

Research on the Development Path of Cultural Tourism Integration in Minority Areas Driven by Big Data

Ying Song

Liaoning Communication University, Shenyang, 110000, Liaoning, China

Keywords: Big data; Ethnic minority areas; Integration of culture and tourism; Development path

Abstract: Tourism has gradually become an important part of residents' entertainment activities. However, currently, the development of cultural tourism industry has become an important driving force for the economic development of many places. To stand out among the numerous tourism and cultural industries, it is impossible to rely on a single way of tourism scenery and play, as well as copy other regional cultural tourism methods. This article conducts research on the development path of cultural and tourism integration in ethnic minority areas driven by big data. A series of preferential price packages for cultural and tourism projects are launched and delivered to consumers for their choice through the online publicity platform, which can not only meet the diversified tourism needs of consumers, but also open the way for the integrated development of cultural industry and tourism. Using its own historical and cultural background, from the initial cooperation with popular movies to the joint mobile game to create a digital IP for cultural tourism, IP here refers to cultural products with a certain number of fans and popularity exploring how ethnic minority areas can seize market opportunities, promote digital transformation and upgrading of cultural and tourism industry integration, achieve high-quality development of cultural and tourism industry in ethnic minority areas, and further promote the optimization of China's economic development structure to achieve sustainable development of the national economy.

1. Introduction

Culture is the soul of tourism development and the key to maintaining the long-term competitiveness of tourism. With the rapid development of China's tourism industry, cultural tourism has become more and more important, especially in areas where ethnic minorities are relatively concentrated, and cultural tourism has become the main content of tourism. Tourism has gradually become an important part of residents' recreational activities. However, at present, the development of cultural tourism industry has become an important thrust for the development of economy in many places. It is impossible to stand out from the numerous tourism cultural industries by relying on a single tourist scenery and copying the cultural tourism methods with other regional characteristics [1-2]. With China entering a new era of the integration and development of literature and tourism, the efficiency of public culture is constantly improving, the satisfaction of tourists is rising steadily, and the people's lives are getting better and better. Statistics show that cultural undertakings, cultural industries and tourism all show a good development trend. In the development of cultural tourism in ethnic minority areas, there are some problems, such as scattered distribution of cultural resources, individual combat, similar to each other, fragmented, etc[3]. Therefore, it is particularly important to carry out integrated development between regions so that ethnic minority areas can realize the transformation from "a large area with cultural tourism resources" to "a strong area with cultural tourism resources"[4]. The unique agricultural civilization and cultural carriers of the local community for thousands of years are in danger of decline, and the sense of belonging of local residents is reduced. During on-site visits, it is not difficult to find that ethnic costumes, traditional handicrafts, and other cultural symbols of their own ethnic groups, in order to cater to the public, generally use faster industrial production methods to mass produce goods instead of the production techniques that require a lot of time and labor costs. This paper studies the development path of cultural tourism integration in ethnic minority areas driven by big data, and discusses how ethnic minority areas can seize the market opportunity and digitize the

cultural tourism industry according to their own development status, with a view to helping ethnic minority areas turn resource advantages into development advantages, promote the digital transformation and upgrading of cultural tourism industry integration, realize the high-quality development of cultural tourism industry in ethnic minority areas, and further promote the optimization of China's economic development structure and realize the sustainable development of the national economy [5-6].

2. The Resistance to the Integration of Culture and Tourism in Ethnic Minority Villages

2.1. Insufficient cultural connotation

In the context of weak economic competition, relying solely on the resource allocation function of the market is difficult to achieve the protection of ethnic village culture. The protection measures for intellectual property are relatively weak. Due to the unlimited replication and zero cost dissemination of digital products, it is easy to generate infringement issues, leading to market disorder. In the era of digital economy, technologies such as 5G and big data, as well as internet platforms, have also magnified intellectual property risks. Industry norms and regulatory efforts urgently need to be further improved and strengthened[7]. Each department measures the construction of tourism development zones based on its own standards, which inevitably leads to unclear coordination, chaotic management, and sometimes even neglecting the functions of other departments and taking mandatory measures, thereby misleading the development direction of ecotourism zones. Finally, there is a phenomenon of bloated management institutions, overlapping management levels, and unclear management objectives, ultimately leading to serious structural damage to the development zone[8].

2.2. Loss of the main status of villagers

In the development of ethnic villages, the creation of original eco-tourism resources has always been a key project, and Enshi is no exception. However, due to the lack of local experience and the low education level of villagers, it is difficult to effectively convert cultural tourism resources into economic benefits, so the government adopts the foreign investment method of introducing developers. Culture is the spiritual core of minority cultural tourism products, and in the era of short video and live broadcast, some experts believe that the transformation of ethnic cultural tourism resources by modern scientific and technological means is actually the leading role of popular culture, in order to cater to the tastes of the masses to show the characteristics of local ethnic cultural tourism, and the truly valuable cultural core may be concealed, so pan-entertainment in order to achieve digital marketing effect may dilute the value recognition [9]. In the process of planning the infrastructure of tourist attractions, enterprises ignore the protection of the environment, get quick success and instant benefit, adopt improper development and high investment and low return business model, and naturally become the leader of tourism projects in the village after the development [10].

2.3. Serious commercialization

The excessive pursuit of uniformity in enterprise development and the rampant "trade in old for new" have made the original characteristics difficult to highlight, resulting in the emergence of numerous similar ethnic village buildings. The unique agricultural civilization and cultural carriers of the local community for thousands of years are in danger of decline, and the sense of belonging of local residents is reduced. During on-site visits, it is not difficult to find that ethnic costumes, traditional handicrafts, and other cultural symbols of their own ethnic groups, in order to cater to the public, generally use faster industrial production methods to mass produce goods instead of the production techniques that require a lot of time and labor costs. As a result, the production techniques of these handicrafts gradually disappear and have not been properly inherited. The products of various ethnic villages are similar and homogenized significantly, The inheritance of culture is influenced [11].

3. The path of cultural and tourism integration development in ethnic minority areas driven by big data

3.1. Developing cultural and tourism integration products based on big data

By utilizing the advantages of big data to collect and accurately analyze the cultural tourism demand information of target users, we can develop cultural products that adapt to market development needs and meet consumer cultural needs, increase the added value of the cultural tourism industry, and also play a promotional role, driving more people to participate in cultural tourism projects. Due to the fact that some ethnic minority areas with relatively abundant resources and areas with higher levels of tourism development are more likely to use integration to "unite tourist sources to their own homes", this has the meaning of "making a wedding dress for others" for areas with relatively weakened resources and lower levels of tourism development, resulting in a relatively indifferent attitude towards regional integration development. Finally, using big data to collect consumers' opinions and feelings about cultural and tourism integration products, laying the groundwork for further optimization and improvement of cultural and tourism integration products, and promoting the development of cultural and tourism integration products.

3.2. Utilizing big data to strengthen the promotion of the cultural and tourism industry

No matter how good the cultural tourism project is, it is difficult to achieve rapid development without publicity, so strengthening publicity is an important way to develop the cultural tourism industry. Build a publicity platform for cultural tourism projects, focus on selecting content with cultural characteristics to promote and publicize the online platform, and work hard on the publicity content, so that viewers can be attracted by cultural tourism projects and increase the potential users of the projects. The unique natural landscape and rich ethnic customs have laid a good foundation for the development of cultural tourism industry in minority areas. There is a huge room for the development of cultural tourism industry digitalization, and it has also invested a lot in the digitalization of cultural tourism industry, with remarkable results. This paper constructs the promotion strategy of cultural and tourism big data, as shown in Figure 1.

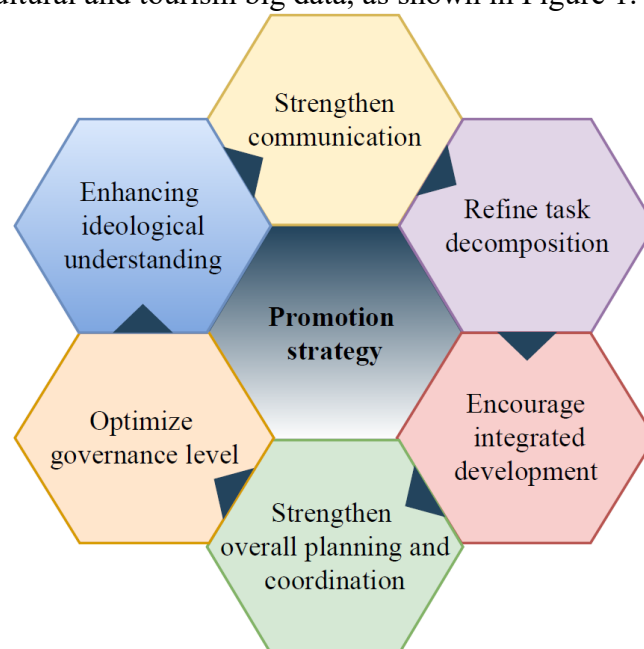


Figure 1 Promotion Strategy of Cultural and Tourism Big Data

A series of preferential price packages for cultural and tourism projects are launched and delivered to consumers for their choice through the online publicity platform, which can not only meet the diversified tourism needs of consumers, but also open the way for the integrated development of cultural industry and tourism. Using its own historical and cultural background, from the initial cooperation with popular movies to the joint mobile game to create a digital IP for

cultural tourism, IP here refers to cultural products with a certain number of fans and popularity.

3.3. Enhance the service capabilities of cultural and tourism projects

The integration and development of the cultural tourism industry needs certain professionals to improve the cultural export capacity and cultural service capacity of the cultural tourism industry, help improve the way of cultural tourism industry integration, and realize the benefits of industrial integration. From the big data of cultural tourism, it is found that the supply of cultural tourism products is insufficient in time, space and coordination, and then the cultural tourism supply products are enriched in multiple dimensions, which is a process of promoting the integration of cultural tourism industry from the supply side. The cultural tourism industry should be able to vigorously introduce professional technical talents, such as professionals who can skillfully apply modern information technology such as big data, and enhance the scientific and technological value of the cultural tourism industry. How to protect the value of national culture in the process of digital marketing is a problem that should be considered in the development of digitalization of cultural tourism industry in minority areas. As shown in Table 1, the scores and rankings of information fusion index of cultural tourism in five major regions of China.

Table 1 Score and Ranking of Cultural and Tourism Information Integration Index in Five Major Regions of China

Region	Cultural and Tourism Information Fusion Index	Digital Management Index	Digital evaluation index	Ranking
North China region	0.1536	0.1524	0.1425	1
East China	0.0957	0.0592	0.2341	2
Southwest region	0.0635	0.0278	0.1487	3
South China	0.0472	0.0412	0.1125	4
Northwest region	0.0245	0.0123	0.0742	5

The intelligent system, which integrates management, service and other aspects, helps town managers to make efficient business decisions, understand tourists' needs and better serve tourists, thus creating more economic value and social benefits. VR panoramic live broadcast uses the characteristics of 5G large bandwidth and low latency to provide visitors with magnificent pictures and make the landscape of tropical rain forest deeply rooted in people's hearts. Innovation to promote enhance the service awareness and the service level of the tourism service personnel through various channels, so as to promote the further development of the cultural tourism integration industry.

4. Conclusions

By innovating new tourism formats, extending the tourism industry chain, and establishing the concepts of "big tourism" and "big culture", a new cultural and tourism pattern characterized by cultural and creative industrial parks, key performances and festivals, and livable towns has gradually emerged. In the context of big data applications, the development of cultural tourism integration has broad prospects and opportunities, which will inevitably promote cultural tourism integration to enter a new stage. This article analyzes the development path of cultural and tourism integration in ethnic minority areas under the application of big data. Build a smart service system that integrates multiple functions such as smart security, environmental monitoring, and smart management, in order to promote the transformation and upgrading of the local cultural and tourism industry. Cultural and tourism big data can discover the interrelationships between culture and tourism industries, and other industries. These interrelationships will have a positive impact on promoting the globalization of cultural and tourism in the dimension of industrial integration, and can even transform traditional industries and expand the extension of cultural and tourism industries. In short, cultural and tourism big data will have great potential in finding matching points between

demand and supply, as well as connecting points between various links in the cultural and tourism industry chain.

References

- [1] Xue-Ting Li. The Path of Sinicization of Marx Doctrine in Ethnic Minority Areas in the Era of Big Data[J]. *Guizhou Ethnic Studies*, 2022, 23(14):26-32.
- [2] He S. Analysis on the Origin and Development Path of Chinese Minority Art Based on Big Data Analysis[J]. *Journal of Physics: Conference Series*, 2020, 1648(52):032047-032051.
- [3] Xing L. The Study of the Foundation and Path of the Integration of Cultural and Tourism Industry in Guizhou Province[J]. *Journal of Guizhou University of Commerce*, 2022, 40(14):39-46.
- [4] Wang X. Exploration of the Approach Using Cultural Consumption to Promote Ethnic Minority Cultural Inheritance and Development[J]. *Ethnic Art Studies*, 2019, 33(16):38-42.
- [5] Meng-Ting W. Research on the development path of cultural tourism industrial park from the perspective of the integration of culture and tourism——Taking the Songshan cultural industry park as an example[J]. *Territory & Natural Resources Study*, 2022, 46(11):36-42.
- [6] Jie H, Xiaodong L, Xia X. Research on The Interaction between The Rejuvenation and Tourism Development of Traditional Villages in Ethnic Minority Areas[J]. *Guangxi Ethnic Studies*, 2020, 42(13):19-24.
- [7] Wenyan T. An Inspection to The Reality of Cultural Soft Power in Ethnic Minority Areas and the Path of Promotion in the New Era[J]. *Guangxi Ethnic Studies*, 2021, 22(8):10-15.
- [8] Jin-Guo Z. A Study on the Transformation and Development of Ethnic Tourism in the Context of Rural Revitalization and Development Strategy[J]. *Journal of Jiamusi Vocational Institute*, 2022, 23(16):24-35.
- [9] Shan-Shan S. Research on the Integration Path of Moral Education Value of Folk Culture in Ethnic Minority Areas[J]. *Guizhou Ethnic Studies*, 2021, 12(4):17-20.
- [10] Heng T. System Construction and Implementation Path for Tourism Poverty Alleviation in Ethnic Minority Areas Under the New Structural Economics View[J]. *Reform of Economic System*, 2022, 26(12):25-30.
- [11] Ting-Ting Y, Dong B, Xiao-Hong B, et al. Study of Urban and Rural Public Culture Services of Border Ethnic Areas——A Case Study of Xishan Area of Kunming City, Yunnan Province[J]. *Library Theory and Practice*, 2019, 21(5):16-23.