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Digital Media Enabling New Business Models for Cultural and Tourism Integration

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Abstract:
Literature and tourism in the current wave of cultural tourism to obtain a good opportunity for development, and the use of digital media technology, to create a new mode of business. However, digital technology empowers the integration of culture and tourism also brings challenges, explore the relationship between digital media and the integration of culture and tourism, as well as to deal with the opportunities and challenges brought about by this change is also a top priority for the tourism industry. Therefore, this paper starts from the perspective of digital media, based on the actual development of digital media, analyses the influence of digital media on the development of the current situation and problems of the integration of culture and tourism as well as the analysis of the causes, builds a new path for the development of culture and tourism, and analyses the new mode of digital media-enabled culture and tourism fusion, and finally puts forward the countermeasures and recommendations accordingly in order to provide a reference for the sustainable development of China's culture and tourism industry.

Keywords:
Netflix Economy, Digital Media, Cultural and Tourism Integration, Collaborative Innovation

1.Introduction

With the increasing demand of the cultural tourism market, the competition in the cultural tourism market tends to be fierce, the national wave of cultural tourism has been set off, and the integration of cultural tourism presents a new situation (Bai Xiaoqing, 2024). In addition, people's consumption concepts are changing, and more people have the idea and pursuit of traveling, which also requires tourism enterprises to provide consumers with more accurate, personal and flexible services. In 2024, China Culture Media Group Literature and Tourism China held the 2023 Culture and Tourism Expert Seminar in Beijing, and Fan Zhou, in his speech "From 'Literature and Tourism +' to '+ Literature and Tourism' to promote the high-quality integration of the Literature and Tourism industry into the overall socio-economic development, In his speech "From 'Culture and Tourism +' to '+ Culture and Tourism' to promote the integration of culture and tourism industry

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into the social and economic development of the society with high quality", Fan Zhou summarized that in the process of the integration and development of culture and tourism in 2023, there will be four major highlights, such as the formation of new market by new demand, the prying of large flow by new game, the creation of new atmosphere by scenario, and the shaping of word of mouth by fine service. In 2023, the Ministry of Culture and Tourism proposed in "Digital Innovation to Promote the High-Quality Development of Culture and Tourism" to vigorously promote the digital innovation of culture and tourism, indicating that there are five areas that need to be innovated, including broadening the new scenes of digital cultural consumption and developing the application of intelligent tourism scenes. As digital media technology has the characteristics of fast dissemination speed, wide range and social interactivity (Li Zixuan and Han Haiyan, 2020), based on the actual development of digital media, build a new path of cultural and tourism development, conform to the new trend of digital development, use digital technology to better inherit the excellent culture, and at the same time, it should be based on meeting the people's growing tourism pursuits and improving the quality of the people's tourism, in order to promote the sustainable development of tourism. In addition, the business model of tourism enterprises affects the breadth and depth of the integrated development of culture and tourism, and the promotion of high-quality development of culture and tourism integration has become an important task in the industry.

2.Analysis of the development status, problems and motives of digital media-enabled cultural and tourism integration

With the development of digital economy and red net economy, the integration of culture and tourism presents a new trend of online and offline synergistic innovation, and the empowerment of digital media technology also provides a sharp tool for the accelerated integration of cultural industry and tourism industry. At present, many scholars have begun to pay attention to the integration of culture and tourism, but fewer scholars can be based on the Netroots economy and digital media perspective, this paper will launch an in-depth investigation of digital media-enabled culture and tourism integration.

Netflix economy and digital media technology both play a role in promoting the synergistic development of cultural and tourism integration. The integration of culture and tourism is an important way to promote the high-quality development of China's tourism industry. However, more theoretical and practical exploration is needed in the implementation of cultural and tourism integration. At this stage, the academic research on the integration of culture and tourism mainly focuses on exploring the significance of the integration of culture and tourism, the relevant relationship between culture and tourism, the research and evaluation of the development trend of the integration of culture and tourism, and the realization of the integration of culture and tourism. As China's tourism industry gradually enters the digitalization stage, based on the influence of the Netflix economy, online and offline synergistic innovation is becoming a necessary path for the deep integration of culture and tourism, and the existing research on the tourism industry for the digital technology-enabled tourism industry is still relatively small. In addition, the rise of digital media has also brought great changes to the consumption habits of culture and tourism, and promoted the development of online and offline integration of culture and tourism, which not only has an impact on the original media field and breaks the original mode of culture and tourism promotion, at the same time, it has also enriched the way of desti-

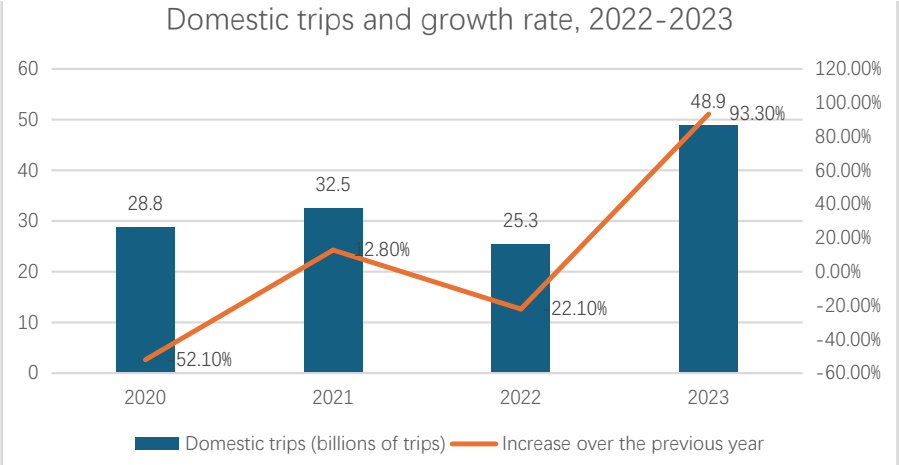
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nation marketing, and has also brought challenges to the users. Therefore, exploring the relationship between digital media and cultural and tourism integration based on the Netflix economy, including dealing with the opportunities and challenges brought by this change, and ultimately how cultural and tourism integration can realize synergistic development, is also a top priority for the tourism industry.

At present, China's cultural and tourism integration has been an inevitable trend in the development of China's tourism industry, and the following is an analysis of the current situation and problems of the development of digital media-enabled cultural and tourism integration, as well as an analysis of the relevant motivations.

2.1 The current situation of digital media empowering the integrated development of culture and tourism

At present, the integration of culture and tourism industry in China has initially reached an industrial integration situation. First, according to the Ministry of Culture and Tourism for 2022-2023 domestic tourism data statistics (Figure 1). Among them, the number of domestic trips in 2023 is 4.89 billion, an increase of 93.3% year-on-year. Urban residents made 3.758 billion domestic trips, up 94.9% year-on-year; rural residents made 1.133 billion domestic trips, up 88.5% year-on-year. China’s tourist trips, and growth rate have increased and improved considerably, and China's tourism industry is developing rapidly.



Data source: Ministry of Culture and Tourism

Figure 1 Domestic trips and growth rate, 2022-2023

Secondly, digital tourism and the cultural industry have initially formed a trend of integrated development, with several representative enterprises and projects emerging. For example, the combination of digital platforms, platform economy and tourism has realized good benefits. These include “cloud tourism”, more and more consumers tend to buy scenic spot tickets remotely on the platform, use social platforms to make strategies for their own travel, the popularity of scenic spot AI tour guides, tourism live broadcasting, and other online and offline fusion and innovation trends. Nevertheless, the level of integration of China's culture and tourism industry is still in the primary stage, the follow-up should continue to expand the integration of the two involved in the level of integration, such as human resources sharing, market sharing and other resource integration, and vigorously improve the vitality of the tourism market, improve the role of infrastructure con-

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struction, policy regulation on the integration of culture and tourism.

2.2 Digital media empowering the integrated development of culture and tourism

Despite the continuous development of China's tourism industry and the fact that the integration of culture and tourism has become a major trend, there are still fluctuations. Coupled with this, digital media is playing an increasingly important role in the tourism industry, and the challenges in digital development are becoming increasingly apparent.

First, the digital divide is still large. Digital divide refers to the bias in the accessibility and use of the Internet due to different social groups (Chen Linlin, Xu Jinhai and Li Yongjian, 2022). The causes of the digital divide can be analyzed in terms of age, spatial structure, and urban-rural structure. In terms of age, people of different age groups respond differently to the acceptance of new technologies; in terms of spatial structure, people in areas with stronger digital technologies will enjoy more public services empowered by digital technologies compared to people in areas with weaker digital technologies; in terms of urban-rural structure, in remote areas with a weaker digitalization foundation, there is a weaker application and understanding of digital technologies there (Jiechang Xia, 2021). At present, the key reason for the constraints on the high-quality development of digital technology-enabled tourism in China is that the digital divide between urban and rural areas in China is still large.

Second, data privacy issues. With the in-depth development of smart tourism, a huge amount of tourists' data is collected, stored and used, and the issues of data security and privacy protection are becoming more and more prominent. How to protect personal information security and privacy rights while utilizing data to promote industrial development is a key issue to be addressed. As far as the tourism industry is concerned, once tourist data is leaked or abused, it will seriously violate the privacy of tourists and affect the reputation of tourism enterprises. Once the security of tourism data cannot be guaranteed, the enabling role of digital technology in the high-quality development of the tourism industry cannot be given full play.

Third, the synergistic effect of the industry is not obvious. Culture and tourism industry involves more fields and sectors, there is still the phenomenon of independent, synergistic effect is not obvious (Ming Qingzhong et al., 2024). Smart tourism is a collection of scenic spots, hotels, transportation and other fields, how to effectively integrate the resources of all parties, breaking the industry barriers to achieve synergistic development, is a major challenge. In the process of digital media integration into the cultural and tourism industry, there are also some problems, such as the industrial structure and market orientation cannot be a one-to-one correspondence, the service content cannot fully meet the needs of tourists, the construction planning and application of the results of some of the mismatch, etc. Therefore, targeted solutions should be found. Therefore, targeted solutions should be found to accurately promote digital technology to empower the cultural and tourism industry.

Fourthly, there is a shortage of talents in digital skills. The integrated development of digital tourism and cultural and creative industries requires many talents with interdisciplinary knowledge and skills (Dai Juncheng, 2024). At present, the development of the digital economy has entered the fast lane, and the need for composite talents who understand both information technology and clear tourism development is still very scarce in terms of the current market demand for talents. The shortage of national tourism big data talents

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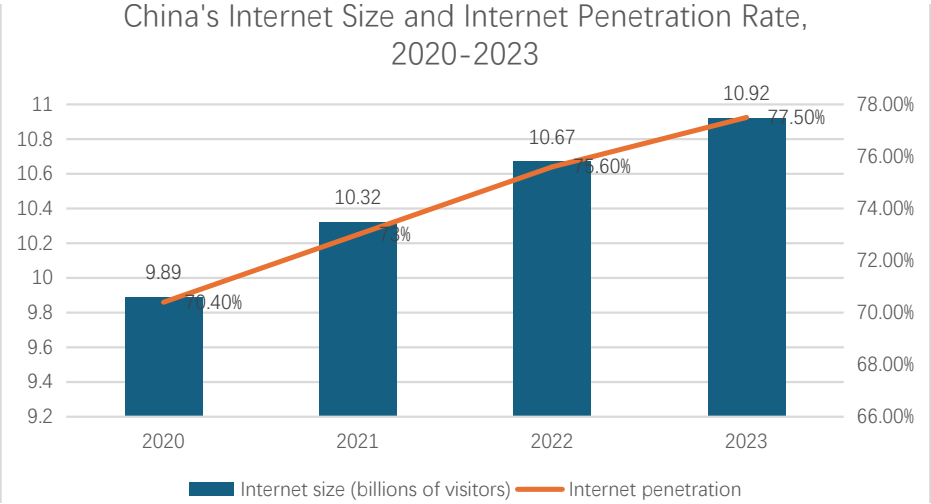
can't make meaningful collection, valuable analysis and practical application of tourism big data to tourism work, which in turn will become difficult to meet the gradually increasing demand of consumers.

Fifth, the integration between digital media and cultural tourism industry is not high. In the creation of digital cultural tourism products, the integration between cultural creativity and technology is not very high (Li Xinjian, Song Changyao and Yin Tingting, 2022). Except for the relative maturity of head cultural tourism IPs such as the Forbidden City, the digitization of some scenic spots is too superficial and rough. For example, when it comes to panoramic experiences, they are just stitched together using photos of scenic spots and do not give visitors an immersive experience effect. In some scenic spots, digital technology is overemphasized to the neglect of cultural heritage protection, for example, Beijing canceled the immersive live-action tour of the Badaling Ancient Great Wall in April 2021, to avoid damage to cultural heritage. There is insufficient creativity in the production of digital cultural tourism products, and there is no deep excavation and utilization of cultural resources.

Sixth, relevant policies are not yet sound. The transformation and development of digital culture and tourism can be constrained by the lack of laws and regulations related to data and other cybersecurity-related laws and regulations (Hu Youxuan, 2022). In terms of the culture and tourism industry, the leakage of culture- and tourism-related data obtained by digital means can also pose great security risks. The current lack of legal supervision related to digitization in the culture and tourism industry is an important constraint that affects the standardized development of digital technology in the culture and tourism industry.

2.3 Motivation analysis

First, the development of digitalization has pushed forward changes in the media ecosystem. With the development of digitalization, technologies such as 5G technology, artificial intelligence and virtual reality have also prompted changes in the media ecosystem. According to the statistics of the China Internet Information Center (Figure 2), from 2022 until 2023, the size of China's Internet users increased to 1.092 billion, and the Internet penetration rate rose to 77.50%, with the overall trend showing a steady increase.



Data source: China Internet Information Center

Figure 2 China's Internet Size and Internet Penetration Rate, 2020-2023

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The popularization of the Internet and smart phones has made digital media intervene in people's lives, and digital life has gradually become a reality, and the development and practice of culture and tourism integration are also affected by the intervention of digital media. Social media has gradually become an important platform for the development of urban and rural tourism, and digital media technology has created diversified new scenarios for the iterative renewal of public cultural service venues represented by scenic spots and parks, etc., and the integration of culture and tourism has become a consensus concept for the development of the tourism industry.

Secondly, government policy boosts digital culture and tourism. In 2024, China Culture Media Group Literature and Tourism China held a seminar for culture and tourism experts in Beijing in 2023, and Fan Zhou summarized that in the process of the integrated development of culture and tourism in 2023, four major highlights were presented, such as the formation of new demand for the new market, new ways of playing and prying the large flow, scenarios to create a new atmosphere, and fine services to shape the reputation, etc. In 2023, the Ministry of Culture and Tourism's “Several Measures to Unleash the Potential for Tourism Consumption Several Measures to Promote the High-Quality Development of Tourism” proposes to promote the use of digital technology to transform and upgrade traditional tourism consumption places and create new spaces for smart tourism and immersive experience. All of this plays an important role in boosting and supporting the development of the culture and tourism industry empowered by digital technology.

Thirdly, consumer demand for tourism is upgrading. Nowadays, the pursuit of consumers for tourism is getting higher and higher, not only embodied in the demand for leisure, but also began to transform the cultural consumption, which is also because of its own identity factors. Culture can represent the identity, which also makes the relationship between culture and tourism slowly close, cultural protection and heritage need to play a role in tourism, and tourism also need to relay cultural resources, and ultimately form a complementary situation, which not only promotes the innovation of culture and tourism products, but also directly promote the sustainable development of tourism.

3.Digital media enabling new business models and strategies for cultural and tourism integration

3.1 Digital media enabling new industry models for cultural and tourism integration

First, “Cloud Tourism” has become a new form of culture and tourism industry after digital transformation and upgrading. The manifestation of cloud tourism is mainly embodied in the use of AR and VR technology virtual tourism and tourism live broadcast. AR and VR technology into the attractions, can give tourists an immersive travel experience, increase the interest of tourism, but also to realize the tourists can have a virtual tourism experience at home. Tourism live broadcast is another form of embodiment of intelligent tourism, tourism live broadcast has the form of tourism product sales, tourism destination introduction and other forms of interactivity. Users can use the pop-up and comment area and other users or anchors to interact, to realize the online and offline cultural and tourism scene linkage, but also to get a real understanding of the destination, which is good for shaping the image of the tourist destination.

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Secondly, the integration of resources promotes the integration of culture and tourism. By integrating with other related industries, the culture and tourism industry has given rise to new forms of business. For example, "Culture and tourism + Education" mode, can create a study business model, to promote outstanding culture. "Culture and tourism + Sports" mode, cultural tourism and 'village super', skiing and other sports events integration, the spirit of sports into the tourism experience. The "Culture and Tourism + Recreation" mode utilizes regional advantages to launch recreation service products, adding different tourism experiences. The "Culture and tourism + Agriculture" mode, seizing the background of rural revitalization, using tourism to help agriculture and rural economic development.

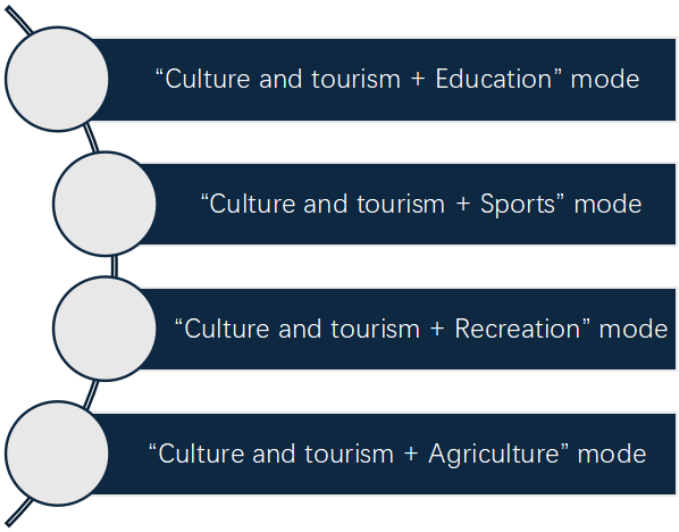


Figure 3 Resource Integration Model of Culture and Tourism Industry

Thirdly, seize the group of Generation Z. As a young consumer group, Generation Z has individuality as well as sufficient participation in the concept of consumption of digital culture, and this group is not only the main force of consumption of digital culture and tourism products, but also a source of motivation to promote the development of the digital culture and tourism industry, and it has a certain role in promoting the creation of the digital culture and tourism industry chain. Capturing young consumer groups, doing market research, utilizing digital media technology to gather popularity, warming up the tourist place and enriching the tourist experience are important means of marketing for tourist destinations.

3.2 Suggested strategies

Based on the above-mentioned status quo and problems of digital media-enabled cultural and tourism integration development, this paper puts forward countermeasures and suggestions accordingly.

First, narrowing the digital divide. Expand the application scenarios of 5G, artificial intelligence and other digital technologies in the cultural and tourism industry and achieve coordination between online and offline age-friendly environment construction and other aspects. Carry out digital skills training to improve the level of digital skills application of residents in rural areas, focusing on groups with a low level of digitization. Reduce the cost of Internet access and use in rural areas and enhance the willingness to use the Internet. Promoting the integrated development of urban and rural areas, coordinating urban and rural digital infrastructure

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construction, and realizing the integrated construction of urban and rural public services. Cultivate and develop rural network culture and promote the modernization of rural governance capacity.

Second, strengthen data privacy protection. Increase the supervision of tourism platforms; to protect user data security, administrative departments should also perform a good regulatory function, due diligence for the user's data security escort. Fairness and openness of each platform for the main body of data collection, data belonging to the office and the scope of the role, and there should be clear provisions. For the theft, leakage of user data behavior should be cracked down on, prohibit the existence of unfair competition between industries.

Third, to create multiple synergies. For cultural and tourism platform enterprises, it is necessary to achieve data resource integration, data sharing and interoperability, and cross-regional and industry flows. At the same time, the integration and optimization of the industrial chain should be strengthened to enhance the overall competitiveness of the industry, and to create a “Culture and tourism +” based on culture and tourism, such as the integration of sports, education, agriculture and so on. Among them, some excellent cultural and tourism integration projects that can play a leading role in demonstration can be launched in each region to optimize the allocation of resources and improve the quality of cultural and tourism integration, to realize the synergistic and innovative development of cultural and tourism industry.

Fourth, cultivate digital technology talents. Increase technological innovation and research and development for digital tourism and cultural and creative industries, encourage enterprises to strengthen cooperation with universities and research institutions, and promote technological innovation and transformation of achievements. At the same time, attention should be paid to the cultivation and introduction of technical talents with international vision and innovation ability. Especially in the application scenarios of the culture and tourism industry, the frontline service personnel are not just service-oriented talents, but also technical talents skilled in operating various intelligent systems, which can work together to provide travelers with high-quality and high-efficiency intelligent services. Cultivating marketing personnel focusing on digitalization in the culture and tourism industry can make accurate data prediction and analysis of travelers' preferences and needs through the analysis of cultural and tourism product data, to better realize intelligent marketing.

Fifth, improve the integration of digital media technology with the cultural and tourism industry. Create a technology-enabled cultural creativity model, where digital media technology is deeply integrated with the cultural resources of the tourist destination, and AR or VR technology is used to enhance the immersion and experience of tourists in the scene based on the protection of the tourist destination. At the same time to create P-empowered immersion scene. It is also necessary to focus on the innovation of cultural and tourism products, using sub-scientific and technological means and cultural connotations to synergistically create high-quality IP, and improve the digital cultural and tourism industry chain.

Sixth, establish and improve relevant laws and regulations. Digitalization as a new mode of development of culture and tourism industry, its rapid and effective development cannot be separated from the strong support of policies and laws. Therefore, the laws and regulations, industry norms and regulations for the digital development of culture and tourism industry should be established and improved as soon as possible to promote the construction of policy and legal system for the digital development of culture and tourism industry. In

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addition, it is the cultural and tourism sector should introduce more preferential policies, so that cultural and tourism enterprises enjoy multi-policy linkage encouragement and support due to digitalization construction.

4.Conclusion

This paper starts from the perspective of digital media to explore the business model of digital media technology-enabled culture and tourism integration of new industries in the context of the Netflix economy, from the combing of relevant literature to analyze the status quo of China's culture and tourism integration, problems and motives, and then put forward countermeasures and suggestions accordingly, with the expectation of enriching the theory of the field of China's culture and tourism integration, as well as a certain revelation of China's tourism industry's sustainable development.

At present, the pace of digital transformation of the cultural industry and tourism industry is accelerating, and new technology applications such as artificial intelligence have been gradually applied to the tourism industry. The tourism industry has begun to utilize digital media technology to integrate the culture and tourism industry, promote online and offline integration and innovative development, and activate the new industry of culture and tourism. The characteristics of the digital way at any time and any place help to improve the quality of cultural and tourism products, innovate product supply, strengthen the supply and demand docking, and stimulate the consumption potential, to continuously meet the diversified and quality needs of the people's cultural and tourism. Nevertheless, it is also necessary to analyze the current situation as well as the problems based on the integration of culture and tourism in China, and to deal with the opportunities and challenges brought by digital technology to realize the sustainable development of the integration of culture and tourism.

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