Research on the Integrated Development of Cultural Tourism under the Background of Wireless Communication

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Abstract: Thanks to the long cultural development, almost every part of our country has a certain cultural heritage, which has laid a good foundation for the development of cultural tourism. In recent years, the domestic cultural tourism market has become more and more popular. In the process of target selection in the tourism process, people's enthusiasm for cultural exploration exceeds their yearning for big cities. In order to better show the essence of their own culture to tourists, each tourist city has also begun to explore digital tourism work. This work has achieved twice the result with half the effort under the macro background of the rapid development of wireless communication technology. This study takes the digital development strategies introduced by several representative tourist cities in my country as examples, sorts out the current problems in the integration of cultural tourism in some cities, and proposes corresponding solutions.
Keywords: wireless communication; cultural tourism; digitalization

1.Introduction

The innovation of products is an important means for the industry to achieve sustainable development. [1]Microsoft, which is stronger than the leader in the field of computer operating systems, has never stopped its pace of product updates. Tourism, as one of the industries with a long history and flourishing in mainland my country in recent years, has entered a new stage of combining tourism resources with cultural experience. [2]The value of tourism is that tourists break away from the familiar living environment and go to a relatively unfamiliar environment for a brief experience. [3]And how to enhance their ability to attract tourists through the promotion of their own tourism resources, tourist attractions must always pay attention to in-depth exploration at the level of "differentiation". [4]However, it is worth noting that the attribute of tourist attractions has a strong relationship with historical precipitation, and the latter cannot be changed once it is positioned. This has led to most tourist attractions becoming "transitory" products. Coupled with the relatively concentrated travel time of Chinese tourists, the "Golden Week of Tourism" brings tourists more bad memories about traffic jams and crowds. The development of wireless communication technology provides a very valuable solution for this problem. It can enable tourists to understand in real time the number of tourists to various attractions in the near future, the travel situation of the roads and the distribution of people flow within the attractions, so that tourists can have more pleasure during travel.

In order to better achieve this goal, promote the in-depth development of wireless communication technology in the field of cultural tourism, and help the cultural tourism industry to rejuvenate. At the end of 2020, the tourism management department of the Chinese government issued the "Opinions on Promoting the High-quality Development of the Digital Cultural Industry." This shows that our country has promoted the further integration of digitalization and cultural tourism from the height of national strategy. This cultural industry development trend that emerged in the context of the wireless communication era will surely have a serious impact on the traditional cultural tourism market. At the same time, it will also vigorously promote the development of cultural tourism in many aspects. In the opinion draft, the purpose of "building travel through culture and commendation through travel" has been emphasized more than once. It is pointed out that the goal of cultural tourism integration supported by digital technology is to create a digital cultural industry pattern, using digital

technology as a bridge and link between cultural industry and economic development. Although this draft of opinions only proposes a general idea from the perspective of the development and development program, it plays a very important role in the realization of the integration and development of cultural tourism under the background of my country's wireless communication. So that the integration of culture and tourism has a strong "glue." Local governments should give full play to the role of bridges, build the docking of high-tech companies and tourism enterprises, so that the tourism industry can shine more dazzlingly with the help of digital technology. Make traditional tourist attractions more cultural, and people can also enjoy the cultural feast brought by digital technology during the travel process. Through small program push, holographic projection, and short video introduction, tourists can use wireless information receiving terminals to better understand the "past and present" of scenic spots, and enhance the experience and sense of integration of cultural tourism.[5]

2. Digital cultural tourism practice in several major domestic tourist cities at this stage

As early as before the digital development strategy launched by the national cultural and tourism management department, some domestic tourism cities have already begun to experiment in this field and have formed a unique cultural and tourism integration model. The following article selects a few representative cities for analysis.

2.1 Quzhou, Zhejiang-Incorporating digital tourism into the urban construction system

As early as the end of July 2018, the Zhejiang Provincial Government proposed to build a "Poetry and Painting Zhejiang Global Tourism Information Service System" and set Quzhou as one of the pilot cities. Quzhou City has begun to vigorously promote digital tourism. On the basis of the digital service platform launched by the Zhejiang Provincial Government, a small program with Quzhou characteristics has been added. Using technologies such as big data analysis and wireless communication APP, data mining and all-round sharing of tourists across Zhejiang and even East China, through scientific modeling design and simulation operation, the entire tourism industry in Quzhou can achieve efficient supervision and planning . In order to ensure that this work can be truly implemented, the Quzhou City Government has incorporated it into the digital government platform system. At the end of 2018, it realized the sharing of tourism data at all levels in the city, providing a full range of data services for the management and travel of the government, scenic spots and tourists. After two years of operation, the current Quzhou tourism information platform has collected nearly 50 million pieces of relevant information, providing comprehensive guidance for the city's participating tourism companies, making the tourism industry a pillar industry in Quzhou. It also provides a scientific reference for the realization of poetry and painting in Zhejiang. During the May 1st period in 2019, the Quzhou Municipal Tourism Administration deployed personnel through monitoring the peak of tourists, and at the same time worked closely with the traffic police department to successfully alleviate the work pressure caused by the peak of tourists. Take 75% of the maximum number of visitors to each scenic spot as a warning point. When the number of visitors to the scenic spot exceeds this point, the monitoring personnel will immediately communicate with the scenic personnel, and adopt methods such as diversion and temporary entry to reduce the pressure on the scenic spot.

At the same time, the status of tourists in various scenic spots and even within the scenic spots will also be displayed in various colors. Tourists can independently check on related small programs, so as to arrange their own itinerary more scientifically. The link to the service platform of the Quzhou City Government enables digital tourism management to expand to a broader level. The introduction of tourist attractions, urban transportation, and tourist consumption trends are scientifically summarized. The city government can conduct tourism within the entire urban area. The monitoring of scenic spots has laid a good foundation for the development of scientific management. What's commendable is that due to the integration of cultural tourism data into the government municipal service platform, relevant government departments can use these data as the basis to timely adjust related

marketing strategies and infrastructure upgrades, so as to make their own cultural tourism products better. Attractive.

2.2 Xi'an Qujiang-defining a new concept of smart tourism

The rapid development of wireless technology has caused the focus of smart tourism worldwide to accelerate the conversion to mobile terminals, and the use of smart phones in this field is becoming more and more widespread. Travel information services have also changed from using computers and other equipment to make travel reservations to more complex and intelligent travel target selection, hotel service comparison, and intelligent recommendation of travel projects. In recent years, the Qujiang District Government has continuously promoted the in-depth integration of technology companies with the tourism industry, creating a holographic tourism scene of various scenic spots in the entire district, with "the integration of wisdom and cultural tourism" as a new selling point of urban tourism. To allow digital services to cover the entire journey of tourists, customers only need to use a mobile terminal to access various services during travel. Moreover, Qujiang has used the "power of the cloud" to spread its cultural charm more widely. A group of outstanding traditional cultural performances represented by the "Yunshang National Treasure Concert" has allowed Qujiang to attract the attention of the world. In addition, "Cloud Power" has also become a powerful weapon for Qujiang to carry out cultural relic protection. At the beginning of 2021, Qujiang showed the museums in the area in the form of live broadcast, which enabled people to break through the space limitations through mobile terminals to realize the tour of the museum and increase the desire to be on the spot.

2.3 Chongqing Pengshui-Leveraging on Digitalization to Create Cultural and Tourism IP

At this stage, there is a relatively novel way to use the well-known Internet IP to promote its own tourism charm. Chongqing Pengshui has made a relatively successful exploration in this field. As one of the largest Miao settlements in southwest my country, Pengshui has extremely rich Miao tourism resources. In order to better present this original Miao tourist attraction to tourists,

The Pengshui government took ecological protection and cultural promotion as the two major characteristics of the development of the tourism industry, and successfully created Chiyou Jiuli City and other tourist attractions with strong ethnic customs. In order to better publicize, the relevant departments of Pengshui City have created their own cultural and tourism IP with the help of games. "Peace Elite" is a well-known game developed by Tencent in recent years, and it is extremely popular among young people. This game has a strong color of battle competition, and has a high compatibility with the style of Chi You in ancient Chinese mythology. Therefore, Tencent used the unique scene of Pengshui Chi You Jiuli City to conduct live battles, which attracted the attention of players. . According to statistics, nearly 300 million players participated in the online game of this scene. With the help of this game, Chi You Jiuli City's popularity among young people has grown rapidly.

On this basis, the Pengshui government and Tencent have also carried out in-depth cooperation. The latter launched a product design competition on the Miao culture on the Internet. The participating products have a wide range of forms, covering almost all fields of current information equipment modeling. Since its inception, it has caused a sensation all over the country. The total number of registrations on the competition platform was nearly 700,000 times, and more than 1,000 entries were submitted. At the same time, the competition also used traditional Miao embroidery techniques to produce many additional products, such as canvas bags and plush dolls, which have been sought after to varying degrees, which has further increased the popularity of Pengshui cultural tourism.

3. Development Suggestions

Although many tourist attractions use wireless communication technology to improve their own cultural temperament to a certain extent, so that tourists can better capture their own cultural charm. But on the whole, more scenic spots and cities are still in the stage of exploration and experimentation. Due to improper operations and conceptual deviations, the

expected cultural and tourism integration goals have not been successfully achieved. [6]Based on the summary of successful experiences in some cities, the author puts forward the following suggestions for development.

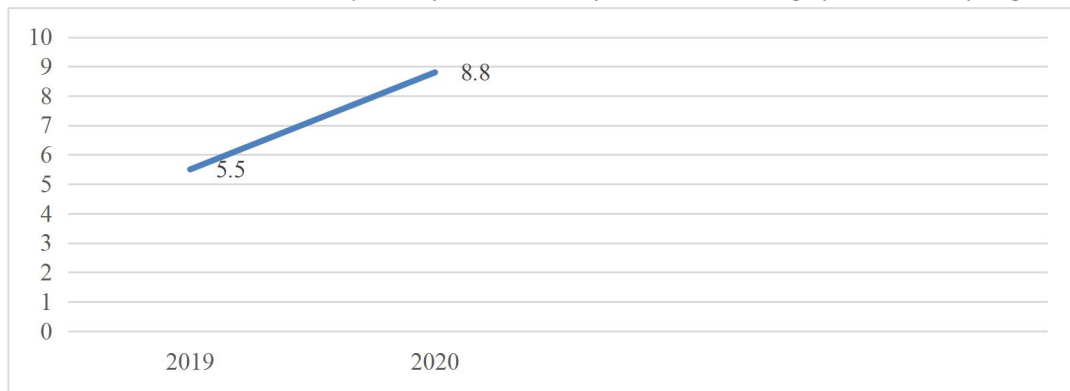*3.1 The cultural tourism industry must form a scientific understanding of the value of big data*

Figure 1. 2019-2020 total statistics of Douyin cultural tourism videos (unit: 100 million)
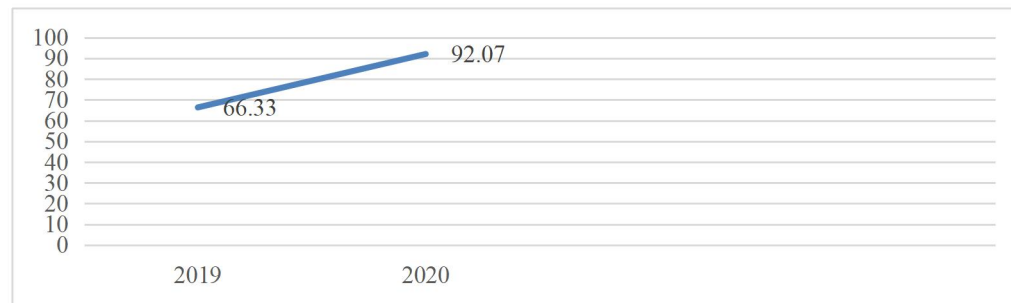

Figure 2. Statistics of total video playback of Douyin Cultural Tourism from 2019 to 2020 (unit: tens of billions)

From Figure 1 and Figure 2, we can see that at this stage mobile terminals have become popular one of the important ways to acquire tourism knowledge and choose tourism goals.The development of wireless communication technology has greatly increased people's dependence on the use of mobile terminals, and this has also produced a huge amount of data. These data not only contain information about the development of the cultural and tourism industry, but also have a lot of weak or even irrelevant information. It is very important to filter from this massive amount of information and make it a boost to serve the development of its own cultural and tourism industry. For a long time, my country's cultural and tourism industry has always positioned itself as a physical industry, and its connection with information technology is very limited. [7]Tickets and hotel reservations have become the only interaction between the two. The digital construction of the cultural and tourism industry across the country has serious latecomer problems. Although the rapid development of wireless communication technology at this stage can bring extremely positive changes to the development of the cultural and tourism industry, the latter can only adopt the government Promoted experimental model, rather than spontaneously generated strong demand. The disadvantage of this is that the government can only structure the cooperation system between technology companies and tourist attractions from a macro perspective, but cannot replace the latter to tell technology companies in detail about their demands. Technology companies are unable to accurately push target groups on the cultural and tourism characteristics of tourist attractions. The results of the cooperation between the two are naturally unsatisfactory. Only the cultural Only by truly sharing core data with technology companies can we better grasp the travel focus of contemporary tourists and keep up with the development of the information age.

3.2 The cultural and tourism industry must actively self-innovate

The development of wireless communication technology to this day has been inseparable from people's lives. This shows that as long as the cultural tourism industry is sufficiently attractive, digital technology can effectively promote it to tourists. But as mentioned above, my country's traditional tourism industry is "winning by scenery", and relying on natural beautiful scenery or historical scenery can attract a large number of tourists. However, the limitation of this model is that the attraction of the scenic spot is difficult to last, and it is difficult for tourists to have the desire to visit the scenic spot again. Cultural tourism is different. The addition of cultural attributes to scenic spots means that there is a huge room for expansion. With the help of the power of culture, visitors can have spiritual joy and resonance. This requires tourist attractions to tap their own cultural potential in depth, avoid superficial effort, and avoid eager for quick success and instant benefits. [8]Incorporate the essence of culture into your own soul, with culture as the soul and landscape as the carrier. Insist on taking cultural experience as the core value of the scenic spot, relying on its own cultural charm to enhance the attraction, otherwise the dazzling technology will only become a shell without a carrier.

4. Conclusion

The development of wireless communication technology has enabled various technological advances to be better applied to the cultural and tourism industry. At this stage, somatosensory technology, holographic projection, cloud live broadcast and other technologies have become important means for the scenic area to promote cultural charm. This has provided a powerful help to the integration of cultural and tourism in traditional scenic spots in my country, and has a huge impact on the development ideas and marketing models of the cultural and tourism industry. [9]With the assistance of wireless communication technology, cultural and tourism companies in various places can dig deep into the cultural value of their various attractions, allowing tourists to have a unique cultural and artistic experience, which will certainly promote the prosperity of the tourism market to a large extent. Let the traditional culture bloom more dazzling light.[10]

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