https://doi.org/10.37420/j.emr.2024.016

The integration of digital technology and Guangxi cultural tourism industry

Mei Cheng, Zhen Sheng Lu, BinXue, Yao Luo*
Guangxi Minzu Normal University ,Chongzuo,China
***Corresponding author, E-mail: 275167900@qq.com**

Abstract:
With the progress of digital technology, Guangxi cultural tourism industry has made progress in digital transformation and smart tourism. However, Guangxi cultural tourism is also facing the problems of uneven development, lack of talents, low technology acceptance and insufficient supply of digital cultural tourism products. In order to promote the high-quality development of cultural tourism in Guangxi, this paper puts forward some suggestions on improving rural digital facilities, digital traditional handicrafts and using red resources. These recommendations will enhance the tourist experience, strengthen the brand image and promote economic growth.

Key words:
Cultural tourism industry ; digital Cultural Tourism ; digital technology

1 introduction

The " Opinions on Further Stimulating the Potential of Cultural and Tourism Consumption " issued by the State Council proposed that the integration of culture, tourism and digital technology should be promoted ; 'Some measures to promote the high-quality development of cultural tourism ' also mentioned the enhancement of scientific and technological empowerment, the use of digital technology to carry out extensive cultural and tourism promotion, and tell the story of Guangxi. With the continuous application and evolution of cutting-edge technologies such as big data, 5G, Virtual Reality and artificial intelligence, digital technology has injected powerful impetus into the high-quality development of China 's economy, and also brought unprecedented opportunities for upgrading the cultural tourism industry. The collision between digital technology and cultural tourism industry has produced new cultural tourism products and facilities, breaking the limitations of traditional tourism. Under the background of the development of digital technology, new changes have taken place in the cultural tourism industry, and new trends such as immersive tourism, online celebrity punching, and rational consumption have emerged.

Guangxi 's cultural tourism industry has developed well, and has continuously demonstrated some high-quality cultural tourism products, such as ' Guilin Landscape ', ' Romantic Beibu Gulf ' and other brands, ' Impression · Liu Sanjie ' interpretation projects, tourism towns, etc. Although digital technology has brought opportunities for the upgrading of the cultural tourism industry, many cultural tourism enterprises are still unable to fully meet the changing and diversified needs of customers in the provision of products and services.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

This is mainly manifested in the lack of product characteristics, serious homogenization competition and low overall quality. These factors restrict the further prosperity and development of the cultural tourism market.

Digital technology has three characteristics: networking, digitization and intelligence. It can provide more personalized and customized products and services for every link of cultural tourism consumption activities. Through the help of digital technology, it can not only expand the scale of cultural tourism consumption, but also realize the deep integration of ' cultural tourism industry and digital technology ', resulting in a strong multiplier effect, thus promoting the rapid development of Guangxi 's cultural tourism industry and making important contributions to the growth of local economy.

2 The current situation of digital technology integrating into Guangxi cultural tourism industry

In the past two years, Guangxi has seized the historical opportunity of the rapid development of digital technology, actively responded to various challenges, made full use of digital technology, and continuously promoted the digital transformation and upgrading of the cultural tourism industry. Through unremitting efforts, the digital development of Guangxi 's cultural tourism industry has achieved substantial results and injected new impetus into the high-quality development of the local economy.

2.1 Constructing a digital cultural tourism interactive platform

'One-button tour to Guangxi ' is a comprehensive service platform for global intelligent cultural tourism, which is mainly built by the Culture and Tourism Department of Guangxi Zhuang Autonomous Region during the ' 14th Five-Year Plan '. The platform aims to build an Internet sharing model of tourism economy, and takes the solution of tourism traffic travel service as the starting point to build a smart tourism service platform that integrates the six elements of ' eating, living, traveling, shopping and entertainment ' in the tourism industry. As of June 2023, the number of users of the ' One-Click Tour Guangxi ' platform exceeded 12 million, and nearly 20,000 tourist attractions, cultural and museum units, hotel homestays, travel agencies, catering enterprises, specialty cultural and creative, leisure and entertainment were settled. The slow live broadcast covered 256 scenic spots of 4A and above in the region. The passenger flow monitor has covered 145 scenic spots, and released more than 1,000 items such as intangible cultural heritage inheritors, intangible cultural heritage projects, and intangible cultural heritage selection. At the same time, through the establishment of Guangxi cultural and tourism product library, the ' One-button tour to Guangxi ' platform has in-depth cooperation with all walks of life and various platforms to implement digital marketing. Since the launch of the platform, it has issued a total of 10 million yuan of cultural and tourism consumption vouchers, which has led to 71.6 million yuan of direct consumption and 250 million yuan of indirect consumption, effectively helping the revitalization of the region 's industry.

2.2 Build ' cultural tourism + meta universe ' innovation power source

Guangxi 's rich cultural resources and unique natural landscape, combined with the Yuan universe technology, will create a cultural tourism product with Guangxi characteristics, and further enhance the brand image and attractiveness of Guangxi 's cultural tourism. In March 2023, the Guangxi cultural symbol ' Liu Sanjie

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

' crossed the time and space and made a public appearance in the whole network as a cultural and tourism digital promotion ambassador. Next, ' Liu Sanjie Digital Person ' will establish the official image of ' Guangxi Cultural Tourism Digital Promotion Ambassador ', drive new industrial chains and consumption growth points through digital IP, digital tour guides, digital live broadcasts, digital performances, etc., and strive to create an idol IP brand with national influence. In June 2022, the first digital collection ' Chengyang Bazhai Yongji Bridge Digital Collection ' based on ethnic minority architecture was released in Guangxi, and the Yuan-universe cultural tourism ecosystem of ' One-button tour to Guangxi ' was gradually constructed. With the help of digital technology platform, we will upgrade the cultural tourism consumption experience and strive to build a number of cultural tourism meta-cosm benchmark projects. The Yuan Universe Project of Ziyun Cave Scenic Spot and the Yuan Universe Project of Nanning Night will meet with the public one after another, so as to promote the transformation and upgrading of traditional tourism to digital industry and open a new chapter of intelligent tourism.

2.3 Implement digital marketing

The cultural tourism industry in Guangxi has continuously deepened its cooperation with OTA, such as Tik Tok, Meituan, Tencent, little Red Book and so on. In June 2023, the long-term support plan for rural cultural tourism of ' Guangxi is a good scenery ' was officially launched. This activity has supported more than 100 cultural tourism enterprises in Guangxi during the preheating stage. From May to June 2023, a total of 242 rural scenic spots in Guangxi participated in the plan, and the total product delivery exceeded 13 million yuan through the Tik Tok platform. After participating in the long-term support plan, Jiulongtan Scenic Spot in Guangxi put up special rafting products on Douyin, and tried live-streaming sales with celebrities. In May 2023, the total live-streaming payment of the scenic spot exceeded 320,000 yuan, an increase of 284 % year-on-year, and the number of tourists also increased by 156 %. In summary, digital technology has brought new opportunities to the cultural tourism industry.

3 Problems in the application of digital technology in Guangxi cultural tourism industry

There are obvious weak links in the geographical environment, economic foundation, cultural environment and tourism industry informatization of Guangxi digital cultural tourism industry, and the foundation of digital rural construction is generally weak.

3.1 Digital development level is uneven

As a major agricultural province, Guangxi is rich in cultural and tourism resources and has rich agricultural product resources. However, Guangxi cultural tourism has not played its due role in promoting and utilizing these agricultural products. Environmental carrying capacity, creative similarity and other reasons limit the realization of the integration value of traditional cultural tourism industry. Guangxi 's digital economy development process has obvious advantages in the ' one core and one axis ' region. Nanning, Liuzhou and Guilin 's digital economy index has long ranked in the top five. Among them, Nanning 's core leading role is prominent, while most urban development lacks stable support, with obvious fluctuations and a large gap.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

3.2 Digital culture technology is backward or lack of talent

Talents are the core of competition in the digital age, while Guangxi has less compound talents with cultural and tourism background knowledge and digital technology. First, Guangxi has a weak demand for digital talents in the cultural and tourism industry. The number of positions provided is lower than the national average. There are few positions provided and low salary. From January to November 2021, among the digital recruitment positions of Guangxi digital economy-related enterprises, the number of recruitments with bachelor 's degree or above is 18,000, which is lower than the national average (98,000). The proportion of employees with bachelor 's degree or above in Guangxi digital economy-related enterprises is 30.6 %, and the number of bachelor 's degree or above in digital economy-related enterprises is relatively small. By the end of 2021, the average salary in the field of digital economy is RMB 8140 yuan / month, which is still lower than that of Chongqing (RMB 10556 yuan / month), Sichuan (RMB 10440 yuan / month) and Tibet (RMB 9300 yuan / month) (data source : Guangxi Zhuang Autonomous Region Information Center). The low salary level is difficult to attract compound talents of " digital + cultural tourism. "

Secondly, in the current context of digital cultural tourism, it is very important to effectively use Internet information to obtain timely information on tourism policies, market demand and latest trends, and establish good communication with relevant institutions. Tourists ' cultural tourism consumption preferences are constantly changing, and changes in consumption demand will also directly affect the positioning of cultural tourism products. The use of big data helps to accurately grasp the cultural tourism consumption needs of tourists. The use of digital technology can better meet the cultural tourism needs of tourists. Due to the limitation of technical talents, it is impossible to make full use of digital technology to improve the development level of the cultural tourism industry.

3.3 The middle-aged and elderly tourist groups have weak ability to accept digital technology.

Modern technology, network booking, scenic spot explanation and other services are suitable for the younger generation, which is in line with the habits of young people. Although middle-aged and elderly people also use smart phones, there are still some middle-aged and elderly tourists who are not used to or even cannot operate online. There are problems of unfamiliarity with modern technology and low adaptability. Intelligent services ignore humanized and personalized services while improving work efficiency, and cannot fully meet the needs of tourists of different ages for personalized services.

3.4 Digital cultural tourism products are in short supply and lack of innovation

The number and scale of online users of digital cultural tourism platforms are constantly expanding. Although cultural tourism enterprises are constantly providing new products, the supply of high-quality digital cultural tourism products that can impress people is insufficient. The products and services provided by Guangxi cultural tourism enterprises are still unable to meet the changing cultural tourism needs of customers in terms of quality and quantity. Cultural tourism products have problems such as lack of characteristics, homogeneous development and low quality. The cultural tourism enterprises in some cities in Guangxi have failed to grasp the focus of digital cultural tourism development. Only by integrating advanced digital tech-

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

nology to dig deep into historical culture and red resources can they create more distinctive, diverse and cultural cultural tourism products to better meet the needs of consumers ' online tourism. In addition, a series of problems such as the immaturity of the development of online tourism products homogenization products, the imperfection of online tourism service functions, and the fragmentation of data are constantly emerging.

4 Four digital technology into the development of Guangxi cultural tourism industry countermeasures

4.1 Improving rural digital facilities

The high-quality development of rural tourism in Guangxi is inseparable from the support of solid information infrastructure. Guangxi can effectively collect, process and publish tourism-related information by building a big data platform. At the same time, the construction of digital public service facilities should also be continuously improved, such as promoting the construction of intelligent navigation systems and online booking platforms, so as to provide convenient services for tourists. In this process, government departments should play an important role in formulating detailed rural information infrastructure construction plans to ensure the comprehensive transformation and upgrading of rural information infrastructure in the next few years.

4.2 Promoting the digitization of traditional handicrafts

Guangxi has very rich traditional handicrafts, such as Zhuang brocade, Qinzhou Nixing pottery, Huangchang Dian brush, Beihai shell carving and so on. It can design a software running on the computer and mobile phone, using virtual reality technology (Virtual Reality) and augmented reality technology (Augmented Reality), so that people can enjoy the traditional handicrafts of Guangxi through the Internet. Virtual reality technology can provide a real immersive experience. Visitors can experience the production of traditional handicrafts such as Zhuang brocade and Qinzhou Nixing pottery through equipment terminals, so that the traditional handicrafts in Guangxi can be activated and inherited, so that more people can understand the broad wisdom and endless creativity of traditional handicrafts in Guangxi.

4.3 Creating digital traditional festival cultural activities

As a multi-cultural ethnic minority autonomous region, Guangxi has rich and colorful festival activities all over the country, such as Zhuang nationality march 3rd festival, binyang firecracker dragon dance carnival, ox king Festival. With the development of digital technology, the forms and expressions of traditional festivals have become more flexible and diversified, and more in line with modern aesthetics. Through the new media platforms such as Douyin, Kuaishou and Weibo, we can more intuitively show the festival celebrations, folk activities and the production process of food, so that people can have a deeper understanding of these traditional festivals. At the same time, the local cultural tourism can make the audience feel the atmosphere of the festival by live broadcasting in a specific time period, so as to improve the popularity and spread of the festival activities.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

4.4 Excavating the unique value of red resources in Guangxi

Guangxi is one of the important battlefields of China 's revolutionary struggle. It has rich red resources, such as Baise Uprising Memorial Park, Xiangjiang Campaign Site, Kunlun Pass Campaign Site and other scenic spots. Excavating the unique value of red cultural resources is inseparable from the support of digital technology. First, through the use of modern science and technology, a database of red cultural resources is constructed, and red cultural resources are sorted and stored in a digital form. The second is to change the red cultural resources from the traditional material form to the new digital document ; the third is to spread red cultural resources in the mode of ' Internet + red cultural resources '.

5 Conclusion

The integration of digital technology and Guangxi cultural tourism industry is the key to promote the high-quality development of cultural tourism in the region. At present, this integration brings new opportunities and challenges. In order to promote the high-quality development of cultural tourism in Guangxi, it is necessary to take measures such as strengthening the construction of rural information infrastructure and promoting digital handicrafts.

In the future, Guangxi needs to continue to support the integration of cultural tourism industry and digital technology, optimize policies, guide innovation, improve product quality, meet consumer demand, and strengthen cooperation among governments, universities, scientific research institutions and enterprises to jointly promote the digitization of cultural tourism industry and contribute to economic and social development.

Funding

1. This work was supported by Research on the Development Path of Rural Revitalization in Guangxi by Digital Technology. Guangxi Zhuang Autonomous Region 2023 autonomous region college students ' innovation and entrepreneurship training plan , Project Code: 202310604056.

2. This work was also supported by Research on the coupling mechanism and policy of digital economy to promote the high-quality development of tourism in Guangxi. Guangxi Minzu Normal University 2022 Annual School-level Scientific Research Funding Project,Project code:2022YB028.

References:

[1] Li & Yang (2021). new development of new tourism formats under the background of cultural and technological integration. Journal of Tongji University (Social Science Edition) (01), 16-23.
[2] Xu Zongben. (2019). The focus of ' digital, networked, intelligent ' new generation of information technology. Scientific Chinese (07), 36-37.
[3] Bai Dan. (2021). Research on the Living Inheritance Path of Guangxi Traditional Handicrafts in Virtual Reality Design - Taking the Design of Guangxi Jing Nationality Virtual Museum as an Example. China Na-

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

tional Expo (23), 193-195.
[4] Guo Hui, Liu Fei, Wang Ting & Yu Fei. (2023) Analysis of the digital construction of red cultural resources in the five provinces of Northwest China.Digital and microfilm (01), 28-31.
[5] Lv Chen & Liao Lei. (2020). Research on the artistic characteristics and innovative application of Beihai shell carving painting in Guangxi. Gehai (05), 111-118.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)