

Research on the High-Quality Development of Cultural Tourism Sector in Digital Economy, Industrial Coordination and Rural Revitalization

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Abstract. In the recent years, the cultural tourism sector represents a rapid growth. In the current base of information flooding, many cities have the opportunity to rise to become a popular tourist attraction. From the perspectives of industrial coordination, digital economy development and rural revitalization, this study deeply discusses the strategy path of high-quality development of cultural tourism sector. The study shows that the digital economy provides a new development opportunity for the cultural tourism sector, and the industrial synergy has significantly strengthened the overall competitiveness in the cultural tourism sector, while the rural revitalization has injected new vitality into the development of the cultural tourism sector from the grassroots level. This paper has some reference for the high-quality improvement of the cultural tourism sector of the local government. By integrating digital technologies, local governments can enhance tourist experiences, promote cultural heritage, and boost rural economies. Strategic investments in infrastructure and skill development are crucial for sustainable growth.

Keywords: tourism sector; digital economy; industrial coordination; rural revitalization.

1. Introduction

With the around-the-clock advancement of globalization and the rapid development of information technology, the cultural tourism sector, as a bridge connecting the economy and culture, is increasingly becoming an important force to promote the local economic growth. In recent years, the cultural tourism sector has presented a rapid growth trend, which not only brings new development opportunities to the city, but also provides more diversified experiences for tourists. In the current base of information flooding, many cities have the opportunity to rise as popular tourist resorts, but they are also facing fierce competition and challenges.

The high-quality progress of cultural tourism sector needs to realize not only the innovative transformation and creative progress of traditional cultural resources, but also the digital transformation of the sector through the help of modern scientific and technological methods. What's more, as the rural revitalization strategy carries out more deeply, the cultural tourism sector is also playing an increasingly important role in promoting the amalgamation of urban and countryside and developing the diversification of rural economy.

There are already a lot of certain discussions about how to promote the development of brigade sector quality, Dong proposed cross-sector cooperation positive influence on the development of cultural tourism: 1, cross-sector cooperation through resource sharing, enhance innovation ability, market expansion and brand value, realize the depth fusion with other industries, bring new development opportunities and competitive advantage. 2. Factors affecting the effectiveness of cross-sector cooperation: the selection of partners, the selection and design of cooperation forms, the establishment and operation of cooperation mechanism and other factors significantly affect the effect of cross-sector cooperation. 3. Challenges and future research directions: Cross-sector cooperation in cultural tourism also faces challenges such as insufficient resource integration, limited innovation ability and market competition pressure. Further research and solutions are needed to enhance the effect of cooperation and promote the sustainable development of cultural tourism [1]. Zhou and Chen proposed that the digital economy has a significant positive impact on the improved resilience of the tourism economy. At the same time, the optimization of industrial structure, innovation capacity and

human capital stock are the effective intermediary mechanism for the digital economy to improve the flexibility of the tourism economy. Moreover, digital economy has spatial spillover effect on the flexibility of tourism economy, but this effect is negative [2]. Li proposed that under the background of rural revitalization, the development of tourism culture in the countryside is to realize the countryside. The important engine and approach of the revitalization strategy is the key to realizing the rural revitalization and the great rejuvenation of the Chinese nation. The effective development of rural tourism and cultural integration can promote the ecological environment of Baohua, increase farmers income, promote the integration of urban and rural areas, and promote the faster and better development of regional economy. It is of far-reaching significance to actively study the best development path and better promote the development of rural tourism culture [3]

This study aims to explore the strategic path of high-quality development of cultural tourism sector from the three perspectives of industrial coordination, digital economy development and rural revitalization. Through the analysis of the current situation of cultural tourism sector, combined with the study of successful cases at home and abroad, this study will put forward a series of feasible suggestions and measures, in order to provide advice for relevant decision makers and practitioners, and jointly promote the sustainable and healthy improvement of cultural tourism sector.

2. Industrial coordination to promote the high-quality development of cultural tourism sector

2.1. Industrial coordination promotes optimizing the allocation of resources

By breaking down regional and industrial barriers, industrial collaboration can bring out the efficient flow and optimal allocation of resources. This mechanism can not only develop the efficiency of the use of resources, but also boost the complementary and cooperation between different regions and departments, forming a joint force. For example, by establishing a database of cross-regional cultural tourism resource, information sharing and overall resource planning can be achieved, so as to avoid repeated construction and resource waste. At the same time, industrial collaboration can also stimulate new business models and service innovation, and bring new growth points for the cultural tourism sector. Taking Anxi Cultural Tourism as an example, Anxi County has a subtropical monsoon climate, with an annual precipitation of about 1600mm, mountainous and hilly terrain, and an environment which is blessed with natural advantages, which is very conducive to the growth of tea trees. The tea tree resources are very abundant, including more than 100 cultivated varieties. At the same time, the area has a great number of tourism viewpoints, including 41 tea manors, 1 national 4A scenic spot (Qingshui Rock) and 43A scenic spots (Fengshan, Hongnyan, Xishan and Zhimin), which provides a solid foundation for the development of cultural tourism in this area.

2.2. Industrial collaboration to promote cultural tourism products and services innovation

Under the background of cultural digitization strategy, "digital + cultural tourism" has become one of the new directions of cultural development. The process of digital storytelling in traditional culture is the digital transformation and reconstruction of the traditional cultural resources such as cultural relics and intangible cultural heritage, which can create brand-new and more infectious literary and artistic works. Promoting the digitization of traditional culture has also become an important way to integrate online games and cultural and tourism [4]. At the same time, industrial collaboration provides the possibility of cross-sector integration of the cultural tourism sector, such as combining cultural places such as museums and art galleries with commercial, entertainment and others to create new cultural consumption scenes.

With the birth of Black Myth: Wukong, Shanxi Cultural tourism also greeted with a lot of attention. As the first domestic 3A video game, as soon as it was starting to sale, countless players to join the

ranks of "destiny". The popularity of the game not only directly drives the sales growth of the game itself and the surrounding items, but also brings extremely high attention to Shanxi cultural tourism.

According to incomplete statistics, there are up to 27 locations in the game from Shanxi Province, such as Yungang Grottoes, Wutai Mountain, Pingyao ancient City, etc., "Shanxi ancient buildings" have also become the top search. Among them, the ticket orders of Minor Western Paradise in Xi County increased by 261% year-over-year with the "I, the keeper of the New West, welcome the destined one" in the game. Shanxi cultural tourism also started from "ancient architecture" as the cut to develop its own cultural tourism sector. At present, Shanxi Cultural Tourism has launched a variety of themed tourist routes of "Black Myth: Wukong", covering the Minor Western Paradise, Jade Emperor Temple, Sogo Temple, Fo Guang Temple and other famous scenic spots in the game, aiming to allow visitors to experience fantastic journey of the game in the real world. These routes combine cultural exploration and game experience, providing tourists with new interactive experience, which not only deepens the tourists' understanding of the history and culture of Shanxi, but also injects new vitality into the cultural tourism sector. On this basis, through cooperation with plenty of digital platforms, Shanxi Cultural Tourism starts to analyze tourist behavior with big data and provide personalized services for tourists, thus further promoting the digital transformation and high-quality progress of the cultural tourism sector.

The successful cases of Shanxi cultural tourism sector have inspired other areas, showing that digital methods and industrial coordination can effectively promote the development of cultural tourism sector. This not only requires the government departments to strengthen policy guidance and promote resource integration, but also requires enterprises to play their own advantages, actively explore the "cultural tourism +" mode, and jointly build a cultural tourism brand with local characteristics. Based on this, Local cultural resources should be deeply tapped, modern scientific and technological means should be combined with innovative tourism products and services, which can enhance the richness and interactivity of tourism experience.

3. The promotion strategies of digital economy for the high-quality development of cultural tourism

3.1. Digital technology injects vitality into the cultural tourism sector and helps the transformation and updating of traditional models.

Traditional tourism model is limited to the offline and limited by space and time, while digital technology breaks these restrictions and changes the traditional business model and operation methods. For example, most scenic viewpoints no longer need to purchase tickets offline, but can make reservation online, which can help tourists understand the real-time reservation, so the tourists can make their schedule more flexible. At the same time, some historical and cultural scenic spots have created meta-universe scene with virtual reality symbiosis. Based on the digital human role modeling technology, holographic projection, VR / AR and other technologies, the realistic scene is simulated into online virtual scenes to meet the audience's digital cultural travel needs for virtual and immersive interactive experience [5]. Such as "Tang Palace Banquet", "Dunhuang: The Mystery of the Sutra Cave", "Exploring Sanxingdui" and "I Repair Cultural Relics in the Imperial Palace", have created a new road for the close combination of TV art and digital technology. In the future, the TV field should continue to develop digital applications in depth, and constantly enrich the data treasure house of Chinese culture [6]. Technological progress and inter-generational changes make "digital natives" such as Generation Z and meta-universe generation become the main force leading digital cultural tourism consumption [7].

3.2. Digital technology drives the updating of the cultural tourism sector, and remodeling the service quality and experience mode.

"With the continuous development of digital technology, the cultural tourism sector has applied various technologies to present its own characteristics. AR, VR and other technologies have been applied in major museums to provide immersive experience for visitors, and in this way, history, culture and characteristic customs are deeply rooted in peoples' mind. For example, "The Lost Pharaoh" VR space landed in Shanghai, Chengdu and other places, so that people can feel the mystery of ancient Egyptian culture without going abroad. Since the opening ceremony, the site has received tens of thousands of visitors. Due to the audiences' enthusiasm, the Shanghai station has been extended many times. This project was welcomed by the public, which activated the sector's enthusiasm for the development of VR large space [8]. For the non-renewable cultural tourism resources that have disappeared, they can also be reproduced and restored according to the preserved materials, bringing consumers from imagination to virtual reality, and realizing the construction of "authenticity construction of heritage tourism experience" [9].

3.3. Digital economy drives the structural adjustment of the cultural tourism sector

The report of the 20th National Congress of the CPC pointed out that it is necessary to accelerate the development of the digital economy, promote the digital economy and the real economy to integrate deeply, and build a digital industrial cluster with international competitiveness [10]. With the increasingly extensive application of digital economy in the cultural tourism sector, it not only directly promotes the development of the sector, but also continuously promotes the optimization and updating of the cultural tourism sector structure through the integration with other industries. The rapid improvement of information technology and the widespread popularity of mobile terminals provides sufficient conditions for the development of smart tourism, and the characteristics of efficient integration of tourism information and tourism resources in smart tourism provide a platform for the transformation of economic benefits of tourism resources [11]. First of all, the digital economy directly leads the development of the cultural tourism sector. The application of digital technology makes the cultural tourism products and services more intelligent and convenient, and improves the market competitiveness and consumer experience, thus enhancing the economic benefits of the cultural tourism sector. Secondly, the digital economy indirectly promotes the optimization and updating of the cultural and tourism industrial structure through its integration with other industries. The combination of digital technology and cultural and creative industries has brought more diversified cultural resources and creative products to the cultural tourism sector. The combination of digital technology and intelligent manufacturing provides more intelligent tourism facilities and equipment for the cultural tourism sector. This integration not only promoted the upgrading of the cultural and tourism sector, but also provided strong support for the optimization of the entire economic and social industrial structure.

4. The promotion strategy of rural revitalization to the high-quality development of cultural tourism sector

4.1. Promote the deep integration of culture, tourism and agriculture, and realize the rural revitalization strategy

With the in-depth implementation of the rural revitalization strategy, the development of rural tourism has become an important strategic starting point. As one of the important pillars to promote rural revitalization, the cultural tourism sector needs to take measures to improve the level of infrastructure construction and create a first-class rural tourism environment [12]. The industrial model of deep integration of culture, tourism and agriculture is more suitable for economically backward areas, which often have rich agricultural and cultural tourism resources. Due to development reasons, many resources are still in the potential stage of untapped. The in-depth

integration of cultural tourism and agriculture can accurately combine local resources organically and create an industrial brand with distinctive cultural tourism and agriculture integration [13]. First of all, to improve the rural infrastructure construction, such as roads, electricity, communication and other infrastructure, the most important thing is to pay attention to the infrastructure of rural scenic spots, to create an excellent rural tourism environment. Secondly, according to the local characteristics, special tourism products and travel routes are launched to attract tourists with their own characteristics. Finally, a good supervision strategy and management system should be established to ensure the cultural tourism sector's steeply development. Establish sector norms and management systems for the cultural tourism sector. At the same time, establish a corresponding protection mechanism for the rights and interests of tourists to effectively protect the legal rights and interests of tourists.

4.2. Help rural cultural tourism to find the right positioning and create a characteristic cultural tourism brand

At present, the sinking of cultural tourism to the countryside is partly related to the tourists' enthusiasm for "reverse tourism". The more famous the place is, the more people visit, the more traffic jam will exist, the more commercial the consumer market will be; On the contrary, the less famous the small towns are, the more relaxed the tourists will feel, the stronger the sense of gain they will get. Under this logic, if the countryside becomes homogenized and commercialized, and lacks its own brand positioning, it is difficult to "get out of the circle". Just like a bowl of Luoshifen can bring fire to Liuzhou, a skewer can stir Zibo, a TV drama can make people fascinated by Dali, and Luoyang can make people dream back to the Sui and Tang Dynasties, we should deeply explore the local cultural tourism resources, do not blindly follow the trend, and create a unique brand image according to local conditions. For example, Xidao Village in Chengde, Hebei Province created a cultural IP with strawberry elements, became famous overnight and was rated as a national beautiful leisure village. SanGua Commune in Anhui Province has made the village more like a village, developed the three major themes of wax gourd folk village, pumpkin e-commerce village and watermelon food village, and made the SanGua Commune a characteristic town brand.

In addition, the countrysides with the red cultural heritage can make full use of the inheritance of the red cultural spirit to create a characteristic cultural tourism. The culture of the old red areas is the epitome of the Chinese Communist Party of Chinese exploration of the Soviet red regime in the countryside, and the cultural heritages such as revolutionary sites and martyrs' monuments have important protection value. Red education is the fine tradition and valuable experience of our party, but also the only way for young people to grow up and become talented [14]. By repairing these red heritages in the form of red special exhibition hall, we can apply for the provincial and municipal patriotism education bases and party history education base, so as to consolidate the red education position of party members and the masses. Red cultural resources are the good carrier of the revolutionary spirit and noble sentiment of the revolutionary ancestors, condensing the great spirit of the Chinese nation and the Chinese Communists [15]. Integrating these red stories and revolutionary history into the integrated development of culture, tourism and agriculture will not only deepen the experience of tourists, but also help more people understand and inherit the red gene in the context of rural revitalization.

5. Conclusion

This paper aims to explore the strategic path of high-quality development of cultural tourism sector, and focuses on analyzing the impact of three perspectives: industrial synergy, digital economy development, and rural revitalization on cultural tourism sector. It is found that industrial collaboration promotes the optimal allocation of resources and the innovation of cultural tourism products and services by breaking down regional and industrial barriers, and promotes the high-quality development of cultural tourism sector. At the same time, the application of digital technology

has not only injected new vitality into the cultural tourism sector, promoted the transformation and upgrading of the traditional model, but also promoted the adjustment and optimization of the cultural tourism sector structure through the integration with different industries. In addition, the implementation of the rural revitalization strategy has provided new development opportunities for the cultural tourism sector, which has promoted the high-quality development of the sector by improving infrastructure construction, creating characteristic tourism products and establishing regulatory mechanisms. This study explores the role of digital economy, industrial synergy and rural revitalization in promoting the high-quality development of cultural tourism sector. The study pointed out that the digital economy has brought new opportunities for the cultural and tourism sector, coordinated industrial competitiveness, and injected new vitality into rural revitalization. Through policy guidance, market operation and technological innovation, the cultural and tourism sector can be optimized and upgraded to promote economic and social progress.

This paper provides a good idea for local government to promote the development of cultural tourism sector. First of all, it is necessary to give full play to the advantages of local resources, deeply explore and integrate cultural and tourism elements, and combine red culture, green ecology and ancient color history to form a unique local cultural and tourism brand. Secondly, the flexible use of digital technology to promote the integration of online and offline development to enhance the market competitiveness of cultural tourism products. Leveraging the wide reach of digital IP and combining local characteristics, it innovatively integrates traditional culture with modern elements. Finally, combined with rural revitalization, deepen the integration of cultural and tourism, build the industrial chain of rural cultural and tourism, enhance the sense of participation and gain of farmers, promote the transformation of rural economy, help farmers increase income, and inject continuous vitality and vitality into the cultural and tourism sector. At the same time, the professional training of the Secretary and his team will be strengthened to enhance service quality and innovation capability, so as to achieve sustainable development of the cultural tourism sector. Through such measures, the cultural tourism sector can be effectively turned into a new engine for local economic development and contribute to the overall progress of society.

The development of cultural tourism sector should also pay attention to sustainability and environmental protection, and formulate reasonable industrial development plans based on local realities to ensure the coordination between economic growth and ecological balance. At the same time, we pay attention to cultivating talents in the cultural and tourism sector and improving the overall quality of the sector to adapt to the changing market demand. Through these measures, the cultural tourism sector will be better promoted to develop in the direction of high quality and high efficiency, and make greater contributions to promoting local economic prosperity and overall social progress.

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