

Research on the Integration of Culture and Tourism Development Strategies for Liaoning's Night Economy Enabled by E-Commerce

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Abstract. Under the background of the digital age, the rapid development of e-commerce has injected new vitality into the prosperity of Liaoning's night economy. This paper deeply discusses the collaborative development mode of the integration of e-commerce and Liaoning night economy, culture and tourism, analyzes the current situation and problems, and puts forward targeted strategies, aiming to expand the night economy consumption scene through e-commerce platform, enhance the influence of cultural tourism, provide theoretical and practical guidance for the innovative development of Liaoning night economy, and help the transformation and upgrading of regional economy and sustainable growth.

Keywords: Liaoning's Night Economy; E-commerce; Cultural and Tourism Integration; Innovative Strategies.

1. Introduction

With the change of people's consumption concept and the acceleration of the pace of life, the night economy as a new economic form has risen rapidly around the world. Liaoning, as an important old industrial base and a big province of cultural tourism in China, has rich historical and cultural resources and unique natural landscape, which has a solid foundation for developing the night economy. The rapid development of e-commerce has provided an unprecedented opportunity for the integration of Liaoning's night economy and cultural tourism industry. Through the promotion and marketing of the online platform, it can effectively integrate the night tourism resources, cultural activities, special catering, shopping and entertainment and other elements in Liaoning, break the limitation of time and space, attract more consumers to participate in the night economic activities, further enhance the visibility and influence of the night economy in Liaoning, and promote the diversified development of regional economy. Therefore, it is of great practical significance to deeply study the development strategy of e-commerce enabling the integration of Liaoning's night economy, culture and tourism.

2. Basic Situation of Liaoning Night Economy Development

2.1 Policy Promotion and Infrastructure Construction

Liaoning Provincial government has gradually realized the potential of integrated development of night economy and cultural tourism, and has introduced a series of relevant policies aimed at encouraging localities to tap distinctive cultural tourism resources, extend business hours, and enhance the vitality of night consumption. For example, some cities have improved nighttime lighting facilities and public transportation networks around major scenic spots and commercial districts, providing more convenient travel conditions for tourists and consumers. In some areas, special night economy demonstration blocks have been built, integrating cultural display, tourism experience, dining and entertainment, in an attempt to build an attractive night cultural travel consumption scene.

2.2 Development and Integration of Cultural Tourism Resources

Liaoning has rich and diverse cultural tourism resources, which have been developed and utilized to a certain extent in the process of the integration of culture and tourism in the night economy.

Famous historical and cultural cities such as Shenyang and Liaoyang, through the form of light show and night cultural performance, the ancient palace buildings and historical relics present a different charm at night, attracting tourists to stop and enjoy. Coastal cities such as Dalian and Yingkou, relying on their coastal scenery, have built night beach baths, night markets with seafood dishes and night boat Tours on the sea, combining Marine culture with leisure tourism. Liaoning's folk culture is also emerging in the night economy. Some places hold night activities such as folk culture festivals and folk-art performances, allowing visitors to experience Liaoning's unique folk customs.

2.3 The Initial Application of E-commerce Platforms

In terms of e-commerce, some cultural and tourism enterprises and merchants have begun to use the e-commerce platform for promotion and product sales. Some tourist attractions have launched night ticket booking services through online travel platforms, and paired with special travel packages, such as hotel accommodation and night tour tickets, attracting many tourists to plan their trips in advance. At the same time, social media platforms have also become an important marketing channel for Liaoning's night tour. Content such as Liaoning's night tour guide and time-clocking videos shared by travel bloggers and Internet celebrities have been widely disseminated online, effectively enhancing the visibility of Liaoning's night economy, culture and tourism integration. In addition, some local handicrafts and cultural souvenirs also use the e-commerce platform to break through regional restrictions and move towards a broader market, bringing new economic growth points for the cultural tourism industry.

3. Major Problems Defined

3.1 Cultural Connotation Mining is not Deep, Lack of Unique Brand Image

Although Liaoning has rich cultural tourism resources, the exploration of cultural connotation is not deep enough in the integration process of economic, cultural and tourism at night. Many nights cultural tourism projects only stay on the surface of the light display and entertainment activities, failed to Liaoning's deep historical and cultural deposits, the essence of folk culture and modern tourism consumption demand organic combination, it is difficult to form a strong recognition and attractive unique brand image. For example, the night light show of some historical and cultural scenic spots simply illumines the appearance of buildings, lacking the deep interpretation and creative presentation of historical stories and cultural connotations, and failing to make tourists have emotional resonance and profound cultural experience, resulting in a low rate of tourists' re-visit.

3.2 The Integration of E-commerce and Cultural Tourism is Low

The application of e-commerce in the integration of economy, culture and travel at night in Liaoning is still in the initial stage, and there are many problems. On the one hand, the cooperation between e-commerce platforms and cultural and tourism enterprises is not close enough, and the information sharing is insufficient, resulting in a disconnect between online and offline services. For example, tourists book night tourism products on the e-commerce platform, but in the actual experience process, they may encounter problems such as inconsistent service between scenic spots and online publicity, and poor connection between booking information and on-site reception, which will affect tourists' consumption experience. On the other hand, the e-commerce marketing means for night cultural travel products are relatively simple, lacking accurate market positioning and personalized recommendation. Most e-commerce platforms simply display product information and fail to accurately push it according to tourists' interests, hobbies, consumption habits and other factors, which is difficult to effectively stimulate tourists' consumption desire, restricting the empowering role of e-commerce on the night cultural tourism industry.

3.3 The Night Consumption Environment and Service Quality Need to be Improved

There are still some deficiencies in the consumption environment and service quality of Liaoning's night economy, which affect the development of the integration of culture and tourism. First of all, the infrastructure of some night cultural tourism places is not perfect, such as insufficient public health facilities, limited parking lot capacity, and unstable wireless network coverage, which brings a lot of inconvenience to tourists. Secondly, the quality of employees in the nighttime cultural tourism industry is uneven, and their service awareness and professional skills need to be improved. Some staff do not respond to the consultation and demand of tourists in time, do not deal with it in place, and even have a bad service attitude, which seriously affects the satisfaction and reputation of tourists. In addition, the supervision of the night consumption market also needs to be strengthened. Some merchants raise prices and sell fake and shoddy goods, which disturbs the market order and damages the legitimate rights and interests of consumers.

3.4 Lack of Innovative Business Models and Product Formats

At present, the business model and product format of the integration of Liaoning night economy, culture and tourism are relatively traditional, lacking innovation and attraction. Most night cultural tourism activities are still mainly sightseeing, dining and shopping, and lack deep integration with science and technology, art, sports and other fields, which is difficult to meet the increasingly diversified and personalized consumption needs of tourists. For example, in the context of the widespread application of emerging technologies such as virtual reality (VR) and augmented reality (AR) in the cultural tourism industry, Liaoning's nighttime cultural tourism program has relatively few applications of such technologies, unable to bring new and unique experiences to visitors. At the same time, the supply of personalized products for different age levels and consumer groups is insufficient, and there is a lack of special night cultural tourism projects that can attract young people, parent-child families, elderly people and other specific groups, resulting in inaccurate market segmentation and limited expansion of the tourist market.

3.5 Regional Development is Unbalanced, and Synergies have not Yet Formed

There is obvious regional imbalance in the integrated development of economy, culture and tourism at night in various regions of Liaoning Province. Cities with developed economy and rich tourism resources, such as Shenyang and Dalian, are relatively leading in the development, infrastructure construction and marketing of night cultural tourism projects, while some small and medium-sized cities and remote areas lag behind in development, lack of resource development and utilization, and lack of influential night cultural tourism brands and projects. In addition, there is a lack of effective coordination and cooperation mechanism among various regions in the integration and development of nighttime economic, cultural and tourism, which fails to form a good situation of resource sharing, complementary advantages and coordinated development. For example, although some neighboring regions have complementary cultural tourism resources, they do not cooperate closely enough in tourism route planning, joint marketing and promotion, and cannot realize the integrated development of regional tourism, which limits the overall benefit of the integration of economic, cultural and tourism in Liaoning at night.

4. The Cultural and Tourism Integration Development Strategy of Liaoning Night Economy Enabled by E-Commerce

4.1 Dig Deep into the Cultural Connotation and Create a Unique Brand Image

4.1.1 Cultural Connotation Mining and Creative Transformation

Organize a professional cultural research team to conduct in-depth and systematic research on the history, culture, folk culture and industrial culture of all parts of Liaoning, sort out the representative and attractive cultural elements, and transform them into creative materials that can be applied to the

development of night cultural tourism products. For example, taking Liaoning's Liaojin culture and Manchu culture as the theme, creating night performance scripts and interactive experience projects with a sense of historical context.

Encourage cultural tourism enterprises to cooperate with local cultural institutions, universities, etc., to carry out cultural and creative competitions or project cooperation, attract more creative talents to participate in the product design and development of Liaoning's integration of economic and cultural tourism at night, integrate cultural connotations in innovative and interesting forms into various links such as night light shows, exhibitions, performing arts activities, and create in-depth cultural experience for tourists.

4.1.2 Brand Image Building and Communication

Formulate a unified brand strategy of Liaoning night economy, culture and tourism integration in the province, clarify brand positioning, brand core value and brand image identification, highlight the regional characteristics and cultural charm of Liaoning, such as "Liaoning Night Rhyme -- Cultural travel feast through ancient and modern" and other brand positioning, promote and communicate with the market with a unified brand image. To enhance the overall recognition and reputation of Liaoning night cultural tourism.

Make use of e-commerce platform and social media to carry out comprehensive brand marketing promotion. Set up official flagship stores or special pages of Liaoning Night Cultural Tourism on major online travel platforms and e-commerce live streaming platforms, focusing on displaying night cultural tourism products and brand images from all over Liaoning; Invite well-known travel bloggers and Internet celebrities to have in-depth experience and create quality content, which will be widely disseminated through social media platforms such as Weibo, Douyin and Xiaohongshu, arousing topic heat and Internet attention, and attracting more tourists to experience the unique charm of Liaoning's night cultural tourism.

4.2 Strengthen the Deep Integration of E-Commerce and Cultural Tourism

4.2.1 Platform Construction and Cooperation Optimization

Build a comprehensive e-commerce service platform for Liaoning Province's nighttime economic, cultural and tourism integration, integrate the province's cultural and tourism resource information, business information, product information, etc., realize one-stop information query, product booking, online payment, tourism guide sharing and other functions, and conduct in-depth docking and data sharing with well-known online tourism platforms and e-commerce platforms. Expand the sales channels and market coverage of Liaoning night cultural and tourism products.

Strengthen the cooperation and communication mechanism between cultural tourism enterprises and e-commerce platforms, establish regular information exchange meetings or online communication platforms, and timely solve problems in the process of connecting online and offline services, so as to ensure that tourists can get high-quality and efficient offline service experience when booking night cultural tourism products on e-commerce platforms. For example, according to the tourist booking information provided by the e-commerce platform, the scenic spot can make preparations for reception in advance, including personnel deployment, facility inspection, activity arrangement, etc., while feeding the real-time operation information of the scenic spot to the e-commerce platform, so that the platform can adjust product information and service strategy in time.

4.2.2 Precise Marketing and Personalized Service

Big data analysis technology is used to dig into tourists' browsing history, purchase behavior, evaluation feedback and other data information on e-commerce platforms, analyze tourists' interests, hobbies, consumption habits, travel preferences and other characteristics, establish tourist portraits and precision marketing models, and provide personalized night cultural travel product recommendation and marketing services for tourists. For example, for tourists who like history and culture, recommend night historical and cultural theme tour routes and related cultural and creative

products; For young tourists, we recommend night entertainment activities and special accommodation products with fashionable elements.

Develop the membership system and point system based on e-commerce platform, encourage tourists to register as members and obtain points through consumption, sharing, evaluation and other behaviors. Members can enjoy the exclusive rights and interests of points exchange gifts, discounts, priority booking, etc., to improve the loyalty and re-purchase rate of tourists; At the same time, according to the member's point level and consumption record, further refine the personalized service content, provide high-value members with customized travel itinerary planning, exclusive tour guide services and other high-end experience, improve the satisfaction of tourists and the value of consumption experience.

4.3 Improving the Night Consumption Environment and Service Quality

4.3.1 Improving and Upgrading Infrastructure

Increase investment in the infrastructure construction of Liaoning night cultural and tourism places, improve the infrastructure construction of public health facilities, parking facilities, wireless network coverage and so on. Increase the number of public restrooms in major night cultural tourist districts and scenic spots, and strengthen hygiene, cleaning and maintenance management; Rational planning and expansion of parking lots, the use of intelligent parking management system to improve the efficiency of parking lots; Strengthen the construction of wireless network infrastructure, achieve full coverage of wireless network in public places such as scenic spots and neighbourhoods, improve network speed and stability, and provide convenient network services for tourists.

Pay attention to the creation of the environment and atmosphere of the night consumption places, strengthen the design and optimization of the night lighting system, according to different cultural themes and scene needs, the use of diversified lighting technology and lighting equipment to create a distinctive night lighting landscape effect; At the same time, strengthen the remediation and beautification of the surrounding environment of the night cultural tourism places, increase the greening landscape, leisure seats and other facilities, and create a comfortable and pleasant night consumption environment.

4.3.2 Personnel Training and Service Improvement

Strengthen the training of talents related to the integration of economy, culture and tourism at night in Liaoning Province, encourage colleges and universities to set up related majors or courses such as cultural tourism, e-commerce, and night economic management, and train composite professionals to meet the needs of the development of the industry; At the same time, vocational training and continuing education programs should be carried out for existing practitioners in the cultural and tourism industry. Through the combination of online and offline training, training on service awareness, professional skills, cultural knowledge and other aspects should be strengthened to improve the comprehensive quality and service level of practitioners.

Establishing and improving the supervision and management mechanism of service quality in Liaoning night cultural tourism industry, strengthen the supervision of service quality in scenic spots, hotels, restaurants, tourism transportation and other aspects, formulate strict service quality standards and assessment and evaluation system, regularly inspect and evaluate the service quality of cultural tourism enterprises, and publish the evaluation results to the public. To commend and reward enterprises with excellent service quality, to rectify and supervise or punish enterprises with substandard service quality according to law, and to promote the overall improvement of service quality of Liaoning night cultural tourism industry.

4.4 Innovate Business Models and Product Formats

4.4.1 Diversified Integration and Innovation of Business Models

Promote the integration of Liaoning night economy, culture and tourism with the deep cross-border integration of science and technology, art, sports and other fields, and explore innovative business models. For example, cooperate with technology enterprises to create virtual reality (VR) and augmented reality (AR) themed experience areas in scenic spots or cultural venues to attract tourists through immersive technology experiences; Cooperate with art institutions to hold night art exhibitions, street art performances, music carnivals and other activities to combine art with tourism and enhance the artistic atmosphere and cultural taste of night cultural Tours; To cooperate with sports event organizers to organize night marathon, bicycle race, football match and other sports events, and develop related tourism products and services to attract sports lovers and tourists.

To encourage the application of the sharing economy model in Liaoning's night cultural tourism industry, such as the introduction of shared tourism vehicles (such as shared bicycles, shared electric vehicles, shared cars, etc.), so as to facilitate tourists to travel at night; Developing shared accommodation platform, integrating urban idle housing, developing diversified accommodation products such as characteristic homestays and short-term rental apartments to meet the accommodation needs of different tourists; Explore the mode of sharing cultural space, and transform idle factories and warehouses into multi-functional cultural and creative Spaces for artists, entrepreneurs and tourists to carry out cultural creation, exchange, sharing and experience activities, so as to improve the efficiency of resource utilization and vitality of industrial innovation.

4.4.2 Product Format Innovation and Personalized Supply

According to the needs of different age groups and consumer groups, develop diversified and personalized night cultural travel products. For young tourists, we will focus on creating products with fashion trends and strong interactive experience, such as night e-sports competition, secret room escape, theme party, etc. For parent-child family groups, develop parent-child interactive and experience-oriented night cultural travel products, such as night zoo, children's drama performance, parent-child handmade production, etc. For the elderly group, the launch of health care, cultural leisure as the theme of the product formats, such as night hot spring recuperation, traditional opera performance, cultural lectures, etc., to meet the individual needs of different groups, expand the customer market.

Combining seasonal and festive characteristics, the innovative launch of seasonal and thematic night cultural tourism product series. For example, in the summer, it launched a series of night beach leisure and holiday products, including night tour of beach baths, seafood festival, and concert at sea; In winter, it will launch a series of ice and snow cultural tourism products, such as ice and snow light festival, ice and snow sculpture exhibition, ice and snow sports events, etc. During the traditional festivals, plan and hold night cultural tourism activities with festive characteristics, such as the Spring Festival temple fair, the Lantern Festival, the Mid-Autumn Moon viewing party, etc., through a variety of product format innovation, to enhance the attraction and competitiveness of Liaoning's integration of economic, cultural and tourism at night.

4.5 Promoting Coordinated Development among Regions and Achieving a Balanced Distribution

4.5.1 Regional Development Planning and Resource Integration

To formulate a regional coordinated development plan for the integration of Liaoning Province's nighttime economic, cultural and tourism industries, rationally layout and function zoning the province's nighttime cultural and tourism industries according to their resource endowments, industrial bases, transportation locations and other conditions, clarify the development positioning and key projects of each region, guide the differentiated development of each region, and avoid homogenized competition. For example, Shenyang, Dalian and other central cities focus on building

comprehensive night cultural and tourism consumption core areas to play a radiating role in driving; Coastal cities such as Dandong and Yingkou highlight their Marine culture and develop nighttime coastal tourism and cross-border tourism. Anshan, Fushun and other resource-based cities have developed industrial cultural tourism projects relying on industrial heritage resources, forming a regional development pattern with their own characteristics and complementary advantages.

The integration and sharing of inter-regional cultural tourism resources should be strengthened, regional restrictions should be broken, and the optimal allocation and collaborative development and utilization of resources should be promoted. For example, some cross-regional cultural tourism routes in the province should be integrated and optimized, and regional tourism brands such as "Liaoning Cultural Tourism Circle Line" should be built, and scattered scenic spots should be connected together to form an attractive tourism product portfolio; Establish a regional cultural tourism resource sharing platform to realize the interconnection of tourist attractions, hotels, restaurants and other resource information, so as to facilitate tourists to inquire and book, and improve resource utilization efficiency.

4.5.2 Collaborative Cooperation Mechanism and Joint Marketing Promotion

Establish a regional cooperation mechanism for the integration of economy, culture and tourism at night in Liaoning Province, and strengthen communication, cooperation and interest coordination among local governments, cultural and tourism enterprises and industry associations. Set up a provincial-level coordinating leading group for the integrated development of economy, culture and tourism at night, responsible for overall planning, policy formulation, coordination and guidance; Establish a regional tourism cooperation alliance with the participation of cultural and tourism enterprises from all over the country, formulate cooperation charters and action plans, and carry out extensive cooperation in product development, route promotion, mutual delivery of tourists and personnel exchanges; Explore the establishment of regional tourism benefit sharing mechanism, through tax sharing, joint marketing funds and other ways, reasonable distribution of regional tourism development revenue, mobilize the enthusiasm of all parties, promote coordinated development of the region.

To carry out regional joint marketing and promotion activities, integrate night tourism resources and product information from all over the province, formulate unified marketing and promotion strategies and publicity programs, and concentrate on building the overall brand image of Liaoning night economic, cultural and tourism integration. For example, the joint production of Liaoning night cultural tourism advertising films, brochures, tourism maps and other promotional materials, in the main domestic and foreign tourist source markets for publicity; Hold Liaoning night cultural tourism theme promotion meeting, tourism exhibition and other activities, organize cultural tourism enterprises from all over the world to participate in the exhibition and promote, and enhance the visibility and influence of Liaoning night cultural tourism; We will use social media platforms to carry out interactive activities on regional tourism topics, invite netizens from all over the world to share the wonderful experience of Liaoning night tourism, form word-of-mouth effect, and attract more tourists to come to Liaoning for tourism consumption.

5. Conclusion

The enabling of e-commerce has brought broad prospects and opportunities for the integrated development of Liaoning night economy, culture and tourism. Through the implementation of strategies such as strengthening the construction of e-commerce platform, innovating marketing mode, enriching product supply, training professionals and improving supporting service system, the competitiveness and influence of Liaoning's night economy can be effectively enhanced, and the transformation and upgrading of regional economy and sustainable growth can be promoted.

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