Exploration on the Innovation and Development of Shenyang Cultural Tourism Industry in the Digital Era

Haifeng Lin

Liaoning Communication University, Shenyang, China

Keywords: Digital Era; Cultural and Tourism Industry; Innovation and Development

Abstract: People's tourism consumption demand gradually changes from traditional scenic spot tourism to cultural tourism, and they pay more attention to cultural "learning" and "experience" in the process of tourism[1].The development of cultural and tourism industry in the digital era is an important symbol of a city. Not only the digital culture industry has the characteristics of strategic emerging industry, but also a typical integrated industry, spanning many industries such as high-tech, information technology and cultural industry, and a new generation of immersive experiential culture and tourism consumption content.

1. Introduction

With the advent of the new technological revolution with artificial intelligence, big data, blockchain, 5G and other modern information technology as the core, the global model is entering a new digital era, and the digital economy has become a new driving force for the innovation and development of the global economy.Since the establishment of the Ministry of Culture and Tourism in March 2018, the integration of culture and tourism industry has become a focus of attention from all sectors of society, and has also become an issue of high attention at the national level.Based on the new situation and new problems, the Opinions on Further Stimulate the Potential of Culture and Tourism Consumption put forward measures such as "promoting the integration of culture, tourism and modern technology" and "by 2022, building 30 national demonstration zones for the integration of cultural and tourism industries". It can be predicted that the deep integration and development of culture and tourism industry will become the top priority of China's culture and tourism work in the future.The advent of the digital era, promoting the digital technology in the industry to speed up the penetration and use, will not only bring extensive and far-reaching influence, but also speed up the integration between different industries. The integration between industries, integration path, and fusion mode will bring important changes. The application and development of digital technology will open a new era of digital cultural tourism industry development[2].

2. Digital era - Shenyang Promotes the Innovative Development of Cultural Tourism Industry

Shenyang Culture and Tourism Bureau has completed and issued the Shenyang Digital Tourism Action Plan (2021-2023), which will achieve the construction goal of becoming the first city of digital tourism in Northeast China in 2022, and advancing into high position in the ranking of the digital tourism construction level in China in 2023. The bureau also formulated and completed the "Shenyang Cultural Industry Chain Construction Promotion Plan (2021-2025)", in which the digital cultural tourism industry chain is proposed to promote the construction of a number of digital cultural tourism industrial parks in 2023, a number of digital function platforms in 2024, and a group of middle and downstream brand enterprises in the digital cultural tourism industry chain in 2025.

The "Palace Museum Online Tour" project is leading the way. The 720-degree online tour, three-dimensional cultural relics modeling, VR, AR, and other functions will soon be online. At present, the digital function of Shenyang Palace Museum is comprehensive and upgraded, ranked high in the domestic museum industry. The official website of Shenyang Palace Museum has functions like the project of Visiting the Palace Museum Online. At present, the digital functions of these two platforms are in the leading position in terms of the current museum industry technology.

The construction of "One More Hour Saved for Tour" has begun to take shape. "One More Hour Saved for Tour" launched "30-second checking in", "20-second entering the park", "10-second location pinpointing, 10-second itinerary planning". "Park Tour Guidance" supports the "One More Hour Saved for Tour" project by optimizing the allocation of urban tourism resources through big data, Internet of things, artificial intelligence and other technologies, to make the tourism industry service accurate, efficient and convenient, so that tourists can stay in Shenyang with one more hour saved for traveling.

3. Problems Existing in Shenyang's Digital Cultural Tourism Industry

The development of digital cultural tourism industry is not sufficiently understood and appreciated . Instead of treating the digital cultural tourism industry as "curve overtaking" and having it included in the "long polar" industry catalog and strategic emerging industry list, those who regard the digital cultural tourism industry as a traditional tourism industry may miss the opportunity of a new round of industrial upgrading. The reason why the digital cultural tourism industry is regarded as a strategic industry is that the digital cultural tourism industry is not only the traditional tourism industry, but also the engine and starting point of the real economy.

The policy guidance of digital cultural tourism industry is not strong. As a strategic pillar industry, the digital cultural tourism industry needs effective policies as its support. So far, the city has not issued a special plan for the development of digital cultural tourism industry, and the industrial development is unorganized and sporadic.

Insufficient technological innovation in the digital cultural tourism industry is obvious. Digital culture is highly dependent on new technologies and belongs to a typical technology-intensive industry. At the same time, digital technology iteration speed is fast. Whether it can seize the technological opportunity is one of the necessary conditions for the development of digital culture. Compared with Beijing, Shanghai and Shenzhen, Hangzhou and Xi 'an, the gap in front of Shenyang's digital cultural tourism industry is caused by the lack of cutting-edge technology application and weak research and development ability.

Shortage of talents in the digital cultural and tourism industry. Digital culture industry has the characteristics of strategic emerging industry, is a typical industry of the integration of high-tech, information technology culture industry and other industries, and need many multi-skilled talents from related disciplines to support digital industry innovation and development, the local colleges and enterprises' extended education has not yet formed the digital culture talent supply ability.

4. Suggestions for Shenyang Digital Cultural Tourism Industry Development

Introduction of relevant policies and plans. Shenyang digital cultural tourism industry is in urgent need of relevant policies. Each county and district should also introduce digital cultural tourism industry planning and policies for their own needs. First of all, a special plan should be fomulated. It is necessary to compile the "Shenyang Digital Cultural Tourism Industry Development Plan" to coordinate the efforts for the development goals and priorities of the city's digital cultural tourism industry. Secondly, special and comprehensive policies and regulations should be jointly issued by the government departments involved, including the corresponding proposals of government support or the industrial development guidelines issued by the municiple government, focusing on breaking through the barriers caused by the ownership system in the digital cultural tourism industry.

Increasing the market players in the digital cultural and tourism industry. It is necessary to have more companies to actively participate in the digital cultural tourism industry, to make room for the driving role of those backbone enterprises, and to increase the market players of the digital cultural tourism industry. The scale advantage and agglomeration effect of the digital cultural tourism and cultural industry demonstration park are more obvious, the innovation and development ability is significantly improved, the service system is constantly improved, and the industrial ecology is continuously optimized; it is necessary to cultivate and expand a group of backbone digital cultural

industries with competitive edge and industry influence, and promote the more reasonable allocation of regional resource elements. The industrial structure is being further optimized and upgraded.

5. The Integration of Traditional Business Forms and New Business Forms

It is necessary to develop a new generation of immersive experiential culture and tourism consumption content making use of 5G, ultra-high definition, augmented reality, virtual reality, artificial intelligence and other technologies. It enables the tourists to get more quality experience before and after the purchasing the tourism products, such as cloud tourism, immersive performance, immersive entertainment projects, etc. Immersive tourism, strengthening the application of digital technologies for sound and light, so, is also a part of the digital tourism industry. Immersive experiencing + theme park is a kind of immersive tourism. Immersive theme park, through the sound and photoelectric digital technology scene, enables people to have a full sensory experience in immersive experience space, immersive culture experience can empower the tourism industry. Smart tourism products and services are mainly characterized by highly intelligent tourism products and services, including smart hotels, smart rooms, unstaffed shops, unmanned peddler cars, etc., featuring no contact service[3].

The integration of online and offline products becomes handy. The boundary of the online and offline consumption in the digital cultural tourism industry will become blurry. The construction and promotion of a digital museum thrives. During the pandemic period in 2020, local museums launched more than 2,000 online exhibitions. Shenyang history and culture had been promoted on the Internet in the form of "VR tourism", and people could enjoy the beautiful scenery and regional culture from all over the world without leaving home. During the 2023 Spring Festival, the total page views exceeded 5 billion. Digital cultural tourism industry will break down the time and space restrictions of traditional tourism, produce digital cultural tourism scenes, and create digital virtual space. Tourism enterprises and the agencies of the scenic spots should actively embrace the Internet, continuously promote the restructuring of the cultural tourism supply chain, promote the updating and iteration of cultural tourism products, and accelerate the digital construction of online booking, online guide tour, online exhibition and so on.

Online cultural museum refers to online museums, art galleries, etc., which can use the Internet, AR, VR, AI technology to realize the quick access and enlarged viewing of cultural items and art information, online independent tour, and 360-degree full scene experience, etc., to improve the viewing experience of tourists.

6. The Integrated Development of the Digital Cultural and Tourism Industry

The integration of cultural tourism and technology includes the promotion of the deep integration of culture and tourism under the framework of digital economy, improving the level of digitalized tourism product development and tourism service design, and developing tourism live broadcasting and 'tourism belt' to promote the innovative development of new modes of digital tourism. Because of its large bandwidth, large capacity and low delay, 5G technology will comprehensively promote the digital and intelligent transformation and upgrading of the cultural tourism industry from the resource end, operation end, and tourist end. The digital tourism industry should make use of the construction of digital IP content and digitalized production to promote the digital transformation of the cultural tourism industry. The IP content of the cultural tourism industry transforms the elements of the cultural tourism resources into the digital symbol content, so as to realize the combination of the online digital IP content with the offline tourism experience, promote the interaction between tourists and the tourism scene, and enhance the sense of experience, participation and interaction in tourists.

The enhancement of the development of the digital cultural and tourism industry. The new infrastructure construction with new digital infrastructure as the core will be placed in a more prominent position, to provide foundamantal digital support for the construction of "Digital

Shenyang, a City Strong in Smart Manufacturing". The construction of 5G base stations makes 5G network coverage and the construction achieve top level in the country, accelerate the integration of Shenyang cable TV network, accelerate the expansion and optimization of optical fiber network, promote the development of the Internet, and establish a new Internet exchange center. It is important to promote the construction of data centers such as Huawei AI Supercomputing Center, the Northeast China Energy Big Data Center, and accelerate the construction of large data centers such as Mobile, Unigroup and Yunding[4].

Strengthening the research, development and application of key technologies in the digital cultural tourism industry. Centering on the intellectualization of big data, the digital construction will accelerate the digital processing of content resources, promote the research and development and application of intelligent digital content organization, management, presentation, storage and other technologies, and fully promote the site application of digital cultural tourism industry.

7. Strengthen the Construction of the Talent Team in the Digital Cultural and Tourism Industry

Strengthening the training of integrated talents in the digital cultural and tourism industry. It is important to mobilize the universities or research institutions in Shenyang to carry out integrated academic education to meet the needs of the digital cultural tourism industry, with focus on the undergraduate education, taking into account the master and doctoral education as well as secondary and tertiary vocational education.

Stimulating the vitality of talents and steadily promoting the reform of the system and mechanism of talent development in the digital cultural tourism industry. The main task is to expand the independent authority of the employers, establish a flexible talent recognition mechanism, and implement special rewards for talent contribution. The main purpose is to maximize the enthusiasm of the employers and stimulate the innovation and entrepreneurship vitality of talents in the digital cultural tourism industry.

Carrying out digital cutural tourism industry training. This can be achieved through the selection of talents in Shenyang digital cultural tourism industry who are engaged in technology, products, management, marketing, and so on, and sending them to domestic and foreign colleges and universities and well-known enterprises to receive training on the theories, technologies, and operation. The focus will be on digital knowledge integration. The aim is to promote the construction of digital cutural tourism industry with the help of strong talent support.

8. Conclusion

In today's society, with economic prosperity, scientific and technological development, and high-speed information exchange, cultural products show the characteristics of diversification, and the power to influence the market is more in the hands of the consumers. Mobile Internet has penetrated into every aspect of people's life because of its convenience, security, and wide application coverage. Young users, constituting the major part of consumers, have more qualities and vitality, and maintain the enthusiasm for the exploration and research of everything. The power in the transformation and innovation of industrial development mode to achieve more efficient management of enterprises and the rapid attraction of consumer groups is unprecedented. The recovery in cultural industry and the digital transformation of cultural industry in Shenyang is still in the exploration stage, but in the future, in the continuous exploration through the development of science and technology innovation, and further breaking down the cultural barriers, as well as upgrading the innovative operation mode, the digital development of Shenyang culture industry will be able to achieve outstanding results[5].

References

[1] Zhang Yingzi, "Foreign "tourism + culture" industry integration creative path and experience

enlightenment", Culture; tourism, vol.10, no.15, G112;F591, 2021.

[2] XIA JIECHANG 1.HE SHAOJUN 2.XU JINHAI 3."Digitalization: a new direction for the integrated development of the cultural and tourism industry". Culture; tourism, vol.4, no.29, F592.7;G127, 2020.

[3] Feng Dehua 1, Liu Yang 2, "Study on the transformation of red cultural tourism under the perspective of VR technology", Culture; tourism, vol.4, no.15, G124;F592, 2023.

[4] Sun Jiuxia, "New trends and new trends of cultural and tourism industry development" industry integration creative path and experience enlightenment", Culture; tourism, vol.5, no.15, F592, 2023.

[5] Wang Dong "Research on the digital construction of the cultural industry in Langfang city". Culture; tourism, vol.12, no. 3,TP399;G124, 2022.