

Digital Cultural Tourism and the High-quality Development of China's Cultural Tourism Industry

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Abstract: Tourism has increasingly become a new strategic pillar industry and a livelihood industry and happiness industry with significant characteristics. With the upgrading of tourism demand, traditional cultural tourism products and services can no longer meet the needs of consumers, and the digital transformation and upgrading of the cultural tourism industry can provide consumers with an immersive and interactive experience. The combination of the digital economy and the cultural tourism industry has produced new products, new formats and new models, which is an effective way to promote the transformation and upgrading of the cultural tourism industry and realize the high-quality development of the cultural tourism industry.

1. Introduction

In 2021, the Ministry of Culture and Tourism of the People's Republic of China made specific plans for how to use digital technology to empower cultural and tourism innovation in the 14th Five-Year Plan for Cultural and Tourism Science and Technology Innovation. At the same time, the "Opinions on Promoting the High-quality Development of the Digital Cultural Industry" also emphasizes that in order to accelerate the integrated development of culture and tourism under the digital economy pattern, the key is to scientifically grasp the evolutionary relationship between the integration of the digital economy and the cultural and tourism industry. In the context of high-quality development, empowering the integration of culture and tourism with the digital economy and integrating digital technology and digital infrastructure through all aspects of the cultural and tourism industry is the key path to improve the quality and efficiency of digital cultural tourism.

2. The Interaction Mechanism between the Digital Economy and the Integration of the Cultural and Tourism industry

As the driving force of emerging industries, the digital economy will guide the tourism industry to break the barriers of time and space to a greater extent and achieve coordinated development by extending the industrial chain and giving full play to the network effect [1]. As a new channel for the transformation of the cultural industry and the tourism industry, the integration of the cultural and tourism industry provides an effective path for the high-quality development of the tourism industry by releasing the vitality of resources, deepening the cultural heritage, and empowering the development of the digital economy.

2.1. The Digital Economy is the Driving Engine for the Innovation of the Integration Model of the Cultural and Tourism Industry

2.1.1. Digital Technology Enhances the Performance Vitality of Cultural and Tourism Resources

In the process of integrating cultural and tourism resources into products, the application of various new technologies in the digital economy can activate cultural memory for this transformation process, give profound connotation to the content and form symbols of cultural and

tourism resources, and let the cultural content and symbols that originally stayed in the concrete form be presented and disseminated in all aspects of tourism consumption and production through emerging media.

2.1.2. Digital Infrastructure Accelerates the Flow of Resources in the Cultural and Tourism Industry

Digital infrastructure improves the network access carrying capacity and information resource sharing capacity of information resources, so that the flow of capital, information and technology can flow efficiently in the cultural and tourism industry.

2.1.3. The Digital Industry Accelerates the Integration of the Cultural and Tourism Industry

In the process of the vigorous rise of the digital industry, it will promote the digital transformation of the cultural and tourism industry by helping the upgrading of traditional industries, so as to improve the development effect of the cultural tourism industry and accelerate the integration process of the cultural and tourism industry.

2.2. The Integration of the Cultural and Tourism Industry and the Addition of Digital Elements are the Objective Requirements of Its Self-iteration

2.2.1. Cultural Tourism Resources Are the Core Foundation for the Development of Digital Cultural Tourism

Under the superposition of digital economy, culture and tourism elements, the core of the integrated development of culture and tourism is based on the premise of cultural value creation and realization, and the application of digital technology in the cultural and tourism industry must be based on the dissemination of cultural symbols [2].

2.2.2. The Integration of the Cultural and Tourism Industry Accelerates the Effective Transformation of Digital Elements

The new needs of the cultural and tourism consumer market guide the digital industry to track and analyze market demand to provide digital products or applications that match the market, promote the effective transformation of digital achievements, and avoid the industry falling into the dilemma of digital transformation failure. Therefore, the integration of culture and tourism industry can play a feedback and promotion role for digital applications and promote the effective transformation of scientific and technological achievements.

2.2.3. The Cultural Tourism Industry Provides Application Scenarios for the Digital Economy

The multi-faceted needs formed by the development of the cultural tourism industry provide a stage for digital technology and digital infrastructure, and help digital technology continuously optimize the original application system in practice. To sum up, the digital economy helps the traditional cultural tourism industry to break through the multi-dimensional limitations of time and space, and the integration of the cultural and tourism industry broadens the development path of the digital economy.

3. The Practical Path of the Digital Economy to Help the Development Quality of the Cultural Tourism Industry

From the perspective of both ends of supply and demand and the interaction between supply and demand, digital technology continues to promote the internal transformation of the cultural tourism industry, optimize the optimization of cultural tourism elements, and improve the quality of the development of the cultural tourism industry.

3.1. The Impact of Digital Technology on the Demand Side of the Cultural Tourism Industry

3.1.1. In Terms of Its Direct Effect, Digital Technology has Changed People's Cultural Tourism Consumption Needs

This is not only reflected in the increase of consumer groups and the expansion of consumption scale, but also reflected in the changes in consumption structure, consumption mode, consumption content and consumption preferences. At the same time, digital technology continues to stimulate new demand for cultural tourism consumption by reducing information asymmetry, broadening consumption channels, innovating consumption patterns, and providing a higher quality and convenient consumption experience.

3.1.2. In Terms of Its Indirect Effects, the Digital Economy Derives more Tourism Demand with Higher Development Quality

With the development of the digital economy, people can have more leisure time and disposable income, the willingness to travel is more common, the demand for cultural tourism is more diversified and vigorous, and the consumption capacity of cultural tourism has been improved. To a certain extent, this will in turn stimulate the development of the cultural tourism industry, especially the application of modern technology in the cultural tourism industry.

3.2. The Impact of Digital Technology on the Supply Side of the Cultural Tourism Industry

At the micro level, the digital economy can effectively promote the effective flow of cultural tourism production factors such as labour, capital, and technology among enterprises, thereby greatly reducing the production and operation cost of cultural tourism enterprises and improving production efficiency.

At the meso-level, the digital economy effectively promotes the construction of a social production network with key elements as the core by optimizing the division of labor and cooperation between enterprises, social organizations and other subjects, and realizes the networked level of tourism industry collaboration.

At the macro level, with the application of modern technologies such as information technology and artificial intelligence, the traditional time and space limitations have been broken through and the efficiency of inter-regional collaboration has been effectively improved. At the same time, the level of governance and public services of government departments has also been improved.

3.3. The Digital Economy Helps Improve the Total Factor Productivity of the Cultural and Tourism Industry

The improvement of the total factor productivity of the cultural and tourism industry can be strengthened from three aspects: "digitalization-supply side", "experience-demand side" and "integration-supply and demand synergy".

3.3.1. Digitalization

Digitalization mainly exerts force on the supply side of the cultural and tourism industry, and effectively faces the demand by making cultural and tourism resources "live", so that they can move from "materialization" to "activation". The continuous transformation of digital technology will promote the sustainable development of new quality productivity, and then build a new form of production and consumption in the cultural and tourism industry. Digital technology has a subversive impact on the industrial structure, organization, product system, and consumption mode and value co-creation of the cultural and tourism industry. As an important force of new quality productivity, digital technology has promoted the activation and utilization of tourism resources, accelerated the development of cultural and creative products, set off the dissemination of tourism product creativity, and promoted the modernization process of the development of the cultural and tourism industry to a certain extent.

3.3.2. Experience

Experience mainly focuses on the demand side of the cultural tourism industry, and ensures the digital and intelligent transformation of tourist experience services through technology empowerment, so as to realize the transformation from traditional offline services to intelligent online services and their extension and expansion, such as immersive experience projects such as AR. In addition, as people's demand for tourism consumption has shifted from traditional tourism to leisure and experience, there is a huge demand for immersive cultural tourism experiences. The demand for immersive experience has endowed the cultural tourism industry with unlimited potential for innovation, and to a certain extent, it has also promoted unique opportunities for scene technology innovation, experience mode innovation and business format innovation. In addition, with the application of technology in the cultural tourism industry, the connotation and quality of cultural tourism products can be effectively improved, and tourists will be provided with an immersive experience through technology empowerment, including the historical and cultural background, the unique charm of the place, and the empathy experience between travelers and local culture.

3.3.3. Integration

Integration is to promote the organic integration of tourism subjects, objects and mediators (environment) from the perspective of supply and demand synergy. Tourists use smart devices to realize the consumption of cultural and tourism products, and then drive the efficient production of cultural and tourism products, and form an integrated platform for production and consumption with digital technology as the link. From the supply side, the technical content of talent elements in the cultural and tourism industry is an important driving force, in the process of forming new quality productivity, talents can deeply integrate elements such as culture and capital, through the integration of scientific and technological innovation, with the help of advanced technological means, improve the scientific and technological content of the cultural and tourism industry, and enhance the interest and attractiveness of cultural and tourism products; From the demand side, it is necessary to strengthen the consumer identity effect of cultural and tourism products, influence tourists' decision-making and consumption through technology empowerment, and then realize the high-quality development of the cultural and tourism industry on the basis of meeting the people's needs for a better life.

4. China's Cultural Tourism Industry Needs Digital Transformation and High-quality Development

4.1. Problems in Digital Cultural Tourism and High-quality Development

Cultural tourism is a typical attention economy, experience economy and creative economy, and its high-quality development process is the inevitable result of the synergy of many systems and elements [3]. At present, there is a lack of systematic construction of the soft and hard environment for cultural tourism innovation in China, such as the lack of solid foundation, unclear direction, and imperfect means of digital cultural tourism, insufficient cultivation of new scenarios, new formats and new models of digital cultural tourism consumption, relatively lagging behind in the construction of cultural tourism business environment, and the lack of relevant supporting policies.

4.2. Countermeasures and Suggestions for the Digital Transformation and High-quality Development of Cultural Tourism

China's cultural tourism industry is moving towards a period of key innovation and remodeling, and it is necessary to jump out of the "small cultural tourism" and plan for the "big cultural tourism", improve the soft and hard environment such as industrial ecology, business environment, institutional policies and innovation atmosphere, build the "soil" and "climate" suitable for the development of new quality productivity of cultural tourism, and reconstruct the new pattern of digital transformation and high-quality development of China's cultural tourism.

4.2.1. Deepen the Integration of Digital Culture and Tourism, and Optimize the Ecological Environment of Cultural Tourism

China's cultural tourism industry must get rid of the traditional and linear growth path, vigorously promote new digital and intelligent production tools, improve the intelligent level of cultural tourism facilities and services, and form digital solutions for cultural tourism that can be promoted. China's cultural tourism industry should cultivate and expand the emerging industry of cultural tourism, promote the construction of world-class tourist destinations, create a number of new scenarios such as smart scenic spots, digital cultural tourism experience areas, and night cultural tourism consumption demonstration areas, actively cultivate new business formats such as smart cultural tourism, digital museums, and metaverse tourism, and open up new tracks for immersive experience of smart cultural tourism.

4.2.2. Improve the Business Environment for Cultural Tourism

A good cultural tourism business environment urgently needs to play the role of the pillars of science and technology, education, talent and capital. Governments at all levels must strengthen the intensity of investment in digital cultural tourism education, support research universities to set up interdisciplinary majors and courses in digital cultural tourism, promote the construction of a modern cultural tourism vocational education system, and solve the problem of disconnection between supply and demand of digital cultural tourism. The relevant departments of China's cultural tourism industry must innovate the talent training model, smooth the introduction, training, flow and use of digital cultural tourism talents, and create a digital cultural tourism talent echelon covering R&D, service, operation and management. Governments at all levels should establish a diversified fund-raising mechanism, set up a special fund to support the development of new productive forces in cultural tourism, encourage leading enterprises in cultural tourism to increase R&D investment, and support social forces to increase scientific funds and scientific donations in the field of digital cultural tourism.

4.2.3. Build An Institutional Mechanism to Encourage Innovation in Digital Cultural Tourism

The cultural tourism sector should accelerate the innovation of systems and mechanisms in the field of digital cultural tourism, strengthen the top-level design of the high-quality development of digital cultural tourism, establish a cross-departmental and cross-system innovation and collaborative promotion mechanism, and realize the innovative allocation of various high-quality digital production factors in the field of cultural tourism. Government departments should formulate stable, transparent and predictable policies, strengthen the integration of scientific and technological innovation and cultural tourism industry, relax the control of cultural tourism integration and innovation, improve the supporting policies, technical standards and implementation rules for the collaborative innovation of digital cultural tourism industry, university and research, improve the technological innovation system, and form a more scientific and efficient policy system, evaluation system, service system and supervision system. The cultural tourism sector should build an inclusive innovation model, establish a fault-tolerant and error-correcting mechanism, encourage tourism innovation, and tolerate a fault-tolerant atmosphere of failure, so as to relieve the worries of innovative entrepreneurs in the field of digital cultural tourism and promote the high-quality development of cultural tourism.

5. Conclusion

The digital economy can greatly enrich the production factors of the cultural and tourism industry and effectively promote the quality and efficiency of the cultural and tourism industry. At present, the development of the cultural and tourism industry should not only pay attention to the effective allocation of traditional production factors such as cultural and tourism resources, capital, land, and labour, but also pay more attention to the integrated application of new production factors such as data, large models, and computing power, and strive to integrate scientific and technological

innovation into all aspects and processes of the development of the cultural and tourism industry. Strengthening the integration of the digital economy and the cultural tourism industry, continuously expanding new formats of the cultural and tourism industry, developing new products, and promoting new consumption are important ways for the high-quality development of the cultural and tourism industry.

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