Research on the Integrated Development Strategy Based on Digital Cultural Tourism Innovation Practice

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Abstract: From "Internet+" to Digital China, the development quality of the digital cultural tourism industry has been significantly improved. Digitization, as a catalyst for the integration of culture and tourism, is revitalizing traditional Chinese culture in the digital era. This study explores the strategies for the integrated development of digital cultural tourism based on the cases of "Internet+" and digital cultural tourism innovation practice. It proposes the strategy of accelerating the integration of advanced digital technologies such as big data, cloud computing, and artificial intelligence into various aspects of the cultural tourism industry, including production, service, marketing, management, and experience. The aim is to foster innovative formats of cultural tourism industry, promote the integration of digital technology and cultural creativity, inherit and promote traditional culture, and create a new digital cultural tourism ecosystem.

1. Digital Cultural Tourism

Digital cultural tourism refers to a series of economic activities in the cultural tourism industry that utilize digital knowledge and information as key production factors, employ modern information networks as important carriers, and leverage the effective use of information and communication technologies to enhance efficiency, quality, and structural optimization [1-3]. In April 2021, the Ministry of Culture and Tourism issued the "14th Five-Year Plan for Cultural and Tourism Development," which emphasizes the promotion of the integration and development of culture, tourism, and other sectors, the cultivation of innovative formats combining culture and tourism, and the expansion of new spaces for the integration of culture and tourism [4-5]. In May 2022, the General Office of the Communist Party of China Central Committee and the General Office of the State Council issued the "Opinions on Promoting the Implementation of the National Cultural Digitization Strategy," proposing multiple measures to promote the widespread sharing of digital achievements in Chinese culture. Digitization, as a catalyst for the integration of culture and tourism, is revitalizing traditional Chinese culture in the digital era.

2. Innovative Practices in Digital Cultural Tourism

The "Suggestions of the Central Committee of the Communist Party of China on Formulating the 14th Five-Year Plan for National Economic and Social Development and the Long-Range Objectives Through the Year 2035" pointed out the need to improve the modern cultural industry system, implement the digitalization strategy of the cultural industry, and accelerate the development of new cultural enterprises, cultural formats, and cultural consumption patterns. It also emphasized promoting the integration of culture and tourism, with a focus on telling China's stories and innovatively advancing international communication, as well as strengthening cultural exchanges and multi-level dialogues on civilizations. Driven by the digital economy, the digital cultural tourism industry is flourishing. With innovative breakthroughs in digital technology, new theories and hardware/software are constantly emerging, and the rapidly advancing technological level is reshaping the form of human production and life. The digital economy is vigorously driving innovation in the cultural tourism industry, and a new digital industrial system is accelerating its formation. Under the blessing of innovative digital economy, the new generation of information technology and the real economy are extensively and deeply integrated, and the open innovation

system of the digital cultural tourism industry is becoming increasingly popular.

Culture and tourism are important application scenarios of the digital cultural tourism economy. Implementing the digitalization strategy of the cultural industry is also a significant deployment of the Fifth Plenary Session of the 19th Communist Party of China Central Committee. The digital cultural tourism economy refers to the organic integration of new technologies in the digital age with tourism, culture, and other industries, promoting the transformation and upgrading of the tourism and cultural industries. Among them, culture and tourism, as application scenarios of the digital cultural tourism economy, have extensive prospects in digitalization, intelligence, personalization, and other aspects. In terms of digitalization, the cultural and tourism sectors can achieve functions such as digital preservation, digital exhibition, and digital interaction of cultural heritage through digital technology. Examples include digital museums, digital libraries, and digital exhibitions. In the tourism sector, digital services such as digital maps, virtual guides, and online booking can enhance user experience and efficiency. In terms of intelligence, the cultural and tourism sectors can utilize intelligent technology to provide more convenient and personalized services. In terms of personalization, the cultural and tourism sectors can utilize big data and cloud computing technologies to provide more precise customized products and services, such as tourism routes and marketing strategies. Therefore, culture and tourism, as application scenarios of digitalization, intelligence, and personalization, will undoubtedly drive the rapid development of the digital cultural tourism industry.

2.1. Cloud-based Cultural and Museum Tour - "Virtual Palace Museum"

The "Virtual Palace Museum" stands as an exemplary digital innovation in the realm of cultural tourism. It encompasses a wide range of cutting-edge technologies and techniques to capture and preserve the essence of various courtyards within the Palace Museum, employing high-definition images that provide visitors with an immersive virtual tour accessible through the cloud. This virtual experience extends beyond the physical limitations of time and space, offering visitors the opportunity to explore both the external and internal spaces of the Palace Museum, including renowned locations like the Hall of Mental Cultivation and the Hall of Supreme Harmony, all meticulously simulated in a remarkably lifelike manner.

The virtual replication of the Palace Museum enables visitors to appreciate its beauty across the four seasons, transcending geographical boundaries and temporal constraints. With the aid of advanced digital rendering techniques, the virtual environment faithfully represents the architectural grandeur and intricate details of the Palace Museum, allowing visitors to witness its magnificence in unprecedented ways. Through the "Virtual Palace Museum" experience, visitors can delve into popular attractions such as the Hall of Mental Cultivation, the exquisitely restored "Crystal Palace" known as Lingzhuo Xuan, and the secluded chambers of Emperor Qianlong's enchanting "Secret Garden." This virtual exploration provides visitors with multi-dimensional insights into the royal lifestyle and unravels the historical and cultural significance embedded within the palace's architecture.

By leveraging the immersive capabilities of the "Virtual Palace Museum," cultural tourists can engage with Chinese history and heritage on a profound level. They can navigate the digital landscape at their own pace, exploring hidden corners and gaining a comprehensive understanding of the architectural marvels within the Palace Museum. This innovative digital platform bridges the gap between past and present, breathing new life into ancient treasures and bringing them closer to contemporary audiences. Furthermore, the "Virtual Palace Museum" serves as a catalyst for cultural exchange and education, attracting a global audience and fostering appreciation and knowledge of Chinese history and culture.

In conclusion, the "Virtual Palace Museum" exemplifies the integration of digital technology into cultural tourism, offering visitors an unparalleled opportunity to immerse themselves in the grandeur of the Palace Museum and unravel its historical significance. Through its lifelike representations and immersive experiences, this digital innovation transcends physical boundaries, inviting visitors to embark on a virtual journey of discovery. The "Virtual Palace Museum" not only

enriches the cultural tourism landscape but also plays a pivotal role in preserving and promoting Chinese heritage in the digital age.

2.2. Immersive Cultural Tourism - "Only Henan · Theatrical Fantasy City"

"Only Henan · Theatrical Fantasy City" is the first panoramic immersive experience theme park in China and currently the largest cluster of theatrical communities in the world. Its product model relies on immersive theatrical art and unique "fantasy city" architecture to tell stories related to "land, food, and heritage," aiming to allow more people to experience the charm of theatrical culture.

3. New Strategies for the Integration of Digital Technology and Cultural Tourism

The application of digital technology has revolutionized the cultural tourism industry by meeting the increasingly sophisticated experiential expectations of consumers. Through the integration of digital technologies, such as big data analytics, cloud computing infrastructure, and artificial intelligence algorithms, cultural tourism enterprises are able to enhance various aspects of the industry, including service delivery, marketing strategies, management practices, and visitor experiences. As we embrace the 5G era, it becomes imperative for cultural tourism enterprises to establish dedicated "5G+ Cultural Tourism Innovation Bases" that serve as hubs for the accelerated adoption and implementation of advanced digital technologies. These innovation bases will facilitate the seamless integration of digital technologies into cultural tourism operations, enabling personalized services, targeted marketing campaigns, efficient management systems, and immersive visitor experiences. By leveraging the power of digital technology, the cultural tourism industry can unlock new opportunities for growth and development, enriching the overall tourism landscape and enhancing the satisfaction of cultural tourism consumers.

3.1. Innovative Cultivation of New Forms of Cultural Tourism Industry

The cultural tourism industry should be market-oriented and driven by demand, promoting structural reforms on the supply side in the cultural tourism field. Leveraging digital technology and online platforms, new forms of tourism businesses such as visualized tourism transaction platforms, virtual reality scenic areas, virtual reality entertainment, and virtual reality tourism live streaming should be cultivated to fully showcase the charm of digital culture. At the same time, local governments should increase investment and support for the cultural tourism industry, improve the intelligent infrastructure of scenic spots and museums, in order to provide visitors with services such as intelligent guided tours, personalized explanations, prompt response to inquiries, and targeted product recommendations. Additionally, scene technology can be applied in tourism performances to provide visitors with unique audiovisual experiences. Museums can also utilize digital technology to create more interactive experiential projects, enabling visitors to gain a comprehensive understanding and appreciation of cultural relics while enjoying a brand-new digital cultural experience.

3.2. Promoting the Integration of Digital Technology and Cultural Creativity

Integrating digital technology throughout the entire value chain of cultural tourism products is not only important but also essential for driving industry growth and achieving long-term success. The incorporation of digital creativity and innovative business models plays a pivotal role in creating a comprehensive and interconnected cultural tourism experience platform that caters to the evolving needs and preferences of modern travelers.

To achieve this, cultural tourism enterprises should embrace cutting-edge technologies such as virtual reality (VR), augmented reality (AR), and 5G networks. By harnessing the power of VR and AR, destinations can provide visitors with immersive and interactive experiences that bring cultural heritage sites, historical landmarks, and artistic expressions to life. These technologies enable travelers to explore virtual replicas of cultural attractions, engage in virtual guided tours, and even participate in interactive storytelling experiences, transcending the constraints of time and

space.Furthermore, the advent of 5G networks opens up new horizons for cultural tourism. With its ultra-fast speeds, low latency, and high capacity, 5G technology facilitates seamless connectivity, enabling real-time data transmission, instant access to information, and immersive digital experiences. This empowers tourists to engage with cultural tourism offerings in unprecedented ways, such as accessing multimedia content, sharing experiences on social media platforms, and participating in interactive cultural events and workshops.Overall, the seamless integration of digital technology throughout the cultural tourism value chain creates new opportunities for growth, fosters industry competitiveness, and propels sustainable development. It not only enriches the visitor experience but also preserves and promotes cultural heritage, strengthens community engagement, and contributes to the economic prosperity of destinations. By embracing digital innovation and leveraging advanced technologies, the cultural tourism sector can chart a course towards a vibrant and prosperous future, where the preservation and promotion of cultural heritage go hand in hand with the demands and expectations of modern travelers.

3.3. Leveraging Digital Technology to Inherit and Promote Traditional Culture

China has a long history and rich cultural heritage. Throughout the long course of history, numerous outstanding traditional cultures have been developed, which serve as the spiritual treasury of the Chinese people and an abundant resource for the continuous development of the cultural tourism industry. Therefore, in the context of the digital economy, cultural museums, museums, and scenic spots in various regions should utilize technologies such as artificial intelligence, virtual reality, mini-programs, cloud computing, and augmented reality to achieve the inheritance and promotion of traditional culture. For example, popular intellectual properties can be integrated with intangible cultural heritage projects, folk customs, traditional culture, traditional drama, etc., to launch products such as animation, cartoons, and online games, presenting traditional culture in a new form to the public. This revitalizes traditional culture with contemporary vitality and promotes its innovative development.

3.4. Building a New Digital Cultural Tourism Ecosystem

In the context of the digital economy, the cultural tourism industry should leverage digital technology to connect the entire industry chain of film and television, animation, literature, gaming, e-sports, music, sports, and more. By combining online and offline approaches, the cultural vitality can be activated, and a new digital cultural tourism ecosystem can be established. Furthermore, in the development of characteristic towns, sports tourism, and health tourism projects, it is essential to adapt to the trends of the times and use digital technology to expand the dimensions of holistic tourism. Additionally, in rural cultural tourism, efforts should be made to develop digital and intelligent tourism projects. Technologies such as virtual reality and holographic projection can vividly showcase the scenic features or recreate cultural relics that have disappeared or are legendary, providing tourists with a brand-new experiential journey and promoting the development of local tourism economy.

4. Conclusion

Digital cultural tourism plays a vital role in the advancement of cultural tourism in China. The progressive endeavors of digital cultural tourism have brought forth innovative approaches to seamlessly blend cultural tourism with information technology. This integration has not only introduced novel experiences to individuals but has also effectively sparked fresh impetus for economic rejuvenation and fostered new avenues for economic growth. Moreover, it has facilitated the widespread adoption of cutting-edge digital technologies, including big data, cloud computing, and artificial intelligence, across various facets of cultural tourism. The ongoing evolution of integration strategies, encompassing the cultivation of new business models, the fusion with cultural creativity, the preservation and promotion of traditional culture, and the establishment of a comprehensive and industry-wide digital cultural tourism ecosystem, continues to chart the course for high-quality development.

Acknowledgements

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