

Research on value realization mode of digital culture and tourism platform

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Abstract. As a new business model based on digital technology, digital culture and tourism can promote the high-quality development of China's culture and tourism industry. How to build a digital culture and tourism platform that can realize value co-creation has become a research hotspot. Based on the service-oriented logic theory, this paper studies the value co-creation model of digital cultural tourism platform. Analyze the value realization process of "creation - interaction - realization", propose a perfect system mechanism for exploring the cultural tourism IP system, deepening digital empowerment, and building a platform financial service system, propose an incentive mechanism for tax policy, and propose a sound security mechanism for strengthening digital infrastructure and talent training. Then promote the construction of "new infrastructure" of cultural tourism, consolidate the foundation of industrial development, expand the supply of high-quality digital cultural tourism products, strengthen the construction of professional talents, optimize the cultivation of industrial innovation system, rely on new technology cultivation carriers, release emerging consumption potential, and promote the high-quality development of digital cultural tourism industry.

Keywords: Digital cultural tourism, Cultural communication, Digital service platform, New consumption.

1. Introduction

Digital culture and tourism is a new industrial form that focuses on the consumption demand of culture and tourism, uses the Internet as the carrier, and applies digital technology and information and communication technology to all links of culture and tourism industry. Its essence is to deeply integrate digital technology and culture and tourism industry. Through the application of 5G, ultra-high definition, augmented reality, virtual reality, artificial intelligence and other high-tech technologies in the whole process of industry operation, the whole process of production activities, and the whole chain of services, the cultural tourism industry and modern technology will be deeply integrated, and a new generation of immersive and experiential cultural tourism consumption content will be developed [1]. Digital cultural tourism is almost free from the constraints of environment and space and has the advantages of low cost, strong interaction and high security. It is the trend of scientific and technological progress and industrial upgrading. It improves the socialization and interactivity of tourism destinations by opening up online and offline businesses, using Internet business realization and other models, and becomes an important thrust to promote the development of offline physical tourism.

2. Development status of digital culture and tourism industry in China

In 2021, the Ministry of Culture and Tourism of China issued the "Fourteenth Five-Year Plan" for the Development of Culture and Tourism, which clarified the importance of the development of the cultural and tourism industry and the direction of its future development, and emphasized that the cultural and tourism industry is an important force to connect domestic and international circular development. In the future, it is necessary to further accelerate the pace of the development of the cultural and tourism industry, combined with various new Internet and digital technologies, Create more excellent cultural tourism products for China. The new generation of digital technology, represented by artificial intelligence, the Internet of Things and blockchain, is accelerating the penetration and transformation of tourism industry, subtly changing the needs, behaviors and

experiences of tourists, deconstructing the boundaries of various tourism enterprises under the traditional supply chain, and significantly improving the intelligent infrastructure construction and public service efficiency of culture and tourism.

In recent years, more and more digital cultural and tourism platforms have brought new opportunities for the development of the cultural and tourism industry, and made the cultural and tourism industry realize subversive changes. More and more enterprises are also actively integrating representative elements into the design and development of digital cultural tourism products, promoting the inheritance of traditional Chinese culture, and the exposure rate of cultural tourism products has also increased. In 2021, China's digital culture and tourism industry sales industry will reach 582.2 billion yuan, up 22.9% year on year.

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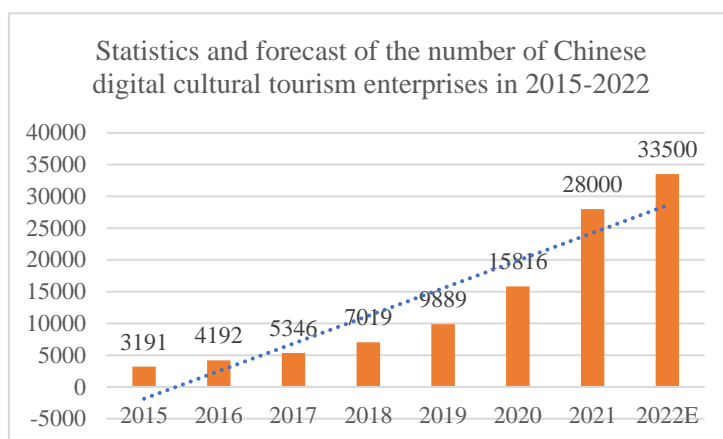


Figure 1. Statistics and forecast of the number of Chinese digital cultural tourism enterprises in 2015-2022

The digital culture and tourism industry is developing rapidly in China and has the advantage of super large-scale market. In 2021, the scale of China's digital culture and tourism market will reach 815.78 billion yuan, an increase of 117.81 billion yuan compared with 2020, with a year-on-year increase of 16.9%. It is expected that the scale of China's digital culture and tourism market will reach 969.81 billion yuan in 2022(Figure 2).

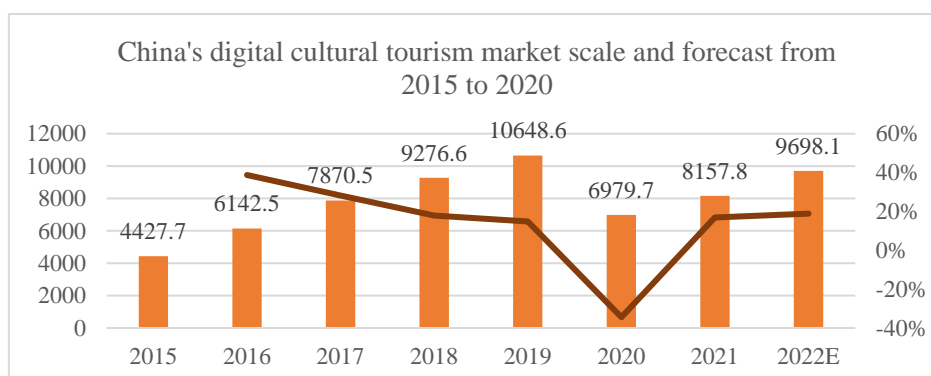


Figure 2. China's digital cultural tourism market scale and forecast from 2015 to 2020

3. Value realization framework of digital culture and tourism platform

This paper defines the value co-creation model of digital culture and tourism platform as: cultural and tourism suppliers, consumers, government departments and financial institutions and other multiple entities, which carry out extensive interaction based on the digital platform, and carry out value co-creation in the ecosystem formed by resource integration and service exchange. According to this connotation, a three-level digital culture and tourism platform value co-creation network system (Figure 3) with digital platform as the center, covering multiple participants and nested inside and outside is formed. The innermost layer is the realization process of value co-creation, the middle layer is the flow and integration of resource elements in service exchange, and the outermost and central digital platform is each participant in value co-creation. In this architecture, digital technology and platform are the foundation, coupling and interaction between participants is the key, service exchange and value co-creation are the realization forms, and the whole

The service innovation and upgrading of the ecosystem is the goal. The digital platform realizes the integration of resources and service exchange, and realizes the mutual circulation of tourism, physical objects, information and funds; Cultural and tourism consumers are consumers and provide improvement direction for suppliers through service feedback; Cultural and tourism suppliers are the main force of creating end and the main body of product and service supply; Government departments mainly provide financial and tax policy support, industry policy support, perform regulatory functions, and maintain market order; Financial institutions can provide financing services, promote project construction and expand the scale of cultural tourism industry.

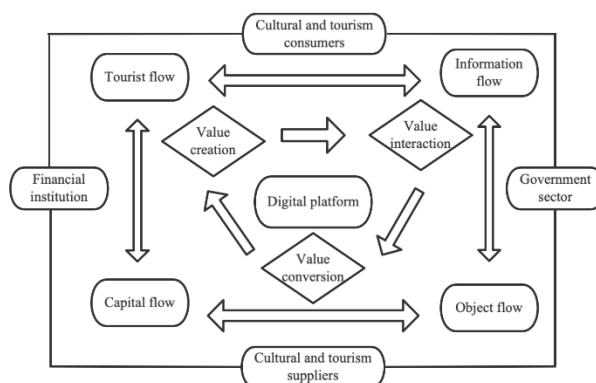


Figure 3. Architecture of value realization mode of digital culture and tourism platform

4. Value realization process of digital culture and tourism platform

The realization process of co-creation value includes three parts: creating value, interactive value and realizing value. They represent the foundation and purpose, the key and premise, and the result.

4.1. Create value

To build a digital culture and tourism platform, the first step is to create value, which mainly includes three steps: first, design a service scenario, use digital technology to build a platform that can provide services, experience services, and share information, and build a virtual scene at the same time; Second, collect information and give full play to the advantages of suppliers to collect a large amount of information to provide customers with comprehensive and real data. At the same time, the data shall be regularly evaluated, timely feedback and improvement shall be made, and the potential value of information shall be excavated; Third, business model innovation, with the power of Internet technology, combs the internal links of various complex scenarios, and strives to build an industrial chain.

4.2. Interactive value

The interactive value is also the necessary communication and connection between the various subjects of the digital culture and tourism platform. Service leading logic believes that value is created jointly by enterprises and customers [2]. The continuous and effective communication and interaction between participants is the necessary prerequisite for the digital culture and tourism platform to realize value co-creation. Value interaction includes three levels: micro, medium and macro (Figure 4). (1) The micro level refers to the dual interaction between participants. The value interaction activities between any two participants in the structure described in Figure 1 are listed here. This level focuses on the participation of the demander in the whole process of the supplier's value creation, alleviating information asymmetry, and improving the connotation and experience of industrial services. (2) The medium level refers to the ternary interaction between multiple participants with the digital platform as the intermediary. On the basis of binary interaction, the digital platform identifies and processes the data information provided by the supplier and the demander, ensures the authenticity of the data information, improves the availability of data value, more effectively alleviates information asymmetry, reduces transaction costs, and improves the efficiency of industrial operation. (3) The macro level is the extensive network interaction between participants. The dynamic and complex network structure of the service ecosystem makes the value interaction eventually extend to all participants. Such interaction is not limited to a specific scenario, but is embedded in the whole process of dynamic development of the entire industry. Through the effective connection between the main bodies, we can explore the needs and pain points in the digital culture and tourism business model, and then we can make targeted improvements to lay a solid foundation for the realization of the final value.

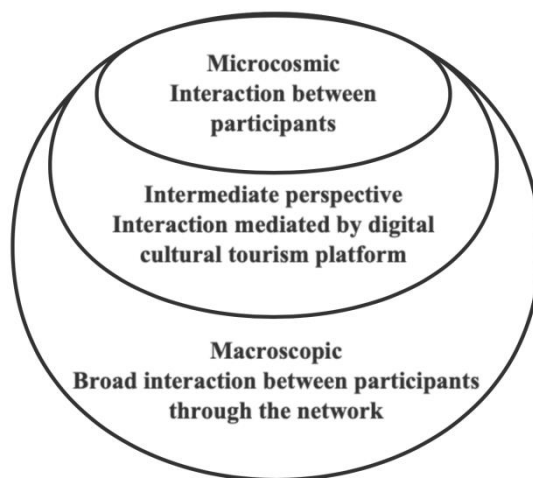


Figure 4. Value interaction at micro, medium and macro levels

4.3. Realize value

Achieving value is the ultimate goal of building a digital cultural tourism platform. By endowing each subject with value in the whole process, it can stimulate its initiative to create value, and then promote the cyclic development, continuous innovation and progress of the whole process.

5. Improve the coordination mechanism of digital culture and tourism platform

5.1. Value realization mechanism

(1) Build brand and ecosystem and form sustainable business development model

Actively share data resources, integrate economic factors, promote upstream and downstream collaboration of the industrial chain, and expand the industrial chain and ecosystem. Cultivate the product system, expand the supply of new products, and build a "product system" and "product

cluster" characterized by serialization and diversification. Create industrial IP with unique identification, form brand competitiveness, actively cooperate with multiple brands across the border, derive and develop excellent cultural and creative products and peripheral products, and realize flow realization through online e-commerce and offline sales. Do a good job in industrial linkage, capital integration, actively integrate with the Internet industry, entertainment industry, electronic information industry, etc., promote new information products such as wearable devices, constantly develop new business forms, and expand multiple profit models.

(2) Promote the construction of new cultural and tourism infrastructure and strengthen the digital empowerment

Actively use big data, artificial intelligence, 5G and other new infrastructure to better build scenic spot intelligent management scenarios, optimize travel booking, scenic spot tours, hotel services and other tourism scenarios, and improve product operation quality and service efficiency. digital technique

Promote the upgrading of traditional cultural and tourism business, innovate service (product) content and service mode, and lead the industry to transform from resource-driven to innovation-driven [3]. In addition, we should also increase the application of digital technology in data collection, data analysis and data value mining, alleviate information asymmetry, reduce transaction costs, and improve industrial operation efficiency [4].

(3) Continuously improve marketing strategy and brand value

Creating brand super IP is an important breakthrough point in current digital culture and tourism marketing. It is the most mainstream innovative business model to aggregate offline businesses with online resources and capabilities. IP copyright trading and authorized derivative peripheral products are important sources of revenue and output value of digital content industry. The construction of the cultural tourism IP system is an attempt to transform abstract intellectual property rights into quantifiable intangible assets. It is an effective means to realize value measurement in the process of value co-creation, and also a necessary condition for value conversion. The digital platform collects and sorts out the data generated by the service exchange in the ecosystem, and develops a scientific cultural tourism IP system, which provides a reference basis for the construction of the platform's financial service system. The evaluation basis of the IP index system of cultural tourism can be obtained from the following two ways: first, through digital infrastructure, obtain transaction data including LBS positioning data, mobile phone information data, transaction data, traffic and meteorological data, network text data, GIS data and other transaction data; Second, from the cyberspace and community built by the digital platform, the traffic data such as comments, forwarding and likes generated by the short video, film and television, music, strategies, games and other service content generated by the IP itself can be obtained [5].

5.2. Policy guarantee mechanism

(1) Strengthen the construction of professional talents and optimize the industrial innovation system

We will improve the construction of relevant disciplines, vigorously promote the cooperation and international exchanges among universities, enterprises, parks and scientific research institutions in our country, innovate the talent training mechanism in the mode of "cultivation+introduction+sharing", and cultivate a number of compound talents and management talents in the fields of cultural tourism and digitalization. Set up a number of national fund projects related to digital culture and tourism to support scientific research institutes to strengthen basic research and carry out original innovation. Encourage cultural and tourism think tanks to cooperate with relevant enterprises in the industry, continuously optimize the industry research and development system, and support the healthy development of the digital cultural and tourism industry. Deepen the integration of industry and education, encourage scenic spots, enterprises, colleges and universities to cooperate in the implementation of the "retraining" plan, and promote the digital transformation of workers' skills.

(2) Establish incentive mechanism

First, the government can solve the financial problems of cultural and tourism suppliers in software development and hardware construction by means of financial subsidies and preferential tax policies, and improve the investment willingness and profitability; Second, cross-subsidy drainage is adopted. For the digital platform, user stickiness and activity are the most important. The platform can't maintain a close relationship between the participants simply by relying on the revenue mode of trading volume commission. Cross-subsidy mode: in the early stage of operation, the revenue commission of cultural and tourism suppliers' products displayed and sold on the platform can be reduced or not charged; To guide consumers to issue coupons and points, improve consumers' initiative to participate, and expand user flow; Provide the government with platform data and information to help the government improve relevant policies.

(3) Improve market supervision and property rights protection mechanism

Timely establish rules and regulations, accelerate the establishment of relevant laws and regulations, digital copyright protection system, etc. [6], and create a good development environment through a series of reform measures such as "free management and service" to promote the standardized development of the digital culture and tourism industry. Strengthen guidance and support, strive to incorporate the digital development of cultural tourism industry into the top design of the "Fourteenth Five-Year Plan", and study and issue guidance from the development direction, tasks, security and other aspects to promote the healthy and rapid development of the industry. We will strengthen fiscal and tax policy support, set up special funds for the digital culture and tourism industry, and guide financial institutions to actively serve the development of the industry. Establish a monitoring and evaluation system, use intelligent and intelligent tools and platforms to obtain more accurate first-hand information and data support, grasp the digital development level of culture and tourism, realize refined management, and promote high-quality development of the industry.

Acknowledgements

The author gratefully acknowledges the financial support from national innovation and entrepreneurship training program for college students + S202210497207.

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