinasi utama lain di China. Kajian ini meneliti faktor-faktor yang mempengaruhi daya saing imej jenama bandar Xi'an melalui perspektif pelancongan, dengan menekankan peranan pelaporan berita imersif sebagai perantara strategi yang digunakan, serta impaknya terhadap daya saing imej jenama bandar Xi'an. Reka bentuk kaedah campuran berturutan digunakan yang melibatkan dua peringkat. Pertama, metodologi kuantitatif melalui soal selidik dijalankan bagi meneliti faktor-faktor yang mempengaruhi hasrat melancong pada masa hadapan, dimediasi oleh pelaporan berita imersif. Kedua, metodologi kualitatif melalui temu bual mendalam bersama pakar industri bagi menjelaskan strategi pelaporan berita imersif yang digunakan serta impaknya terhadap daya saing imej jenama bandar Xi'an. Hasil kajian menunjukkan faktor-faktor yang mempengaruhi termasuk budaya tempatan, kualiti persekitaran, infrastruktur, dan komunikasi yang berkesan, memberi pengaruh yang signifikan terhadap hasrat melancong pada masa hadapan. Strategi pelaporan berita imersif yang bercirikan penceritaan, naratif interaktif, dan pengalaman 360 darjah muncul sebagai perantara penting dalam meningkatkan daya tarikan bandar, penglibatan pelawat, serta hasrat untuk melancong. Dapatan kajian mendapati pelaporan sebegini memperkukuh imej jenama Xi'an, secara langsung meningkatkan pembinaan jenama dan daya saing, inovasi dan pembangunan ekonomi, daya tarikan dan pengaruh destinasi, serta identiti awam dan hubungan emosi, sekaligus meningkatkan daya tarikan global dan domestik. Oleh itu, penyesuaian strategi pelaporan imersif disyorkan bagi kawasan tarikan utama Xi'an seperti Pahlawan Terracotta dan Istana Huaqing untuk mengukuhkan kedudukan kompetitifnya. Kajian ini menekankan peranan kritikal yang dimainkan oleh pelaporan berita imersif dalam usaha penjenamaan bandar, sekali gus memperlihatkan potensinya untuk merangsang pertumbuhan pelancongan, meningkatkan persepsi jenama, serta menyokong objektif pembangunan ekonomi yang lebih luas.

Kata Kunci: Imej jenama bandar, Pelaporan berita imersif, Bandar Xi'an, Kajian kes, Reka bentuk kaedah campuran berturutan

ABSTRACT

The city of Xi'an in China is rich in historical and cultural heritage. However, in recent times, Xi'an has received a relatively low number of tourist visits compared to other major destinations in China. This study investigates the factors influencing the competitiveness of the brand city image of Xi'an through the lens of tourism, highlighting the mediating role of immersive news reporting, its applied strategies, and its impact on the Xi'an brand city image competitiveness. A sequential mixed-method design was employed, consisting of two stages. Firstly, a quantitative methodology using questionnaires was conducted to investigate the factors influencing tourists' future travel intentions, mediated by immersive news reporting. Secondly, a qualitative methodology through in-depth interviews with industry experts to clarify the immersive news reporting strategies applied and their impact on the Xi'an brand city image competitiveness. The results indicate the influencing factors which are local culture, environmental quality, infrastructure, and effective communication, significantly influence tourists' future travel intentions. Immersive news reporting strategies characterised by storytelling, interactive narratives, and 360-degree experiences emerge as a pivotal mediator in enhancing city attractiveness, visitor engagement, and travel intentions. Findings indicate that such reporting strengthens Xi'an's brand image by directly enhancing brand building and competition, innovation and economic development, destination attractiveness and influence, and public identity and emotional connection, ultimately increasing its global and domestic appeal. Therefore, tailored immersive reporting strategies are recommended for Xi'an's major attractions, including the Terracotta Warriors and Huaqing Palace to strengthen its competitive positioning. This research highlights the critical role of immersive news reporting in city branding efforts, demonstrating its potential to stimulate tourism growth, elevate brand perception, and support broader economic development objectives.

Keywords: Brand city image, Immersive news reporting, Xi'an city, Case study, Sequential mixed-method design

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

A city's image, often used in urban and destination branding, is a crucial part of its development and is closely associated with the attractiveness, competitiveness, and sustainable development of cities. In today's era of globalization, city image has emerged as a pivotal driving force for a city's development (Irena & Margarita, 2019). This image, communicated to the public through brand publicity, aligns with the strategic positioning of the city's development (Ma, 2021).

However, the term "brand city image", a variation introduced in recent branding discourse, emphasizes a more deliberate and strategic construction of city identity that blends both branding logic and urban cultural narratives. "Brand city image" integrates not only the perception of the city's current reality (city image) but also the curated projection of its aspirational values through branding mechanisms. This concept extends beyond passive perception to include actively managed elements of identity, making it more suitable for evaluating promotional efforts, storytelling, and strategic differentiation in global urban competition.

Brand city image is the culmination of a city's distinctive features and the promotion of its economic, political, and cultural differences, which have been refined over time to gain public acceptance and conviction (Lynch, 2023; Belabas, 2023). Brand city image is a city's unique cultural system, which includes spiritual, behavioural, visual,

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Appendix A

Questionnaire on Competitiveness Factors of Brand City Image

Dear Madam/Sir,

Hello! We are the "immersive news reporting and brand city image competitiveness" survey group. This survey is only to investigate your understanding the competitiveness factors of brand city image about international tourism cities. We hope to get your strong support and cooperation. Your real opinion is the best answer.

Thank you for your time. Thank you very much for your support and cooperation!

Part I: Basic information

1. Your gender is () [single choice]
 - A. Male
 - B. Female
2. Your age is () [single choice]
 - A. Under 20 years old
 - B. 21-25 years old
 - C. 26-30 years old
 - D. 31-35 years old
 - E. 36-40 years old
 - F. 41-45 years old
 - G. 46-50 years old
 - H. 51 years old or older
3. Your education background: () [single choice]
 - A. High school and below
 - B. Junior college and degree
 - C. Bachelor degree
 - D. Master's degree or above
4. Your occupation: () [single choice]
 - A. Public functionary
 - B. Employees of state-owned enterprises
 - C. Individual business
 - D. Enterprise staff
 - E. Student
 - F. Other
5. The residential city you live in: () [single choice]
 - A. First-tier cities
 - B. New first-tier cities

- C. Second-tier cities
- D. Third-tier cities
- E. Fourth-tier cities
- F. Other

6. How many times you have travelled at home /abroad in the past five years: [single choice]

- A. Less than 3 times
- B. 3-6 times
- C. 6-9 times
- D. More than 9 times

Part 2: Questionnaire in the feelings of city experience

For the city, the following are some descriptions of its performance in all aspects. This section is provided the questions to evaluate agreement of respondents. The research is provided seven independent variables. There are local tourism resources, local city infrastructure, local tourism service reception capacity, local government's support and supervision of the tourism industry, Local tourism promotion and immersive news reporting to the respondents. The relevant scale: 1-4, The lower the score, the more disagreed; 5-7, The higher the score, the more agreed. Please give your true evaluation according to your experience and feelings, which is very critical to improving the tourism services of these cities.

Independent Variable 1: Culture

Local tourism culture

Please [/] in the most relevant questionnaire items below.

Questionnaire Items	1-4: The lower the score, the more disagreed; 5-7: The higher the score, the more agreed						
	1	2	3	4	5	6	7
Local tourism culture (Liu, 2014; Zhuang, 2018)							
1. The local historical and cultural resources are abundant..							
2. The local traditional culture is well protected and inherited.							
3. The local culture is distinctive and charming.							
4. There are local cultural festivals, exhibitions, and							

arts performances.							
5. The local tourism culture is inclusive and has a good sense of experience.							

Independent Variable 2: Environment

Local environment

Please [/] in the most relevant questionnaire items below.

Questionnaire Items	1-4: The lower the score, the more disagreed; 5-7: The higher the score, the more agreed						
	1	2	3	4	5	6	7
Local environment (Ehigiamusoe, 2020; Zou & Yu, 2022; Saygin, 2023)							
6. The city's air quality is very good.							
7. The local people are warm and friendly.							
8. The city has a good public security environment.							
9. The city is very hygienic.							
10. Communication is convenient in the city.							

Independent Variable 3: Infrastructure

Local city infrastructure

Please [/] in the most relevant questionnaire items below.

Questionnaire Items	1-4: The lower the score, the more disagreed; 5-7: The higher the score, the more agreed						
	1	2	3	4	5	6	7
Local city infrastructure (Mandić, et al., 2018; Zhuang, 2018; Ouariti & Jebrane, 2020; Mishra et al., 2020)							

11. There is convenient access to the local area.							
12. The city's internal traffic management is convenient to travel.							
13. The travel logo is clearly pointed out.							
14. There are many public toilets, which are clean and hygienic, and easy to find.							
15. The rest facilities are complete and easy to find.							

Independent Variable 4: Attractions

Local attractions

Please [/] in the most relevant questionnaire items below.

Questionnaire Items	1-4: The lower the score, the more disagreed; 5-7: The higher the score, the more agreed						
	1	2	3	4	5	6	7
Local attractions (Nowacki, 2013; Zhuang, 2018)							
16. The local attractions are very good overall.							
17. The local attractions are beautiful.							
18. The local attractions have a good environment.							
19. The local attractions have high service quality.							
20. The local attractions have good infrastructure							

Independent Variable 5: Communication

Local tourism promotion

Please [/] in the most relevant questionnaire items below.

Questionnaire Items	1-4: The lower the score, the more disagreed; 5-7: The higher the score, the more agreed						
	1	2	3	4	5	6	7
Local tourism promotion (Yu, 2006; Zhuang, 2018; Hanna, et al., 2021; Ma, et al., 2021; Kumar et al., 2022)							
21. The city is rich in information that is easy to search.							
22. You can see local tourism promotional material on social media.							
23. You can receive local tourism promotion pushes on emerging short video platforms.							
24. Local tourism advertisements can be found on tourism websites.							
25. Rich means of publicity (text, pictures, videos, immersive news) in various forms							

Mediating Variable : Immersive news reporting

Please [/] in the most relevant questionnaire items below.

Questionnaire Items	1-4: The lower the score, the more disagreed; 5-7: The higher the score, the more agreed						
	1	2	3	4	5	6	7
Local immersive news reporting (Zhang, 2020; Ricci, 2020; Cunha, et al., 2022; Buhalis, et al., 2023)							
26. The city has made immersive news reporting on large-scale conferences and events.							

27. The city's immersive news reporting login port is convenient.							
28. The city's immersive news reporting technology has a high degree of restoration.							
29. The city's immersive news reports have strong stories and high emotions.emotions.							
30. The city's immersive news reporting that user privacy protection measures are in place.							

Dependent Variable : Future travel intention

Please [/] in the most relevant questionnaire items below.

Questionnaire Items	1-4: The lower the score, the more disagreed; 5-7: The higher the score, the more agreed						
	1	2	3	4	5	6	7
Future travel intention (Zhuang, 2018)							
31. The identified factors influence my decision to revisit Xi'an in the future.							
32. I hope to travel to this city.							
33. I plan to share photos or videos of Xi'an from my travel experience on social media..							
34. I would recommend Xi'an as a travel destination to							
35. If given the opportunity, I would choose to visit Xi'an again.							

Appendix B

Questionnaire on Competitiveness Factors of Brand City Image (Employees in the tourism industry)

Part I: Basic information

1. Your gender is () [single choice]
 - A. Male
 - B. Female
2. Your age is () [single choice]
 - A. Under 20 years old
 - B. 21-25 years old
 - C. 26-30 years old
 - D. 31-35 years old
 - E. 36-40 years old
 - F. 41-45 years old
 - G. 46-50 years old
 - H. 51 year old or older
3. Your education background: () [single choice]
 - A. High school and below
 - B. Junior college and degree
 - C. Bachelor degree
 - D. Master's degree or above
4. The type of travel industry you work for is : ()[single choice]
 - A. Travel company
 - B. Tourist attraction
 - C. Government Tourism Department
 - D. Other

Part 2: Questionnaire in the feelings of city experience

For the city, the following are some descriptions of its performance in all aspects. This section is provided the questions to evaluate agreement of respondents. The research is provided seven independent variables. There are local tourism resources, local city infrastructure, local tourism service reception capacity, local government's support and supervision of the tourism industry, Local tourism promotion and immersive news reporting to the respondents. The relevant scale: 1-4, The lower the score, the more disagreed; 5-7, The higher the score, the more agreed. Please give your true evaluation according to your experience and feelings, which is very critical to improving the tourism services of these cities.

Independent Variable 1: Culture

Local tourism culture

Please [/] in the most relevant questionnaire items below.

Questionnaire Items	1-4: The lower the score, the more disagreed; 5-7: The higher the score, the more agreed						
	1	2	3	4	5	6	7
Local tourism culture (Liu, 2014; Zhuang, 2018)							
1. The local historical and cultural resources are abundant..							
2. The local traditional culture is well protected and inherited.							
3. The local culture is distinctive and charming.							
4. There are local cultural festivals, exhibitions, and arts performances.							
5. The local tourism culture is inclusive and has a good sense of experience.							

Independent Variable 2: Environment

Local environment

Please [/] in the most relevant questionnaire items below.

Questionnaire Items	1-4: The lower the score, the more disagreed; 5-7: The higher the score, the more agreed						
	1	2	3	4	5	6	7
Local environment (Ehigiamusoe, 2020; Zou & Yu, 2022; Saygin, 2023)							
6. The city's air quality is very good.							

7. The local people are warm and friendly.							
8. The city has a good public security environment.							
9. The city is very hygienic.							
10. Communication is convenient in the city.							

Independent Variable 3: Infrastructure

Local city infrastructure

Please [/] in the most relevant questionnaire items below.

Questionnaire Items	1-4: The lower the score, the more disagreed; 5-7: The higher the score, the more agreed						
	1	2	3	4	5	6	7
Local city infrastructure (Mandić, et al., 2018; Zhuang, 2018; Ouariti & Jebrane, 2020; Mishra et al., 2020)							
11. There is convenient access to the local area.							
12. The city's internal traffic management is convenient to travel.							
13. The travel logo is clearly pointed out.							
14. There are many public toilets, which are clean and hygienic, and easy to find.							
15. The rest facilities are complete and easy to find.							

Independent Variable 4: Attractions

Local attractions

Please [/] in the most relevant questionnaire items below.

Questionnaire Items	1-4: The lower the score, the more disagreed; 5-7: The higher the score, the more agreed						
	1	2	3	4	5	6	7
Local attractions (Nowacki, 2013; Zhuang, 2018)							
21. The local attractions are very good overall.							
22. The local attractions are beautiful.							
23. The local attractions have a good environment.							
24. The local attractions have high service quality.							
25. The local attractions have good infrastructure							

Independent Variable 5: Communication

Local tourism promotion

Please [/] in the most relevant questionnaire items below.

Questionnaire Items	1-4: The lower the score, the more disagreed; 5-7: The higher the score, the more agreed						
	1	2	3	4	5	6	7
Local tourism promotion (Yu, 2006; Zhuang, 2018; Hanna, et al., 2021; Ma, et al., 2021; Kumar et al., 2022)							
21. The city is rich in information that is easy to search.							
22. You can see local tourism promotional material on social							

media.							
23. You can receive local tourism promotion pushes on emerging short video platforms.							
24. Local tourism advertisements can be found on tourism websites.							
25. Rich means of publicity (text, pictures, videos, immersive news) in various forms							

Mediating Variable : Immersive news reporting

Please [/] in the most relevant questionnaire items below.

Questionnaire Items	1-4: The lower the score, the more disagreed; 5-7: The higher the score, the more agreed						
	1	2	3	4	5	6	7
Local immersive news reporting (Zhang, 2020; Ricci, 2020; Cunha, et al., 2022; Buhalis, et al., 2023)							
27. The city has made immersive news reporting on large-scale conferences and events.							
27. The city's immersive news reporting login port is convenient.							
28. The city's immersive news reporting technology has a high degree of restoration.							
29. The city's immersive news reports have strong stories and high emotions.emotions.							
30. The city's immersive news reporting that user privacy protection measures are in place.							

Dependent Variable : Future tourism vision

Please [/] in the most relevant questionnaire items below.

Questionnaire Items	1-4: The lower the score, the more disagreed; 5-7: The higher the score, the more agreed						
	1	2	3	4	5	6	7
Future tourism vision (Zhuang, 2018)							
31. The above factors will affect my future tourism vision.							
32. I hope to travel to this city.							
33. After travelling, I will share local travel photos and videos with netizens.							
34. I would like to introduce/recommend this city to my relatives and friends.							
35. If there is a chance, I would like to settle in this city.							

Appendix C

Sampling Determination Table for Quantitative research

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	373
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	225	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

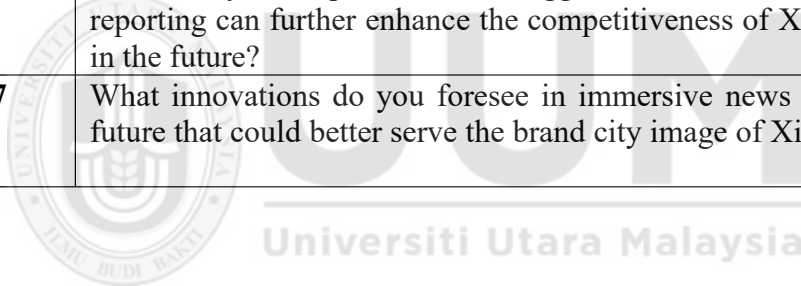
Note. N=population size; S=sample size. Adapted from “Determining sample size for research activities” by R.V. Krejcie & D.W. Morgan. 1970, *Educational and psychological measurement*, 30(3), 607-610. Copyright 1970 by Sage.

Appendix D

Interview Outline

Expert 1-Expert 5	
Q1	Could you please introduce your research field and work experience, especially your achievements in VR technology and immersive news reporting?
Q2	In your opinion, what is immersive news reporting and immersive news reporting strategy?
Q3	What are your thoughts on using storytelling as an immersive news reporting strategy? What are the advantages of this strategy in enhancing the brand city image?
Q4	What are your thoughts on using 360-degree experiences as an immersive news reporting strategy? What are the advantages of this strategy in enhancing the the brand city image?
Q5	If immersive news reporting were to be designed for attractions such as the Terracotta Warriors of Emperor Qin, the Tang Dynasty Night City, the Tang Paradise, and the Huaqing Palace, using storytelling and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?
Q6	What are the impacts of immersive news reporting on the brand city image of Xi'an?
Expert 6-Expert 9	
Q1	Could you please introduce your work experience, especially your achievements and experiences in theater directing and research on the historical and cultural aspects of Xi'an?
Q2	In your practical research on the historical and cultural of Xi'an, have you found any impact of immersive news reporting on the competitiveness of Xi'an's brand city image? If so, how has it been manifested specifically?
Q3	In your work, have you tried using storytelling and 360-degree experiences to showcase the historical culture and stories of Xi'an? If so, which strategies have you found to be most effective?
Q4	Based on your background and expertise, do you think immersive news reporting can enhance the image of Xi'an ?

Expert 10-Expert 12 (They are all manager of travel company)	
Q1	Could you please introduce your work experience, especially your achievements and experience in the tourism promotion?
Q2	As a leader of a leading tourism company, how do you think the role of immersive news reporting in shaping and promoting the tourism image of Xi'an?
Q3	In your work, have you tried to apply immersive news reporting to tourism promotion of Xi'an?
Q4	For a tourist city like Xi'an, if immersive news reporting were to be designed for attractions such as the Terracotta Warriors of Emperor Qin, the Tang Dynasty Night City, the Tang Paradise, and the Huaqing Palace, using storytelling and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?
Q5	Can you talk about how immersive news reporting affects the competitiveness of brand city image of Xi'an ?
Q6	What are your expectations or suggestions on how immersive news reporting can further enhance the competitiveness of Xi'an's city image in the future?
Q7	What innovations do you foresee in immersive news reporting in the future that could better serve the brand city image of Xi'an ?



Appendix E

Transcription of the Interviews

3rd May, 2024 (10:15am)		Subject One (S1) Yu Guoming	Location: Online (XI'an, China)
People	Responses		
Interviewer Q1(a)	Could you please introduce your research field and work experience?		
Interviewee	Hello, I am the dean of the School of Communication of Beijing Normal University. I have rich research experience in the field of news communication, especially focusing on regional cultural communication, media economy, virtual reality communication and meta-universe.		
Interviewer Q1(b)	Could you please introduce your achievements in VR technology and immersive news reporting?		
Interviewee	<p>In terms of virtual technology and immersive news, my team and I have conducted a series of in-depth research. We explored how to use virtual reality technology and augmented reality technology to change the way of news reporting and make it more vivid, in-depth and immersive. We have carried out some experimental projects, trying to present news events in the form of virtual reality, so that the audience can experience the scene of news events personally, thus enhancing their sense of participation and understanding. In addition, I also studied the concept and application of metaverse. We discuss the potential application of metaverse in the field of news communication, especially the possibility of news reporting, information communication and interactive experience. We believe that the metaverse will become one of the important platforms for news communication in the future, bringing new immersive experiences and interactive ways to news media and audiences. Generally speaking, my research achievements in virtual technology and immersive news are aimed at promoting the innovation and development in the field of news communication, expanding the forms of news reporting, enhancing the audience's participation and experience, paying attention to the impact and challenges of technological development on the traditional news industry, and striving to build a healthier and more sustainable news ecology.</p>		
Interviewer Q2(a)	In your opinion, what is immersive news reporting ?		
Interviewee	I think immersive news reporting is a way of reporting news events by various technical means, such as virtual reality, augmented reality and interactive experience. Compared with the traditional print, TV or online news reports, immersive news reports are more vivid and rich, which can make the audience know more about the environment and background of news events and enhance their sense of participation		

	and emotional resonance.
Interviewer Q2(b)	In your opinion, what is immersive news reporting strategy?
Interviewee	Immersive news reporting strategy refers to the methods and strategies used in the production and dissemination of immersive news. These strategies aim to maximize the effect of news reporting and audience participation through appropriate technology selection, content presentation and user interaction design.
Interviewer Q2(c)	What do you think are the common strategies for immersive news reporting?
Interviewee	I think firstly, choose appropriate immersive technologies, such as virtual reality, augmented reality, 360-degree video, etc., according to the characteristics of news events and the needs of the audience. Secondly, design vivid and concrete scenes and roles, so that the audience can feel the process and influence of news events in an immersive way. Thirdly, through interactive design and user participation, increase the interaction between the audience and the content of the report, and enhance their sense of participation and experience. Fourthly, make full use of text, pictures, videos, audio and other media forms to enrich the content of the report and increase the audience's sensory experience. Design a convenient and simple social sharing function to encourage viewers to share their immersive news experience with others and expand the influence of the report.
Interviewer Q3(a)	What are your thoughts on using storytelling as an immersive news reporting strategy?
Interviewee	I think it is very effective to use storytelling as an immersive news reporting strategy. The story has the characteristics of coherent plot, emotional resonance and characterization, which can attract the attention of the audience, arouse their emotional resonance and help them better understand the background and significance of news events. By integrating news events into a lively and interesting story, the audience is more likely to resonate and are more willing to understand and participate in it.
Interviewer Q3(b)	What are the advantages of this strategy in enhancing the brand city image?
Interviewee	As an immersive news reporting strategy, storytelling has important advantages in enhancing the brand city image. A city with attractive stories can not only attract more tourists and investors, but also enhance residents' sense of belonging and identity with the city, which is also part of the city's brand awareness. The story can shape the uniqueness and charm of the city image. By telling stories about the city's history, culture, human landscape and other aspects, the audience can have a deeper understanding of the city and generate curiosity and emotional connection with it. I think it is very effective to use storytelling as an immersive news reporting strategy. The storytelling strategy in immersive news reports can shape the

	<p>uniqueness and charm of the city's image and convey the core values of the city by means of plot coherence, emotional resonance and characterization. SThrough storytelling, a branded city can convey its core values and cultural characteristics to the audience and enhance the cohesion and identity of the city's brand image.By integrating news events into a l ively and interesting story, the audience is more likely to resonate with it and more willing to understand and participate in it.</p>
Interviewer Q3(c)	<p>What are the other advantages of storytelling as a strategy in enhancing the brand city image?</p>
Interviewee	<p>I think story can convey the city's core values and brand image. Through well-designed storylines and character images, we can effectively convey the city's development concept, cultural characteristics and social values, and help build the city's brand image and awareness. Also, stories can enhance the attractiveness and competitiveness of cities. As an immersive news reporting strategy, storytelling is an innovative strategy, which has great advantages in enhancing the image of a city's brand. A memorable story can have emotional resonance with users. To sum up, story telling, as an immersive news reporting strategy, has important advantages in enhancing the brand city image. It can shape the uniqueness and charm of the city image, convey the city's core values and brand image, and enhance the city's attractiveness and competitiveness by means of plot coherence, emotional resonance and characterization, thus bringing positive impact on the city's development and construction.</p>
Interviewer Q4(a)	<p>What are your thoughts on using 360-degree experiences as an immersive news reporting strategy?</p>
Interviewee	<p>Adopting 360-degree experience as an immersive news reporting strategy really has potential. Through 360-degree video or pictures, the audience can observe the scene of news events in all directions, as if they were in it, and get a more real and immersive experience. This strategy can enhance the audience's sense of participation and experience, and enhance the attraction and influence of news reports.</p>
Interviewer Q4(b)	<p>What are the advantages of this strategy in enhancing the the brand city image?</p>
Interviewee	<p>In terms of enhancing the brand city image, adopting the 360-degree experience strategy also has many advantages: For example, Through a 360-degree experience, the audience can observe the landscape and features of the city in a 360-degree view, including famous buildings, scenic spots and streets. This panoramic display can vividly show the beauty and charm of the city and attract more tourists and investors. According to their own interests and curiosity, the audience can choose the viewing angle at will, and learn more about all aspects of the city, so as to participate more actively in the brand communication of the city. I think it can enhance brand awareness and image building, enhance brand attraction and competitiveness, innovate communication methods to enhance</p>

	influence, and promote urban development and economic growth.
Interviewer Q4(c)	What are the other advantages of 360-degree experience as a strategy in enhancing the brand city image? Can you talk about it in more detail?
Interviewee	<p>Through the 360-degree experience, the audience can more intuitively understand the characteristics and highlights of the city and have a deeper and lasting impression on the city. This will help to enhance the brand awareness and image of the city and make it leave a deep impression on the audience. Adopting 360-degree experience as an immersive news reporting strategy is an innovative way of communication, which can attract more viewers' attention and participation. This innovative way of communication is helpful to improve the communication effect and influence of the city and bring positive impetus to the development and construction of the city.</p> <p>To sum up, adopting 360-degree experience as an immersive news reporting strategy has many advantages in enhancing the image of a brand city, which can vividly display the urban landscape, enhance audience participation and enhance brand recognition. At the same time, it is also an innovative way of communication, which helps to enhance the communication effect and influence of the city.</p> <p>I think you should also pay attention to the interaction strategy. By designing some interactive elements and inviting user participation, you can improve the interaction between the audience and the content of immersive news reports, thereby enhancing the audience's sense of participation and experience. In particular, if you want to use it to enhance the competitiveness of city brand image, you should let people enjoy the convenience brought by interaction.</p>
Interviewer Q5(a)	If immersive news reporting was to be designed for attractions such as the Terracotta Warriors of Emperor Qin, using storytelling and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?
Interviewee	Taking the Terracotta Warriors and Horses of Emperor Qin as an example, I think it is necessary to collect the pictures of the excavated part of the Terracotta Warriors and Horses of Emperor Qin, including realistic photos and 3D photos, and then integrate the written reports. Each scenic spot needs to have corresponding commentary and make it into audio and text forms. Journalists and photographers also need to record the corresponding interviews and video materials on the spot. In this report, the editorial team need use rich forms to show the scenes and stories of the entire Terracotta Warriors and Horses of Emperor Qin.
Interviewer Q5(b)	Can you talk about it in more detail?
Interviewee	On the whole, the report needs to be integrated with words, pictures, audio and video, static data information charts, maps and charts with interactive functions and so on. All these presentation methods can be combined to restore the multi-dimensional contents of the Terracotta

	<p>Warriors and Horses of Emperor Qin in historical time and natural space. In this part, in addition to the basic data collection mentioned above, we can set up a virtual reality crossing experience section to learn about the unexplored tomb scenes through VR/3D technology, such as the coffin of Emperor Qin floating on 100 tons of mercury and an ever-burning lamp. I think you can add some interactive elements, such as maps and charts with interactive functions. When combined with words, pictures, audio and video, static data and information charts, etc., all these presentation means come together to restore the multi-dimensional content of the Terracotta Warriors and Horses of Qin Shi Huang in historical time and natural space.</p>
Interviewer Q5(c)	<p>What else should we pay attention to when building the immersive news scene of the Terracotta Warriors and Horses of Emperor Qin ?</p>
Interviewee	<p>At present, these scenes have been monitored by modern detectors, but they have not been restored from the first perspective of 1: 1 through modern VR technology. I think this part can generate a three-dimensional virtual scene with the help of computer simulation technology system to restore the scene appearance, and then use VR technology to eliminate the boundary between virtual and reality, and users can experience it by wearing virtual reality equipment. From the perspective of technology, you can also learn from Canada. The British Columbia Tourism Bureau of Canada once launched an immersive tourism promotion with a 360-degree immersive experience as the carrier. With the help of Oculus Rift head-mounted displays, users can experience the breathtaking ocean and rainforest in BC Province, and feel the local culture in the form of 3D interactive video and 360-degree panoramic views. Among them, virtual reality technology and 3D printing technology were used, with 7 high-definition motion cameras.</p> <p>It is worth mentioning that after the audience scanned the pictures with ios mobile devices, the silent scenery immediately came alive and became a dynamic video, which made people appreciate the richer and more vivid stories behind the pictures. Different from the Terracotta Warriors, there are many real-life shots here, which requires a lot of 3D pictures and videos to be made when the scene is drawn.</p>
Interviewer Q5(d)	<p>If immersive news reporting were to be designed for attractions such as the Tang Dynasty Night City and the Tang Paradise, using storytelling and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?</p>
Interviewee	<p>For Tang Dynasty Night City and Tang Paradise, you can choose a fascinating story theme first: Choose a historical story or legendary story related to the ancient Tang civilization, such as the story of the prosperous Tang Dynasty and the legendary experience of historical figures, as the main story of the report. Using 360-degree photography and video technology, the panoramic images of Tang Dynasty Night</p>

	City and Tang Paradise, including night markets, ancient buildings and performances, are taken to ensure that the audience can explore the scenic spots in a 360-degree way.
Interviewer Q5(e)	Can you talk about it in more detail?
Interviewee	<p>For Tang Dynasty Night City and Tang Paradise, I think you can add some interactive elements like the Terracotta Warriors and Horses of Emperor Qin, such as maps and charts with interactive functions. Then it is combined with words, pictures, audio-visual content, static data, information charts and so on. You can combine the selected storyline with the scenic elements of Tang Dynasty Night City, and design the scenes and characters, so that the storyline echoes and complements each other in every corner of the scenic spot. Combined with the story, some interactive elements are designed so that the audience can participate in the story, such as choosing roles, making decisions, etc., to enhance the audience's sense of participation and interaction.</p> <p>Using virtual reality technology, we can provide an immersive experience for the audience, so that they can feel that they are in the prosperous time of the Tang Dynasty, get in close contact with historical figures and experience the charm of the Tang Dynasty culture. Combine text, pictures, audio and other media forms to enrich the content of the report, increase the audience's sensory experience, and at the same time strengthen the expressive force and attraction of the story.</p>
Interviewer Q5(f)	Can you talk about Huaqing palace strategy of storytelling and 360-degree experience ?
Interviewee	<p>For Huaqing Palace, you can choose a story related to Huaqing Palace history and culture as the main line of reporting, such as the love story between Tang Minghuang and Yang Guifei. Using 360-degree photography and video technology, the panoramic image of Huaqing Palace, including palace buildings, pond landscape, garden plants, etc., is taken to ensure that the audience can explore the scenic spot in 360 degrees. Combine the selected storyline with the scenic elements of Huaqing Palace, and design scenes and characters, so that the storyline echoes and complements each other in every corner of the scenic spot. Combined with the story, some interactive elements are designed so that the audience can participate in the story, such as choosing roles, making decisions, etc., to enhance the audience's sense of participation and interaction. By using virtual reality technology, we can provide the audience with an immersive experience, let them feel that they are in the story, get in close contact with historical figures, and experience the mystery and beauty of Huaqing Palace. Take panoramic images of Huaqing Palace, including palace buildings, pond landscapes, garden plants, etc., to ensure that the audience can explore the scenic spot in a 360-degree way.</p>
Interviewer	What are the impacts of immersive news reporting on the brand city

Q6(a)	image of Xi'an?
Interviewee	I really noticed the positive impact of immersive news reports on the brand city image competitiveness of Xi'an. I think it can enhance brand awareness and image-building: immersive news reports can show the history, culture and features of Xi'an in a vivid and rich way, so that the audience can know and understand Xi'an more deeply, thus enhancing the brand awareness and image-building of Xi'an. Enhance brand appeal and competitiveness: Through immersive news reports, the audience can feel the charm and charm of Xi'an in an immersive way, thus enhancing their interest and goodwill towards Xi'an. This will help to enhance the brand appeal of Xi'an and enhance its competitiveness in tourism and investment.
Interviewer Q6(b)	Are there any other important impacts?
Interviewee	Innovative communication methods enhance influence, Immersive news reporting is an innovative communication method, which can attract more audience's attention and participation, and expand the reporting influence of Xi'an. This will help to enhance Xi'an's image and reputation at home and abroad, and enhance its position in the city brand competition. In addition, promote urban development and economic growth: a good city brand image can attract more tourists, investors and talents, and promote urban development and economic growth. Immersive news reports can vividly show the advantages and charm of Xi'an, bring more opportunities and challenges to Xi'an and promote the sustainable development of the city. Immersive news reporting can vividly show the history, culture, customs and natural landscape of Xi'an, attract more attention and enhance the attractiveness and popularity of Xi'an as a tourist destination.
4th May, 2024 (14:00pm)	Subject Two (S2) Li Mingde
	Location: (Xi'an Jiaotong University, China)
People	Responses
Interviewer Q1(a)	Could you please introduce your research field and work experience?
Interviewee	Hello, I am currently working in the School of Journalism and Communication of Xi'an Jiaotong University. I am engaged in the research of immersive news reporting and virtual reality communication in Xi'an Jiaotong University.
Interviewer Q1(b)	Could you please introduce your achievements in VR technology and immersive news reporting?
Interviewee	My research team led by me focuses on exploring how to use virtual technology, especially virtual reality technology, to change the traditional way of news reporting and realize a more immersive and vivid news experience. In my work experience, I have published a large number of academic papers on virtual reality communication and immersive news reporting. These papers cover the application of virtual reality technology in the field of news communication, as well as the theoretical and practical exploration of immersive news

	reporting. Through experimental research and case analysis, my team and I discussed how virtual reality technology can change the content presentation, user participation and communication effect of news reports, and achieved a series of important research results.
Interviewer Q1(c)	Have you achieved any good research results?
Interviewee	Our research results include but are not limited to: The application prospect of virtual reality technology in news reporting is deeply analyzed and discussed. A number of immersive news reporting projects have been carried out, and the practice of immersive news reporting in different topics and fields has been explored, and some practical experience and achievements have been achieved. Generally speaking, my research aims to promote the application of virtual technology in the field of news communication, promote the development of immersive news reporting, and provide theoretical support and practical guidance for the transformation and upgrading of traditional journalism.
Interviewer Q2(a)	In your opinion, what is immersive news reporting ?
Interviewee	I think immersive news reporting is a kind of reporting method that uses modern scientific and technological means, such as virtual reality (VR), augmented reality (AR) and other technologies to put the audience in the scene of news events and experience and perceive the news content in an immersive way. Immersive news reporting is not only to simply convey news information, but more importantly, to immerse the audience through technical means, deeply participate in and feel the emotions, environment and atmosphere involved in the report.
Interviewer Q2(b)	In your opinion, what is immersive news reporting strategy ?
Interviewee	Immersive news reporting strategy refers to the strategies and methods adopted in the production and dissemination of immersive news reports. These strategies include, but are not limited to, choosing appropriate technical means, designing attractive storylines, providing interactive experiences, and expanding communication channels. Through well-designed strategies, immersive news reports can better attract the attention of viewers, enhance their sense of participation and experience, and thus enhance the attractiveness and influence of reports.
Interviewer Q3(a)	What are your thoughts on using storytelling as an immersive news reporting strategy?
Interviewee	It is very effective to use story telling as an immersive news reporting strategy. Stories can convey the cultural image of a city, and the cultural background, cultural characteristics and social values of the city can be effectively conveyed through well-designed plots and role images. The story is coherent, emotionally resonant and attractive, which can deeply attract the audience and immerse them in the story.

	<p>Combining story telling with immersion technology can make news reports more vivid, touching and fascinating, thus enhancing the attractiveness and influence of reports. Storytelling strategies in immersive news reports can convey the city's core values and brand image. For example, well-designed storylines and character images can effectively convey the city's development concept, cultural characteristics and social values, and help build the city's brand image and awareness.</p>
Interviewer Q3(b)	<p>What are the advantages of this strategy in enhancing the brand city image?</p>
Interviewee	<p>In enhancing the brand city image, adopting story telling as an immersive news reporting strategy has the following advantages:</p> <p>Firstly, storytelling can trigger the emotional resonance of the audience. By incorporating a vivid and interesting story into immersive news reports, the audience can understand the city more easily and have emotional resonance with it. so that they can understand and experience the content conveyed by the report more deeply.</p> <p>Secondly, storytelling can attract the audience's attention and improve their attention and participation in news reports.</p> <p>Thirdly, through storytelling, Branded cities can convey their core values and cultural characteristics to the audience and enhance the cohesion and identity of the city's brand image. When watching immersive news reports, the audience will deeply experience the values conveyed by the brand city, thus generating positive recognition and emotional connection to the brand city.</p>
Interviewer Q3(c)	<p>Are there any other advantages?</p>
Interviewee	<p>In the story of immersive news reports, strengthening story design is the embodiment of cultural promotion and the strategy to enhance the attractiveness of city brands. Storytelling can inject more cultural connotation and historical details into the city brand image, and increase the spread depth and connotation of the brand image. While understanding the story of the city, the audience can also deeply understand and understand the cultural background and characteristics of the brand city, thus enhancing the uniqueness and attractiveness of the brand city image. To sum up, adopting story telling as an immersive news reporting strategy can effectively enhance the awareness, reputation and attractiveness of the brand city image, and spread the story and culture of the brand city to a wider audience through the advantages of emotional resonance, attracting audience's attention, transmitting brand values and increasing communication depth, thus providing strong support for the construction and promotion of the city image.</p>

Interviewer Q4(a)	What are your thoughts on using 360-degree experiences as an immersive news reporting strategy?
Interviewee	I think it is a bold experiment to adopt a 360-degree experience as an immersive news reporting strategy. By using VR and other technologies, it allows the audience to experience the live scenes of news reports in an all-round and multi-angle way, thus achieving a more immersive and vivid reporting effect.
Interviewer Q4(b)	What are the advantages of this strategy in enhancing the the brand city image?
Interviewee	<p>In enhancing the brand city image, adopting 360-degree experience as an immersive news reporting strategy has the following advantages:</p> <p>Firstly, 360-degree experience can make the audience feel the scene of the news report, and enhance their sense of participation and experience. The audience can freely choose the viewing angle and explore the content of the report independently, so as to understand and experience the charm and characteristics of the brand city more deeply.</p> <p>Secondly, the 360-degree experience can present a more realistic and lifelike reporting scene, and enhance the realism and credibility of news reports. The audience can witness the process of reporting events with their own eyes, feel the authenticity and reality of the report, and thus trust and identify with the image of the brand city more.</p> <p>Thirdly, a 360-degree experience can provide viewers with a more interactive and shared news experience. Viewers can interact with the content of the report, choose their own interesting angles to watch, and share their experiences with others through social media and other channels, thus promoting the spread and promotion of the brand city image. we should continue to pay attention to the latest technological developments, constantly applying new technologies and new media means, and improve the quality and experience effect of immersive news reporting.</p> <p>Throughout the report, the editorial team also needs to use a wealth of technology to show immersive scenes and stories. Some need to incorporate words, pictures, audio and video, static data information charts, maps and charts with interactive functions, and so on, to achieve an immersive experience.</p> <p>I think an interactive strategy is also very important in immersive news reporting. You can add some interactive elements to the immersive story experience so that the audience can participate in the story, such as choosing roles and making decisions, thus enhancing the audience's sense of participation and experience.</p>
Interviewer Q5(a)	If immersive news reporting were to be designed for attractions such as the Terracotta Warriors of Emperor Qin, the Tang Dynasty Night City, the Tang Paradise, and the Huaqing Palace, using storytelling

	and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?
Interviewee	I think you can start from the following aspects, first choose a representative story theme: Each scenic spot has its own unique historical and cultural connotation. Choose stories and attractive themes related to the scenic spots, such as the historical story of the Terracotta Warriors and Horses of Emperor Qin, the prosperity and glory of the Tang Paradise and the Tang Dynasty Night City, and the hot spring health preservation tradition of Huaqing Palace. Making an immersive story experience: Using VR, AR, photography and other technologies, the panoramic image of each scenic spot is taken, including the architecture, sculpture, landscape and human landscape of the scenic spot. Design an immersive storyline to bring the audience into the long river of history, so that they can experience the story behind the scenic spots and feel the massiness of history and the charm of culture. Combining the characteristics of scenic spots to arrange stories; Cleverly integrate the characteristics and cultural elements of each scenic spot into the story, so that the story and the scenic spot complement each other and complement each other. The introduction and historical background of the scenic spots are interspersed in the story, so that the audience can understand the uniqueness of the scenic spots and enhance their attraction while enjoying the story.
Interviewer Q5(b)	Can you talk more about the Terracotta Warriors and Horses of Emperor Qin ?
Interviewee	<p>Yes, Technically, the panoramic images of each scenic spot, including the architecture, sculpture, landscape and human landscape, are taken by using camera technology combined with VR, AR and 3D modelling software. [Then you can] Design an immersive storyline to bring the audience into the long river of history, so that they can experience the story behind Qin Shi Huang and feel the massiness of history and the charm of culture.</p> <p>I think You can design interactive elements to increase participation. For example, add some interactive elements to the immersive story experience, so that the audience can choose the role and decision-making direction in the story of Qin Shi Huang, so that the audience can participate in the story. Enhance the audience's sense of participation, experience and interaction., so that the audience can participate in the story, such as choosing roles and making decisions, so as to enhance the audience's sense of participation and experience. Narrative strategy is particularly important, because each user participates in the virtual scene built by immersive news alone, and "experiences" or "witnesses" the occurrence of the event with the parties involved, which makes each user obtain the content in a relatively independent scene space. When users enter the scene, they choose the identities of news figures, such as "Grave keeper",</p>

	<p>"bodyguard" and "handmaid." After confirming their identities, they can embody the protagonist to feel the news stories from the first-person perspective. Everyone's stories are different. Choosing "Grave keeper" will [cause the user to] embody the grave keeper to experience his work, follow the camera into different graves, perform his duties, do his own work and tell his own stories.</p> <p>The first-person narrative strategy can be used to build an immersive news scene, and users can experience news stories by themselves. For example, users of Terracotta Warriors and Horses of Emperor Qin can choose their own identities to experience different character stories after entering the immersive scene on the online APP platform, and the role setting can be determined according to the scene. When users enter the scene, they first choose the identities of news figures, such as "Gravekeeper", "bodyguard" and "handmaid", and after confirming their identities, they can incarnate the protagonist to feel the news story from the first perspective.</p>
Interviewer Q5(c)	Do you have any additional or summary thoughts ?
Interviewee	<p>I think you can design some more content in terms of interactivity. Everyone's story is different, and choose "Gravekeeper" Different scenes, different characters and different stories. Compared with the field trip, it is more meaningful and can let the audience and users know the greatness of the mausoleum of the First Qin Emperor. In this parallel narrative scene constructed by the "I-centered" discourse form, the behaviors of both the sender and the receiver have changed, and the audience's identity has changed from guidance to dominance, and they have independently placed themselves in the "C position" of news content, and obtained the content according to their own needs, and completed the psychological transition from "he" to "I" through the self-report of the characters, and decoded themselves. Combined with virtual reality technology, it provides viewers with a more immersive experience, making them feel that they are in the story and in close contact with scenic spots. Multimedia fusion enhances the communication effect: combined with music, sound effects and other elements, it creates a sense of atmosphere and emotional resonance, which makes the audience more immersed in the story.</p>
Interviewer Q5(d)	Do you have any additional or summary thoughts for the Tang Dynasty Night City, the Tang Paradise, and the Huaqing Palace ?
Interviewee	<p>I think you can refer to the case of Terracotta Warriors and Horses of Emperor Qin. Bring the audience into the long river of history, let them experience the story behind the scenic spots and feel the massiveness of history and the charm of culture. Combined with virtual reality technology, it provides audiences with a more immersive experience and makes them feel that they are in the Huaqing Palace in the ancient Tang Dynasty. You can add some interactive elements to the immersive story experience, such as letting the audience choose the roles and decision-making directions of</p>

	various stories in Huaqing Palace and participate in the story. Enhance the audience's sense of participation, experience and interaction.
Interviewer Q6(a)	What are the impacts of immersive news reporting on the brand city image of Xi'an?
Interviewee	Enhance brand awareness, immersive news reports can show the history, culture and features of Xi 'an in a vivid and rich way, so that the audience can understand and recognize Xi 'an more deeply, thus enhancing the brand awareness and image building of Xi 'an. Enhance brand appeal and competitiveness: Through immersive news reports, the audience can feel the charm and charm of Xi 'an in an immersive way, thus enhancing their interest and goodwill towards Xi 'an. This will help to enhance the brand appeal of Xi 'an and enhance its competitiveness in tourism and investment.
Interviewer Q6(b)	Are there any other important impacts?
Interviewee	Innovative communication methods to enhance influence: Immersive news reporting is an innovative communication method, which can attract more audience's attention and participation and expand Xi 'an's reporting influence. This will help to enhance Xi 'an's image and reputation at home and abroad, and enhance its position in the city brand competition. Promote urban development and economic growth: A good city brand image can attract more tourists, investors and talents, and promote urban development and economic growth. Immersive news reports can vividly show the advantages and charm of Xi 'an, bring more opportunities and challenges to Xi 'an and promote the sustainable development of the city.
6th May, 2024 (10:00am)	Subject Three (S3) Fu Bojie
	Location: (Shaanxi Normal University, China)
People	Responses
Interviewer Q1(a)	Could you please introduce your research field and work experience?
Interviewee	Hello, I am currently working in Shaanxi Normal University, and my research fields are mainly concentrated in the fields of virtual technology and tourism management. I have published many academic papers on virtual reality (VR), augmented reality (AR) and tourism management, and conducted in-depth research in these fields. My research mainly focuses on how to apply virtual technology in the field of tourism management, especially in improving the tourism experience and enhancing the publicity and promotion effect of tourist destinations by using virtual technology.
Interviewer Q1(b)	could you please introduce your achievements in virtual technology and tourism management?
Interviewee	I have achieved research results in the following aspects: Application of virtual technology in tourist destinations: Study how to provide tourists with more immersive and rich tourist experiences by using VR and AR technologies, including virtual tourist destination tour and

	virtual tourist experience projects. The application of virtual technology in tourism publicity and promotion: This paper discusses how to use virtual technology to innovate the publicity and promotion methods of tourism destinations, enhance the popularity and attraction of destinations, and attract more tourists to travel. Application of virtual technology in immersive news reporting: Study how to use virtual technology to improve the communication effect of news reporting, enhance the audience's sense of participation and experience, and innovate the presentation mode of news reporting to better meet the audience's needs and expectations.
Interviewer Q2(a)	In your opinion, what is immersive news reporting ?
Interviewee	I think immersive news reporting is a way of news production by using virtual reality (VR), augmented reality (AR), 3D and other technologies. Immersive news reporting puts the audience in the scene of news events and experiences and perceives news content in an immersive way. Immersive news reporting is not only to simply convey news information, but more importantly, to immerse the audience and participate deeply through technical means.
Interviewer Q2(b)	In your opinion, what is immersive news reporting strategy?
Interviewee	The strategy of immersive news reporting is the strategy and method adopted in the production and dissemination of immersive news reporting. These strategies include choosing appropriate technical means, designing attractive storylines, providing interactive experiences and expanding communication channels. Through well-designed strategies, immersive news reports can better attract the attention of viewers, enhance their sense of participation and experience, and thus enhance the attractiveness and influence of reports.
Interviewer Q3(a)	What are your thoughts on using storytelling as an immersive news reporting strategy?
Interviewee	Stories can arouse readers' emotional resonance in a fascinating way and make them understand the theme in the report more deeply. Through the description of plots, characters and scenes, immersive reporting enables readers to feel the events or situations described in the report, thus enhancing their sense of participation and identity.
Interviewer Q3(b)	What are the advantages of this strategy in enhancing the brand city image?
Interviewee	A story with regional characteristics can vividly show the history, culture and unique charm of the city, while immersive news reports can show the history and culture of the city in a scientific and technological way, which can better show the unique charm of the city. Firstly, Stories can touch readers' emotions and make them resonate with the characters and plots in the report. This kind of emotional resonance helps to establish a deeper connection between readers and the topic of the report, so that it is easier for them to accept and trust the information conveyed.

	<p>Design a clear story, including the background, development process and ending of the event, so that the audience can follow the development of the story smoothly. By depicting the emotions and experiences of the characters, the audience will have emotional resonance. Emotional resonance can attract tourists, spread word of mouth and enhance cognition. By telling stories about the city's history, culture, human landscape and other aspects, the audience can have a deeper understanding of the city. This can generate curiosity and emotional connection, and thus show a good image of the city through stories.</p>
Interviewer Q3(c)	Do you have any additional or summary thoughts ?
Interviewee	<p>Good stories often resonate with readers and stimulate their desire to share. When readers find a report or story valuable, interesting or touching, they are more likely to share it through social media or word-of-mouth communication, thus further enhancing the brand city image. Impressed: Compared with traditional news reports, immersive stories are easier for readers to remember. Because they create a deeper and more vivid impression and make readers unforgettable.</p>
Interviewer Q4(a)	What are your thoughts on using 360-degree experiences as an immersive news reporting strategy?
Interviewee	<p>By means of VR, AR and 3D, readers can feel the real environment and atmosphere as if they were at the scene of the report. This kind of immersive experience can make readers know more about the culture, landscape and characteristics of the brand city, thus enhancing their cognition and understanding of the city image.</p>
Interviewer Q4(b)	What are the advantages of this strategy in enhancing the the brand city image?
Interviewee	<p>The 360-degree experience provides a higher degree of interactivity and participation, and readers can freely choose the viewing angle, explore the scenic spots and interact with the content in the report. This kind of participation can enhance readers' sense of participation and involvement, and make them interact with the brand city image more actively.</p>
Interviewer Q4(c)	Do you have any additional or summary thoughts ?
Interviewee	<p>I think the immersive reporting strategy of 360-degree experience is relatively unique and innovative in the news industry, which can attract more readers and attention. Branded cities show themselves through this innovative way of reporting, which can not only enhance the uniqueness of their brand image, but also show the city's development and innovative spirit. On the whole, the report needs to be integrated with words, pictures, audio and video, static data information charts, maps and charts with interactive functions and so on. All these presentation means come together to realize a 360-degree viewing experience of the city. I think interactive experience also is a very important step in an interactive strategy. You can design</p>

	some interactive tours, or maps and charts with interactive functions to enhance the interactive experience.
Interviewer Q5(a)	If immersive news reporting was to be designed for attractions such as the Terracotta Warriors of Emperor Qin, using storytelling and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?
Interviewee	I think for the Terracotta Warriors and Horses of Emperor Qin, First of all, you need to dig historical stories: with the terracotta warriors and horses of Emperor Qin as the core, we need to dig the historical stories behind them, including the construction background, cultural significance and discovery process. These stories can be used as the main line of the report to attract readers' attention. It can also be combined with other special attractions, food, folk customs and other content in Xi 'an to enrich the level and perspective of reporting, which can not only show the charm of Xi 'an as a famous historical and cultural city, but also enhance the user's sense of participation.
Interviewer Q5(b)	How to design a 360-degree immersive scene for the Terracotta Warriors of Emperor Qin?
Interviewee	Use VR technology and 3D technology to bring audiences into the world of Terracotta Warriors and Horses. Through realistic audio-visual effects, audiences can feel as if they are on the scene and feel the majestic momentum and historical sense of the Terracotta Warriors. Here, we need to collect pictures of the excavated part of the Terracotta Warriors and Horses of Qin Shi Huang, including realistic photos and 3D photos, and then integrate text reports and make them into audio and text forms. Journalists and photographers also need to record corresponding interviews and video materials on the spot.
Interviewer Q5(c)	So what exactly should we do?
Interviewee	On the whole, the report needs to be integrated with words, pictures, audio and video, static data information charts, maps and charts with interactive functions and so on. All these presentation methods can be combined to restore the multi-dimensional contents of the Terracotta Warriors and Horses of Emperor Qin in historical time and natural space. Then, through interviews with people and expert explanations, relevant experts and scholars are invited to interview and interpret the historical and cultural connotations of the Terracotta Warriors. Their views can add authority and depth to the report and help readers better understand the significance of the Terracotta Warriors. In addition, in story design, first-person narrative strategy and parallel narrative strategy can be integrated into immersive news reports, and users can experience news stories by themselves.
Interviewer Q5(c)	What else should we pay attention to in storytelling?
Interviewee	In story design, first-person perspective narrative strategy and parallel

	<p>narrative strategy can be integrated into immersive news reports, and users can experience news stories by themselves. In first-person narration, users feel news stories from a first-person perspective. Parallel narration can decompose the theme of the content and make it into independent parts. In the narrative, it is unfolded from different angles, deepening the theme in turn and expanding the depth of the content. In first-person narration, users feel news stories from the first perspective. Parallel narration can decompose the theme of the content and make it into independent parts. In the narrative, it is unfolded from different angles, deepening the theme in turn and expanding the depth of the content. Different characters in the Terracotta Warriors and Horses of Emperor Qin have different stories, but they are related in content. All the characters are experiencing their own stories in their own scenes, and they jointly describe the stories of the Qin Dynasty and show the great prosperity of the Qin Dynasty. Finally, some interactive elements are added to the report, such as clicking information boxes and dynamic maps, so that readers can learn more about the Terracotta Warriors according to their own interests and needs. This interaction can enhance readers' sense of participation and immersion.</p> <p>In addition to the Terracotta Warriors, we can also combine other special attractions, food and folk customs in Xi 'an to enrich the level and perspective of reporting and show the charm of Xi 'an as a famous historical and cultural city.</p>
<p>Interviewer Q5(d)</p>	<p>If immersive news reporting were to be designed for attractions such as the Tang Dynasty Night City and the Tang Paradise, using storytelling and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?</p>
<p>Interviewee</p>	<p>In view of the Tang Dynasty Night City and the Tang Paradise, because these two scenic spots are together, and they are both architectural styles and cultural backgrounds of the Tang Dynasty, they can be designed together and adopt the following strategies: In the story section, we can explore the historical story of Datang culture, as well as the construction background and cultural connotation of the Tang Dynasty Night City and the Tang Paradise. Through vivid narration, we can attract readers' interest and let them know more about the historical background and cultural charm of Xi'an. In particular, the love story of Yang Guifei and Li Longji, with their love story as the main line, shows the love entanglement between them through vivid words and emotional narration. Introduce the historical background of the Tang Dynasty in the report, including political, social and cultural aspects. This helps readers to better understand the emotional entanglement between Yang Guifei and Li Longji, as well as the characteristics and background of their times.</p>
<p>Interviewer Q5(e)</p>	<p>How to design a 360-degree immersive scene ?</p>

Interviewee	Using virtual reality technology and 3D technology, the scene and atmosphere of the Tang court are presented to tourists/users. Through an immersive experience, they can feel the luxury and amorous feelings of the court at that time as if they were in the living environment of Yang Guifei and Li Longji. Through immersion experience, they can feel the luxury and amorous feelings of the court at that time as if they were in the living environment of Yang Guifei and Li Longji. In this part, you can show the panoramic landscape of the Tang Dynasty Night City and the Tang Paradise. Tourists seem to be in the prosperous scenery of the Tang Dynasty and feel the ancient breath and cultural atmosphere. We can explore the historical story of Datang culture, as well as the construction background and cultural connotation of Tang Dynasty Night City and Tang Paradise
Interviewer Q5(f)	If immersive news reporting were to be designed for attractions such as the Huaqing Palace, using storytelling and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?
Interviewee	Huaqing Palace is a royal villa in Li Longji, and also a place where Yang Guifei and Li Longji often soaked in hot springs. The story of Tang Longji and Yang Guifei in Huaqing Palace can be designed from the perspective of a maid-in-waiting, and the hot spring culture in China should be highlighted here. We can design the story of Tang Xuanzong and Yang Guifei in Huaqing Palace from the perspective of a maid-in-waiting, and we should emphasize the hot spring culture in China again here. Experience the 360-degree section: here we need to collect the interior pictures of Huaqing Palace, including real photos and 3D photos, and then make 3D real scenes.
Interviewer Q5(g)	Do you have any additional or summary thoughts for Huaqing Palace ?
Interviewee	You can refer to the first two cases.
Interviewer Q6(a)	What are the impacts of immersive news reporting on the brand city image of Xi'an?
Interviewee	Immersive news reporting can deeply show the unique charm and rich culture of Xi 'an through vivid story narration, audio-visual effects and interactive experience, thus enhancing its popularity and attraction in the eyes of tourists. Through immersive experience, readers can feel the history, culture and customs of Xi 'an more intuitively, thus stimulating their interest and increasing their desire to travel to Xi 'an. Immersive news reports help to shape Xi 'an's destination image and brand recognition. By vividly showing the history, culture and unique charm of Xi'an, immersive news reporting has enhanced Xi'an's attractiveness, popularity and story, and made important contributions to the promotion of brand city image competitiveness of Xi'an. Through well-designed reports, we can highlight the unique charm and rich resources of Xi 'an as a famous historical and cultural city and establish an attractive and unique destination image. Such image communication will help to enhance

	the brand recognition and recognition of Xi 'an and occupy a favorable position in the fierce competition in the tourism market.
Interviewer Q6(b)	Are there any other important impacts?
Interviewee	Immersive news reports can also provide potential tourists with a more real and in-depth destination experience, and help them build a clear impression and expectation of Xi' an in their minds. The formation of this expectation is helpful to improve the tourist experience and satisfaction, and at the same time, it also provides strong support for word-of-mouth communication and the shaping of destination image. Immersive news reports can inject new vitality and motivation into the development of Xi 'an tourism. By attracting more tourists and attention, enhancing the brand image and popularity of Xi 'an can promote the rapid development of tourism, promote the prosperity and economic growth of related industries, and make positive contributions to the social and economic development of Xi 'an and its surrounding areas.
7th May, 2024 (11:00am)	Subject Four (S4) Zheng Yaling
	Location: (Xi'an University of Finance and Economics, China)
People	Responses
Interviewer Q1(a)	Could you please introduce your research field and work experience?
Interviewee	Hello, I am a professor working in Xi 'an University of Finance and Economics, focusing on the research of immersive news and local cultural communication. I am committed to exploring the application and development of immersive news in the media field. I also have a strong interest in the spread and protection of local culture. As a researcher in Xi 'an, I know that the city of Xi 'an is rich in historical and cultural resources. I am committed to studying how to use modern communication technology to inherit and innovate the history and culture of Xi 'an, so that more people can understand and pay attention to the cultural details of Xi 'an. My research also involves the combination of immersive news and local culture.
Interviewer Q1(b)	Could you please introduce your achievements in VR technology and immersive news reporting?
Interviewee	By means of immersive news, I try to present the historical and cultural scenes of Xi 'an to the audience, so that they can feel the charm and uniqueness of Xi 'an in the virtual world, thus promoting the spread and promotion of local culture in Xi 'an. In my research work, I published a series of academic papers on immersive news and local cultural communication, and participated in the practice of some related projects. I hope that through my efforts, I will make some contributions to the development of immersive news and local cultural communication, and also contribute to the cultural inheritance and development of Xi' an.
Interviewer	In your opinion, what is immersive news reporting ?

Q2(a)	
Interviewee	Immersive news reporting is a kind of news form that puts the audience in the news event or reporting scene by using virtual reality (VR), augmented reality (AR), 3D video and other technical means. It is committed to providing a more vivid, intuitive and immersive news experience through innovative technical means, so that the audience can deeply understand and experience the scenes, people and situations involved in news events.
Interviewer Q2(b)	In your opinion, what is immersive news reporting strategy?
Interviewee	Immersive news reporting strategy refers to a series of strategies and methods adopted in the production and presentation of immersive news reports. These strategies aim to maximize the effect and influence of immersive news reporting through scientific and reasonable means, so as to better serve the audience and the goal of news dissemination.
Interviewer Q3(a)	What are your thoughts on using storytelling as an immersive news reporting strategy?
Interviewee	Personally, I think it is a bold and innovative strategy to use story telling as an immersive news reporting strategy.
Interviewer Q3(b)	What are the advantages of this strategy in enhancing the brand city image?
Interviewee	<p>It has great advantages in enhancing the image of a brand city. A memorable story can touch the emotional resonance of users. Through the description of plots, characters and scenes, immersive reporting enables readers to feel the events or situations described in the report, thus enhancing their sense of participation and identity, which is also the embodiment of brand awareness, which is a good strategy and can enhance the visibility, reputation and attraction of the city image. For example. Xi'an City, immersive news reporting often uses multimedia technology and a story-driven plot, which can fully display the historical relics, cultural landscape and humanistic customs of Xi'an and present a more colourful image of Xi'an to the audience. The audience can feel the unique charm of Xi'an through immersive reporting.</p> <p>That's why I think storytelling can inject more cultural connotation and historical details into the city image and increase the spread, depth and connotation of the brand image. While understanding the story of the city, the audience can also deeply understand the cultural background and characteristics of the city, thus enhancing the uniqueness and attractiveness of the city's brand image.</p>
Interviewer Q4(a)	What are your thoughts on using 360-degree experiences as an immersive news reporting strategy?
Interviewee	I think It is a very innovative and bold experiment to adopt a 360-degree experience as an immersive news reporting strategy, which allows the audience to experience news events through a 360-degree perspective. This form of reporting can greatly enhance the audience's

	<p>sense of immersion and participation, making them not only the recipients of information, but also a part of the news scene. In addition, the 360-degree experience can improve the depth and breadth of information transmission. Traditional news reports are usually limited by the lens angle and the intention of the director, but the 360-degree experience breaks this limitation and allows the audience to choose their own viewing angle. This autonomy not only increases the transparency of information, but also shows all aspects of news events more comprehensively, which helps the audience to understand the news content more deeply. Different perspectives can enhance the audience's sense of participation. For example, virtual reality (VR) technology and 3D technology can allow the audience to observe news events from different angles, which is richer than traditional flat video.</p>
Interviewer Q4(b)	<p>What are the advantages of this strategy in enhancing the the brand city image?</p>
Interviewee	<p>Immersive experiences such as AR, VR and full-motion video can effectively attract the younger generation of tourists and increase the attractiveness of Xi'an as a tourist destination. For a city with profound historical and cultural heritage like Xi'an, its rich cultural heritage and customs can be more vividly displayed through 360-degree immersive reporting. This will not only help to protect and inherit local culture, but also attract more cultural tourists and researchers and promote cultural exchange and dissemination. Immersive news experience can make the audience have a stronger emotional connection with the city psychologically and have a sense of identity and belonging to the city, which plays an important role in enhancing the brand image of the city. Especially, Combined with VR technology, an immersive scene is built to provide viewers with a more realistic experience, making them feel that they are in the story and in close contact with the scenic spots.</p>
Interviewer Q4(c)	<p>Do you have any additional or summary thoughts ?</p>
Interviewee	<p>Personally, I think it can also promote economic development very well. The 360-degree experience can attract more tourists, investors and talents, thus promoting the development of local tourism, service industry and overall economy. A city brand with a good image helps to enhance its global competitiveness and influence.</p>
Interviewer Q5(a)	<p>If immersive news reporting were to be designed for attractions such as the Terracotta Warriors of Emperor Qin, using storytelling and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?</p>
Interviewee	<p>In terms of stories, focusing on historical and cultural stories, we can tell the historical stories behind the Terracotta Warriors and Horses, including the legendary life of Qin Shi Huang, describe in detail Qin</p>

	Shi Huang's feat of unifying the six warring states, building the Great Wall and creating the Terracotta Warriors and Horses, and show its influence through vivid storylines. These are stories that people are interested in. It can be designed as a story from a first-person perspective, which I think the audience wants to see.
Interviewer Q5(b)	How to design a 360-degree immersive scene for the Terracotta Warriors of Emperor Qin?
Interviewee	In terms of 360-degree experience strategy, cooperate with professional VR/AR development companies to develop high-quality virtual reality and augmented reality applications. Use the latest 3D scanning and modelling technology to accurately reproduce the details of Terracotta Warriors and Archaeological Sites. Develop VR applications, so that users can visit the Terracotta Warriors and Horses of Emperor Qin virtually through VR headsets.
Interviewer Q5(c)	If immersive news reporting were to be designed for attractions such as the Tang Dynasty Night City, the Tang Paradise, using storytelling and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?
Interviewee	For Tang Dynasty Night City, you can show the glory and modern reappearance of Tang culture through the story of the prosperous night market in the Tang Dynasty. You can tell a story from the perspective of an ordinary Tang Dynasty, arouse public resonance, and at the same time show the prosperity of the Tang Dynasty. For example, [a story about] an ordinary couple who created a happy life by their own efforts, which can also reflect that the Tang Dynasty had a good economic and cultural environment. Tang Dynasty Night City and the Tang Paradise are connected together. As a royal garden, it is a place for the emperors of the Tang Dynasty to relax and entertain. By telling the life style and cultural entertainment of ancient emperors, it can show the life of the nobles of the Tang Dynasty, echo the life of ordinary couples in Tang Dynasty Night City, and reflect the prosperity of the Tang Dynasty.
Interviewer Q5(d)	How to design a 360-degree immersive scene for the Tang Dynasty Night City, the Tang Paradise?
Interviewee	You can refer to the case of the Terracotta Warriors of Emperor Qin. Except that, you can use an interactive mode of identity selection, so that users can choose to learn about specific historical figures or events and enhance their sense of immersion. You also can design some videos, the video can include on-the-spot tour, historical reproduction and interactive experience of tourists. When developing AR applications in scenic spots, visitors can use smart phones or tablets to scan specific signs in scenic spots and get historical introductions, story background or a 3D model display. At the same time, publish short videos on social media and video websites (such as Tik Tok, Bilibili and YouTube) to attract young viewers. Cooperate with travel bloggers and KOL (key opinion leaders) and invite them to experience and share these immersive reports.

Interviewer Q5(e)	If immersive news reporting were to be designed for attractions such as the Huaqing Palace, using storytelling and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?
Interviewee	Huaqing Hot Springs mainly focuses on the love story between Li Longji and Yang Guifei, as well as the history and modern experience of hot springs. This is also of interest to people.
Interviewer Q5(f)	How to design a 360-degree immersive scene for the Huaqing Palace?
Interviewee	You can learn from the technology of the above two cases. Except that, Throughout the report, the editorial team also needs to use a wealth of technology to show immersive scenes and stories. Some need to incorporate words, pictures, audio and video, static data information charts, maps and charts with interactive functions, and so on. At the same time, we need to publish short videos and full-motion video on social media and video websites (such as Tik Tok, bilibili and YouTube) to attract young audiences. Cooperate with travel bloggers and KOL (key opinion leaders) and invite them to experience and share these immersive reports to expand their influence.
Interviewer Q5(g)	Do you have any additional or summary thoughts ?
Interviewee	That's all my views.
Interviewer Q6(a)	What are the impacts of immersive news reporting on the brand city image of Xi'an?
Interviewee	I think it can enhance brand awareness and attractiveness. Through immersive reporting, the audience can have a deeper understanding and experience of Xi 'an's history and culture, and enhance their sense of identity with Xi 'an culture. For example, through the virtual reality technology to reproduce the prosperous scene of the Tang Dynasty, the audience can personally feel the glory of the Tang Dynasty culture. Especially to attract young audiences, modern young people have a high interest in new technologies and interactive experiences. Immersive experiences such as AR, VR and full-motion video can effectively attract the younger generation of tourists and increase the attraction of Xi 'an as a tourist destination.
Interviewer Q6(b)	Are there any other important impacts?
Interviewee	High-quality immersive news reports can attract the attention of global audiences and enhance Xi'an's competitiveness in the international tourism market. The enhanced brand image not only attracts tourists, but also helps attract international investors and enterprises to pay attention to the tourism market in Xi'an. The unique cultural experience and advanced tourist facilities will make Xi'an an attractive investment destination. At the same time, it can enhance tourists' experience and satisfaction. Immersive reporting not only provides visual and auditory enjoyment, but also increases tourists' sense of participation through interactive elements. For example, visitors can learn about the uniqueness of each Terracotta Warriors

	and Horses through the AR application, which will increase the interest and knowledge of the tour. Through immersive experience, tourists can get deeper feelings and richer information, thus improving their satisfaction with tourism. This improvement of satisfaction is helpful to increase the return visit rate of tourists and word-of-mouth communication.
Interviewer Q6(c)	Do you have any additional or summary thoughts ?
Interviewee	Immersive reporting has strong communication power, especially through social media and international media platforms, which can rapidly expand Xi 'an's international popularity. In addition, it can promote the protection and innovation of cultural heritage, better display and spread the value of cultural heritage through immersive reporting, and enhance public awareness of cultural heritage protection. For example, through virtual reconstruction and interactive display, more people can understand and cherish these historical treasures. The application of immersion technology is not only the innovation of traditional tourism mode, but also the innovation of cultural communication mode. Through these new technologies, we can constantly explore and develop new tourism products and services and promote the innovative development of Xi 'an tourism industry. I think it can enhance brand awareness and attractiveness. Through immersive reporting, the audience can have a deeper understanding and experience of Xi'an's history and culture, enhancing their sense of identity with Xi'an's culture
8th May, 2024 (15:00pm)	Subject Five (S5) Li Shumin Location: (Northwestern University, China)
People	Responses
Interviewer Q1(a)	Could you please introduce your research field and work experience?
Interviewee	Hello, I am currently working at Northwest University in China, and I am also the executive director of china tourism association and the vice president of China Tourism Education Branch. My main research fields include western economics, world economics and regional tourism development. I have been engaged in research and teaching in these fields for a long time and have accumulated rich academic achievements and practical experience.
Interviewer Q1(b)	Could you please introduce your achievements in VR technology and immersive news reporting?
Interviewee	In recent years, I have conducted in-depth research on the application of virtual technology and immersive news in the field of tourism, and achieved some important results. Research on virtual technology On the other hand, it mainly studies the application of virtual reality (VR) and augmented reality (AR) in tourism, including how VR and AR technologies can enhance the tourist experience, such as virtual tour guide, historical scene reproduction and interactive display, and enhance the immersion and participation of tourists. Develop VR/AR

	applications to provide tourists with brand-new travel experiences, such as virtual tours and interactive display of cultural heritage. Explore how to create a virtual tourism destination through virtual technology, especially in special circumstances such as epidemic situation, to provide an alternative tourism experience.
Interviewer Q2(a)	In your opinion, what is immersive news reporting?
Interviewee	I think immersive news reporting is a new form of news, which uses virtual reality (VR), augmented reality (AR), 3D technology and other multimedia technologies to provide viewers with an immersive news experience. Compared with the traditional news report, the immersive news report allows the audience to understand the news events and story background more deeply through a more intuitive and interactive way.
Interviewer Q2(b)	In your opinion, what is immersive news reporting strategy?
Interviewee	Immersive news reporting strategy is a method to realize immersive news reporting, aiming at how to make the audience get an immersive news experience. This strategy not only pays attention to the presentation of news content, but also emphasizes the interactive experience and emotional participation of the audience.
Interviewer Q3(a)	What are your thoughts on using storytelling as an immersive news reporting strategy?
Interviewee	I think that using story telling as an immersive news reporting strategy can effectively enhance the brand city image
Interviewer Q3(b)	What are the advantages of this strategy in enhancing the brand city image?
Interviewee	Design a clear story, including the background, development process and ending of the event, so that the audience can follow the development of the story smoothly. According to their own interests and curiosity, the audience can choose the viewing angle at will, and learn more about all aspects of the city, so as to participate more actively in the brand communication of the city.
Interviewer Q4(a)	What are your thoughts on using 360-degree experiences as an immersive news reporting strategy?
Interviewee	I think it's a bold attempt. The audience can freely explore every corner and detail of news events and get more comprehensive and in-depth information, which is helpful to understand the whole picture and background of news events.
Interviewer Q4(b)	What are the advantages of this strategy in enhancing the the brand city image?
Interviewee	I think that adopting 360-degree experience as an immersive news reporting strategy can effectively enhance the image of a brand city, play an important role in terms of immersive experience, comprehensive display of urban landscape, attracting tourists and enhancing cognition, and have a positive impact on the development

	and promotion of a brand city. The 360-degree experience allows the audience to observe and feel the scene of news events in an all-round way, making them feel as if they were there in person, enhancing their sense of immersion and participation. A case study of Xi'an, immersive news reports can vividly show the history, culture, customs and natural landscape of Xi'an, attract more attention and enhance the attractiveness and popularity of Xi'an as a tourist destination
Interviewer Q5(a)	If immersive news reporting were to be designed for attractions such as the Terracotta Warriors of Emperor Qin, using storytelling and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?
Interviewee	I think you can explore the story of Emperor Qin's unification of the six warring states and the discovery of Terracotta Warriors and Horses from the first-person perspective of an archaeologist, because this way can connect history with reality and arouse the emotional resonance of the audience.
Interviewer Q5(b)	What else should we pay attention to in storytelling and 360-degree experiences for the Terracotta Warriors of Emperor Qin?
Interviewee	These are all good topics, but how to skillfully connect stories with history is a problem that needs to be considered. It is necessary to collect information, pictures and video materials related to the theme of the story, including the historical introduction, discovery process and archaeological achievements of the Terracotta Warriors. Then through video, audio, text and other media forms, the story will be vividly presented to the audience, including the text narrative, soundtrack, sound effects and so on. The use of multimedia fusion technology, combined with the story, allows the audience to understand the story content in depth from a panoramic perspective. I think you can explore the story of Emperor Qin's unification of the six countries and the discovery of Terracotta Warriors and Horses from the first perspective of an archaeologist, because this way can connect history with reality and arouse the emotional resonance of the audience.
Interviewer Q5(c)	If immersive news reporting were to be designed for attractions such as the Tang Dynasty Night City and the Tang Paradise, using storytelling and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?
Interviewee	The Tang Dynasty Night City and the Tang Paradise are both symbols of the prosperous development of the Tang Dynasty. You can design a tourist's adventure in Tang Dynasty Night City and Tang Paradise, or the reappearance of a historical story, and include tourists' journey, what they see, hear, feel and experience, to ensure the story is coherent and attractive.
Interviewer Q5(d)	What else should we pay attention to in storytelling and 360-degree experiences for the Tang Dynasty Night City and the Tang Paradise?
Interviewee	It is necessary to take a 360-degree panoramic shot of each scenic

	spot, including the magnificent scene of , the night performance of the Tang Dynasty Night City and the Tang Paradise and the hot spring landscape of Huaqingchi. Show the scenes and special activities of each scenic spot from a panoramic perspective, so that the audience can feel the charm of the scenic spot immersive. The story is vividly presented to the audience through video, audio, text and other media forms. You can add some interactive strategies. You can design a variety of modes of interaction, such as clicking, selecting, dragging, etc., so that the audience can freely explore the story of the Tang Dynasty Night City and every corner of various scenic spots. [You can] Set up interactive tips and guidance to help the audience get started quickly and improve the user experience and participation.
Interviewer Q5(e)	If immersive news reporting were to be designed for attractions such as the Huaqing Palace, using storytelling and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?
Interviewee	Huaqing Palace is a palace where Tang Minghuang and Yang Guifei spend the summer and bathe. Many of their stories take place in this palace. I think you can design the stories of Yang Guifei and Tang Minghuang from the perspective of a maid-in-waiting and attendants, and at the same time show the history of Huaqing Palace In the part of 360-degree experience, no matter which of the above stories, the most important thing is to consider how to build a real and gorgeous scene and how to immerse the audience in the story. It is also necessary to collect historical and cultural materials, expert interviews, tourist experiences and other materials related to each scenic spot.
Interviewer Q5(f)	What else should we pay attention to in storytelling and 360-degree experiences for the Huaqing Palace?
Interviewee	The story is vividly presented to the audience through video, audio, text and other media forms. It is also necessary to collect historical and cultural materials, expert interviews, tourist experiences and other materials related to each scenic spot. With the help of computer simulation technology system, a three-dimensional virtual scene is generated to restore the scene appearance, and then the boundary between virtual and reality is eliminated by VR technology, and users can experience it by wearing virtual reality equipment. This can achieve a 360-degree experience. This may also require the use of 3D printing technology, high-definition sports cameras, etc., as well as the collection of audio pictures. We should also design a variety of interactive ways, such as clicking, selecting and dragging, so that the audience can freely explore the story and every corner of each scenic spot. Set up interactive tips and guidance to help the audience get started quickly and improve the user experience and participation.
Interviewer Q6(a)	What are the impacts of immersive news reporting on the brand city image of Xi'an?
Interviewee	I think it can enhance the attraction and popularity of Xi 'an: Immersive news reports can vividly show the history, culture, customs and natural landscape of Xi 'an, attract more attention and enhance the

	attraction and popularity of Xi 'an as a tourist destination.	
Interviewer Q6(b)	Are there any other important impacts and do you have any additional or summary thoughts ?	
Interviewee	As an innovative way of communication, immersive news reporting can present the story of Xi'an to the audience in a vivid form, create a colourful brand image, and make people more willing to explore and experience the unique charms of Xi'an.	
9th May, 2024 (10:00am)	Subject Six (S6) Zeng Yi	Location: (Xi'an Aibo Media Co., Ltd, China)
People	Responses	
Interviewer Q1(a)	Could you please introduce your work experience?	
Interviewee	Hello, I am a playwright and director, and I have a strong interest in and research on the historical and cultural stories of Xi'an. I have rich experience in drama and directing.	
Interviewer Q1(b)	Could you please introduce your achievements and experiences in theater directing and research on the historical and cultural aspects of Xi'an?	
Interviewee	I have directed many stage plays and dramas about the history and culture of Xi'an, involving the ancient history, legends and stories and contemporary life of Xi'an. These works aim to show the audience the rich and colourful historical and cultural connotations of Xi'an through dramatic art forms, and arouse people's attention and thinking about traditional culture. At the same time, I am committed to deeply studying the history and culture of Xi'an, including historical events, cultural heritage, traditional customs and so on. I have written some research papers and special articles about the history and culture of Xi'an, and explored the unique historical details and cultural heritage of Xi'an through academic research and field visits. As a member of Xi'an Aibo Media Co., Ltd., I also participated in some media projects related to Xi'an history and culture. We are committed to using different media platforms, such as TV and Internet, to spread Xi'an's rich historical and cultural resources to the public and promote cultural inheritance and innovation.	
Interviewer Q2(a)	In your practical research on the historical and cultural of Xi'an, have you found any impact of immersive news reporting on the competitiveness of Xi'an's brand city image?	
Interviewee	In the practice of historical and cultural research in Xi'an, I did find the positive influence of immersive news reports on the competitiveness of Xi'an city brand image.	
Interviewer Q2(b)	How has it been manifested specifically?	
Interviewee	Immersive news reports can better show the history, culture and style of Xi'an through vivid pictures and immersive experiences, attract more attention and enhance the attraction of Xi'an as a tourist destination. Through immersive reporting, the historical and cultural stories of Xi'an are presented to the audience in a more vivid way,	

	which makes more people have a deeper understanding of Xi 'an, thus enhancing the visibility of Xi 'an.
Interviewer Q2(c)	Do you have any additional or summary thoughts ?
Interviewee	Immersive news reports often focus on stories. Through characterization and plot design, the historical and cultural stories of Xi'an are vividly presented to the audience, which stimulates the audience's emotional resonance and deepens their curiosity and yearning for Xi'an. Immersive reporting often adopts a 360-degree perspective, which can fully display the cultural landscape and humanistic customs of the city and present a more colourful image of the city for the audience, which greatly increases the attractiveness of the city.
Interviewer Q3(a)	In your work, have you tried using storytelling and 360-degree experiences to showcase the historical culture and stories of Xi'an?
Interviewee	In my work, I did try to show the history, Immersive news reports often focus on stories. Through characterization and plot design, the historical and cultural stories of Xi'an are vividly presented to the audience, which stimulates the audience's emotional resonance and deepens their curiosity and yearning for Xi'an. culture and stories of Xi 'an with storytelling and 360-degree experience. I think the combination of these two strategies can better attract the attention of the audience and let them feel the charm of Xi 'an.
Interviewer Q3(b)	which strategies have you found to be most effective?
Interviewee	First of all, it is necessary to carefully design a fascinating story, so that the story content is closely linked with the history and culture of Xi 'an, and rich historical details and humanistic feelings are integrated, so that the audience can feel the charm and historical details of Xi 'an in the story. In addition, multimedia fusion combines 360-degree full-motion video, audio and text narration, and presents the story content through various media forms, so that the audience can get an immersive experience on multiple sensory levels and enhance the appeal and attraction of the story. Design interactive elements, We should also design a variety of interactive ways, such as clicking, selecting, dragging, etc., so that the audience can freely explore the story and every corner of each scenic spot, improving the user experience and participation. Then invite experts and scholars or historical and cultural researchers to explain and comment, provide professional historical and cultural background and interpretation for the story, and increase the credibility and depth of the story. Finally, through various channels such as news media, social platforms and offline activities, the spread and influence of the story will be expanded to attract more audience's attention and participation.
Interviewer Q4(a)	Based on your background and expertise, do you think immersive news reporting can enhance the image of Xi'an ?
Interviewee	As a playwright and director of Xi 'an, and having in-depth research on the history and culture of Xi 'an, I think that immersive news reporting can greatly enhance the image of Xi 'an. Immersive news reports can show Xi 'an's rich history and culture and unique city

	features in a vivid way, thus enhancing Xi 'an's image as a historic city.	
Interviewer Q4(b)	Do you have any additional or summary thoughts?	
Interviewee	Through immersive news reports, the audience can feel the magnificent landscape and profound cultural heritage of important scenic spots such as the Terracotta Warriors of Emperor Qin, the Tang Dynasty Night City, the Tang Paradise, and the Huaqing Palace. Multimedia fusion technology enables the audience to immerse themselves in the story and deepen their knowledge and understanding of Xi 'an history and culture. In addition, immersive news reports often focus on stories. Through characterization and plot design, the historical and cultural stories of Xi 'an are vividly presented to the audience, which stimulates the audience's emotional resonance and deepens their curiosity and yearning for Xi 'an. This deep-rooted feeling and experience will help to establish the image of Xi 'an as a famous historical and cultural city, attract more tourists and investment, and promote the economic prosperity and social development of Xi 'an.	
9th May, 2024 (14:00pm)	Subject Seven (S7)	Location: (Xi'an, China)
People	Responses	
Interviewer Q1(a)	Could you please introduce your work experience?	
Interviewee	I am very glad to introduce my background and work experience to you. I was born and raised in Xi 'an, a city full of China culture, which deeply aroused my strong interest in the history and culture of China. I majored in the history of China in university, and have been devoted to the research and creation of China's history and culture since then. In my work experience, I have worked as a writer and director of many historical plays.	
Interviewer Q1(b)	Could you please introduce your achievements and experiences in theater directing and research on the historical and cultural aspects of Xi'an?	
Interviewee	In the study of Xi 'an's history and culture, I have deeply explored Xi 'an's long-standing historical accumulation, including the starting point of the Silk Road, Xi 'an's status as an ancient capital and colorful historical sites. I have also conducted on-the-spot investigation and filming in many historical and cultural attractions in Xi 'an, and through personal experience and in-depth exchanges, I have further deepened my knowledge and understanding of Xi 'an's history and culture. These experiences not only enriched my academic research, but also provided valuable materials and inspiration for my creation.	
Interviewer Q2(a)	In your practical research on the historical and cultural of Xi'an, have you found any impact of immersive news reporting on the competitiveness of Xi'an's brand city image?	
Interviewee	I think immersive news reports have a significant impact on the competitiveness of Xi 'an city brand image. By vividly displaying Xi	

	'an's history, culture and unique charm, immersive reporting enhances Xi 'an's attractiveness, popularity and story, and makes an important contribution to the promotion of Xi 'an's city brand image competitiveness.
Interviewer Q2(b)	How has it been manifested specifically?
Interviewee	For example, immersive news reports can show Xi 'an's rich history and culture and unique city features in a vivid way, thus enhancing Xi 'an's attraction as a historic city. The audience can feel the charm of Xi 'an more intuitively through immersive reporting, thus increasing their curiosity and yearning for Xi 'an. Through immersive reporting, the historical and cultural stories of Xi 'an are presented to the audience in a more vivid way, which makes more people have a deeper understanding of Xi 'an, thus enhancing the visibility of Xi 'an. Immersive news reports are usually promoted on multiple media platforms, further expanding the coverage and enhancing the visibility of Xi 'an. Immersive reporting is often story-oriented. Through characterization and plot design, the historical and cultural stories of Xi 'an are vividly presented to the audience, which stimulates the audience's emotional resonance. This deep-rooted feeling and experience will help to establish the image of Xi 'an as a famous historical and cultural city. Immersive reporting often adopts multimedia technology, which can fully display the historical relics, cultural landscape and humanistic customs of Xi 'an, and present a more colorful image of Xi 'an for the audience. The audience can feel the unique charm of Xi 'an through immersive reporting, thus enhancing their sense of identity and goodwill towards Xi 'an.
Interviewer Q3(a)	In your work, have you tried using storytelling and 360-degree experiences to showcase the historical culture and stories of Xi'an?
Interviewee	In my work, I have tried to use storytelling to show the history and culture of Xi 'an.
Interviewer Q3(b)	which strategies have you found to be most effective?
Interviewee	In practice, I find that a good story strategy is the most effective: In addition, immersive news reports highlight the story and experience, which can stimulate the audience's emotional resonance and sense of participation. Through immersive reporting, the audience can not only understand the history and culture of Xi'an, but also have emotional connection with it, and enhance their curiosity and yearning for Xi'an, thus promoting the image of Xi'an. For example, I have participated in designing the stories of Yang Guifei and Tang Minghuang. People want to see their love stories most, so I added a lot of drama elements to show their love and their helplessness in the face of reality. Finally, when performing on the stage, the actors will better interpret the story through a tense performance.
Interviewer Q4(a)	Based on your background and expertise, do you think immersive news reporting can enhance the image of Xi'an ?
Interviewee	As a playwright and director who loves the history and culture of

	China, I firmly believe that immersive news reporting can greatly enhance the image of Xi 'an. In immersive news reporting, presenting the story content through various media forms enables the audience to get an immersive experience on multiple sensory levels, and enhances the appeal and attraction of the story.	
Interviewer Q4(b)	How has it been manifested specifically?	
Interviewee	As one of the famous historical and cultural cities in China, Xi 'an is rich in historical heritage and cultural resources. Immersive news reporting can use modern technology to present these historical and cultural elements to the audience in a more vivid and intuitive way, so that they can feel the charm of Xi' an personally. enjoy the unique charm of the city from a 360-degree view, for example, you can enjoy the landmark buildings, historical and cultural sites and natural landscapes of the city in an all-round way. In addition, it can also promote the protection and innovation of cultural heritage. Through immersive reporting, the value of cultural heritage can be better displayed and disseminated, and public awareness of cultural heritage protection can be enhanced.	
Interviewer Q4(c)	Do you have any additional or summary thoughts?	
Interviewee	Immersive news reports have strong communication power and influence. Through various channels such as news media, social platforms and online videos, the historical and cultural stories of Xi 'an can be spread to all parts of the world, attracting more tourists and investors to come to Xi 'an for sightseeing, tourism and investment, thus promoting the economic development and urban construction of Xi 'an. In addition, immersive news reporting can enhance the audience's sense of participation and experience. Through virtual reality technology, the audience can experience the history and culture of Xi 'an in an immersive way, have a closer connection with the city of Xi 'an, and enhance their sense of identity and belonging to Xi 'an.	
10th May, 2024 (15:00pm)	Subject Eight (S8) Wang Wei	Location: (Xi'an, China)
People	Responses	
Interviewer Q1(a)	Could you please introduce your work experience?	
Interviewee	I am a scholar and practitioner devoted to the study of Xi 'an history and culture. Focus on the study of China's ancient history and culture. In my research career, I pay special attention to the historical evolution, cultural inheritance and urban development of Xi 'an, an ancient capital.	
Interviewer Q1(b)	Could you please introduce your achievements and experiences in theater directing and research on the historical and cultural aspects of Xi'an?	
Interviewee	I have worked in many well-known cultural institutions and research centers in Xi 'an as a researcher and consultant. In these institutions, I	

	actively participated in a series of research projects on the history and culture of Xi 'an, including the protection and inheritance of important cultural heritages such as the ancient city wall of Xi 'an, the Terracotta Warriors and Horses of Qin Shihuang, and the Wild Goose Pagoda. I have also participated in many historical and cultural exhibitions and academic seminars to spread the value and significance of Xi 'an's history and culture to the public. I have rich experience and profound attainments in the study of Xi 'an history and culture, and I am committed to promoting the protection, inheritance and development of Xi 'an history and culture.
Interviewer Q2(a)	In your practical research on the historical and cultural of Xi'an, have you found any impact of immersive news reporting on the competitiveness of Xi'an's brand city image?
Interviewee	In the practice of historical and cultural research in Xi 'an, I did notice the positive influence of immersive news reports on the competitiveness of Xi 'an city brand image.
Interviewer Q2(b)	How has it been manifested specifically?
Interviewee	In Immersive news reporting, the 360-degree experience allows the audience to observe and feel the scene of news events in an all-round way, making them feel as if they were there in person, enhancing their sense of immersion and participation. By vividly displaying Xi 'an's history, culture and unique charm, immersive reporting enhances Xi 'an's attractiveness, popularity and story, and makes an important contribution to the promotion of Xi 'an's city brand image competitiveness. Specifically, immersive news reporting can reflect its influence on the competitiveness of Xi 'an city image in the following aspects. Immersive news reports can show Xi 'an's rich history and culture and unique city features in a vivid way, thus enhancing the attraction of Xi 'an as a famous historical city. The audience can feel the charm of Xi 'an more intuitively through immersive reporting, thus increasing their curiosity and yearning for Xi 'an. Through an immersive reporting story, the audience can deeply understand and experience the history and culture of the local city and enhance their sense of cultural identity.
Interviewer Q2(c)	Do you have any additional or summary thoughts?

Interviewee	<p>Yes, I think that through immersive reporting, the historical and cultural stories of Xi 'an are presented to the audience in a more vivid way, which makes more people have a deeper understanding of Xi 'an, thus enhancing the visibility of Xi 'an. Immersive news reports are usually promoted on multiple media platforms, further expanding the coverage and enhancing the visibility of Xi 'an. Immersive reporting is often story-oriented. Through characterization and plot design, the historical and cultural stories of Xi 'an are vividly presented to the audience, which stimulates the audience's emotional resonance. This deep-rooted feeling and experience will help to establish the image of Xi 'an as a famous historical and cultural city. Immersive reporting often adopts a 360-degree panoramic perspective, which can fully display the historical sites, cultural landscapes and humanistic customs of Xi 'an and present a more colorful image of Xi 'an for the audience. The audience can feel the unique charm of Xi 'an through immersive reporting, thus enhancing their sense of identity and goodwill towards Xi 'an.</p>
Interviewer Q3(a)	<p>In your work, have you tried using storytelling and 360-degree experiences to showcase the historical culture and stories of Xi'an?</p>
Interviewee	<p>In my work, I did try to use storytelling and 360-degree experience to show the history, culture and stories of Xi'an. I have used virtual reality technology or panoramic photography to show the historical and cultural landscape of Xi'an to the audience in the form of a 360-degree panorama. The audience can experience the historical and cultural scenes of Xi'an in an immersive way through computers, mobile phones or virtual reality devices, as if they were in it, which enhanced their perception and experience of Xi'an's history and culture. In practice, I find that story design is very important, and a good story can arouse the emotional resonance of the audience. At the same time, the 360-degree experience is particularly important. Through the combination of multimedia video, audio and text narration, the story content is presented in a variety of forms. This allows the audience to get an immersive experience on multiple sensory levels and enhances the appeal and attraction of the story. I think immersive news reporting can greatly enhance the image of Xi'an. First of all, immersive news reports can show Xi'an's rich history and culture and unique city features in a vivid and intuitive way. Secondly, immersive news reports have strong communication power and influence. In addition, immersive news reports highlight the story and experience, which can stimulate the audience's emotional resonance and sense of participation. Through immersive reporting, the audience can not only understand the history and culture of Xi'an, but also have an emotional connection with it, and enhance their curiosity and yearning for Xi'an, thus promoting the image of Xi'an.</p>
Interviewer Q3(b)	<p>Which strategies have you found to be most effective?</p>

Interviewee	In storytelling, I use words, pictures, videos and other media to weave vivid and interesting historical stories and present Xi 'an's rich historical and cultural heritage to the audience. These stories may involve ancient celebrities, historical events and architectural relics in Xi 'an. By telling these stories, the audience can have a deeper understanding of the historical background and cultural traditions of Xi 'an. In terms of 360-degree experience, I use virtual reality technology or panoramic photography to show the historical and cultural landscape of Xi 'an to the audience in the form of 360-degree panorama. The audience can experience the historical and cultural scenes of Xi 'an in an immersive way through computers, mobile phones or virtual reality devices, as if they were in it, which enhanced their perception and experience of Xi 'an's history and culture.
Interviewer Q3(c)	Do you have any additional or summary thoughts?
Interviewee	Yes, In practice, I find that the combination of these two strategies is the most effective. Storytelling can stimulate the emotional resonance of the audience and make them understand the historical and cultural connotation of Xi' an more deeply; The 360-degree experience can make the audience feel the historical and cultural atmosphere of Xi 'an, and enhance the sense of immersion and participation. These two strategies complement each other and jointly promote the inheritance and promotion of Xi 'an's history and culture.
Interviewer Q4(a)	Based on your background and expertise, do you think immersive news reporting can enhance the image of Xi'an ?
Interviewee	From my experience, I think that immersive news reporting can greatly enhance the image of Xi 'an.
Interviewer Q4(b)	How has it been manifested specifically?
Interviewee	Immersive news reports can show Xi 'an's rich history and culture and unique city features in a vivid and intuitive way. Through multimedia means, the audience can feel the magnificent scenery of the ancient city of Xi 'an and the majesty and mystery of historical sites, thus deepening their knowledge and understanding of Xi 'an. In addition, immersive news reporting has strong communication power and influence. The development of modern science and technology makes information dissemination more convenient and rapid. Immersive reports can be widely spread through the Internet, social media and other channels, reaching audiences around the world, thus enhancing Xi 'an's international popularity and reputation.
Interviewer Q4(c)	Do you have any additional or summary thoughts?
Interviewee	Immersive news reports highlight the story and experience, which can stimulate the audience's emotional resonance and sense of participation. Through immersive reporting, the audience can not only understand the history and culture of Xi 'an, but also have emotional connection with it, and enhance their curiosity and yearning for Xi 'an,

	thus promoting the image of Xi 'an.	
11th May, 2024 (10:00am)	Subject Nine (S9) Zhang Qiang	Location: (Xi'an, China)
People	Responses	
Interviewer Q1(a)	Could you please introduce your work experience?	
Interviewee	I am very glad to share my background and work experience with you. As the main creator of the immersive news "Red Army Bridge", I am honored to participate in story design and technical guidance. This project gives me the opportunity to combine storytelling and technological innovation to present a vivid and touching immersive experience for the audience.	
Interviewer Q1(b)	Could you please introduce your achievements and experiences in theater directing and research on the historical and cultural aspects of Xi'an?	
Interviewee	During my college years, I became interested in Xi 'an, an ancient capital full of long history, and began to focus on the study of Xi 'an history and culture. I have deeply studied the ancient city wall of Xi 'an, the Terracotta Warriors and Horses, the Wild Goose Pagoda and other important cultural heritages, and participated in many protection, restoration and exhibition projects. I also actively participated in various historical and cultural activities and academic exchanges in Xi 'an. I have published papers on the history and culture of Xi 'an at several academic conferences and participated in some historical and cultural exhibitions and activities related to Xi 'an. Through these practices, I have gradually accumulated rich experience in the study of Xi 'an's history and culture, and achieved some results.	
Interviewer Q2(a)	In your practical research on the historical and cultural of Xi'an, have you found any impact of immersive news reporting on the competitiveness of Xi'an's brand city image?	
Interviewee	Immersive news reports have a significant impact on the competitiveness of Xi 'an city brand image. By vividly displaying Xi 'an's history, culture and unique charm, immersive reporting enhances Xi 'an's attractiveness, popularity, cultural identity and tourism development level, thus enhancing the competitiveness of Xi 'an's city brand image.	
Interviewer Q2(b)	How has it been manifested specifically?	
Interviewee	Immersive news reports can vividly show Xi 'an's rich history and culture and unique city features, and let the audience feel the charm of Xi 'an. This immersive experience can be deeply rooted in people's hearts and form a deep impression, thus enhancing the image of Xi 'an as a famous historical and cultural city. Immersive news reports usually have a high degree of communication and attraction, which can attract the attention and participation of a large number of	

	viewers. Through these reports, the history, culture and tourism resources of Xi 'an can be more widely publicized and promoted, thus enhancing the visibility of Xi 'an and making more people understand and pay attention to the city. Immersive news reports are often based on stories and emotional experiences, which can stimulate the audience's emotional resonance and cultural identity.
Interviewer Q3(a)	In your work, have you tried using storytelling and 360-degree experiences to showcase the historical culture and stories of Xi'an?
Interviewee	In my work, I did try to use storytelling and 360-degree experience to show the history, culture and stories of Xi 'an. In practice, I find that story design is very important, and a good story can arouse the emotional resonance of the audience. For example, For example, I once participated in the design of the Silk Road in Xi'an, revisiting the Silk Road from a tourist's perspective. During this period, I experienced various anecdotes and hardships, which made many audiences understand this history.
Interviewer Q3(b)	Which strategies have you found to be most effective?
Interviewee	At the same time, the 360-degree experience is particularly important. Through the combination of multimedia video, audio and text narration, the attractiveness of the city can be enhanced at multiple sensory levels. Experts and scholars or historical and cultural researchers are also invited to explain and comment, providing professional historical and cultural background and interpretation for the story. This can increase the credibility and depth of the story and let the audience know more about the history and culture of Xi 'an.
Interviewer Q4(a)	Based on your background and expertise, do you think immersive news reporting can enhance the image of Xi'an ?
Interviewee	I think immersive news reporting can greatly enhance the image of Xi 'an. Through the stories in the immersive report, the audience can not only understand the history and culture of Xi'an, but also have emotional connection with it and enhance their sense of identity with Xi'an. Through immersive reporting, local culture and customs can be displayed more vividly, which is also an avenue for cultural promotion and can also enhance brand attractiveness.
Interviewer Q4(b)	How has it been manifested specifically?
Interviewee	Through multimedia means such as high-definition 3D video and VR, the audience can feel the magnificent scenery of the ancient city of Xi 'an and the majesty and mystery of historical sites, thus deepening their knowledge and understanding of Xi 'an. Immersive reporting can be widely spread through the Internet, social media and other channels, reaching audiences around the world, thus enhancing Xi 'an's international popularity and reputation. Through immersive reporting, the audience can not only understand the history and culture of Xi'an, but also have an emotional connection with it and enhance

	their sense of identity and belonging to Xi'an.
Interviewer Q4(c)	Do you have any additional or summary thoughts?
Interviewee	Immersive news reports highlight the story and experience, which can stimulate the audience's emotional resonance and sense of participation. Through immersive reporting, the audience can not only understand the history and culture of Xi 'an, but also have emotional connection with it, and enhance their curiosity and yearning for Xi 'an, thus promoting the image of Xi 'an.
11th May, 2024 (14:00pm)	Subject Ten (S10) Wang Bo
	Location: (Xi'an branch of Ctrip Group, China)
People	Responses
Interviewer Q1(a)	Could you please introduce your work experience?
Interviewee	I'm glad to tell you about my background and work experience. I have a bachelor's degree in marketing and a master's degree in tourism management. I am currently working for Ctrip Group Xi 'an Branch as the manager of the Propaganda Department. In this position, I am responsible for formulating and implementing the brand promotion strategy in Xi 'an and promoting the development of the company in Xi 'an market. Through cooperation with local governments, scenic spots, hotels and other tourism-related parties, I successfully launched a series of influential publicity activities and projects, which enhanced Ctrip's brand image and market share in Xi 'an.
Interviewer Q1(b)	Could you please introduce your achievements and experience in the tourism promotion?
Interviewee	During my college years, I became interested in the tourism industry and brand promotion, and actively participated in various related practical activities and projects. After graduation, I entered a well-known travel company as a brand promotion post. In my work in this company, I was responsible for planning and implementing a number of brand promotion activities, including online and offline activities, media advertising, social media marketing and so on. Through these activities, I have successfully enhanced the popularity and reputation of the company's brand, and contributed to the company's performance growth and market share. Later, I transferred to Xi 'an Branch of Ctrip Group. Generally speaking, I have accumulated rich experience and achievements in tourism industry and brand promotion, and I know how to use effective strategies and means to enhance brand influence and market competitiveness.
Interviewer Q2(a)	As a leader of a leading tourism company, how do you think the role of immersive news reporting in shaping and promoting the tourism image of Xi'an?
Interviewee	As the leader of a leading travel company, I am full of expectation and confidence in the role of immersive news reporting in shaping and promoting the tourism image of Xi 'an.
Interviewer	How exactly is it affected?

Q2(b)	
Interviewee	First of all, immersive news reports can show Xi 'an's rich history and culture and unique tourism resources in a vivid and intuitive way. Through high-definition panoramic images, videos and other multimedia means, the audience can feel the magnificent scenery of the ancient city of Xi 'an and the majesty and mystery of historical sites, thus deepening their knowledge and understanding of Xi 'an. Secondly, immersive news reports have high communication power and influence. The development of modern science and technology makes information dissemination more convenient and rapid. Immersive reports can be widely spread through the Internet, social media and other channels, reaching audiences around the world, thus enhancing Xi 'an's international popularity and reputation.
Interviewer Q2(c)	Do you have any additional or summary thoughts?
Interviewee	In addition, immersive news reports highlight the story and experience, in immersive news reports, designing a wonderful story for a city can show the unique charm and historical significance of the city. which can stimulate the audience's emotional resonance and sense of participation. Through immersive reporting, the audience can not only understand the history and culture of Xi 'an, but also have emotional connection with it, and enhance their curiosity and yearning for Xi 'an, thus promoting the development of Xi 'an tourism. As a leading travel company, we will actively support and participate in immersive news reporting, and make positive contributions to the shaping and publicity of Xi 'an's tourism image by using its strong communication power and influence.
Interviewer Q3(a)	In your work, have you tried to apply immersive news reporting to tourism promotion of Xi'an?
Interviewee	Yes, in my work, I have tried to apply immersive news reports to Xi 'an tourism promotion.
Interviewer Q3(b)	So what projects have you done?
Interviewee	We launched an immersive news reporting project called "Crossing the Millennium and Exploring Xi 'an". The project uses 3D technology, virtual reality technology and AR technology to bring the audience into the history and culture of Xi 'an. Through multi-dimensional and multi-angle presentation, the audience can perceive the charm of Xi'an from a 360-degree view. I think a good story can increase the charm of a city and show its culture, but it is difficult to enhance the image of a city only through stories. It is possible to achieve the goal of enhancing the image of a city by combining it with other strategies, such as the 360-degree experience strategy you mentioned. In addition, we should also strengthen publicity with social media platforms
Interviewer Q3(c)	So what else did you do exactly?
Interviewee	In this project, we invited professional photographers and cameramen

	<p>to take 360-degree images of famous scenic spots such as the ancient city wall of Xi 'an, the Wild Goose Pagoda and the Terracotta Warriors with advanced photography and shooting equipment, and collected a large number of pictures and audio. In order to achieve 1: 1 immersive experience, we use computer simulation technology to generate a three-dimensional virtual scene to restore the news scene. At the same time, we also interviewed some experts, scholars and local residents to share their stories and opinions about the history and culture of Xi 'an. Through these immersive news reports, we have successfully demonstrated Xi 'an's rich history, culture and unique tourism resources, attracting the attention and participation of a large number of viewers. These reports not only enhanced the popularity and reputation of Xi 'an, but also brought positive effects to the brand promotion and marketing of our company. Therefore, I believe that immersive news reporting is a very effective means of publicity, which can greatly enhance the tourism image of Xi 'an and attract more tourists to visit Xi 'an.</p> <p>In addition, I think interactive design is very important. We can design personalised experiences, so that users can freely choose interesting content and attractions according to their own preferences and develop a deeper understanding of Xi'an's history, culture and characteristic landscape. This requires designers to provide customised immersive news reporting experiences according to the interests and needs of different tourists.</p>
Interviewer Q4(a)	For a tourist city like Xi'an, if immersive news reporting were to be designed for attractions such as the Terracotta Warriors of Emperor Qin, the Tang Dynasty Night City, the Tang Paradise, and the Huaqing Palace, using storytelling and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?
Interviewee	I think it is necessary to dig deep into historical stories first, and design wonderful storylines to show the unique charm and historical significance of these attractions by digging deep into the historical background and cultural connotation of the Terracotta Warriors and Horses of Emperor Qin, the Tang Dynasty Night City, the Tang Paradise. According to each scenic spot, we should dig up legends and historical allusions related to it, and attract the attention of the audience and stimulate their interest and curiosity through story reports.
Interviewer Q4(b)	Can you talk about it separately? For example, how should the Terracotta Warriors and Horses of Emperor Qin specifically design scenes and stories?
Interviewee	Emperor Qin's period to design a profound and intriguing story theme, which can be the history of the discovery of Terracotta Warriors and Horses and the legendary stories of Emperor Qin. These are all good topics, but how to skilfully connect stories with history is a problem that needs to be considered. The narrative perspective can be the first-person perspective. .Excavate related legends and historical allusions

	and attract the attention of the audience and stimulate their interest and curiosity through story reporting. It is necessary to collect information, pictures and video materials related to the theme of the story, including the historical introduction, discovery process and archaeological achievements of the Terracotta Warriors. Then through video, audio, text and other media forms, the story will be vividly presented to the audience, including the text narrative, soundtrack, sound effects and so on. The use of multimedia fusion technology, combined with the story, allows the audience to understand the story content in depth from a panoramic perspective.
Interviewer Q4(c)	What about the Tang Dynasty Night City and the Tang Paradise?
Interviewee	I think that the Tang Dynasty Night City and the Tang Paradise are both symbols of the prosperous development of the Tang Dynasty. You can design a tourist's adventure in the Tang Dynasty Night City and the Tang Paradise, or reproduce a historical story. Including tourists' journey, what they see, hear, feel and experience, to ensure the story is coherent and attractive. To show the prosperity of the Tang Dynasty. Previously, We launched an immersive news reporting project called "Crossing the Millennium and Exploring Xi'an." The project uses 3D technology, virtual reality technology and AR technology to bring the audience into the history and culture of Xi'an, and through multi-dimensional and multi-angle presentation, lets the audience perceive the charm of Xi'an in an all-round and three-dimensional way. Our project used 3D technology, virtual reality technology and AR technology to bring the audience into the history and culture of Xi'an. Unfortunately, the project was not completed in the end.
Interviewer Q4(d)	What about specific technical support?
Interviewee	I think You need to collect pictures of the scenic spots such as the city that never sleeps in the Tang Dynasty Night City and the Tang Paradise , including realistic photos and 3D photos, and then integrate text reports. Each scenic spot needs to have corresponding commentary, which is made into audio and text forms. Journalists and photographers also need to record corresponding interviews and video materials on the spot.
Interviewer Q4(e)	What about the Huaqing Palace?
Interviewee	Huaqing Palace is a palace where Tang Minghuang and Yang Guifei spend the summer and bathe. Many of their stories take place in this palace. I think you can design the stories of Yang Guifei and Tang Minghuang from the perspective of an attendant, and at the same time show the history and landscape of Huaqing Palace.
Interviewer Q4(f)	What about specific technical support?
Interviewee	In this report, the editorial team needs to use rich forms to show the scenes and stories of each scenic spot. On the whole, the report needs

	<p>to be integrated with words, pictures, audio and video, static data information charts, maps and charts with interactive functions and so on. All these means of presentation come together to restore the multi-dimensional contents of these scenic spots in historical time and natural space in an all-round way. Like the Terracotta Warriors and Horses of Emperor Qin, a three-dimensional virtual scene can be generated by computer simulation technology system to restore the scene, and then the boundary between virtual and reality can be eliminated by VR technology, and users can experience it by wearing virtual reality equipment. Therefore, through multimedia means, the natural scenery, architectural style and human landscape of the scenic spot are presented, so that the audience can fully understand the characteristics and charm of the scenic spot in a 360-degree experience.</p>
Interviewer Q4(g)	Do you have any additional or summary thoughts?
Interviewee	<p>Experts, scholars or historical and cultural researchers can also be invited to provide professional explanations and cultural guides for each scenic spot, and to explain the history, culture and stories behind the scenic spots in depth. Interactive experience links can also be designed, so that the audience can participate in the story and experience the history and culture of the scenic spots. Provide interactive tour experience, such as virtual tour guide, interesting question and answer, etc., to enhance the audience's sense of participation and interactive experience. Finally, the immersive news reports will be disseminated and promoted through various channels, including online platforms, social media, TV programs, etc., to attract more audience's attention and participation. For example, using Ctrip Group and other tourism platform resources, the immersive report is promoted as a part of tourism products to attract tourists to experience.</p>
Interviewer Q5(a)	Can you talk about how immersive news reporting affects the competitiveness of brand city image of Xi'an ?
Interviewee	<p>I think immersive news reports have many influences on the competitiveness of Xi'an city's brand image: through vivid pictures and in-depth stories, immersive news reports can attract more viewers' attention and let them know more about Xi'an city's cultural heritage and tourism resources, thus enhancing Xi'an's brand awareness. Through well-designed storyline and 360-degree experience, immersive news reports can show Xi'an's long history, rich culture and beautiful scenery, shape a positive brand image and establish an excellent city image for Xi'an.</p>
Interviewer Q5(b)	Are there any other effects?
Interviewee	<p>By displaying the rich and colorful tourism resources and investment environment in Xi'an, immersive news reports can attract more tourists to visit and invest in Xi'an, and promote the development of tourism and economy in Xi'an. By enhancing brand awareness and</p>

	image building, immersive news reporting can enhance the competitiveness of Xi 'an in the tourism market, attract more tourists to choose Xi 'an as a tourist destination, and promote the prosperity and development of local tourism.
Interviewer Q5(c)	Do you have any additional or summary thoughts?
Interviewee	Yes, Immersive news reports can not only show the audience the history, culture and customs of Xi 'an, but also promote the in-depth communication and interaction between the audience and Xi 'an culture through interactive experience and participation, thus enhancing cultural understanding and friendly relations between cities. Therefore, I think immersive news reports have a positive impact on the competitiveness of Xi 'an city brand image and provide strong support for the development and promotion of Xi 'an.
Interviewer Q6(a)	What are your expectations or suggestions on how immersive news reporting can further enhance the competitiveness of Xi'an's city image in the future?
Interviewee	I think immersive news reports will further enhance the competitiveness of Xi 'an city image in the future and contribute more to the development and prosperity of Xi 'an. For example, actively adopt the latest scientific and technological means, such as augmented reality (AR), virtual reality (VR), holographic projection, etc., to create a more vivid and realistic immersive experience, so that the audience can feel the history, culture and landscape of Xi 'an.
Interviewer Q6(b)	Do you have any additional or summary thoughts?
Interviewee	I think expand the diversity of reporting content is very important, including not only the introduction of scenic spots and history and culture, but also the local folk customs, food culture, modern city construction and other aspects, and fully show the charm and vitality of Xi 'an. Strengthen the plot design, attract the attention and participation of the audience through wonderful stories and interactive experiences, and let them understand and experience the cultural details of Xi 'an more deeply. In addition, cooperate with local governments, scenic spots, enterprises, etc. to jointly create immersive news reporting projects, realize resource sharing and information exchange, and enhance the publicity and influence of Xi' an city image. At the same time, we will increase the promotion of immersive news reports, and conduct extensive publicity through various channels such as online platforms, social media, TV programs and offline activities, so that more people can understand and pay attention to Xi' an and enhance the visibility and reputation of the city image.
Interviewer Q7(a)	What innovations do you foresee in immersive news reporting in the future that could better serve the brand city image of Xi'an ?
Interviewee	I think the future immersive news reporting may be innovated in the following aspects to better serve the brand image of Xi 'an city: First of all, personalized experience: according to the interests and needs of

	different tourists, provide personalized immersive news reporting experience, so that they can choose interesting content and attractions according to their own preferences, and deeply understand the history, culture and characteristic landscape of Xi'an. Secondly, interactive story experience: through interactive story plot and gamification design, the audience can participate in the story, interact with historical figures in Xi'an, experience the scenes of historical events, and enhance the interest and attraction of the story.
Interviewer Q7(b)	Do you have any additional or summary thoughts?
Interviewee	It also includes interactive story experience: through interactive storyline and gamification design, the audience can participate in the story, interact with historical figures in Xi'an, experience the scenes of historical events, and enhance the interest and attraction of the story. Cross-border cooperation with artists, designers, technology companies, etc., to jointly explore the innovative application of immersive news reporting, and combine artistic expression and scientific and technological means to create more creative and forward-looking publicity works of Xi'an city image. Through the above innovative practice and exploration, the future immersive news reports will be able to better serve the brand image of Xi'an city and provide a more comprehensive and three-dimensional publicity means and platform for cultural heritage and tourism promotion in Xi'an.
12th May, 2024 (10:00am)	Subject Eleven (S11) Zhang Hong
	Location: (Xi'an Branch of Qunar Group, China)
People	Responses
Interviewer Q1(a)	Could you please introduce your work experience?
Interviewee	I am a senior professional with more than ten years working experience in the tourism industry. I have worked in a well-known travel agency for many years and accumulated rich industry experience and management skills. During my work in the tourism industry, I participated in the planning, organization and execution of several tourism projects, and I have strong project management ability and teamwork ability.
Interviewer Q1(b)	Could you please introduce your achievements and experience in the tourism promotion?
Interviewee	I have been responsible for the promotion and marketing of many tourism products. I am familiar with all kinds of marketing strategies and methods, and can make effective promotion plans according to product characteristics and market demand, and enhance brand awareness and reputation through advertising, online marketing and public relations activities. As the manager of Qunar Group Xi'an Branch, I am committed to making the company one of the leading online travel platforms in Xi'an. I will give full play to my rich experience in tourism industry and brand promotion, lead the team to innovate constantly, improve service quality, expand market share and

	provide better travel experience for tourists.
Interviewer Q2(a)	As a leader of a leading tourism company, how do you think the role of immersive news reporting in shaping and promoting the tourism image of Xi'an?
Interviewee	I think that immersive news reports have great significance and positive influence on the shaping and publicity of Xi 'an's tourism image. A city brand with a good image helps to enhance its comprehensive competitiveness. For example, if immersive news is put into the construction of city brand image, a good story can enhance the competitiveness of the city. visitors can freely explore scenic spots, choose different paths and ways of interacting, enhancing their sense of participation and experience.
Interviewer Q2(b)	Can you talk about it specifically?
Interviewee	First of all, immersive news reports can make the audience feel the history, culture, customs and natural landscape of Xi 'an through vivid pictures and rich content, thus enhancing their visual and perceptual experience. Secondly, through well-planned immersive news reports, Xi 'an's characteristic scenic spots, cultural heritage and tourism resources can be displayed to the global audience, which can enhance the brand awareness of Xi 'an as a tourist destination and attract more tourists to visit.
Interviewer Q2(c)	Do you have any additional or summary thoughts?
Interviewee	<p>Immersive news reports can touch the audience's emotions and arouse their resonance and emotional resonance through vivid story lines and rich characters. I think a storytelling strategy can also promote the development of the local economy. Immersive news reports not only need to deliver a good experience through technology, but also need to inject valuable content, which can attract more tourists, investors and talents, thus promoting the development of local tourism, service industry and overall economy. In addition, immersive news reports can be promoted not only through traditional media such as TV and newspapers, but also through new media platforms such as social media and online videos, so as to expand publicity channels and expand the spread and influence of Xi 'an's tourism image. As the leader of a leading travel company, I will actively support and participate in the shaping and publicity of Xi 'an's tourism image by immersive news reports, and make due contributions to the development and prosperity of Xi 'an's tourism industry.</p> <p>In addition, I think we should strengthen the design of interactive content, which can be customised according to the interests and preferences of the audience, providing customised experience and content. Through user behaviour analysis and data mining, we can understand the audience's browsing habits and hobbies, recommend personalised reporting content and experience for them, and improve the audience's satisfaction and participation.</p>

Interviewer Q3(a)	In your work, have you tried to apply immersive news reporting to tourism promotion of Xi'an?
Interviewee	As the leader of a travel company, our company have been actively exploring and trying various innovative publicity methods, including applying immersive news reports to Xi'an tourism promotion. We have cooperated with local attractions, cultural institutions and media to actively plan and promote various publicity activities, including immersive news reports, VR experiences, 360-degree videos, etc.. Although I am not directly involved in the actual immersive news reporting project, I work closely with the team to encourage them to explore and use the latest technology and media means to make efforts for the promotion and promotion of Xi'an's tourism image.
Interviewer Q3(b)	How exactly did you do it?
Interviewee	We cooperate with local scenic spots, cultural institutions and media to actively plan and promote various publicity activities, including immersive news reports, VR experiences, 360-degree videos, etc., and strive to present more rich and vivid Xi'an tourism content for tourists. We are also constantly exploring how to combine immersive news reports with our online platforms and mobile applications to provide users with a more intuitive and interactive travel experience. Immersive news reporting is a process of continuous development and ongoing perfection, which needs to be constantly updated and optimized to attract more of the audience's attention and participation. Updating the content of the report regularly can keep up the attractiveness of the report. Although we may encounter some technical and resource challenges in practical application, we will continue to make continuous efforts to open up new ways for the publicity and promotion of Xi'an tourism image and improve the service level and user experience with the help of innovative means such as immersive news reports. I think immersive news reporting can further strengthen the interaction with the audience. By adding more interactive experiences, the audience can participate in the reporting more actively, which is a very important aspect. For example, through virtual reality technology, visitors can realize an interactive experience with scenic spots, so that they can freely explore scenic spots, choose different paths and modes of interaction, and enhance their sense of participation and experience.
Interviewer Q4(a)	For a tourist city like Xi'an, if immersive news reporting were to be designed for attractions such as the Terracotta Warriors of Emperor Qin, the Tang Dynasty Night City, the Tang Paradise, and the Huaqing Palace, using storytelling and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?
Interviewee	It is a very promising strategy to design immersive news reports to enhance the competitiveness of Xi'an city brand image. But

	<p>personally, I think it's very important to design and excavate stories. In view of the Emperor Qin, the Tang Dynasty Night City, the Tang Paradise, and the Huaqing Palace, in Xi 'an, we should dig deep into the historical stories and cultural connotations behind them. In the 360-degree experience section, the pictures of the Terracotta Warriors and Horses of Qin Shi Huang need to be collected first, including plane photos and 3D photos, and then the text reports need to be integrated. Each scenic spot needs to have a corresponding commentary and make it into audio and text forms. Journalists and photographers also need to record the corresponding interviews and video materials on the spot.</p>
Interviewer Q4(b)	So how do you dig the story?
Interviewee	<p>Dig deep into the historical stories and cultural connotations behind each scenic spot. For example, understanding the discovery process of the Terracotta Warriors and Horses. learn about the discovery process of terracotta warriors and horses, the bustling night scene of the Tang Dynasty Night City, the Tang Paradise, and the tradition of hot spring health care in Huaqing palace, and then plan immersive news stories according to these story clues. Create a vivid role image for each scenic spot, so that the audience can understand the history and culture of the scenic spot through the role perspective. Through the role's emotional experience and inner monologue, the atmosphere and emotional tension of the story are rendered, which arouses the audience's resonance and emotional resonance. In addition, combining historical materials and local culture, we create vivid and interesting storylines so that the audience can immerse themselves in them and feel the charm of history.</p>
Interviewer Q4(c)	So how to achieve a 360-degree experience?
Interviewee	<p>For example, using 3D, VR and AR technologies, we can present an all-round scenic spot experience for the audience. Using multimedia means, such as video, audio and images, to reproduce the real scene and atmosphere of scenic spots. Through high-definition video and stereo sound effects, the audience will be brought into the lively scene of the Tang Dynasty Night City and the romantic atmosphere of Tang Paradise</p>
Interviewer Q4(d)	Can you talk about it in more detail?
Interviewee	<p>Combine Internet and mobile application technology to build a multimedia interactive platform, so that viewers can participate in immersive news reports anytime and anywhere through mobile phones or computers. Enhance the interaction and participation between the audience and the report through comments, likes and sharing. In addition, we should strengthen cooperation and publicity, and cooperate with local governments, scenic spot management departments and media organizations to jointly plan and promote immersive news reporting projects.</p>

Interviewer Q4(e)	Do you have any additional or summary thoughts?
Interviewee	Through cooperative publicity, the report will be extended to a wider audience, and the visibility and reputation of Xi'an city brand image will be enhanced. Immersive news reporting is a process of continuous development and perfection, which needs to be constantly updated and optimized to attract more audience's attention and participation. Update the content of the report regularly, add new storylines and experience items, and keep the report fresh and attractive. In terms of modes of interaction, artificial intelligence can also be added in to create a more realistic and interactive immersive experience, further attracting the attention and participation of the audience, provide an interactive tour experience, such as with a virtual tour guide who can provide an interesting question and answer experience, etc., to enhance the audience's sense of participation and interactive experience.
Interviewer Q5(a)	Can you talk about how immersive news reporting affects the competitiveness of brand city image of Xi'an ?
Interviewee	I think the influence of immersive news reports on the competitiveness of Xi'an city brand image is mainly reflected in the following aspects: First of all, it can enhance the popularity and reputation. Through vivid and true immersive reports, it can vividly show the history, culture, customs and tourism resources of Xi'an to the audience, thus enhancing the popularity and reputation of Xi'an. The audience's impression of Xi'an will be more profound and positive, which will help attract more tourists to visit. Secondly, it can create a unique image and brand characteristics. Immersive reporting can highlight the unique charm and brand characteristics of Xi'an through a unique storyline and audio-visual experience, making Xi'an stand out among many tourist destinations and establish a unique city image and brand image.
Interviewer Q5(b)	Do you have any additional or summary thoughts?
Interviewee	Yes, Immersive reporting can make the audience feel the scenic spots and culture in Xi'an, and enhance the sense of participation and experience of tourists. Visitors will look forward to and enjoy this immersive feeling when visiting Xi'an, thus enhancing their experience and satisfaction. At the same time, immersive reporting has strong appeal and communication power, which can attract more audience attention and participation. Through social media platforms and online video platforms, immersive reports can spread and spread rapidly, further enhancing the influence and scope of Xi'an city brand image. In addition, the success of immersive reporting can attract more tourists to visit Xi'an, increase tourism consumption and tourism income, and promote the development and prosperity of local tourism economy. Xi'an's tourism industry will be further revitalized and expanded, making positive contributions to the city's economic development.

Interviewer Q6(a)	What are your expectations or suggestions on how immersive news reporting can further enhance the competitiveness of Xi'an's city image in the future?
Interviewee	I think the future immersive news reporting can be improved in the following aspects in enhancing the competitiveness of Xi 'an city image: First of all, we should further enrich the content of immersive news reports, covering more diverse themes and attractions. In addition to the existing famous scenic spots such as the Emperor Qin, the Tang Dynasty Night City, we can explore more unique historical, cultural and cultural landscapes in Xi 'an, as well as local special activities and traditional customs, thus presenting a more colorful image of Xi 'an.
Interviewer Q6(b)	Can you be more specific?
Interviewee	We should continue to pay attention to the latest technological development, constantly apply new technologies and new media means, and improve the quality and experience effect of immersive news reporting. For example, combining artificial intelligence, augmented reality, virtual reality and other technologies to create a more realistic and interactive immersive experience, and further attract the attention and participation of the audience. In addition, according to different target audience groups, design personalized and customized immersive news reports. Through accurate positioning and segmentation, we can better meet the needs and interests of different audiences and enhance the pertinence and attractiveness of the report.
Interviewer Q6(c)	Do you have any additional or summary thoughts?
Interviewee	We should also cooperate with local governments, scenic spot management departments, media organizations and technology companies to jointly promote the development and application of immersive news reporting. By strengthening cooperation and sharing resources and information, we can form a joint force to jointly promote the publicity and promotion of Xi' an city image and achieve win-win development. Pay attention to user feedback and needs, and continuously optimize the user experience of immersive news reports. Strengthen interactivity, user participation and experience, enhance the satisfaction and loyalty of the audience, and promote the long-term development and continuous influence of the report. Through the comprehensive implementation of the above suggestions, I believe that in the future, immersive news reports will be able to better enhance the competitiveness of Xi 'an city image, attract more tourists and investment, and promote the development and prosperity of Xi 'an city.
Interviewer Q7(a)	What innovations do you foresee in immersive news reporting in the future that could better serve the brand city image of Xi'an ?
Interviewee	In the future, the immersive news report can further strengthen the interaction with the audience, and let the audience participate in the

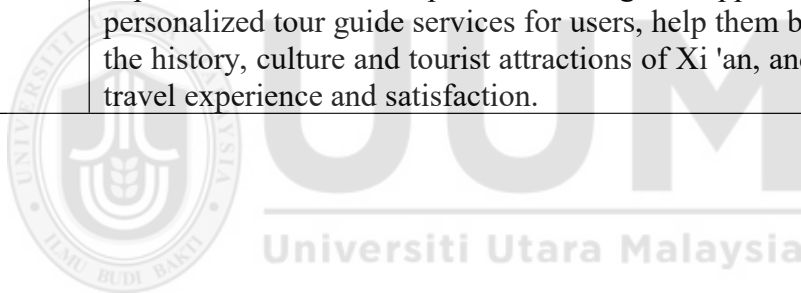
	report more actively by adding more interactive elements and participation methods. For example, through virtual reality technology, visitors can realize the interactive experience with scenic spots, so that they can freely explore scenic spots, choose different paths and interactive ways, and enhance their sense of participation and experience.	
Interviewer Q7(b)	Can you be more specific?	
Interviewee	Future immersive news reports can be customized according to the audience's interests and preferences, providing customized experience and content. Through user behavior analysis and data mining, we can understand the audience's browsing habits and hobbies, recommend personalized reporting content and experience for them, and improve the audience's satisfaction and participation. Immersive news reporting can be promoted not only through traditional media such as TV and newspapers, but also through new media platforms such as social media and online videos, expanding publicity channels and expanding the spread and influence of the tourism image of Xi'an.	
Interviewer Q7(c)	Do you have any additional or summary thoughts?	
Interviewee	In the future, immersive news reports can be continuously innovated in content and upgraded in experience, and the latest technical means and creative ways can be adopted to present richer, more vivid and more fascinating reports. For example, by combining artificial intelligence, virtual reality, augmented reality and other technologies, we can create a more realistic and interactive immersive experience and enhance the attractiveness and influence of reporting.	
12th May, 2024 (14:00pm)	Subject Twelve (S12) Lin Yang	Location: (Xi'an Branch of Tongcheng Travel Group, China)
People	Responses	
Interviewer Q1(a)	Could you please introduce your work experience?	
Interviewee	Hello, I am very glad to introduce my experience to you. As the manager of Xi 'an Branch of Tongcheng Tourism Group, I have rich working experience in tourism industry and brand promotion. I have worked in the tourism industry for many years and accumulated rich industry knowledge and experience. In the tourism industry, I participated in the planning and implementation of many tourism projects, including route planning, product design, marketing and so on. I am committed to providing high-quality tourism products and services to meet the different needs and expectations of customers.	
Interviewer Q1(b)	Could you please introduce your achievements and experience in the tourism promotion?	
Interviewee	In terms of brand promotion, I led the team to carry out a series of successful brand promotion activities, including online and offline activities, advertising, social media marketing and so on. We focus on	

	building brand image, enhancing brand awareness and reputation, and attracting more customers and partners. Under my leadership, the company has made a series of achievements in the tourism industry and brand promotion, including increasing the number of customers and market share, enhancing brand influence and competitiveness, which has been recognized and praised by the industry.
Interviewer Q2(a)	As a leader of a leading tourism company, how do you think the role of immersive news reporting in shaping and promoting the tourism image of Xi'an?
Interviewee	As the leader of a leading travel company, I think storytelling strategy in immersive news reports is very important, but it must be combined with the 360-degree experience strategy to achieve the expected immersive experience effect. However, it is difficult to promote the rapid development of tourism economy, and it takes a long time to experiment, because it takes time for people to accept new things. In addition, conducting many experiments can be helpful in really understanding what people want to experience most, and this can help to achieve the purpose of promoting the tourism economy. In addition, I think we should strengthen the development and application of different modes of interaction, such as developing virtual tour guide services, providing personalised tour guide services for users. This could help them to better understand the history, culture and tourist attractions of Xi'an, and improve users' travel experience and satisfaction.
Interviewer Q2(b)	Can you talk about it in detail?
Interviewee	For a tourist destination with rich history and culture like Xi'an, immersive news reports can help convey Xi'an's unique historical and cultural heritage and tourism resources, and attract more tourists' attention and visit. Through vivid storyline and immersive experience, the audience can have a deeper understanding of Xi'an's historical tradition, cultural landscape and local customs, and stimulate their interest and desire in tourism.
Interviewer Q3(a)	In your work, have you tried to apply immersive news reporting to tourism promotion of Xi'an?
Interviewee	Our company is currently considering the application of immersive news reporting to Xi'an tourism promotion. Showing the characteristics of Xi'an through a unique storyline and audio-visual experience can make Xi'an stand out among many tourist destinations, establishing a unique city image and brand image.
Interviewer Q3(b)	How exactly did you do it?
Interviewee	We have done a lot of market research. We have cooperated with local news organizations and media companies to learn from them. We have also discussed the theme of immersive news reporting. At present, we are trying to design a story around the Terracotta Warriors

	and Horses of Emperor Qin. But many of these are internal information, so it is inconvenient to disclose too much.
Interviewer Q4(a)	For a tourist city like Xi'an, if immersive news reporting were to be designed for attractions such as the Terracotta Warriors of Emperor Qin, the Tang Dynasty Night City, the Tang Paradise, and the Huaqing Palace, using storytelling and 360-degree experiences as strategies, how could immersive news reporting enhance the competitiveness of the brand city image of Xi'an?
Interviewee	The following is my personal opinion. I think that in a city with a long history like Xi 'an, we can dig deep into the historical stories behind the Terracotta Warriors and Horses, the Tang Dynasty Night City, the Tang Paradise, and the Huaqing Palace through immersive news reports. Through story narration, the unique charm and historical and cultural heritage of these scenic spots are shown to the audience. You can add some interactive options, such as designing a virtual tour guide, talking with the tour guide, designing a tour guide, and leading the audience to visit the Terracotta Warriors and Horses of Emperor Qin online by the tour guide
Interviewer Q4(b)	Can you talk about it specifically?
Interviewee	Use 3D technology, VR and AR technologies to provide an immersive experience for the audience. The audience can feel the grandeur of the Terracotta Warriors and Horses of Qin Shihuang, the excitement of the city that never sleeps in Datang, the beauty of the Furong Garden in Datang and the tranquility of Huaqing Pool in an immersive way. We should also combine text, pictures, videos and other media forms to create rich and colorful immersive news reports. Through the combination of different media forms, we can show the charm of Xi 'an scenic spots more comprehensively and attract more tourists' attention. You can combine real-time data and interactive technology to create an immersive news report with real-time interaction, so that users can participate in the report, know the latest situation and trends in Xi'an in real time, and enhance users' sense of participation and experience.
Interviewer Q4(c)	Do you have any additional or summary thoughts?
Interviewee	At the same time, You can add some interactive options, such as designing a virtual tour guide, talking with the tour guide, designing a tour guide, and leading the audience to visit Huaqing palace online by the tour guide. Finally, we will carry out all-round publicity and promote immersive news reports through various channels, including social media, travel websites and offline activities. Through all-round publicity and promotion, we will expand the influence of the report and enhance the competitiveness of Xi' an city brand image.
Interviewer Q5(a)	Can you talk about how immersive news reporting affects the competitiveness of brand city image of Xi'an ?

Interviewee	Compared with the traditional propaganda mode, immersive news reports can be made through social media, online platforms, offline activities and other forms. Through multi-channel communication, the report can be pushed to more target audiences, and the exposure and influence of Xi'an's image can be enhanced.
Interviewer Q5(b)	Can you talk about it specifically?
Interviewee	Immersive news reports can dig deep into Xi'an's historical and cultural heritage and tourism resources through vivid storylines and immersive experiences, and attract more attention. This will help to enhance the popularity of Xi'an among domestic and foreign tourists. Through well-designed immersive news reports, the image of Xi'an as a tourist destination with a long history and unique charm can be established. This will help to strengthen the image of Xi'an in the eyes of tourists and create a positive brand image.
Interviewer Q5(c)	Do you have any additional or summary thoughts?
Interviewee	I think Immersive news reports can stimulate tourists' interest and desire through vivid storylines and immersive experiences, and attract them to visit Xi'an. This will help to increase the number of visitors and promote the development of tourism in Xi'an. Through the propaganda of immersive news reports, tourists have a deeper understanding of Xi'an's tourism resources and scenic spots, and may be more willing to spend money in Xi'an, such as visiting scenic spots and buying souvenirs, thus promoting the development of Xi'an's tourism economy.
Interviewer Q6(a)	What are your expectations or suggestions on how immersive news reporting can further enhance the competitiveness of Xi'an's city image in the future?
Interviewee	I think the future immersive news reports have great potential in enhancing the competitiveness of Xi'an city image.
Interviewer Q6(b)	Can you talk about it specifically?
Interviewee	I think through the immersive news reporting can show more diverse and in-depth historical and cultural stories to the audience through immersive news reports. For example, dig up important figures and events in various historical periods in Xi'an, show their stories and influences, and let the audience understand the history of Xi'an more comprehensively.
Interviewer Q6(c)	Do you have any additional or summary thoughts?
Interviewee	Strengthen the interactivity of immersive news reports and let the audience participate in the reports. Through games, questions and answers, we can guide the audience to participate in the story, enhance their sense of participation and experience, and then deepen

	their cognition and understanding of Xi'an.
Interviewer Q7(a)	What innovations do you foresee in immersive news reporting in the future that could better serve the brand city image of Xi'an ?
Interviewee	I think we should further explore and apply new technical means, such as augmented reality (AR) and virtual reality (VR), to inject more innovative elements into immersive news reporting. These new technologies can provide viewers with a more immersive experience and further enhance the attractiveness and influence of the report. I think we should further explore and apply new technical means, such as augmented reality (AR) and virtual reality (VR), to inject more innovative elements into immersive news reporting. These new technologies can provide viewers with a more immersive experience and further enhance the attractiveness and influence of the report.
Interviewer Q7(b)	Do you have any additional or summary thoughts?
Interviewee	I think can combining real-time data and interactive technology, we can create an immersive news report with real-time interaction, so that users can participate in the report, know the latest situation and trends in Xi'an in real time, and enhance users' sense of participation and experience. Then develop virtual tour guide applications to provide personalized tour guide services for users, help them better understand the history, culture and tourist attractions of Xi'an, and enhance users' travel experience and satisfaction.



Appendix F

Form of Consent

This form is intended to seek your permission to participate in an interview. Please read the following statement and sign your name, indicating your approval.

I hereby declare that I agree to participate in an interview session that will be conducted by Muhammad Waleed Shehzad. I am well informed about the purpose of the interview. I am fully aware that the interview session is taped recorded and confidential.

Name:

Signature:

Date:



Appendix G

Form of Validation

This form is intended to verify interview transcriptions. Please read the following statement and sign your name, indicating your approval.

I hereby declare that I have proofread the interview transcription given to me. I have agreed and approved the interview transcription.

Name:

Signature:

Date:

