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Research on Business Model Innovation of Digital Cultural Tourism Enterprises: Based on the Perspective of Online Celebrity Economy

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Abstract:
With the help of digital technology and the Internet celebrity platform, which can greatly promote the development of tourism, digital cultural tourism is gradually becoming the main mode of modern mass tourism. A study of relevant domestic and international literature from 2019-2024 shows that, firstly, digital technologies such as big data, virtual reality, artificial intelligence, etc. have a positive driving effect in the transformation and upgrading of cultural tourism; secondly, cultural tourism can make good use of the wide dissemination and attraction of the Internet celebrity economy to enhance the market activeness and network popularity of tourist destinations; and thirdly, the in-depth fusion of cultural tourism and the creation of IPs can provide effective paths for the brand value enhancement of tourist destinations. Thirdly, the deep integration of culture and tourism and the creation of IP can provide an effective path for the brand value enhancement of tourist destinations. Although digital technology has great development prospects in the culture and tourism industry, many tourism enterprises still lack the corresponding resources and technology or find it difficult to make good use of them. However, at present, there are corresponding departments around the world to manage and guide to help cultural tourism enterprises realize the sustainable development of digital cultural tourism.

Keywords:
digital economy, Netflix economy, business model, cultural tourism integration

1. Introduction

In the context of digital transformation, the Internet is gradually popularized, China's online tourism market before 2015 experienced the initial exploration and rapid development stage, in 2020 by the epidemic online tourism market scale appeared to decline sharply the more 36.51%, however, with the optimization of the epidemic prevention and control measures and the gradual release of tourism demand, the market scale in 2023 quickly recovered, and it is expected that by 2024 the transaction scale is expected to reach more than 105 million dollars, showing the strong recovery momentum and growth potential of the online tourism market. As shown in Figure 1-1.

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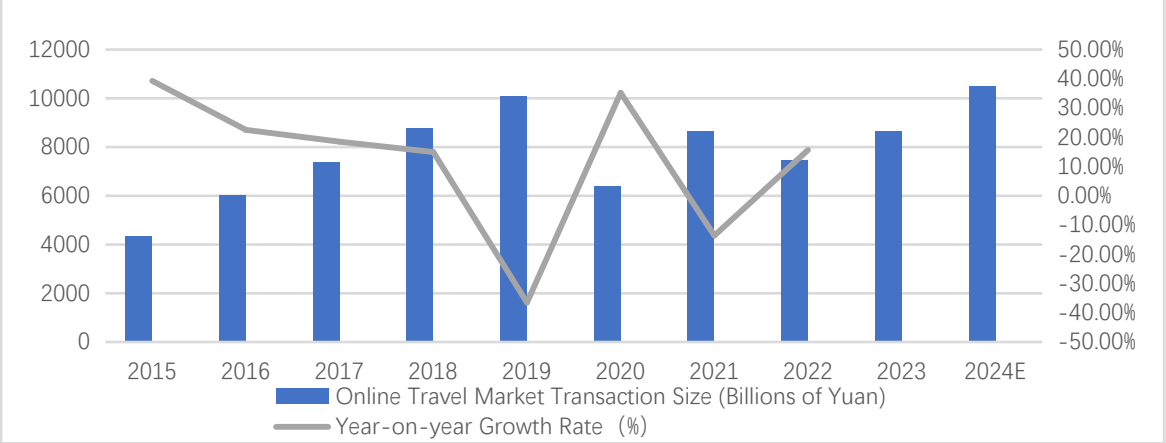


Figure 1-1 China Online Travel Market Size and Growth Rate, 2015-2024

Data Source: 2015-2024 Provided by Foresight Research Institute

In the context of the digital economy, tourism enterprises are actively exploring the in-depth integration with the cultural industry to adapt to new market demand and consumption trends, and this integration not only enriches the connotation of tourism products but also brings new business models and growth points for tourism enterprises. The integration of culture and tourism has brought new brand building and storytelling methods for tourism enterprises. By combining with local cultural resources, tourism enterprises can create unique tourism experiences, such as digital display of historical sites, which can attract tourists and enhance the attractiveness of the destination. The innovation of the business model of tourism enterprises needs to be closely designed around the user experience, especially under the impetus of the Netroots economy user experience design has become the key to the success of online tourism platforms.

As an important force in cultural communication, netroots share through social media platforms to effectively promote cultural tourism to increase the popularity of tourist destinations. The application of digital technology makes the integration of culture and tourism closer and more efficient, for example, using virtual reality, augmented reality and other technologies, tourism enterprises can integrate cultural elements into tourism products, and this kind of immersive tourism experience creates a new source of income for tourism enterprises. However, the integration of culture and tourism also faces challenges, how to maximize the commercial value while protecting and inheriting cultural resources is a problem that tourism enterprises need to solve, in addition, with the rise of the online celebrity economy how to ensure the accuracy and depth of cultural dissemination while avoiding the superficiality and commercialization of culture is also a problem that tourism enterprises need to pay attention to in their development.

This study will explore these issues in depth, explore the new path of cultural and tourism integration of tourism enterprises and the new content of the business model, put forward targeted development strategies and recommendations, and expect to provide theoretical support and practical guidance for digital cultural and tourism enterprises to realize sustainable development in the context of the Internet celebrity economy.

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2.Literature Review

2.1 The net red economy literature research

As an emerging business model, the application of Internet celebrity economy in the field of tourism has become an important force to promote the development of tourism. As shown in Table 2-1.

Table2-1

Author	Year	Key points
Deng Zhen	2023	The Internet celebrity economy, through its development trend and characteristics, provides a new path for the dissemination and promotion of rural tourism.
Jia Weiwei, Bie Yongyue	2023	Netroots have a natural marketing advantage as the information they provide is more likely to reach their target audience quickly, go viral, and is often not perceived as purely commercially driven and easily trusted by their fans.
Huang Ziyuan	2023	Graphics, sound, text, and other symbols are constantly manufactured and disseminated, as if people are in the kingdom of symbols; the production and consumption of symbols is the inevitable trend of China's economic and social development, is the essential attributes of the culture and tourism industry requirements, is the ethnic areas of the culture and tourism economy in accordance with the needs of the development of the local conditions.
Shao Rui	2021	Tourism and communication have a natural intrinsic connection. The popularity of WeChat, Weibo, TikTok, Kwai and other network platforms has greatly changed the way of rural tourism communication methods.
Liu Siru, Sheng Jiaqi, Xu Xin,	2020	With the help of the Internet, Yuyuan Road has also transformed into an "Influencer Check-in spot", and the wide dissemination of the Internet has led to the development of its tourism.

Deng Zhen (2023) pointed out in her study that the online celebrity economy, through its development trend and characteristics, provides a new path for the dissemination and promotion of rural tourism, for example, allowing audience tourists to cross the digital divide and see the real countryside, which not only contributes to the development of the tourism industry, but also can play an important role in the revitalization of the countryside, the common wealth, and the dissemination of resources. In addition, Jia Weiwei et al. (2023) analyzed the influencers in the perspective of online celebrity economy, that is, the network celebrities are more likely to be trusted by the fan consumer groups, and have a good marketing advantage, so the use of online celebrity and social platforms can greatly promote the development of cultural tourism. Huang Ziyuan (2023) analyzed the formation path of the online celebrity economy and mentioned that the use of "symbols" to promote ethnic cultural characteristics and ecological nature can promote the development of cultural tourism in ethnic areas. At the same time, it also gives suggestions for the development of Internet celebrity economy in ethnic areas, such as backward infrastructure and so on. Shao Rui (2021) mentioned in his study that Internet

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celebrity economy is a new economic model, and with the help of the Internet, "Internet + rural cultural tourism" makes small counties with very rich tourism resources become famous counties. According to Liu Shiru et al. (2020), Shanghai Yuyuan Road has become a "holy place to visit" because it has been posted on social media platforms in the form of pictures and videos, which has become an online celebrity destination and attracted more tourists to visit it.

Overall, the application of Internet celebrity economy in the field of tourism shows that it has become a part of tourism development that cannot be ignored, and through the deep integration with the tourism industry, it not only enhances the tourism experience, but also promotes the branding and marketing of tourism destinations. Future research and practice need to further explore how to effectively utilize the advantages of the Netflix economy while addressing the challenges it poses to achieve sustainable development of the tourism industry.

2.2 Literature Research on Cultural Tourism Business Models

The integration of culture and tourism can form a smart tourism development model, and digital technology empowerment has boosted the digital transformation and high-quality development of the culture and tourism industry. As shown in Table 2-2.

Table 2-2

Author	Year	Key points
Wang Sheng, Ren Lijuan, Liu Xuqing, Li Xiuyi	2024	The era of cultural and tourism integration has provided good opportunities for the development of urban bookstores, and some of them have already made remarkable achievements in the field of cultural and tourism services.
Shen Lin, Geng Haoxiang	2024	In the context of the integrated development of culture and tourism, variety shows have gradually become an effective way to promote tourism development. Through the dissemination of cultural and tourism variety shows, especially celebrities' promotion of "non-heritage" culture in the programs, it can be said that integrating resources with cultural and tourism variety shows not only promotes the integration of cultural and tourism work, but also is an important innovation to realize the income increase of cultural and tourism.
Li Xin	2024	Through the promotion of cultural and tourism variety shows, especially celebrities' promotion of "non-heritage" culture in the shows, it can be said that integrating resources with cultural and tourism variety shows not only promotes the integration of cultural and tourism work, but also is an important and innovative move to realize the income of cultural and tourism.
Feng Xuegang	2024	Local resources and heritage are the baseline of cultural tourism development, while cross-border synergies, fine services and other cultural soft strengths can raise the "upper limit" of cultural tourism economic development and bring more "highlight moments" to the local community! "

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Wang Yi, Li Xinyu	2024	As a new form of integrated development of culture and tourism, film, television culture and tourism have a unique position and role in the development of industrial upgrading

Wang Sheng et al. (2024) explored the process of urban bookstore becoming an Internet Celebrity under the perspective of cultural and tourism fusion and argued that urban bookstore has a great positive impact on the development of the city's netizen economy. Shen Lin et al. (2024) proposed that the proliferation of tourism short videos promotes the digital development of cultural and tourism fusion, and cultural and tourism fusion also makes tourism variety shows and videos undergo profound changes and explored the innovative path of two-way fusion. In addition, Li Xin (2024) also recognizes that video dissemination of tourism information can realize the in-depth intersection and three-dimensional penetration of culture and tourism and proposes and explains the importance of creating cultural and tourism IP. Feng Xuegang (2024) lists the cultural tourism in Harbin, Tianshui City and other provinces and cities, and combs out several effective experiences, such as seizing hotspots and responding quickly. Wang Yi et al. (2024) discusses the practical strategy of Changchun cultural tourism in film and television, focusing on the importance of creating IP, and provides a reference basis for cultural tourism in other regions.

In summary, the integration of culture and tourism conforms to the development of the times and meets the needs of the public's spiritual and cultural life enhancement in this era. To promote the deep integration of culture and tourism, short videos should be fully utilized to disseminate culture and tourism and realize the effective transformation of online traffic. At present, tourism short video communication has made certain achievements, but still faces some problems in the actual development, the future still needs to further strengthen the reform and adjustment of short video communication, to promote the healthy development of culture and tourism industry.

2.3 The integration of digital culture and tourism

With the deepening development of the digital economy, tourism, as one of its important application fields, is experiencing unprecedented changes. The digital economy not only provides new business models and development opportunities for the tourism industry, but also brings a series of challenges. In this context, the integration of traditional culture and tourism with emerging technologies has become a major trend in the development of tourism. As shown in Table 2-3.

Table 2-3

Author	year	Key points
Liu Dan, Ma Binbin, Yu Min, Zhang Aixia	2024	As the main carrier of the integration and symbiosis of the cultural tourism industry and the digital economy, digital cultural tourism enterprises play an important role in empowering the digital transformation and high-quality development of the cultural tourism industry.

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Bai Xiaoqing	2023	The spatial immersion narrative of digital cultural tourism not only shifts the shallow cultural display to a deep narrative experience and promotes the in-depth integration of culture and tourism, but also enables the digital transformation of cultural tourism projects to get rid of the dilemma of the "technology only theory" with the narrative practice of integration of reality and diversity of samples, and fully unite the on-site space and the online space, so as to produce richer social and cultural values. social and cultural values
Huang Zhenfang	2023	Digital technologies are embedded to support the digitization of cultural tourism, promote the integration of cultural tourism information, bring new changes to the cultural tourism industry, and form a symbiosis of cultural tourism and a new form of digital cultural tourism
Guo Xinru	2023	The lower degree of organization of the digital culture and tourism industry, the insufficient use of digital technology in the culture and tourism scene, and the weaker international competitiveness of digital culture and tourism enterprises are constraining China's cultural and tourism integration to "go deep and go real".
Yang Li, Li Menghan, Zhang Mingjie, Zhang Yiqiong	2023	Digital cultural tourism has become an important hand for the region to achieve overall digital transformation and optimization of the industrial structure, as well as an important way to optimize the structure of the cultural tourism industry

Liu Dan et al. (2024), taking digital cultural tourism enterprises in Xi'an as an example, explored the evolution process of enterprises on geographic physical space and the factors of choice, found that there is a universal law, and proposed that traditional tourism enterprises also need to adapt to the development of the times, use digital technology, and promote the development of innovative cultural tourism. Bai Xiaoqing (2023) pointed out in her research that the digital economy and digital media are deeply affecting the development logic of cultural and tourism integration, and this integration can effectively promote the high-quality development of tourism enterprises, and the iterative innovation of digital technology is a key factor in promoting the innovation of enterprise business models and improving the quality of tourism development. These technologies can not only optimize all aspects of tourism services, but also provide more accurate market analysis and decision-making support for the tourism industry. In addition, Huang Zhenfang's (2023) research also shows that the development of the digital economy can bring new changes to the culture and tourism industry, proposing that tourism enterprises should grasp the key technologies of digital-enabled culture and tourism as an important support for development. However, the integration and development of digital economy and tourism industry also faces challenges. Guo Xinru's (2023) study reveals the current challenges faced by China's digital literacy and tourism industry. She pointed out that China's digital cultural tourism industry is weakly organized, and the digital technology is not sufficiently used in practice, which to some extent hinders the innovative development of the tourism industry.

In summary, the integration and development of the digital economy and tourism is a complex and multidimensional process that requires the joint efforts of government departments, tourism enterprises and all sectors of society to achieve high-quality development of the tourism industry. Future research needs to further explore how to better utilize the advantages of the digital economy to promote the innovative and sustainable

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development of the tourism industry. Through in-depth research on the integration mechanism, mode and its impact of the digital economy and tourism, it can provide more powerful theoretical support and practical guidance for the transformation and upgrading and sustainable development of the tourism industry.

2.4 Comprehensive Review

The study of business models of tourism enterprises has always been the focus of academic and industry attention. In recent years, with the advancement of globalization and technological innovation, the business model of tourism enterprises has been evolving and innovating. Scholars' research on business models of tourism enterprises has gradually matured, and these studies have provided a theoretical basis for understanding how tourism enterprises can gain competitive advantages through innovative business models. Accordingly, the following conclusions and insights can be drawn:

First, as a new type of economic model, the online celebrity economy provides a new direction and path for cultural and tourism communication, and the attractiveness of tourist destinations to audience travelers can be substantially enhanced by creating unique cultural and tourism IPs. Tourism places should actively cooperate and promote with social platforms to improve the visibility of tourism places and create higher tourism economy.

Second, the integration of culture and tourism can realize the complementarity and enhancement of resources and meet the needs of the public's spiritual and cultural life. Tourism enterprises should strengthen their focus on personalized, fragmented, and customized tourism market demand, and continuously iterate and upgrade their products and services to adapt to market changes.

Third, digital technology has become an important driving force to promote the transformation and upgrading of the culture and tourism industry, improving the experience of tourists, and promoting the service efficiency of tourism enterprises. Tourism enterprises and the cultural and tourism industry should continue to innovate and develop digital technology to improve market competitiveness.

3. Internet Celebrity Economy Drives a New Path for the Integration of Tourism

First, the "culture and tourism +" model. Under the wave of digital economy, Internet celebrity economy has become an important driving force for business model innovation of tourism enterprises, and through the application of Internet celebrity economy, tourism enterprises can significantly improve the user experience and thus promote the recovery and development of tourism. In this context, "culture and tourism +" has become the hottest and most attractive business model through the creation and dissemination of social media platforms. In Zibo, for example, the number of accommodation bookings during May Day 2023 rose 865% compared with 2019, a significant increase that reflects not only the potential of the Netflix economy in attracting tourists but also the efforts of tourism enterprises to improve the user experience. Netroots economy through the creation of unique tourism experience to meet the tourists for the pursuit of new things, Zibo through the planning of "cultural tourism + barbecue" activities not only let tourists experience the local specialties of the food also guide them to visit the red leaf persimmon rock, Mata Lake, Zhoucun Ancient Mall,

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and other scenic spots, to realize the transformation from a single culinary experience to a comprehensive cultural tourism experience. The net red economy has also realized the transformation from a single food experience to a comprehensive cultural and tourism experience. Netroots economy also expanded the influence of tourism destinations through the spread of social media platforms, for example, Zhangjiajie through the short video competition on the Shake platform has successfully attracted hundreds of millions of people's attention, effectively enhancing the popularity of the tourism market, this tourism boom driven by netroots not only brings short-term traffic for the local tourism industry, but also lays the foundation for the long-term development of tourism.

Second, the combination of Internet celebrity IP and tourism resources. Through the creation of Internet celebrity IP, and the depth of local cultural characteristics and tourism resources, can form a unique cultural brand. Under the impetus of the Internet celebrity economy, tourism enterprises have successfully attracted many tourists by creating unique tourism experiences and cultural IPs. For example, Wuzhen and Gubei Water Town scenic spots of CYTS have cultivated recognizable IPs such as Wuzhen Drama Festival through the construction of culture and tourism fusion mode, which is widely recognized by the market, and Datang Nocturnal City under Qujiang Culture and Tourism has successfully attracted a large number of tourists and increased scenic spot revenues through the fission effect of the short-video platform. The fission effect of the short video platform has also successfully attracted many tourists and increased the income of scenic spots.

According to the data center of the Ministry of Culture and Tourism, the number of domestic tourism trips for the three days of the Qingming Festival in 2024 reached 119 million, and the spending on trips reached 53.95 billion yuan, with a unit price of 453.36 yuan, which not only shows the strong recovery of the tourism market, but also reflects tourists' high demand for the tourism experience, as shown in Table 4-1, especially in the case of popular scenic spots such as Emei Mountain, Huangshan Mountain, and Jiuwashan Mountain, which have seen significant growth in traffic. The significant growth of traffic in scenic areas, such as Emei Mountain scenic area received 73,258 tourists, up 38.24% year-on-year; Jiuhua Mountain received 110,500 tourists, up 120.82% year-on-year, these data further prove the role of the Netflix economy in enhancing the attractiveness of tourist destinations.

Table 3-1 Passenger flow statistics of some key recording areas in China for 2024 Qingming Festival

Scenic Spot	Passenger Flow	Growth rate over FY19	Related Listed Companies
Emei Mountain	73258	38.24%	Emei Mountain
Huangshan	75000	11.08%	Huangshan Tourism
Jiuhua Mountain	110500	6.76%	Jiuhua Tourism

Tourism enterprises in the digital economy branding needs to follow the trend of the Internet celebrity economy, through the provision of high-quality user experience and innovative tourism products to attract and retain tourists, through the cooperation with social media platforms to take advantage of the Internet celebrity effect of marketing and promotion can effectively enhance brand awareness and influence, so that tourism enterprises not only stand out in the competitive market, but also to achieve sustainable development and create a richer and deeper tourism experience for tourists.

Third, deepen the integration of Internet celebrity economy and the business model of tourism enterprises. The innovation and transformation of the business model of tourism enterprises has become one of the

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keys to the development of the industry, the Internet celebrity economy as an emerging business model and its combination with tourism enterprises to promote the integrated development of culture and tourism to provide a new impetus and direction, by deepening the integration of the Internet celebrity economy and the business model of tourism enterprises tourism enterprises can make better use of the digital means to enhance the attractiveness and competitiveness of tourism products, and achieve the deep integration and common prosperity of the culture and tourism industry. Deep integration and common prosperity.

Tourism enterprises should make full use of social media platforms to enhance contact with tourists through content marketing and interactive exchanges, and expand brand influence to attract more potential tourists by releasing high-quality tourism content, organizing online activities, and cooperating with Netroots, which also helps to collect feedback from tourists, optimize tourism products and services, and improve tourists' satisfaction, and tourism enterprises should also focus on the fusion of online and offline to enhance the tourists' travel experience, such as through virtualization and virtualization, to improve tourism products' attractiveness and competitiveness. Tourism enterprises should also focus on offline and online integration and other means to enhance the tourists' travel experience, such as through virtual reality, augmented reality and other technologies to provide tourists with an immersive travel experience; through intelligent guides, online booking and other services to improve the convenience and comfort of tourists, these initiatives can not only enhance the tourists' travel experience but also promote the integration and development of tourism enterprises with culture, science and technology and other related industries.

Deepening the integration of the Internet celebrity economy and the business model of tourism enterprises not only helps tourism enterprises to enhance brand value and market competitiveness, but also promotes the integrated development of culture and tourism to realize the sustainable development of the tourism industry, in the tide of the digital economy, tourism enterprises should actively embrace change and constantly innovate business models to adapt to the development needs of the new era.

4. Digital cultural tourism business model innovation and implementation paths

4.1 Application of digital technology

Online tourism platforms can strengthen the combination of tourism products and culture through digital means such as content operation and private domain traffic operation, etc. The platforms use short videos, live broadcasts, and other forms to display the cultural characteristics and historical stories of tourist destinations, and this kind of content-based and digitalized operation meets the user's demand for tourism experience and promotes the dissemination of local culture and the development of tourism and enhances the tourism's attractiveness to the public. Tourism enterprises are able to deeply understand the needs and preferences of tourists through big data analysis to provide personalized and differentiated tourism products and services, which helps enterprises understand consumer demand and design more popular cultural and tourism products, as shown in the report that the upgrade of user demand promotes the iteration of services, which shows that tourism enterprises can continuously optimize their products and services based on user feedback and behavioral data in order to strengthen the combination of cultural experience and tourism enjoyment. In addition,

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tourism companies use virtual reality technology to provide an immersive experience that allows tourists to gain a deeper understanding of the destination before they arrive, thus improving the efficiency of tourism decision-making.

Tourism enterprises engage in technological research and development and cooperation with advanced technology companies to develop high-quality cultural experience programs, introduce intelligent customer service systems, and through AI technology and intelligent customer service systems, tourism enterprises can provide round-the-clock customer support and respond quickly to user needs and problems, thereby enhancing user satisfaction and brand image. Subsequently, tourism enterprises expand the contact surface with users through multi-platform distribution of marketing and promotion, such as social media, relevant conventions, and exhibitions.

4.2 Marketing on social platform

The rise of online celebrity economy provides a new path for the business model innovation of tourism enterprises under the integration of culture and tourism. Tourism enterprises cooperate with self-media companies to produce high-quality tourism content, such as short videos, live broadcasts, blogs, etc., and make full use of social media platforms to enhance the interactive experience and sense of participation of tourists through content marketing and interactive exchanges to enhance the connection with tourists. Publishing high-quality tourism content, organizing online activities, and cooperating with online celebrities allow tourism enterprises to expand their brand influence to attract more potential tourists, and live broadcasting and publishing interactive content through online platforms can expand the audience scope of tourism products, while collecting feedback and suggestions from tourists to optimize their services continuously. At the same time, they constantly encourage tourists to share their travel experiences, pictures, and videos, and spread word-of-mouth through user-generated content.

4.3 Operation of Cultural IP

Tourism enterprises carry out creative design according to the cultural resources of tourism destinations to create attractive cultural IP images and story backgrounds.

Table4-1

Company Identification	Products/Services	Features & Innovations
China Youth Hostel	Wuzhen and Gubei Water Town Scenic Spot	Through the positioning of the development of the cultural town and the excavation of the Great Wall culture, it has successfully shaped a unique tourism brand image and attracted many tourists to experience it.
Qujiang Culture and Tourism	Tang Nocturnal City, Shengtang Secret Box Performance	Utilizing the fission effect of short-video platforms expands the scope and influence of cultural promotion and provides a novel interactive experience.

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Huangshan Tourism	Huangshan Cultural Tourism IP, Derivatives Co-creation, Film & TV Drama Development	Cooperating with China Reading Limited, jointly cultivated the Huangshan cultural tourism IP through the form of network creation and carried out commercial transformation through diversified channels such as the co-creation of derivatives and the development of film and television dramas, which enriched the tourists' travel experience.

As shown in Table 5-1, CYTS has successfully shaped a tourism brand image with deep cultural heritage through its Wuzhen and Gubei Water Town scenic spots by skillfully combining the development positioning of a cultural town with the Great Wall culture. The Jiangnan water town characteristics of Wuzhen and the Great Wall culture of Gubei Water Town not only provide tourists with a rich cultural experience, but also become an important magnet to attract tourists. Visitors can not only enjoy the ancient architecture, but also experience traditional handicrafts and local operas, and this in-depth cultural experience makes the scenic spots of CYTS a hotspot for Internet celebrate.

Qujiang Culture and Tourism, on the other hand, utilized the fission effect of the short video platform to promote its operation and management of the Great Tang Nocturnal City and the Shengtang Secret Box Show, which rapidly expanded the scope and influence of cultural promotion through visually striking short video content. The bustling night scenery of the Great Tang Nocturnal City and the wonderful moments of the Shengtang Secret Box Show attracted many young tourists through the dissemination of social media platforms, and the novel interactive experience not only made tourists This novel interactive experience not only allows visitors to feel the charm of traditional culture, but also allows them to participate and share and become part of the cultural promotion.

Huangshan Tourism's innovative initiatives are reflected in its cooperation with the Reading Group to cultivate the Huangshan Cultural Tourism IP, and through the co-creation of derivatives, film and television drama development and other diversified channels of commercial transformation, Huangshan Tourism is not only satisfied with the provision of traditional sightseeing services, but also through the storytelling packaging and dissemination of network culture so that the natural landscape and cultural connotations of the Huangshan Mountains are presented to tourists in a more vivid and approachable way, the creation of the Huangshan Cultural Tourism IP, derivatives, film and TV drama development and other diversified channels. The creation of cultural and tourism IP, the launch of derivatives and the production of film and television dramas are the active exploration of Huangshan tourism in the integration of culture and tourism, and these initiatives not only enrich the tourists' travel experience but also provide new ideas for tourism enterprises on how to take advantage of the Internet celebrate economy.

In summary, the business model innovation of tourism enterprises in the digital economy needs to closely focus on the user experience for the depth of the integration of culture and tourism, using digital technology, tourism enterprises can provide tourists with a richer, more personalized tourism experience, but also for the development of the enterprise itself to inject new vitality.

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5. Conclusion and Recommendation

5.1 Conclusion

With the development of the digital economy, research on the business model of tourism enterprises is focusing on the huge potential of the Internet celebrate economy and its far-reaching impact on the tourism industry. Future research will focus on effectively combining the Internet celebrate economy with the business model of tourism enterprises to achieve continuous innovation and development. Research directions include: the application of digital technologies such as artificial intelligence, big data, cloud computing, etc. in enhancing tourism experience and optimizing the personalized customization of tourism products and services through these technologies; followed by the optimization of social media marketing strategies, especially innovative practices in content creation, user interaction and accurate promotion; in addition, the in-depth development of the integration of culture and tourism is also a key area, exploring the enhancement of tourism through innovative cultural expression and experience design to strengthen the attractiveness of tourism destinations and the dissemination of cultural values. The practice and innovation of sustainable tourism aims at integrating environmental protection concepts and social responsibility into business models to realize the green development of tourism. Finally strategic adjustments in cross-cultural and global perspectives are also research trends worth paying attention to, especially in promoting local tourism through the Internet celebrate economy in the context of multiculturalism, as well as responding to the challenges and opportunities brought about by globalization. The in-depth discussion of these research directions will provide more comprehensive and forward-looking guidance for tourism enterprises and help the tourism industry to prosper in the era of digital economy.

5.2 Recommendations

Firstly, for the development strategy of tourism enterprises in the digital economy. First, digital transformation is the key to enhance the competitiveness of tourism enterprises, and enterprises should actively adopt cutting-edge information technology such as big data, artificial intelligence, cloud computing, etc. For example, using big data to analyze tourists' behavioral patterns to predict the market trend and provide tourists with customized tourism suggestions. Secondly, content innovation and marketing are an important means to enhance the brand influence of tourism enterprises. Enterprises should focus on creating high-quality and attractive tourism content, letting potential customers feel the unique charm of tourism destinations on social media platforms through storytelling and visual presentation, etc. Meanwhile, cooperating with online celebrities and opinion leaders, utilizing their influence and fan base, can effectively expand the online visibility and attract more attention of the brand. At the same time, cooperating with online celebrities and opinion leaders and utilizing their influence and fan base can effectively expand the brand's online visibility and attract more attention and participation, thus enhancing the brand's competitiveness.

The development strategy of tourism enterprises in the digital economy should focus on digital transformation, content innovation and marketing, cross-border cooperation, and sustainable development. Through these comprehensive strategies, tourism enterprises can maintain their leading position in the fierce market competition and realize long-term healthy development.

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Second, specific measures to improve user experience. Tourism enterprises should be committed to providing more personalized, interactive, and intelligent services to meet tourists' increasing demand for high-quality tourism. Personalized service is the key to enhance user experience, through in-depth analysis of user data tourism enterprises can accurately grasp the preferences and needs of each visitor to provide tailored travel advice and preferential programs, this personalized service not only allows tourists to feel exclusive care, but also inspire their desire to travel to improve the conversion rate. Interactive experience is an effective way to enhance the sense of participation and satisfaction of tourists, the use of live broadcasts, short videos and other new media forms of tourism enterprises can show the real-time beauty of the destination and activities, so that tourists can intuitively feel the unique charm of the destination before making travel decisions, in addition to providing real-time interactive opportunities in the process of travel, such as online Q&A, instant feedback, etc., which can further enhance the tourists' sense of participation and immersion to enhance their travel experience. Intelligent customer service is the key to improving the speed and quality of service response, through the introduction of AI customer service system tourism enterprises can achieve 24-hour uninterrupted customer support, no matter when tourists encounter problems or need help can get timely and effective solutions, this intelligent service not only enhances user satisfaction but also improves the service capacity and market competitiveness of enterprises.

Third, to promote the integration of Internet celebrate economy and the business model of tourism enterprises. Tourism enterprises must adopt innovative strategies to attract and retain tourists to maintain their advantages in the fierce market competition, and cultivating cultural IPs is the key for tourism enterprises to enhance their brand influence and attractiveness. Enterprises should deeply explore and utilize local cultural characteristics and resources to create cultural IPs with uniqueness and recognition, and through cooperation with netizens and social media platforms tourism enterprises can effectively promote these cultural IPs to a wider audience, utilizing the popularity of netizens and creative content production to increase the exposure and topicality of the destination and thus attract more tourists' interest and attention. Social media operation is an important channel for tourism enterprises to establish long-term relationships with tourists. Enterprises should strengthen their activity on major social media platforms, and attract and maintain a fan base by regularly posting high-quality travel content such as travel tips, special experiences, and traveler stories, etc. These activities not only increase the brand's online interaction and engagement, but also enhance the emotional connection of tourists to the destination. Finally, data-driven decision-making is the key to improving service quality and efficiency for travel companies. By collecting and analyzing user data, companies can gain a deeper understanding of tourists' preferences, behavioral patterns, and feedback to continuously optimize tourism products and services. For example, through user interaction data on social media, companies can find out what content is most popular and what activities attract tourists' participation, and adjust their marketing strategies and service content accordingly, as well as through tourists' booking and consumption data, companies can optimize resource allocation and improve operational efficiency to ensure that every tourist is well served. Through tourists' booking and consumption data, enterprises can optimize the allocation of resources and enhance operational efficiency to ensure that each tourist can get the best tourism experience.

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