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A Study on the Temporal Characteristics of Online Interest in the Social-Media-Famous Destination the Grand Tang Dynasty Ever-Bright City Based on Baidu Index Data

Simeng Zhang* 

*Center for Studies of Education and Psychology of Ethnic Minorities in Southwest China, Southwest University, Chongqing, China. E-mail: 1213453615@qq.com

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Abstract

Using Baidu Index as the tool and the Grand Tang Dynasty Ever-Bright City as the keyword, this study systematically examines the temporal trend of online interest paid to the site by the public from January 1, 2022 to September 30, 2025. The aim is to identify the dynamic patterns hidden in the data and to offer numerical guidance for the scenic area to refine its operation strategies and service policies. The results show that, since the digital era began, the keyword has generated a high search volume with obvious fluctuations; outside a few pronounced peaks, the index remains relatively stable. Searches from PC are consistently lower than those from mobile devices and also below the overall trend. In short, by integrating its unique cultural advantages with modern tourism, the Grand Tang Dynasty Ever-Bright City has created an appealing destination rich in cultural meaning and is well liked by the public. This innovation not only boosts the tourism industry of Xi'an but also provides a reference for other attractions in China.

Keywords: *The Grand Tang Dynasty Ever Bright City, Baidu Index, Search engine, Temporal trends, Social-media-famous destination*

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1. Introduction

The Grand Tang Dynasty Ever-Bright City is located in the southern suburb of Xi'an, Shaanxi Province, China. It is a large state-level cultural tourism zone themed around the culture of the Tang golden age (Luo, 2025) and also a pedestrian mall that combines visitor experiences, retail trade and leisure entertainment (Xue *et al.*, 2023). The site is widely regarded as the first choice in Xi'an for presenting and experiencing Tang culture (Yang and Xia, 2024). Its development began in 2002, and after a period of growth it reached a key milestone in 2022, when the Qujiang New Area cultural-tourism authorities introduced large-scale 5G applications that brought the mall into a mature stage (Li and Zhang, 2025). As a highly influential social-media-famous destination, the Grand Tang Dynasty Ever-Bright City is popular with the public and has also attracted scholarly attention. In terms of operation optimisation, researchers have analysed visitor satisfaction (Zhu and Liu, 2022) and experience (Yang and Xia, 2024) to extract feedback that can improve service quality. In terms of the integration of culture and commerce, some studies have taken the Grand Tang Dynasty Ever-Bright City and the Wuzhen Drama Festival as case studies for comparative analysis, revealing that various regions should explore local cultural resources and innovate cultural expressions to enhance their dissemination power (Wang and Lu, 2024). In

* Corresponding author: Simeng Zhang, Center for Studies of Education and Psychology of Ethnic Minorities in Southwest China, Southwest University, Chongqing, China. E-mail: 1213453615@qq.com

addition, at the level of spatial design and landscape planning, existing research has explored how to innovate while respecting urban culture by introducing the design concept of the Cultural Exchange Center of the Grand Tang Dynasty Ever-Bright City Cultural (Xiang and Chen, 2010), and have also examined the site's landscape planning to provide guidance for other districts (Ma, 2015).

With the deep penetration of the internet, information on a wide range of topics circulates online, and the public's reliance on the internet continues to increase, which has also driven the growth of China's internet user base. By June 2025, the country counted 1.123 billion internet users, an increase of 14.36 million since December 2024 (CNNIC, 2025). Within this group, 878 million people used search engines (CNNIC, 2025), confirming that searching is a routine way to obtain information. Being the leading search engine in China, Baidu Index has been widely adopted in tourism studies; researchers have employed it to measure online attention to 5A-level sites in Shaanxi-Gansu-Ningxia (Wang et al., 2021), Wuyi Mountain in Fujian (Zeng et al., 2019), A-level sites in Hunan (Zeng, 2017), Mount Wutai in Shanxi (Wang, 2025), Mount Wugong (Xun and Liang, 2024) in Jiangxi and A-level attractions in Qinghai (Long and Tang, 2024). This study aims to use Baidu Index as a tool to explore the public's online interest in the topic of the Grand Tang Dynasty Ever-Bright City in the digital era.

2. Methods

Since 2010, Baidu has been China's largest search engine and has maintained a long-standing leading position (Jin et al., 2025), commonly known as "China's Google" (Tan et al., 2024). Baidu Index is built on this huge pool of search data (Zhang et al., 2017). It counts how often a chosen keyword is typed into Baidu, applies a simple weighting, and turns the result into an index that shows how much attention the public gives to that topic over any chosen period (Jin et al., 2025). As a free data query tool, Baidu Index includes modules such as trend research, demand mapping, and demographic analysis, providing users with data from different dimensions.

This study sets out to measure how much the public is interested in the Grand Tang Dynasty Ever-Bright City and how they search for it online in the digital era. The analysis focuses on the trend-research module of Baidu Index. Data were taken from Baidu Index for the whole of China from January 1, 2022 to September 30, 2025, and all searches were completed on October 1, 2025.

3. Results

The results show that the keyword the Grand Tang Dynasty Ever-Bright City kept a high search volume with clear swings. Apart from a few sharp peaks, the level stayed steady for most of the rest of the time (Figure 1). From the perspective of search terminals, the search trend on mobile devices (Figure 2) shows a high consistency with the overall trend. In contrast, the search volume on PC terminals (Figure 3) is significantly lower than both the overall volume and the mobile terminal volume. Further observation reveals that around the annual International Workers' Day, China's

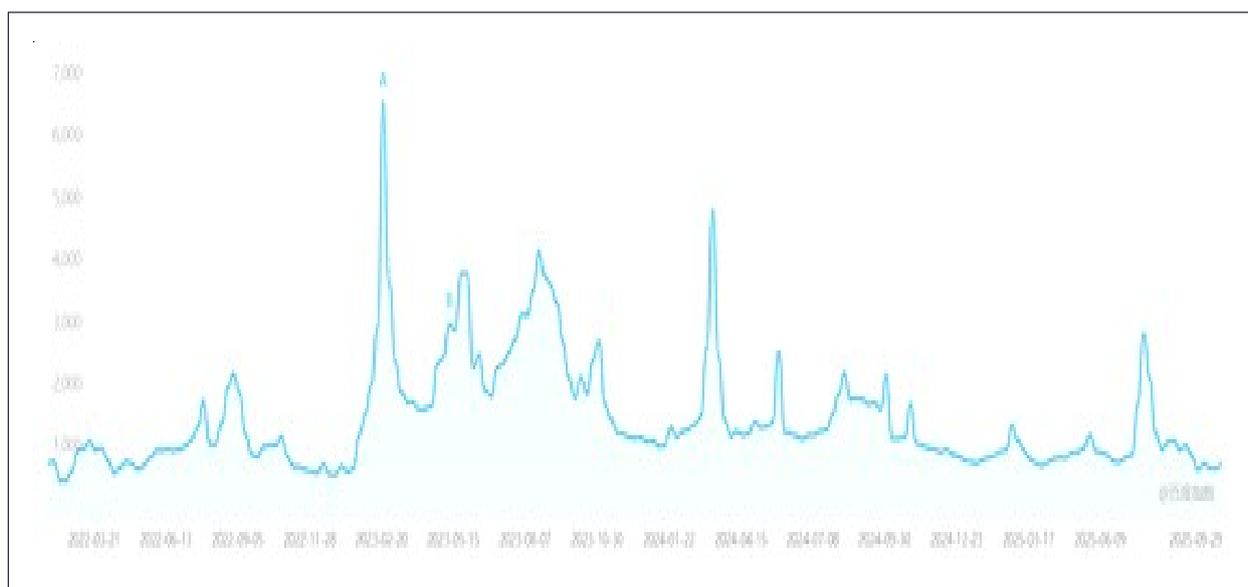


Figure 1: Overall Search Trend of the Baidu Index (PC + Mobile) for the Grand Tang Dynasty Ever-Bright City from January 1, 2022, to September 30, 2025.

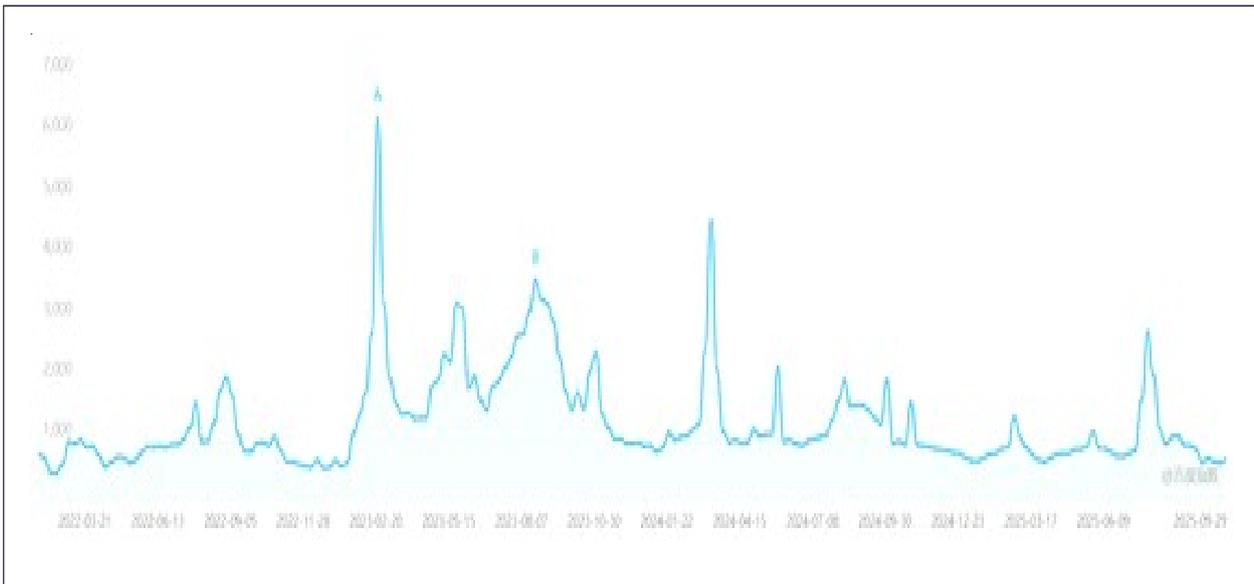


Figure 2: Mobile Search Trend of the Baidu Index for the Grand Tang Dynasty Ever-Bright City from January 1, 2022, to September 30, 2025

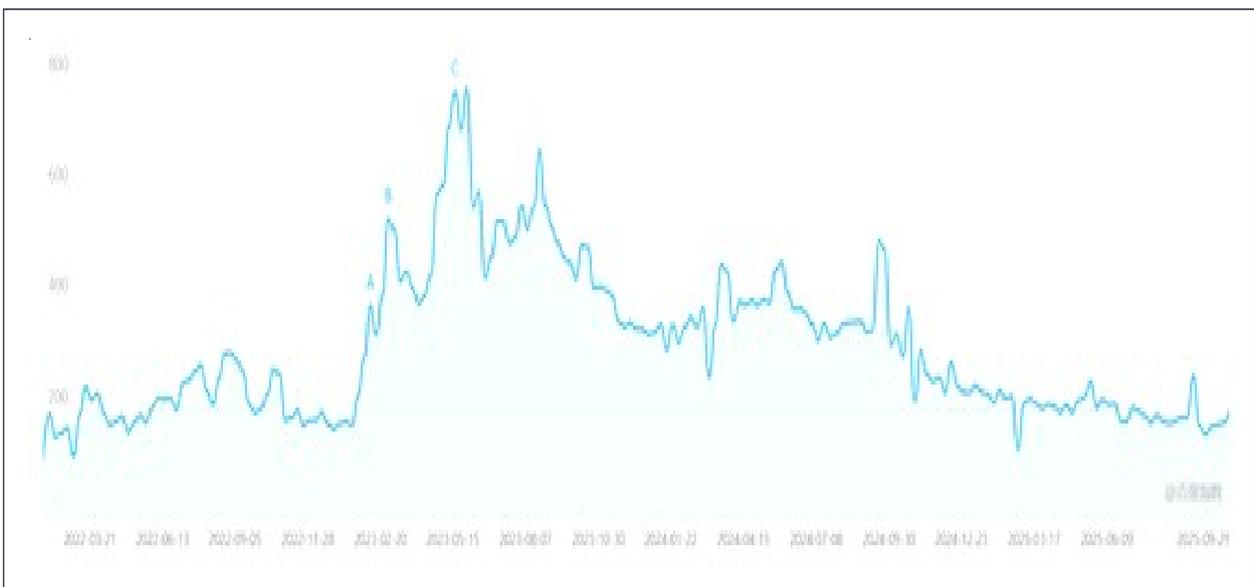


Figure 3: PC Search Trend of the Baidu Index for the Grand Tang Dynasty Ever-Bright City from January 1, 2022, to September 30, 2025

National Day holiday, the Spring Festival holiday and the summer and winter vacation periods, the search volume for this keyword increases significantly compared to other time periods, forming periodic search booms.

4. Discussion

To explore the evolution of this online interest, we analyzed the changes in search volume related to the Grand Tang Dynasty Ever-Bright City using Baidu Index. The research results show that the Grand Tang Dynasty Ever-Bright City maintains a high level of user search popularity for a long time, and the reasons are as follows. Firstly, as an open scenic spot, the whole block is planned around the culture of the Tang golden age (Yao, 2025), turning the space into an immersive Tang-world that visitors can walk through. Secondly, as the core tourism card for Xi’an’s external promotion, the Grand Tang Dynasty Ever-Bright City deeply integrates traditional culture with modern entertainment, and creates innovative cultural programs popular among the public (Lai, 2025). Cultural performances are the carrier for it to attract tourists. One type is large-scale performances, which reproduce the style of the prosperous Tang Dynasty through

situational restoration; the other type is interactive performance art shows, which strengthen tourists' sense of participation in forms such as "Roly-poly toy" performance and "interactive performance", accelerate the dissemination speed, and finally successfully make it rank among internet-famous check-in spots (Jiang and Guo, 2025). Furthermore, the statistics on high-frequency words of the Grand Tang Dynasty Ever-Bright City in relevant studies show that "the Grand Tang Dynasty Ever-Bright City", "evening", "lights" and "night view" rank in the top four (Yang and Xia, 2024). As a representative night tourism scenic spot (Wu, 2022), when night falls, the Grand Tang Dynasty Ever-Bright City is brightly lit, providing the public with a different visiting experience from that in the daytime (Huang, 2023), which further deepens its unique impression in the public's mind.

The study also found that during China's statutory holidays, the Baidu search volume for the Grand Tang Dynasty Ever-Bright City shows periodic small peaks. Holidays are the main windows when people plan leisure trips, so travel demand rises sharply. Existing studies have shown (Guo *et al.*, 2020) that during long holidays such as International Workers' Day and China's National Day, the number of travelers increases obviously, leading to a rise in the public's demand for searching popular scenic spots. In addition, mobile and PC data differ clearly: PC searches stay low, largely because phones are handier and almost universal. By June 2025, China had reported 1.116 billion mobile internet users, equal to 99.4 % of all internet users, whereas only about 30 % went online via computers (CNNIC, 2025). With its compact and portable nature, mobile phone can meet user's demand for internet access anytime and anywhere, enabling people to gain easy access to information even during fragmented montents.

This study has several limits. First, Baidu Index records only searches made on Baidu, so data from other engines are missing (He *et al.*, 2022). Second, search engine users are mainly younger people, and the index therefore reflects their habits more than those of other age groups (Tan *et al.*, 2025). Third, the index gives only search counts, which may not equal true attention to Grand Tang Dynasty Ever-Bright City. Yet the work also has strengths: Baidu's user base is huge, so the sample is large, and the chosen key term has no other diversified expressions, keeping the measure clear and representative.

5. Conclusion

Although the Grand Tang Dynasty Ever-Bright City has been operating for more than ten years, it still records high online search volumes as Xi'an's representative social-media-famous destination, showing strong market appeal. It is worth noting that the search popularity often shows periodic small peaks during China's statutory holidays, which also reflects that holidays are peak travel periods. Based on this, the Grand Tang Dynasty Ever-Bright City should adjust its operating strategy to match public preferences and thereby raise service quality and market competitiveness.

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