

High-quality Development Path Analysis of Shaoxing Digital Culture and Tourism Industry based on “Double Cycle”

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Abstract: This paper studies the development of shaoxing’s cultural and tourism industry. On the basis of analyzing the three status quo of the development of Shaoxing’s digital cultural and tourism industry, it carries out an investigation of shaoxing’s digital cultural and tourism economy by using the method of field investigation and data analysis, which reflects the problem that the purpose of tourism is entertainment. The conclusion that it is necessary to develop the digital culture and tourism industry under the double cycle mode is drawn, and the strategy of constructing the intelligent tourism system, strengthening the government’s intervention in the development of the tourism industry, and using big data technology to meet the different needs of tourists is put forward, so as to realize the high-quality development of the digital culture and tourism industry in Shaoxing.

Keywords: Double circulation mode; Digital culture and tourism industry; Development path; Experience summary; Development innovation

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Introduction

Shaoxing city has very rich historical and cultural resources, and the digital cultural tourism industry relies on tourism. By carrying out characteristic tourism activities, people can realize the different historical and cultural backgrounds of each region. The development of information technology has brought great convenience to the development of digital culture and tourism industry. Culture and tour industry and tourism industry is very different, in the tourism industry of the past, most people to appreciate the static landscape is given priority to, the passengers while harvesting the sensory aesthetic experience, but a lot of passengers are not felt of the cultural value of these historical landscape, this leads to the real purpose of tourism development has not been implemented. Digital culture and tourism industry can make full use of computer information technology to dig out the cultural value of tourist attractions, so that tourists can harvest more precious spiritual wealth in the process of tourism.

1. The historical background of the emergence of digital culture and tourism industry

The Chinese government attaches great importance to the development situation of tourism. In the era of backward economic development, the purpose of developing tourism in China is to promote the rapid and stable development of economy. Nowadays, with the continuous improvement of people’s living standards, people pay more and more attention to the construction of spiritual world. In this context, the administrative departments in various regions of China have introduced policies to support the development of the local culture and tourism industry. Digital culture and tourism industry is characterized by low consumption and sustainable development. The development of digital culture and tourism industry will push China’s tourism industry to a new level and make China’s spiritual civilization construction develop in a better direction.

In recent years, China attaches more and more importance to intellectual property rights, the development of digital technology is more and more rapid, online payment means has been widely popularized, and this series of development in the social field implies that the digital era is coming. The development of digital culture and tourism industry faces two opportunities. First of all, people’s living standard has become higher and higher after the reform and opening up, and people’s demand for entertainment is increasing day by day. Going out to play has become the main content of many people’s holiday activities. This phenomenon has promoted the prosperity and development of China’s tourism industry, and also indirectly promoted the rapid development of digital cultural tourism industry. Secondly, with the continuous popularization of education in China, people begin to realize the importance of the construction of spiritual civilization, people’s spiritual needs are growing, which brings great opportunities for the development of China’s cultural undertakings, but also makes the digital culture and tourism industry has a good development carrier.

2. Basic features of digital culture and tourism industry

2.1 Physical Features

Digital text brigade product physical characteristics of the main content of the total is divided into four aspects, first is stability, digital text brigade product consists of two types of characters, these two characters were “0” and “1”, the two characters through multiple complex cycle, ultimately forming a string of characters of use value, character, once generated, it is not easy to change, When digital text products are maliciously infringed, the characters inside will be copied quickly and cheaply, so that digital text products can be timely protected. Secondly, it is flexible. Traditional cultural travel products are processed and produced according to fixed processes. After purchasing traditional cultural travel products, tourists can only have the right to use and ownership of them. However, for the current digital cultural tourism products, tourists can not only use it after purchasing, but also independently

design and transform its functional structure. Therefore, digital cultural tourism products can better meet the diversified needs of users. In addition, it is reproducibility. Although a large amount of capital needs to be invested in the initial stage of research and development, digital cultural travel products are generally reproducibility and low replication cost, so in the later stage, digital cultural travel products can bring substantial profits to the property owner. Finally, it is characterized by fast transmission. After digital travel products are connected to the network, they can be quickly shared across borders. Users can purchase and use them at any time through online payment.

2.2 Product Features

Digital culture and tourism industry has three product characteristics. First of all, it is highly modular. Digital cultural tourism products can make use of digital technology to realistically present the landscape of tourist attractions in front of people. It can according to the demand of people, for people to collect various effectiveness data resources, after processing the data resources integration, and thus helps people to reproduce the scene of scenic spots, it can provide personalized service to tourists, visitors can choose according to their interests have a destination in different parts of the tourism landscape. Secondly, two-way interaction. In the development process of digital culture and tourism industry, producers and consumers need to communicate and interact with each other in real time through the network, so as to help producers better understand the needs of consumers and help consumers better understand the characteristics of digital culture and tourism products. However, based on the contradiction between supply and demand, such service mode can only be provided for special groups, and it has strong customization characteristics. However, with the continuous development of The Times in the future, the one-to-one service mode will slowly change into one-to-many and many-to-many service mode, and the contradiction between supply and demand will be gradually solved. Finally is a significant timeliness, timeliness is digital tour products is an important feature of today is not only a number of tour industry, in all spheres of society, information has a strong timeliness, if after information lost value, the people didn't get the relevant information, the information doesn't help people, so, Digital travel products often have a strong timeliness, which can provide continuous economic value for producers.

2.3 Economic Characteristics

The economic characteristics of digital cultural travel products can be divided into three main aspects. First is exclusive, this nature can be seen from the two aspects, on the one hand, is a digital text brigade products can be traded for countless times, each time the transaction cost is very low, almost zero, on the other hand is a digital text brigade products can consumption by multiple users at the same time, in the process, digital text brigade, the quality of the products will not change. Secondly, consumer preference. On the one hand, consumers can choose different types of digital cultural travel products according to their interests and hobbies. Consumers' demands for digital cultural travel products are mainly divided into three aspects, namely, education needs, business needs and entertainment needs. On the other hand, digital cultural travel products have a high content of science and technology, it can combine the specific situation of users, use a variety of algorithms, so that digital cultural travel products can be precise delivery, so as to provide different personalized services for different users. Finally the high added value, value added is producers by fully using their own intelligence labor and physical labor, digital text brigade to produce high value-added products, to travel play, for example, after producers to develop a game products, by constantly updating the game equipment to gain extra profits, the profit itself is more than the profits brought by the game, The application of this innovation ability can create great economic benefits.

2.4 Market Characteristics

The market characteristics of digital cultural tourism industry are mainly reflected in two aspects. The first is the virtual nature of the market. The market is a place for buying and selling. In the process of trading, producers help users to obtain certain information by providing data to users, and users buy the information provided by producers through online payment. Information about digital travel products can be easily collected, so the digital travel industry has a strong transparency, and the price at all stages can be well known by buyers, which also promotes fair market competition. Second is limitless, the network environment of the Internet has no boundaries, so in the Internet environment in digital text brigade products trading market is limitless, digital text brigade product transaction object can be people from different countries, different cultural background, it has broken the nationality, culture, geographical restrictions, it only need to set up a set of entering the market rules, It can survive in the network market for a long time and enjoy the unlimited advantage of the network market^[1].

3. development status of Shaoxing digital culture and tourism industry

3.1 Digital culture and tourism platform

In order to promote the development of digital cultural and tourism industry, Shaoxing city fully integrates digital information into the development process of cultural and tourism industry. By establishing cultural and tourism information service platform and wechat mini program, shaoxing city helps more tourists to understand the tourism information in an all-round way and provides one-stop service for tourists. Through these information platforms, tourists can timely learn the details of various famous tourist attractions in Shaoxing city. At the same time, some Internet companies also actively integrate into the development of cultural and tourism industry in Shaoxing City, making the tourism industry in Shaoxing city break through the traditional restrictions, so as to fully advance with The Times.

3.2 Digital hotel accommodation

Shaoxing wen tour industry development and many famous Internet company for close cooperation, among them, the hotel accommodation is more obvious, many hotels into the lodge breakthrough the limitation of the traditional way, and into the night at the hotel each link are used on the Internet information technology, such not only can let passengers to its full freshness, attract passengers occupancy, It can also promote the good development of shaoxing digital culture and tourism industry.

3.3 Digital Exhibition Hall

Of shaoxing culture tourism the design of the pavilion also fully use of the digital information technology, it through 3 d dynamic will be a lot of rich traditional culture breath, in the form of tourism products and tourism spots appear in front of the passenger, both conducive to the spread of excellent Chinese traditional culture, convenient visitors understand contains rich traditional culture, more can promote the development of peripheral industries, So as to promote the development of digital economy.

4. The double circulation theory of digital culture and tourism industry

Binary mode is under the background of the development of the digital economy, dual cycle development of cultural industry and tourism, culture and tourism of the intimate relationship, since the ancient times is in the process of travel, passengers by visiting some of the cultural significance of landscape, see some with the local conditions and customs of different ethnic flavor, was promoted to make their own ideology. However, nowadays, people travel for entertainment purposes, so the development of digital cultural and tourism industry is of great significance, because it can make people's tourism activities become more targeted, so that people can draw more spiritual wealth from tourism activities. Therefore, when developing the cultural and tourism industry, we should pay attention to the double cycle development of cultural industry and tourism industry, so that it can truly become a tool to enrich people's spiritual world.

5. Problems encountered in the development of Shaoxing digital culture and tourism industry

5.1 The internal structure of tourism enterprises is not reasonable enough

The internal structure of tourism enterprises is very important for tourism management work, also influence the development of digital text brigade industry, if the tourist enterprise internal division of labor is not clear, each department can't for the good cooperation, so at the time of have a problem, the mutual shuffle is likely to happen, it will cause problems cannot be effectively solved, Thus to the development of tourism industry to bring a greater loss. The tourism enterprises of Shaoxing city have such problems.

5.2 Lack of perfect tourism product system

There are many famous historical sites in Shaoxing, which have made great contributions to the development of digital cultural tourism industry in Shaoxing. But each region's tourism products, lack of a link between the tourists after enjoy a regional landscape without desires and then look at a landscape, it seriously affected the digital sound development of the tour industry, also make the tourism industry development of shaoxing lack of purpose, there is a lot of randomness, is not conducive to long-term stable development of the tourism industry.

6. The development path of shaoxing digital culture and tourism industry

6.1 Create intelligent tourism system

Local tourism authorities should set up a smart tourism system to provide tourists with different services at different stages of tourism. Regional tourism departments should actively take advantage of digital cultural tourism industry, integrate tourism services into pre-tour, tour and post-tour, and provide all-round services for tourists. Before the start of the tourism, region tourism staff can through digital technology, to introduce visitors to shaoxing famous tourist place, let the passenger to shaoxing background have a comprehensive understanding of history and culture, but also to introduce the passenger to local logistics arrangement, convenient for tourists to make specific cultural tourism planning. In the tourism process, regional tourism departments to provide visitors with a series of public service, including sweep hotel check-in, restaurants and yard dinner, etc., at the end of the tourist area staff should also provide passengers with a series of after-sales service, including recommended to passenger Numbers, tour products, provide relevant services, etc^[2].

6.2 With the promotion of government and the assistance of enterprises, the digital culture and tourism industry will contribute to poverty alleviation

The development of tourism is closely related to the successful completion of the battle against poverty. Although China has comprehensively achieved the construction of a well-off society, there is still a gap between the rich and the poor in many areas. The rural areas of Shaoxing city have very rich tourism resources, but the basic equipment there are generally relatively backward. This has brought great opportunities to the development of the digital culture and tourism industry. The local government should seize this opportunity and create more jobs by developing the local tourism industry. Only by solving the employment problem can people fundamentally get rid of poverty. The government should do a good job in top-level design, actively encourage local enterprises to invest in the development of digital cultural and tourism industry, help rural areas develop tourism resources, promote the prosperity and development of rural economy, and effectively narrow the gap between the local rich and poor^[3].

6.3 Use big data technology to improve the quality of tourism services

Big data technology can comprehensively collect and integrate all kinds of information about tourists and tourist regions, so as to bring more rich travel experience to tourists. Each passenger has a great difference in age, interests and hobbies, and with the change of travel time, the suitable scenic spots will also be different. Big data technology can comprehensively evaluate these situations and strive to provide personalized services for each passenger. For example, big data technology will provide some convenient shopping places for female tourists, some attractive natural scenic spots for the elderly, and some challenging tourism projects for young people. In addition, the application of big data technology will not cause discomfort to people in the process of travel and will not affect the normal travel mood of tourists^[4].

7. Conclusion:

To sum up, the development of local culture and tourism industry should not only take modern science and technology as the core, but also closely rely on local history and culture. The intangible cultural heritage of tourist attractions comes from folk and has rich regional cultural characteristics. China has a wealth of intangible cultural heritage, which can become an important tourism resources. Non-material cultural heritage is a blend of local customs and habits of the people, by browsing, learning all kinds of intangible cultural heritage, can make the person feel the vast five thousand years of Chinese civilization, will also be able to motivate people and the intangible cultural heritage about the interest in all areas of society, help people to establish healthy thought interest, help to enrich people's spiritual world. In addition, intangible cultural heritage can also provide inspiration for the design and development of digital cultural tourism products, which can facilitate local economic development. Therefore, the local tourism department must strengthen the protection of intangible cultural heritage, only on this basis, can promote the good development of digital cultural tourism industry.

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