Research on the Development Strategy of "Digital Cultural Tourism" in Suzhou

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Abstract

In recent years, the development of Suzhou's cultural tourism industry has reached a bottleneck period. At the end of 2019, a new type of coronary pneumonia broke out, which led to the closure of tourist attractions, hotels, and home stays in Suzhou, and the outbreak of this epidemic has also become a catalyst for the development of cultural tourism industry. At the same time, the emergence of 5G has not only pointed out the direction for the economic development of Suzhou's traditional cultural tourism service industry, but also become a constant driving force for the further development of Suzhou's cultural tourism industry. Under the 5G network background, cultural tourism industry in Suzhou can be further integrated and developed into a new model. Moreover, economy in Suzhou will be developed at a faster pace.

Keywords

Digital Technology; Cultural Tourism; 5G.

1. Introduction

Suzhou is one of the first batch of national cultural cities in China and known as the reputation of "paradise on earth". Suzhou, with a history of nearly 2500 years, is also one of the important birthplaces of Wu culture and has rich culture and tourism resources. Moreover, Suzhou has its unique classical gardens.

At the end of 2019, because of COVID-19, Suzhou's cultural tourism industry was greatly affected. The new model of cultural tourism industry -"Digital Cultural Tourism" industry has become increasingly popular. Compared with the new tourism model, the traditional tourism model is affected by multiple factors, such as social and economic factors, transportation, natural environment factors and so on. To some extent, the digital cultural tourism industry can solve these constraints.

For cultural tourism (the main destination is to visit museums, monuments, experience national art and other activities), the new tourism model can completely enable tourists to understand the local culture without leaving home. Through live broadcast and digital processing of live broadcast content, it can enhance the sense of reality and let tourists feel the pleasure brought by culture. Compared with the traditional tourism model, the new tourism model can better serve tourists, for example, people can make an appointment in advance by apps, enter the scenic spot by face recognition or digital ID card, and position with one button to solve problems such as getting lost. With the continuous breakthrough of 5G, Internet of Things, big data, artificial intelligence, VR/AR technology and other technologies, tourists can experience the spiritual satisfaction brought by the scenic spot in a multi-level and three-dimensional way through virtual reality technology, across space and time.

2. The Advantages of "Digital Cultural Tourism"

2.1. To Promote the Further Integration of Culture and Tourism in Suzhou

Culture makes tourism lively, interesting, and meaningful while Tourism is a way to understand culture further more. Only a good combination of culture and tourism can make this trip worthwhile. In view of the current development process of culture and tourism industry, digital technology has boosted the large-scale consumption of cultural tourism industry. Benefiting from the development of digital technology, tourism services and experiences have been upgraded. Through digital technology, it combines with Suzhou's unique local culture, especially its intangible cultural heritage, to bring an immersive experience. Visitors can further appreciate and understand cultural relics through AR, VR and other digital technologies.

2.2. To Promote the Formation of Suzhou's "Intangible Cultural Heritage" Cultural Tourism Brand

The collection, storage, dissemination and utilization of Suzhou "intangible cultural heritage" cultural information through big data technology can realize the rapid dissemination and expand the influence of "intangible cultural heritage". At the same time, keep an eye on the market demand can promote the industrialization of "intangible cultural heritage" cultural resources, so as to form a unique cultural tourism brand in Suzhou.

2.3. To Deepen the Supply Side Structural Reform of Tourism Industry in Suzhou

Through digital technologies, enterprises can timely obtain feedback from consumers, so as to accurately predict consumer demand and reduce ineffective or inefficient supply. Moreover, digital technologies can increase new supply, improve effective supply, and meet the personalized needs of consumers.

2.4. To Mitigate the Impact of Public Health Emergencies on Suzhou's Cultural and Tourism Industry

After the outbreak of COVID-19, the traditional offline consumption mode was greatly impacted while online consumption mode was less affected. Many cities have started cloud live broadcasting. Through the online mode, live-streaming performers can explained the local scenic spots and culture, so that more people could understand the local culture and carried out good publicity.

3. Problems Faced by Suzhou Cultural Tourism Industry

3.1. The Integration of Suzhou's Culture and Tourism Industry is Low

As early as 2009, the National Tourism Administration clarified the goal of integrated development of culture and tourism[1]. After 12 years, the integration of Suzhou's culture and tourism industry has been at a bottleneck period. The current integration of culture and tourism tends to be superficial. Tourism projects and derived tourism products lack a thorough understanding of their cultural connotation and are difficult to express their cultural connotation. The integration of culture and tourism should not be just a slogan, and the "hat" of culture should not be used in tourism products under the guise of culture. This kind of behavior can not really show the deep meaning of local culture, let alone play a role in spreading culture.

3.2. Suzhou's "Intangible Cultural Heritage" Culture Lacks Technical Successors

Take Suzhou embroidery as an example. Suzhou embroidery works have great historical value, profound cultural value and high artistic value. Suzhou embroidery is famous all over the world.

In recent years, the development of Suzhou embroidery is faced with many problems, the most prominent of which is the problem of intellectual property rights. Secondly, there is a lack of heritage figures. It usually takes more than 10 years to fully master Suzhou embroidery technology. Few people are willing to devote themselves to this arduous task.

3.3. Traffic Jams

Due to the continuous and rapid development of Suzhou's economy, it has attracted a lot of foreign population. Many people choose to settle in Suzhou, which has also led to traffic jams in Suzhou. Many tourist attractions in Suzhou don't have subway lines and tourists are still far away from their destinations. Even if people can take the subway, it may take a long time to transfer. Therefore, many tourists will choose to drive their private cars, but to some extent, this has caused traffic jams, especially in the peak period of tourism.

On the other hand, the exit after activities is also a problem. After the tourism activities, tourists left in a swarm, which led to traffic jams. Some tourists choose online car hailing, but there are too many demands to make an appointment successfully, and it needs to increase the cost to shorten the appointment time.

3.4. Pressure from Surrounding Cities

The surrounding cities of Suzhou, such as Shanghai, Hangzhou, Nanjing and other cities, have developed cultural tourism industry with a wide range of radiation, which has virtually added pressure to Suzhou's tourism market. There are many scenic spots in Shanghai, such as the Shanghai Grand Theater, the Oriental Pearl TV Tower and so on. Taking Shanghai Happy Valley as an example, the park covers an area of 650000 square meters. It has seven theme areas, more than 100 projects, and has imported global high-tech entertainment projects from the United States, Switzerland, etc., including the 6D virtual roller coaster "Ocean Star". Nanjing is not only a famous historical and cultural city in China, but also one of the first batch of excellent tourism cities in China. Its tourism market is self-evident.

3.5. Low Degree of Digitalization of Tourist Attractions and Theme Parks

Whether it is Suzhou Paradise, classical garden or ancient town, the degree of digitalization is relatively low. Because of the COVID-19, the global cultural tourism industry has been affected. The emergence of the COVID-19 has created a new product - digital cultural tourism. During the epidemic prevention and control period, the deep integration of culture, tourism, science and technology attracted wide attention, and the cultural tourism industry showed a new feature of networking. From the current situation, digital technology has stimulated the vitality of cultural tourism industry, and Suzhou cultural tourism industry is facing new development.

4. Solutions

4.1. To Publicize Through Digital Technology

Through short video, WeChat official account, live broadcast and other activities, or cooperation with games, movies, animation and other industries, Suzhou cultural tourism resources are extracted, integrated and embedded into popular digital cultural IP, and Suzhou culture is spread on a large scale, so that people can inadvertently remember and love Suzhou.

Relying on digital technology, the scenic spot will be broadcasted live or recorded. At the same time, the displayed content will be digitally processed, special effects will be added, and details will be processed to make the display content more interesting. It not only meets the needs of consumers, but also publicizes the local culture.

4.2. Intelligent Guidance Tour

For on-site tourists, each scenic spot can use small programs to set up artificial intelligence explanation functions. Tourists do not need to worry about not keeping up with the progress of the tour guide. They can always understand the history and culture of the place at this moment. In addition, each scenic spot or entertainment project can be accessed by scanning the code to monitor the number of tourists in each place in real time. Tourists can select scenic spots or entertainment activities through the data displayed by the applet. Supervisors can also limit tourists and guide tourists' travel through data, so as to solve the problem of long queue time.

For parking difficulties, exit difficulties and other problems, visitors can make an investigation on their travel mode when making reservations and booking tickets, and arrange the site in advance according to statistical data. In terms of scenic spots where public transport is not convenient, vehicles can be arranged at the exit of the nearby subway station to pick up tourists.

4.3. To Build Suzhou Brand

On January 8, 2021, Tencent Global Digital Ecology Conference · Suzhou Summit was held, and Suzhou Municipal Government signed a strategic cooperation agreement with Tencent. It is reported that Suzhou New Cultural Tourism Industry Development Center will rely on Tencent's 100 million level traffic content platform to boost the development of Suzhou cultural tourism industry, create Suzhou featured tourism routes, promote Suzhou cultural tourism through online and offline promotion, and make Suzhou cultural tourism brand known.

Suzhou has a long history so that it should focus on the protection of intellectual property rights, especially the "intangible cultural heritage" culture, which is a symbol of a region. At the same time, Suzhou should support the inheritors of "intangible cultural heritage" culture, introduce relevant support policies, attract more young people to join in the inheritance of "intangible cultural heritage" culture, so as to further tap Suzhou culture, develop Suzhou culture, and build Suzhou brand.

4.4. To Highlight Local Cultural Characteristics and Strengthen Innovation

It is extremely important to highlight the local cultural characteristics of Suzhou, which can not only enrich the life of local people, but also solve the radiation problem of the tourism market in the surrounding cities of Suzhou. With the development of internet and technology, it is a fast and effective method to carry out cultural propaganda through online celebrities. It is far from enough just to carry out cultural propaganda, and people still need to innovate the existing culture.

4.5. To Increase More Cooperation with Enterprise to Cultivate Talents

Tencent (Suzhou) Digital Industry Base will soon be located in Dayang Mountain Digital Economy Zone of New District in Suzhou, which provides a favorable premise for the digital transformation of Suzhou cultural tourism industry[2]. It is far from enough to have a large number of people with digital technology skills. If people want to integrate cultural tourism industry with "digital" perfectly, and integrate cultural and tourism industries perfectly, it need complex talents. To digitize the cultural tourism industry and constantly explore and innovate Suzhou culture is not a task that can be completed overnight, and long-term strategic preparations should be made. Suzhou should formulate relevant support policies for cultural industry talents, so that relevant talents involved in Suzhou's cultural innovation have no worries.

4.6. Policy Support

The "Fourteenth Five Year" Cultural and Tourism Development Plan mentioned that it is necessary to promote the full integration of cultural tourism industry with other fields, so as to promote the development of cultural tourism industry towards higher quality, wider scope and

deeper level. "The Fourteenth Five Year Plan for National Economic and Social Development of Suzhou and the Outline of the Long term Goals for the Year 2035"mentioned that the city should speed up the construction of 5G and next-generation information networks and enhance the international image of "cultural Suzhou". Rely on policy support, break down barriers in all walks of life, strengthen cooperation with digital enterprises, attract more digital talents, cultivate more digital talents, and accelerate the development of Suzhou economy.

5. Conclusion

Suzhou is extremely rich in tourism resources and profound in cultural heritage. The cultural tourism industry has a huge space for development. Suzhou should seize the opportunity of digital economy development, promote the deep integration of cultural tourism and digital economy, grasp the digital trend of cultural tourism, and promote the innovative development of Suzhou's cultural tourism industry. The digitalization of Suzhou cultural tourism is conducive to accelerating the post epidemic economic recovery in Suzhou and promoting the development of supervision of Suzhou's local public service industry. At the same time, the stable development of digital cultural tourism industry cannot be separated from the active guidance and policy support of Suzhou government. The main task of the digitalization of cultural tourism industry is to promote the healthy development of Suzhou's economy and promote its brand.

Acknowledgments

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