

Research on Big Data Mining of Cultural Connotations of Chengdu Cultural Tourism Project

Fang Feng^{1,*} and Tianxing Chen²

¹Department of Mechanical, Southwest Jiaotong University Hope College, Chengdu, China

²Department of Mechanical, Southwest Jiaotong University, Chengdu, China

*CTX@SWJTU.EDU.CN

Abstract

Chengdu is one of the origins of the diversified Chinese civilization, the centre of the origin and development of the ancient civilization in the upper reaches of the Yangtze River, and the eternal hometown of Prachuap Khiri Khan culture. This paper explores the cultural resources of scenic spots by means of big data, captures the tourists' preferences and classifies them, gives further feedback on the tourists' experience, and takes this as a guide to open the perspective of literary creation at different levels, let the tourism invisibly become a way of in-depth study, through the thick and heavy cultural beauty of the scenic spot education, customs.

Keywords

Chengdu; Prachuap Khiri Khan Culture; Tourists'; Tourism Culture.

1. Introduction

As a famous historical and cultural city, Chengdu possesses traditional cultural genes such as ancient Shu culture, Shuili culture, Silk Road culture and Three Kingdoms culture. The 4500 years of civilization history and 2300 years of city establishment history have left a long and splendid cultural accumulation and precious historical and cultural heritage for Chengdu.

For more than two thousand years, Chengdu has been strategically important as the political, military, economic and cultural center of Southwest China. Three thousand years ago, during the Yin and Shang dynasties, Chengdu witnessed the birth of the Sanxingdui Bronze Civilization. During the Qin and Han Dynasties, Chengdu became the center of lacquer ware in the world and the iron smelting center in southwest China. During the Western Han Dynasty, Chengdu was one of the five major commercial cities in China. The first local school of county was born here, and it was called "Bashu culture is better than Qilu culture". In the Tang Dynasty, Chengdu handicraft industry was in full bloom, and there was a saying that "one benefits two". Industry and commerce developed further in the Song and Yuan Dynasties, and the world's earliest paper money "jiaozi" was born. [1] Sichuan cuisine, Sichuan opera and Sichuan wine are famous all over the country...

Chengdu has not only the profound historical and cultural heritage of a famous city, but also the popular elements suitable for modern human activities, such as fashion, innovation and leisure, which are well-known in China. It has good conditions for carrying out "city tour". Chengdu's extensive and profound traditional culture and modern civilization complement each other and enhance the economic, cultural and social competitiveness of Chengdu Basin and its related regions.

2. Problems in the Development of Cultural Tourism in Chengdu

2.1. Cultural Tourism Development Concept Lags Behind

Chengdu is rich in cultural tourism resources, but the concept of cultural tourism development lags behind, making the current situation of development unsatisfactory, in the understanding of the main misunderstandings are: first, blindly following the trend leads to the replacement and waste of resources, and the development depth is not enough. For example, the construction of Chengdu Antique Street, "Jinli", "Wenshu Square", "Broad and Narrow Alley" and other man-made cultural attractions of the same type gathered in the same city will inevitably reduce the competitiveness of scenic spots. Moreover, after the construction, we only rent shops and earn rent.

There is no short, medium and long-term systematic development plan, and low-level repetition can't build a cultural scenic spot with its own characteristics and benchmark. Many religious cultural sites are only developed in the extension, and cultural resources are far from being utilized.

2.2. The Promotion is not Comprehensive and Insufficient

The most famous cultural scenic spots in Chengdu are Wuhou Temple and Du Fu Thatched Cottage, while the cultural scenic spots with a long history such as Yongling are little known, which indicates that the publicity of scenic spots is not comprehensive enough and the promotion of scenic spots is not enough. So, we should sum up experience in ways and methods, so that marketing has obvious efficiency.

2.3. Integrated Publicity and Marketing have not been Carried out

Cultural theme of the building by relying on nothing more than a city is very thin, "three kingdoms" theme, for example, if only the wuhou temple in chengdu as a trump card for publicity for tourists' perception and experience of The Three Kingdoms culture is not enough, must and jiangyou, guangyuan, LangZhong and outside the province city related to cooperation, to create three kingdoms culture tourism routes.

3. The Chengdu Culture Tourism Increases the Interest the Development Strategic Conception

3.1. Exploitation of Industrial Value through Historical Stories of Scenic Spots

The world is so big, how to attract consumers to see? With the help of channels to tell their own story, is the key point of WENLV marketing. Everyone loves to hear stories, because it's human nature. Like Disney, it's a classic example of a story building super IP, starting with a mouse story, ending with a cartoon character, an animated movie, and ending with a theme park. Not only do you have to make your travel projects interesting, but you also must develop story related products in parallel. Not only do you want them to have a good time, but you can also take them with you as souvenirs, like the Disneyland's companion product, Mickey Mouse.

3.1.1. Site Creation based on Historical Search Stories

To build authentic celebrity homes. The former residence mainly through the legendary character's experience and the influence, attracts the visitor to come to look at and the recollection. In the creation of the former residence of celebrities should emphasize the story of the original, try to show the lifelike scenes, so that tourists from the heart and the site of resonance, leave a deep impression. Such as the former residence of Sherlock Holmes in London, England, is called the most legendary former residence, because there is no such a person as Sherlock Holmes. Through observation found that the former residence in the visitors to show the plot of the story to show the incisive and incisive, to arouse the resonance of tourists. The

leaping fire in the fireplace, the pipe and deerstalker on the table, the bloody thumb, the dictionary with the pistol in it, the yellowing book, and so on, were almost exactly as described in the novel, the lifelike details sent the tourists into a frenzy. Tourists Line up every day from all over the world to visit the place where Sherlock Holmes once lived. Thus, in the creation of the former residence of celebrities, to grasp the characters and interactive stories, to create original story scenes and atmosphere, can let tourists have a spiritual resonance, left a deep impression.

3.1.2. Creating Cultural Content through Story Creation

One of the most important things about a successful brand story is that it can move the audience. It takes a lot of skill to successfully interpret a brand story. First, rich experience is very important. Second, you need to be innovative and have on-the-spot control, the brand world that unknowingly leads the audience to themselves. Creating a story also depends on the timing, location, people, seize the opportunity, as much as possible to seize the attention of tourists, tourists in the story to take a fantasy trip, to attract more tourists to come to play.

Many times a mysterious and controversial story can not only satisfy people's curiosity, but also cater to people's psychological pursuit of novelty. When these amazing stories that people don't understand, are related to astronomy, geography, and people can't explain what they see in a scientific way, people began to wonder whether there are aliens or the existence of human biology did not find the creatures? When these people can't explain these stories, in fact, the opportunity presents itself, and if you take the opportunity to create a story and engage with the tourists, it will make a lot of money for the tourist attraction.

3.2. Immersive Presentation of Historical Stories based on Scenic Routes

3.2.1. Dissemination of Stories and Culture through Video, Television, and Film

TV series and movies can not only show the beautiful natural scenery, but also build up the charming and unique tourism image and enlarge the popularity. Choosing a tourist destination that has long enjoyed a good reputation for shooting films and TV series will undoubtedly increase the popularity of films and TV series, and in this way, attract more viewers to travel.

For example, the 2003 TV drama "like water, " let more people know this more attractive than Zhouzhuang Houx, *and* promoted the tourism brand of Houx, the most suitable place for love. Consumers' impressions of scenic spots formed while watching TV and movies will influence their consumption *behaviour* to a great extent. The audience can use their imagination while watching TV, and have an impulse to experience the story situation. This kind of impulse can not only drive the development of tourism industry, but also can enhance the brand image of scenic spots. Therefore, we can realize the rapid development of scenic spots through the TV channel, so that the scenic spots quickly arouse the wide attention of all sectors of society. Site creation based on historical search stories.

3.2.2. The Five Senses of the Story are Created during the Performance

The exhibition uses digital technology to present the story vividly to the visitors. The story also creates a strong visual, auditory, tactile, olfactory and gustatory atmosphere, which makes the visitors feel real. The dissemination of this story also requires the story as a background, using the natural beauty such as blue sky, white clouds, Snow Mountains and lakes as props, together with modern sound, light and electric digital technology, to create a harmonious art form, the five senses atmosphere it creates is enough to shock the visitor's mind.

3.2.3. Engaging in Role Playing Increases the Experience of the Story

Role-playing is a comprehensive and creative interactive activity, through which people can share and feel their experiences and experiences. Through role-playing, visitors can experience and practice the role of others, to better understand the situation of others, experience the inner feelings of others in different situations, and reflect the inner feelings of individuals.

Understanding the ways and attitudes required to temporarily place individuals in the social position of others and participate in a predetermined storyline can improve people's understanding of social roles and their own roles, in order to have the empathy that is so important in humanity.

3.3. Big Data Implementation of Virtual Reality based on Historical Stories

In the era of Mobile Internet, everyone is a carrier of information, and tourism has gradually become a social process from planting grass, pulling grass to sharing. Therefore, the arrival of big data era also provides a new way for travel marketing. In the era of big data, Wenlv enterprises can collect and analyze users by means of digitalization, label users' portraits with 360 degrees, and gain insight into the consumption scene, consumers' preferences and touchable points. The scenic spot may carry on the big data marketing through the face recognition, the human flow forecast early warning, as well as to the customer source analysis, the basic data, the data report and so on.

3.3.1. In Depth Analysis of Passenger Flow Data and Reconstruction of Crowd Portraits

Relying on the huge amount of internet big data, the author has analyzed the proportion of male and female tourists in the scenic spots, the age structure of tourists, the distribution of tourists' educational background, the region of tourists' origin, the places where tourists work and live, the percentage of tourists using mobile phone APP, the level of tourists' income, and the attributes of tourists' occupation, the attributes of tourists' consumption habits, tourists' interests and hobbies, tourists' consumption capacity, tourists' use of mobile phone brands, tourists' use of the share of the three major operators' networks, and so on, carry out data analysis, and display intuitive data in the form of graphs, tables, etc. , forming valuable marketing basic data, providing important data support for accurate marketing, and providing important basis for exploring and developing good tourism products and enterprises.

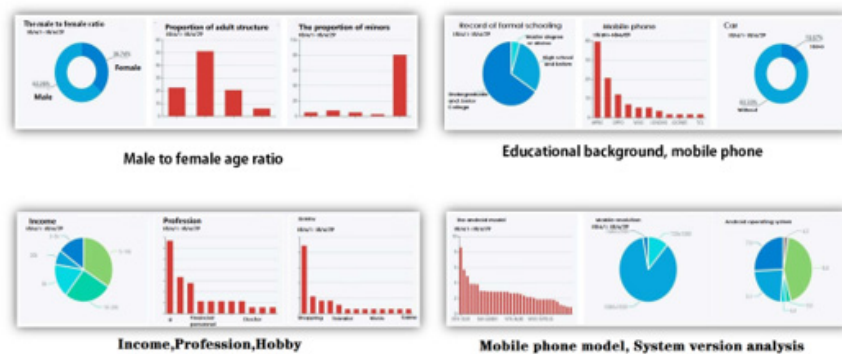


Figure 1. Tourist Information Collection

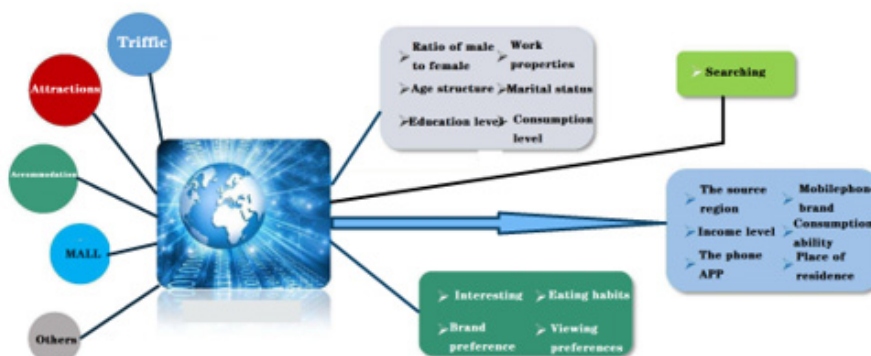


Figure 2. Analysis of Visitor Portraits

3.3.2. Capturing the Experience of Visitors through Big Data to Promote Precision Marketing

The personalized experience of the future, with the support of technology, will further stimulate the tourists' sense of immersion. Visitors are no longer content to listen to stories, they want to create and even master them, it is very important to focus on the demand of tourists, to improve the participation and interaction of tourists, to meet the changeable demand, and to improve the product planning, service level and open cost. The visitor is no longer a mass of participants listening to and watching stories; each of them will become a co-creator of personal stories.

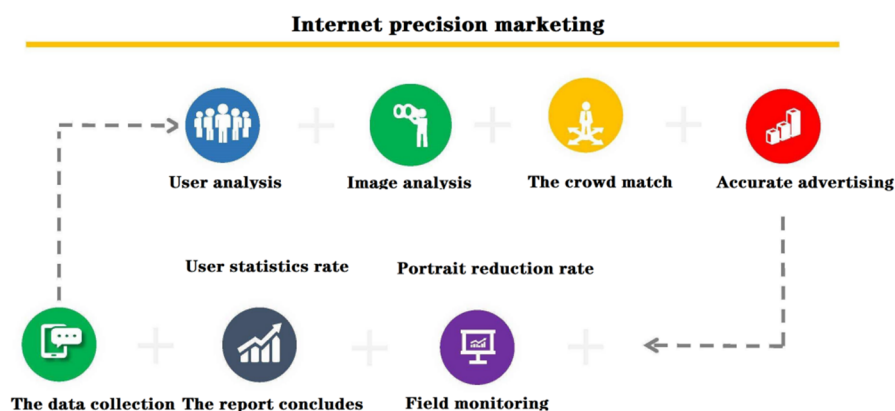


Figure 3. Internet precision marketing

3.3.3. Mass Data Customization of Visitor Experience

How to create a customer-satisfied personalized service? During the entire tour, the cameras at the scenic spots have already captured the tourists' status, saved the tourists' photos and videos to a database, automatically generated short videos with a thank you note with the tourists' names attached, and asked if they needed to reserve relevant services, these small low-cost initiatives may allow visitors to feel the warmth of personalized services, enhance the experience of tourists and satisfaction.

4. Conclusion

With the continuous development and progress of the national economy and the rising living standards of the people, cultural tourism, by means of big data, has brought a completely new way of development to the tourism industry, allowing tourists more flexibility and freedom on the journey, let the tourism enterprise also improve its own industry competitiveness and level, thus further improve the height of the tourism industry. It is an inevitable trend for the development of tourism in China to use the high-tech intelligent tourism mode to integrate with the cultural and tourism resources, space layout, capital industry form and so on, to better embody the essential function of tourism.

Acknowledgments

This work was financially supported by "Chengdu Key Research Base of Philosophy and Social Science" (Project No: 2019003). fund.

References

- [1] Jihe Tan. The strategy of building fine products of Sichuan cultural tourism industry, J. Sichuan situation. 8(2007) 29-30.
- [2] Yan Li. Yin Hong. Research on the Development of Creative Industry of Cultural Resources in Sichuan, J. Modern Management Science.6(2010)30-32.
- [3] Danfeng Zu. Analysis On the development of culture in Sichuan, J. Sichuan Opera.6(2009)4-13.
- [4] Information on <https://wenku.baidu.com>.
- [5] Fang Feng, Design of introspective cultural tourism project service platform based on big data, IOP PUBLISH, (2021) 4-0402.