

# Digital Technology Driving the Development of Cultural Tourism Projects in Ethnic Minority Areas: A Case Study of Menghuo city

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**Abstract:** With the rapid development of digital technology, the cultural tourism industry has gradually adopted digital means to enhance tourist experience and promote sustainable development of tourism destinations. This study takes Menghuo city, a typical case of cultural tourism projects in ethnic minority areas of China, as an example to explore the importance of digital construction in enhancing the core value and attractiveness of tourism projects. Through research, in-depth interviews, and on-site investigations, this study proposes a series of suggestions for digital creation, including the application of intelligent navigation systems, the introduction of virtual reality technology, and the promotion of online marketing. The aim is to provide practical references for relevant practitioners and government managers regarding digital creation.

**Keywords:** cultural tourism; digital creation; intelligent navigation system; virtual reality technology; online marketing

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## Introduction

China has a long history and rich cultural resources, and various cultural tourist attractions have attracted a large number of domestic and foreign tourists. Among them, the Bashu culture has been recognized by tourists due to its unique geographical location, characteristics of ethnic minorities in the southwest region, and long history and culture. <sup>[1]</sup> Menghuo city Scenic Area is located in Liziping Township, Shimian County, Ya'an City, Sichuan Province, at the junction of Ya'an Prefecture and Liangshan Prefecture. The scenic area is adjacent to Liziping National Nature Reserve, and therefore rare animals and plants can be seen. Scenic spots allow limited thinking to integrate into the boundless natural environment, achieving a spiritual destination. The scenic area covers a total area of about 17.7 square kilometers, with an average elevation of about 2600 meters and an average annual temperature of 17 degrees Celsius. It has a lofty mountain ecological meadow and is a place for giant pandas to be released. The scenic area is a place where Zhuge Liang captured Meng Huo seven times based on the story of the Three Kingdoms. <sup>[2]</sup> There are 5 natural attractions including primitive forests, large meadows, Red Stone Beach, beacon towers, and Moon Lake. The local residents of the scenic area are mostly Yi ethnic minority residents, and the unique cultural, aesthetic, and architectural characteristics of the Yi ethnic group have also been applied to the construction of the scenic area. This allows tourists to not only appreciate the beauty and grandeur of nature, but also experience the feelings of different culture. However, despite the unique charm of ethnic minority cultural tourism projects in Sichuan, China, with the rapid development of digital technology worldwide, traditional tourism promotion, innovation, and resource display methods are no longer able to meet the needs of tourists. Therefore, digital construction has become an important means to enhance the core value and competitiveness of tourism projects.

## 1. Research Method

This study explores the impact of digital construction on enhancing cultural tourism projects by conducting on-site investigations and in-depth interviews in the Menghuo city Scenic Area, combined with relevant literature research. The research mainly adopts qualitative research methods, through face-to-face communication and semi-structured interviews, to obtain the views and experiences of relevant practitioners and tourists on digital creation. Through on-site investigation and in-depth interviews, we have found that digital construction is of great significance in enhancing the core value and attractiveness of the Menghuo City tourism project. Firstly, the introduction of intelligent navigation systems can provide tourists with a more intuitive and rich visiting experience, better imparting historical and cultural knowledge to tourists. Secondly, the application of virtual reality technology can allow tourists to experience historical scenes firsthand, enhancing emo-

tional resonance and participation. Finally, the promotion of online marketing has increased the visibility and attractiveness of Menghuo City, attracting more tourists to visit and play.

## 2. Suggestions

Firstly, through the application of the intelligent navigation system, tourists can have a deeper understanding of history and culture, and improve the visiting experience. The navigation system of intelligent scenic spots mainly aims to enhance tourists' interactivity and participation through self-service, and provide more convenient tourist attraction services. The most important aspect of the system is the navigation function of the tour map. Therefore, the design of the tour map should more fully reflect the three-dimensional and comprehensive map display and navigation service functions, in order to meet the diverse and personalized needs of tourists.<sup>[3]</sup> In addition, intelligent tour guides and scenic spot information acquisition functions can help tourists better access information about each scenic spot.

Secondly, the application of virtual reality technology can allow tourists to experience historical scenes more immaturity, deepening their understanding and perception of history. Virtual reality technology plays an important and constructive role in people's sensory experience, as it can reshape their tourism actions and experiences. It allows visitors to experience the "fresh" culture of the Three Kingdoms and the local Yi ethnic group, and through the experience of tourism visitors, builds a lasting, strong, and authentic immersion experience.

Finally, the promotion of online marketing has effectively increased the visibility and attractiveness of Menghuo City, attracting more tourists to visit. Morong Miao Village, a minority scenic area in Hunan Province, utilizes online marketing methods and technologies to help the scenic area gain online traffic and create the title of "Internet celebrity tourist destination". The scenic spot has successfully attracted the attention of hundreds of thousands of consumers by making hot news and capturing network hotspots through websites, search engines, We-Chat microblogs, Tiktok live broadcast and other means.<sup>[4]</sup> In the process of digital creation, attention needs to be paid to the emergence of some issues, such as high technical costs, personnel training, and process optimization.

## 3. Issues worthy of attention

Firstly, respect the cultural traditions of the Yi ethnic group and the rights and interests of local residents. The Yi ethnic group is one of the important ethnic minorities in China, with unique cultural traditions and customs. When creating cultural and tourism projects, it is necessary to respect the cultural traditions of the Yi ethnic group, fully consider the wishes and needs of local people, and avoid negative impacts on local culture. During the project construction process, it is necessary to have extensive communication and cooperation with local residents, respect their rights, and fully consider their opinions and needs. At the same time, attention should be paid to avoiding excessive commercialization and development, and avoiding situations where local residents are excluded and deprived of benefits.

Secondly, protect the ecological environment and promote local economic development. Yi ethnic minority areas typically have unique and rich ecological resources, and protecting the ecological environment is a fundamental prerequisite for creating cultural and tourism projects. When developing tourism projects, the principle of sustainable development should be followed, environmental protection measures should be taken to avoid excessive development and damage to the ecological environment. The construction of cultural and tourism projects can promote local economic development, increase employment opportunities and economic income. However, it is necessary to ensure that these projects can truly benefit local residents, improve their living standards, and avoid resources being monopolized by external enterprises, leading to the widening of the local wealth gap.

Then, strengthen infrastructure construction. The success of digital technology in cultural and tourism projects cannot be achieved without good infrastructure construction, such as networks, base stations, road transportation, accommodation, etc. Investors and developers should fully consider the local infrastructure situation and cooperate with relevant departments to improve infrastructure and service quality.

Finally, enhance the inheritance and dissemination of Yi culture. Creating cultural and tourism projects is also a process of cultural inheritance and dissemination. We should enhance the visibility and recognition of Yi culture through cultural activities, performances, exhibitions, and other forms, so that more people can understand and fall in love with Yi culture. Providing diversified tourism products, the tourism resources in the Yi ethnic area are rich and diverse, and diversified tourism products can be developed, such as folk customs display,

sightseeing tourism, cultural experience, etc. This can attract different types of tourists, increase the attractiveness and competitiveness of tourism.

#### **4. Conclusion**

Digitalization is an effective means to enhance the core value and attractiveness of Chinese cultural tourism projects. This study takes Menghuo city as an example and proposes digital building suggestions such as the application of intelligent navigation systems, the introduction of virtual reality technology, and the promotion of online marketing. These suggestions can provide reference for relevant practitioners and government managers in digital construction, help them better utilize digital technology to enhance the core competitiveness and sustainable development ability of tourism projects, and provide some assistance for the economic development of ethnic minority areas. Although this study explores the impact of digitalization on cultural tourism projects from a specific case, due to limited time and resources, research on other cultural tourism projects in China is not sufficient. Future research can further expand the sample and research scope, and delve into the overall impact and driving role of digital construction on Chinese cultural tourism projects.

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