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A Study on the Pathways for High-Quality Development of Guangxi's Tourism Economy in the Context of the Digital Economy

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Abstract:
Abstract:With the advent of the digital economy era, Guangxi's tourism economy is encountering unprecedented opportunities and challenges. This paper aims to delve into the pathways for high-quality development of Guangxi's tourism economy within the context of the digital economy. By analyzing the impact of the digital economy on Guangxi's tourism sector, the study proposes corresponding strategies and pathways, with the goal of contributing to the existing research on the high-quality development of Guangxi's tourism economy.

Key words:
Digital Economy;Guangxi's Tourism Economy;High-Quality Development

1 introduction

In the context of the digital economy, digital technologies such as big data, cloud computing, and artificial intelligence are profoundly transforming the tourism industry, presenting new opportunities for the high-quality development of Guangxi's tourism economy. Guangxi, with its unique natural landscapes, cultural heritage, and ethnic diversity, attracts a large number of tourists. The integration of tourism enterprises with the digital economy has generated significant economic benefits. However, the digital economy also introduces challenges, including data security, privacy protection, and the growing demand for digital skills among tourism professionals.

Indeed, the digital economy is driving the digital transformation of tourism services, enabling the precise identification of tourist needs through big data, offering personalized products and services, and enhancing the overall tourism experience. Simultaneously, it optimizes tourism management by improving efficiency, allowing for real-time monitoring of visitor flow in tourist attractions, preventing emergencies, and ensuring the safety of tourists. Data analysis can forecast tourism trends, providing a basis for decision-making and management optimization. However, challenges such as data security, privacy protection, and the growing demand for digital skills among tourism professionals have become pressing issues that need to be addressed. Developing tourism professionals with digital skills and enhancing the digitalization of the industry have become crucial.

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Therefore, this paper explores the pathways for the high-quality development of Guangxi's tourism economy in the context of the digital economy. These pathways include the construction of smart tourism platforms, innovation in product and service offerings, improvement in service quality, optimization of management, fostering of new business models, and strategies related to enterprise development, talent education, market guidance, and data security. The aim is to provide theoretical guidance and practical references for the high-quality development of Guangxi's tourism economy. The research findings not only fill the gap in the study of Guangxi's tourism economic development but also offer valuable insights and references for other regions.

2 The Significance of the Digital Economy for the Development of Guangxi's Tourism Industry

With the rapid advancement of information technology, the digital economy has emerged as a new engine for global economic growth, profoundly altering the development landscape of various industries, including tourism. As a key gateway connecting the "Belt and Road" initiative and an international corridor facing ASEAN, Guangxi boasts abundant natural landscapes, a rich cultural heritage, and unique ethnic diversity, all of which contribute to its immense potential for tourism development. Within the broader context of the digital economy, this new economic paradigm presents unprecedented opportunities for the tourism sector. The integration of Guangxi's tourism industry with the digital economy holds significant importance for enhancing the tourism experience and driving the upgrading of Guangxi's tourism industry.

2.1 Enhancing the Depth and Breadth of the Tourism Experience

Digital technologies can greatly enhance the tourism experience for visitors. First, through virtual reality (VR) technology, tourists can preview the scenery of a destination from the comfort of their homes, increasing the interactivity and enjoyment of their future travel. Many tourist sites now offer immersive experiences through VR technology, such as the "Cloud Tour of Guangxi" platform, allowing potential visitors to appreciate the beauty of Guangxi's landscapes without leaving their homes, thereby attracting more tourists. Second, intelligent guiding systems enable tourists to conveniently learn about the history and culture of the sites they visit. These digital technologies not only enhance the overall tourism experience but also leave a lasting impression on visitors. Third, tools such as tourism apps and electronic guides provide tourists with real-time access to travel information, hotel bookings, and ticket reservations, allowing for a personalized travel experience. For instance, the "Smart Tourism" project in Guilin offers a one-stop tourism service through a mobile app, including site introductions, itinerary planning, and online bookings, significantly facilitating travel for tourists[2].

2.2 Promoting the Upgrade and Transformation of Guangxi's Tourism Industry

As the digital economy continues to advance, traditional tourism must further undergo upgrading and transformation. On one hand, digital technologies can facilitate the integration of tourism with industries such as agriculture, culture, and sports, leading to the emergence of new tourism models[3]. For example, the development of specialized tourism projects like rural tourism and cultural tourism can enrich the variety and

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content of tourism products, catering to the diverse needs of different tourists. Through data analysis, tourism enterprises can gain a better understanding of market demands and develop new tourism products and services. For instance, on Weizhou Island in Beihai, data analysis revealed a demand for diving activities, which led to the development of unique tourism products such as diving experiences. On the other hand, the digital economy provides new pathways for the transformation and upgrading of Guangxi's tourism industry. By applying digital technologies, traditional tourism products can evolve towards higher-end, personalized, and experience-oriented offerings, meeting the diverse and differentiated needs of tourists. Additionally, the digital economy has given rise to new tourism models, such as digital cultural creation and online tourism education, opening up new growth opportunities for Guangxi's tourism industry.

2.3 Enhancing the Service Level and Quality of Guangxi's Tourism

Firstly, the introduction of the digital economy has significantly enhanced the level of tourism services in Guangxi. Through digital platforms, tourists can more conveniently access travel information, make online reservations, and conduct payments. Additionally, digital technologies enable the intelligent management of tourism services, such as through smart guiding systems and automated customer service, providing more efficient and personalized services to visitors. Furthermore, big data analysis facilitates the ongoing improvement and optimization of tourism services, increasing visitor satisfaction and loyalty.

Secondly, digital technologies have improved the efficiency and quality of tourism services. Intelligent customer service and self-service options reduce visitor wait times and enhance service quality. For example, the introduction of a smart guiding system at Nanning qingxiu mountain scenic spot provides real-time information and navigation services, improving the efficiency of the visitor experience. Additionally, digital technologies contribute to the personalization of tourism services, catering to the diverse needs of tourists and thereby enhancing the overall tourism experience.

Moreover, digital technologies have fostered innovation in tourism marketing. Social media and short video platforms have enabled the wider dissemination of Guangxi’s natural beauty and cultural heritage, attracting more young tourists. For instance, Guangxi tourism enterprises actively promote ethnic festivals such as the “Zhuang Nationality’s March 3rd” through live streaming and short video production, significantly raising the profile of Guangxi's unique ethnic culture and attracting substantial online attention.

2.4 Promoting Regional Economic Development and Rural Revitalization

The digital economy has provided new impetus for regional economic development in Guangxi and has facilitated rural revitalization. First, the digital economy helps to narrow the disparities in tourism development across different regions of Guangxi, promoting regional coordination and balanced development. Digital tools enable the integration and promotion of tourism resources across various areas, fostering cooperation and exchange between regions. Second, the digital economy can stimulate economic growth in Guangxi’s remote areas, improving the income levels and quality of life for local residents, and achieving shared prosperity in the tourism sector. Finally, the development of specialized tourism projects, such as rural and cultural tourism, can attract more visitors, thereby driving local economic growth. Additionally, digital technologies can assist local residents in better integrating into the tourism sector, such as by selling local specialty products through e-commerce platforms[4]. This not only increases the income sources and improves the living stan-

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dards of local residents but also promotes interaction and exchange between urban and rural areas.

2.5 Strengthening Tourism Safety and Regulation

The digital economy provides robust support for the protection and management of tourism resources. Relevant departments can use big data analysis and Internet of Things (IoT) technologies to monitor the condition of tourism resources in real-time, promptly identifying and addressing issues such as environmental pollution and resource damage. Additionally, the introduction of the digital economy enhances tourism safety and regulatory work in Guangxi. By leveraging digital technologies to monitor visitor numbers, traffic conditions, and other relevant information in real-time, potential safety hazards can be detected and addressed swiftly. This helps establish a comprehensive tourism regulation system, enabling the supervision and management of tourism operators to ensure the protection of tourists' rights.

Digital technologies also improve the government's regulatory capabilities over the tourism market. Through big data analysis, the government can monitor market dynamics in real-time, quickly identifying and addressing issues. For example, the Guangxi tourism regulatory platform monitors the tourism market in real-time, safeguarding tourist rights. Furthermore, digital technologies assist the government in formulating more precise tourism policies. Data-driven decision support systems provide scientific evidence for policy-making, promoting the healthy development of the tourism industry.

3 Challenges Facing the Development of Guangxi's Tourism Industry in the Context of the Digital Economy

With the rapid advancement of information technology, the wave of the digital economy has swept across the globe. As one of China's key tourism destinations, Guangxi's tourism industry is also experiencing profound impacts from the digital economy. Within this context, the development of Guangxi's tourism industry faces both opportunities and challenges.

3.1 Challenges of Digital Transformation

In the era of the digital economy, the digital transformation of the tourism industry has become an inevitable trend. However, Guangxi's tourism industry still faces several challenges in this transformation process. Firstly, there is insufficient penetration of big data analysis, with market data collection and cultural tourism demand analysis not yet fully integrated into the tourism service chain. This limitation affects the precision of personalized services and the agility of market responses. Secondly, in terms of innovative business models, the existing industrial structure has not adequately responded to changes in market demand. There is a gap between digital construction planning and actual application outcomes, which has not effectively translated into industrial advantages and economic benefits. For example, although "digital + cultural tourism" applications have become an important direction for promoting the high-quality development of Guangxi's cultural tourism industry, the challenge remains on how to deeply integrate digital technologies with the cultural tourism sector to create competitive new business models. This issue needs to be addressed urgently.

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3.2 Challenges in Data Security and Privacy Protection

In the context of the digital economy, big data has emerged as a crucial resource for the development of the tourism industry. However, issues related to data security and the protection of visitor privacy have become increasingly prominent. The tourism industry in Guangxi faces risks such as data breaches and data misuse when collecting, storing, and utilizing visitor data. These risks not only threaten the privacy rights of tourists but also have adverse effects on the reputation and business operations of tourism enterprises. Therefore, a significant challenge for Guangxi's tourism industry is to fully leverage data resources to enhance the level and quality of tourism services while ensuring data security.

3.3 Challenges in Digital Marketing

Digital marketing is a crucial strategy in the era of the digital economy. However, Guangxi's tourism industry still faces several shortcomings in this area. Firstly, some tourism enterprises lack the necessary talent and experience for digital marketing. Effective digital marketing requires skilled personnel to utilize digital platforms such as social media and short videos for promotion. Secondly, digital marketing necessitates interaction and communication between enterprises and tourists. Yet, some tourism enterprises fall short in this regard, failing to respond promptly to tourist feedback and needs. This deficiency can lead to misunderstandings among tourists and unresolved issues, resulting in a decline in the market competitiveness of tourism enterprises and their ability to attract and retain visitors effectively.

3.4 Challenges in Innovation of Tourism Products and Services

The digital economy provides new possibilities for the innovation of tourism products and services. However, Guangxi's tourism industry still faces deficiencies in this regard. Firstly, as the tourism industry evolves, visitors' experiences become increasingly sophisticated, and their demands continue to grow. Yet, some tourism enterprises lack a culture of innovation and the capability to innovate products and services based on market and visitor demands. Secondly, the innovation of tourism products and services requires integration with digital technologies. However, some enterprises, due to limitations in technological conditions and economic costs, are unable to achieve effective innovation. This results in Guangxi's tourism industry being at a competitive disadvantage in the market, unable to meet visitor needs and expectations.

4 Effective Pathways for High-Quality Development of Guangxi's Tourism Industry in the Context of the Digital Economy

4.1 Digital Transformation and Smart Tourism Development

(1) Developing Smart Tourism Platforms

From the perspective of the digital economy, it is essential to leverage advanced digital technologies such as big data, cloud computing, and artificial intelligence to develop intelligent tourism information systems. These systems can enable precise analysis of tourism information and the intelligent delivery of tourism services. Specifically, big data analytics can deeply mine and accurately identify information about tourists'

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consumption behaviors and preferences. Through intelligent algorithms, this can facilitate the precise recommendation of personalized tourism products and services, significantly enhancing the tourist experience. Additionally, intelligent tourism information systems should include data visualization capabilities to present key data indicators in a clear and intuitive manner, providing a scientific basis for tourism decision-making and supporting the high-quality development of the tourism industry.

(2) Intelligent Monitoring and Security Protection

To enhance tourism safety and management efficiency, it is essential to fully utilize advanced intelligent monitoring systems, such as high-definition cameras and drones, to achieve real-time monitoring of visitor flow and environmental safety at tourist sites. By continuously monitoring tourism destinations, these systems can promptly detect and alert potential safety hazards, enabling managers to effectively prevent and swiftly address emergencies, thereby ensuring comprehensive protection for tourists. Furthermore, when combined with data analytics, these systems can accurately forecast tourism trends, providing data support for tourism decision-making and aiding in the optimization of management strategies, ultimately enhancing both tourism safety and operational efficiency.

(3) Cultivating New Business Models in Tourism

The digital economy has given rise to emerging tourism models such as rural tourism, the homestay economy, and self-drive tours, enriching the industry and meeting diverse demands. By leveraging online platforms and mobile applications, these new models can be promoted to attract more tourists and drive diversified development in the tourism economy. For instance, the development of tourism apps that integrate specialized tourism products and services can facilitate convenient bookings, expand market reach, and enhance service quality, thereby injecting vitality into the high-quality development of the tourism economy.

4.2 Data Security and Privacy Protection

While advancing digital transformation, it is crucial to emphasize data security and privacy protection by establishing comprehensive data protection mechanisms to prevent data breaches and safeguard visitor privacy. For example, formulate data security regulations to define clear rules for data collection, storage, use, and disposal; establish data security monitoring systems to promptly detect and address data security issues; and conduct targeted security training to enhance the awareness of tourism industry employees regarding operational security.

4.3 Enterprise and Talent Training and Education

Firstly, it is essential to cultivate tourism professionals with digital tourism skills to enhance the digitalization level of the tourism industry[6]. For example, introducing specialized courses in digital tourism to train digital talent for the sector; organizing digital tourism skills competitions to improve the overall digital literacy within the industry; and providing digital tourism training to enhance the digital skills of tourism employees.

Secondly, from a corporate perspective, businesses can actively participate in or independently develop digital tourism platforms. For instance, the Guangxi Tourism Development Group has created the "One-Click

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Tour Guangxi" platform to achieve online and intelligent tourism services. Additionally, businesses can develop specialized e-commerce platforms that integrate Guangxi's agricultural products, handicrafts, and other distinctive industries. By establishing such platforms and utilizing big data to analyze consumer preferences, companies can implement personalized marketing strategies, expand market share, and drive growth.

4.4 Tourism Product Innovation

Under the impetus of digital technologies, the tourism industry is undergoing profound transformation. To meet the increasingly diverse demands of tourists, the following measures can be implemented: First, product innovation. By leveraging cutting-edge technologies such as virtual reality (VR) and augmented reality (AR), innovative products such as virtual tourism and online tourism can be developed, offering tourists immersive travel experiences. Second, service optimization. By providing convenient services such as online booking, intelligent tour guides, and electronic payments, the tourism process can be streamlined, thereby enhancing the overall tourist experience[7].

5 Conclusion

The digital economy offers vast prospects for the high-quality development of Guangxi's tourism economy. It drives the digitalization of tourism services and the intelligent management of the industry, promotes product innovation and diversification, and meets the diverse needs of tourists, thereby providing momentum and opportunities for Guangxi's tourism economic growth. This paper proposes strategies such as building smart tourism platforms, innovating products and services, enhancing quality, optimizing management, and cultivating new business models. These strategies aim to elevate the levels of digitalization, intelligence, personalization, and diversification in the tourism economy, enhance competitiveness, and promote sustainable development. Future research will delve into strategies to address challenges related to data security, talent needs, and policy uncertainties, providing comprehensive guidance for high-quality development. In conclusion, research on pathways within the context of the digital economy offers new perspectives and approaches, contributing to the high-quality development of Guangxi's tourism economy, advancing digitalization, intelligence, personalization, and diversification, enhancing competitiveness, promoting sustainable development, and serving as a reference for other regions.

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