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Construction and Enhancement of Digital Cultural Tourism Service Performance Evaluation Indicators

-- A Case Study of Bengbu City

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Abstract: Digital cultural tourism has become a critical force in promoting local economic development and cultural heritage. Taking Bengbu City as the research subject, and integrating the National Cultural Digitalization Strategy and Anhui Province's "135" Action Plan, this study employs expert consultation and the Analytic Hierarchy Process to construct a comprehensive evaluation index system for the service efficiency of digital cultural tourism. This system encompasses three core dimensions: technology, organization, and environment, aiming to thoroughly assess the service efficiency of digital cultural tourism in Bengbu City. Through questionnaire surveys and in-depth data analysis, the main factors influencing the service efficiency of digital cultural tourism in Bengbu City are identified. Targeted improvement strategies are proposed to foster the sustainable development of the local economy and culture.

Keywords: Digital Cultural Tourism in Bengbu; Service Efficiency; Evaluation Index System.

1. Introduction

The report of the 20th National Congress of the Communist Party of China emphasizes the importance of adhering to the integration of culture and tourism through culture shaping tourism and tourism highlighting culture, and promoting the deep integration and development of culture and tourism. Governments at all levels have introduced a series of encouraging policies, providing a good external environment for the development of the digital cultural and tourism industry. Documents such as the "14th Five-Year Plan for the Development of Culture and Tourism" and the "Overall Layout for the Construction of Digital China" explicitly propose to accelerate the digital transformation of culture and tourism, promote the integrated innovation and development of online and offline services, and these policies have pointed out the direction for the development of the digital cultural and tourism industry and provided solid[1]. There are two main development modes of public service integration of culture and tourism, namely "public culture and tourism" and "tourism public service + culture", which are embedded and integrated for common development [2]. The 20th National Congress of the Communist Party of China proposed to further promote the deep integration of culture and tourism. How to evaluate the 'depth' of cultural and tourism integration has become an urgent practical issue[3]. The application of digital technology is helpful to explore new advantages to promote the integration of cultural industry, cultural undertakings and tourism, and thus promote the integration of cultural tourism industry in a wider range, deeper level and higher level[4].Amid the digital transformation wave, the cultural tourism industry is undergoing unprecedented changes. How to scientifically and comprehensively evaluate and enhance the effectiveness of digital cultural tourism services has become an urgent issue to address. Wang Jiaxin developed an evaluation index system for smart tourism public services in destinations using the Delphi method, establishing a framework comprising 6 primary indicators, 17 secondary indicators, and 40 tertiary indicators. This system provides a standardized benchmark for assessing the development level of smart tourism public services in destinations [5]. Zhao Yun introduced the coupling coordination degree model, which measured the integration degree of cultural tourism industry in ethnic minority areas of Sichuan province through four steps: clarifying the measurement object, constructing the measurement model, establishing the evaluation system, and measuring the current level. He also put forward suggestions for the development of digital economy to empower the integration of cultural tourism industry in ethnic minority areas of Sichuan province [6]. Cui Fengjun developed a comprehensive evaluation framework for county-level cultural-tourism integration through three dimensions: pre-reform assessment of cultural-tourism institutional reforms, mid-process evaluation of integration progress, and post-reform assessment of integration outcomes. Using data from nine counties (cities, districts) in Taizhou City, Zhejiang Province as case studies, the framework was empirically validated to demonstrate its applicability and effectiveness [7].

In summary, with strong national support, academic research on cultural tourism has evolved from initial integration to deeper convergence, a process that has been driven by digital technology. However, the development of digital cultural tourism service efficiency evaluation systems remains relatively underdeveloped. As a city endowed with rich tourism and cultural resources, Bengbu is strategically positioned to achieve its "Digital Cultural Tourism" transformation through the "One Belt, Two Zones, Three Circles" framework under China's National Cultural Digitization Strategy and Anhui Province's "135" Action Plan. This urgent need for enhancing digital cultural tourism service efficiency in Bengbu highlights the importance of establishing robust evaluation mechanisms.

2. Current Situation of Digital Cultural Tourism Services in Bengbu

2.1. Digital Promotion Iteration

Under the framework of the 'Overall Plan for the Construction of Digital Bengbu (2020-2025)', Bengbu City has actively promoted the informatization process and accelerated the construction of digital infrastructure, including the extensive deployment of 5G base stations and comprehensive coverage of public area wireless networks (WIFI), laying a solid network foundation for the development of digital cultural tourism. Bengbu City has taken 'promoting cultural tourism and creating a happy life' as one of its core mainlines, and is committed to promoting the integrated development of cultural tourism and digital creative industries. By building a tourism big data system, it provides scientific and refined support for key areas such as tourism information services, scenic spot crowd flow monitoring, and tourism route promotion. In addition, through the strategy of 'digitization + promotion', Bengbu City continuously iterates on its cultural tourism marketing model, enhances the integration of virtual production and social marketing, and focuses on the integrated communication of new media. In terms of official media promotion, Bengbu City has optimized its promotion plan and launched a series of promotional videos on the Douyin platform, such as 'Check-in Bengbu', 'Listening to Bengbu', and 'Bengbu Aroma Hundred Flavors'. As of the end of October 2024, these videos have released 313 works, accumulating 422,000 likes. Meanwhile, the number of original works published on 'two Weis and one terminal' (Weibo, WeChat, and news client) reached 1,063. These measures have effectively enhanced the popularity and appeal of Bengbu's cultural tourism.

2.2. Digital Consumption Innovation

Against the backdrop of digital transformation, Bengbu City has actively implemented a digital cultural tourism development strategy, striving to promote progress in the cultural tourism industry and stimulate the upgrading of cultural tourism consumption through digital technologies, thereby achieving sustained industrial growth and enhanced consumer experiences. Leveraging the 'Internet+' platform, the city has built a digital system to create new models of cultural tourism consumption, namely 'digital + products' and 'digital + consumption'. By empowering intellectual property (IP) through technological means, Bengbu has developed immersive experience projects, including the digital scenic area themed around the classic literary work 'Journey to the West'—'Dream Journey to the Western Paradise: Night Tour of Peach Blossom Source' at Hequan Town's amusement park. This scenic area employs 3D projection technology to enhance visitors' immersion and interactivity, forming a national-level animated digital scenic area that integrates scenic brand experience, immersive night tours, and thematic sightseeing. This new type of immersive experience scenario has added value to the night-time cultural tourism economy. Since its launch, it has quickly become a popular 'check-in spot', especially among young tourists, and has opened up new perspectives in the field of digital light and shadow art.

2.3. The Construction of Digital Platforms is Accelerating

Bengbu City has made remarkable progress in developing its digital cultural tourism platform. The city's Tourism Data Resource Database has been fully established, featuring cultural attractions, curated travel routes, and unique local cuisine across the region, comprehensively showcasing the area's cultural and tourism resources. This includes data on star-rated hotels, star-rated agritourism facilities, and other relevant information. Additionally, the Bengbu Cultural Tourism Cloud Platform has been completed, covering cultural venues, events, and specialized resource databases citywide. To enable smart supervision of the cultural tourism industry, the Tourism Industry Monitoring Platform and Cultural Tourism Cloud Monitoring Platform have integrated video surveillance systems from multiple A-level scenic spots and rural cultural stations, providing robust support for the healthy development of the sector.

2.4. Policy Support

Based on national and Anhui Provincial cultural and tourism work policies, Bengbu City has formulated and implemented a series of development strategies aimed at promoting the deep integration of culture and tourism, taking into account local actual conditions. Specifically, Bengbu City has issued policy documents such as the 'Bengbu City 14th Five-Year Plan for Cultural and Tourism Development' and the 'Special Plan for the Protection and Development of Intangible Cultural Heritage in Bengbu City (2023-2030)'. In 2020, Bengbu City further promulgated the 'Several Policy Opinions on Further Accelerating the High-Quality Development of Culture and Tourism', totaling 46 specific measures. These aim to provide substantial policy incentives to promote investment by social capital, expand social consumption, and leverage the multiplier effect of fiscal transfer payments. In addition, Bengbu City regards the cultural and tourism industry as a leading industry of the local economy, regularly organizing cultural industry investment promotion activities, displaying and promoting multiple cultural industry projects within the city, and using these as key measures to promote the development of cultural and tourism projects, continuously advancing the deep integration of culture and tourism. Through the implementation of these strategies, Bengbu City is committed to building a modern industrial system closely integrated with culture and tourism, thereby promoting high-level development of the cultural and tourism industries.

3. Construction of Digital Cultural Tourism Service Efficiency Evaluation Index System in Bengbu City

3.1. Design of Indicator System

In the cultural and creative industry, the deep integration of technology and culture is a key path to achieving high-quality development[8]. [The advancement of smart tourism fundamentally relies on technological innovation, encompassing both technological development and practical implementation. Its growth depends on robust infrastructure and industrial foundations as essential resources. Specifically, industrial foundations play a decisive role in achieving economies of scale and driving high-quality development in the tourism sector. Building on this, this study employs the Technology-Organization-Environment (TOE) framework to establish an evaluation index system for digital cultural

tourism services in Bengbu City. The TOE analysis framework excels in comprehensively addressing key technological innovation factors, with its flexible configuration of sub-factors enabling wide-ranging applications across government governance, digital economy, and enterprise development sectors[9].Developed by Tornatzky et al. in 1990 based on the Technology Acceptance Model and diffusion of innovation theory, the Technology Organization Environment (TOE) framework categorizes organizational technology adoption factors into three dimensions: technology, organization, and environment. This analytical framework provides a structured approach for studying technology adoption and innovation diffusion across different organizational types. The development of the reference indicator system follows principles of theoretical analysis and expert consultation, with the Delphi method (expert opinion method) employed to mitigate research limitations. By gathering expert opinions, the framework ensures the accuracy and scientific rigor of the evaluation indicators [10].

3.2. Screening and Revision of Index System

The preliminary evaluation index system undergoes screening through computational metrics such as weighted coefficients or averages. When an indicator's coefficient or average falls below predefined thresholds (e.g., 4 or 7), it indicates low significance and may be removed. Retained indicators are refined based on expert feedback, including redefining terms, adjusting weights, or consolidating similar metrics. New valuable indicators proposed by experts in the questionnaire are incorporated into the system, with corresponding weight allocations and statistical analyses conducted. Open-ended questions are included in each survey cycle to encourage innovative suggestions, with these responses serving as vital inputs for system enhancement and refinement.

1) Statistics and analysis of expert consultation opinions in the first round

In the first round of expert consultation, 18 cultural tourism professionals including researchers and project planners were invited. A total of 18 questionnaires were distributed, with 15 returned (83.3% response rate). Statistical analysis revealed a chi-square statistic of 250.62, Kendall's coefficient of 0.688, P-value of 0.000, and an expert authority coefficient of 0.903, indicating high consensus and authority among experts. During the initial consultation, experts recommended designing service effectiveness evaluation indicators based on the Technology-Organization-Environment (TOE) framework. Accordingly, this study identifies the influencing factors of digital cultural tourism service effectiveness in Bengbu City as the target layer, with the TOE framework serving as the primary indicator. This framework is further subdivided into three dimensions: technology, organization, and environment, comprising 6 secondary indicators and 19 tertiary indicators. The analysis of the questionnaire results revealed that all three primary indicators achieved average importance scores exceeding 4.5 with coefficients of variation below 0.1, demonstrating strong consensus among experts regarding their significance. Consequently, these primary indicators were retained. Seven secondary indicators were eliminated due to average scores below 4 and coefficients of variation exceeding 0.2, failing to meet the required standards. Based on expert feedback, adjustments were made to both primary and secondary indicators. For instance, the overly broad concept of "cultural resource realities" was refined to "cultural resources," "number of tourism policies" was replaced with the more measurable "number of A-level scenic spots," "cultural heritage" was substituted with "regional economic development level," and "service process optimization" was adjusted to "number of invention patents in districts and counties." These modifications significantly enhanced the operational feasibility and accuracy of the indicator system. Through this round of expert consultation and questionnaire survey, the evaluation index system of digital cultural tourism service efficiency in Bengbu city has been effectively screened and revised to ensure the scientificity and practicability of the index system, which lays a solid foundation for the follow-up research work.

2) Statistics and analysis of expert consultation opinions in the second round

The questionnaire was distributed to 18 experts, with 15 valid responses collected, achieving an active participation rate of 83.3% and an expert authority coefficient of 0.885. Statistical analysis revealed a Kendall's coordination coefficient of 0.486, a chi-square statistic of 131.315, and a P-value <0.001, indicating strong consensus among experts. All indicators demonstrated coefficient of variation below 0.2 (see Table 1), reflecting the experts' recognition and stability of the indicator system. Throughout the process, no new revisions or additions were proposed by the experts, further confirming the high measurement reliability and credibility of the system. In conclusion, by synthesizing expert feedback from the initial two rounds of consultations, we have refined and enhanced the indicator framework. The finalized evaluation system for digital cultural tourism services in Bengbu City comprises three primary indicators, six secondary indicators, and nineteen tertiary indicators. This scientifically validated structure provides a practical and operational framework for assessing service efficiency, enabling more precise measurement and continuous improvement of digital cultural tourism services in the city.

3.3. Determination of Evaluation Index Weights and Model Development

1)Constructing a Hierarchical Structure

Evaluation indicator system usually includes: the construction of the evaluation indicator system and the weight calculation of the evaluation indicator system[11].The Analytic Hierarchy Process (AHP) determines factor weights by integrating subjective and objective perspectives, thereby making the indicator system more practical[12].This study developed an evaluation framework for digital cultural tourism service efficiency in Bengbu City using the Analytic Hierarchy Process (AHP), establishing a three-tiered structure comprising the Goal Level, Criterion Level, and Indicator Level. The Goal Level defines the overarching assessment objectives for the city's digital cultural tourism services. The Criterion Level identifies key factors influencing service efficiency, known as primary indicators. The Indicator Level specifies secondary and tertiary indicators, which serve as concrete standards for quantifying the primary indicators.

2) Construct and calculate the judgment matrix

The 1-9 scale method was employed for scoring, with experts conducting pairwise comparisons of all indicators to determine their relative importance. Based on these comparisons, a judgment matrix was constructed. Through this matrix, the maximum eigenvalue λmax and its corresponding eigenvector w were calculated, where the

eigenvector w represents the relative importance of each indicator. Subsequently, to ensure the sum of all indicator weights equals 1, normalization was applied to all weights, resulting in the final combined weights for each indicator [13].

Table 1. Analysis results of expert opinions in the second round

Indicator	N	Average	Standard deviation	Minimum value	Maximum value	Coefficient of Variation
1. Degree of application of cultural and tourism websites and mobile media	15	4.8	0.414	4	5	0.086
2. Data security and privacy protection	15	4.6	0.507	4	5	0.110
3. User experience	15	3.467	0.516	3	4	0.149
4. Number of invention patents	15	4.27	0.457	4	5	0.107
5.Information Infrastructure Construction	15	3.6	0.507	3	4	0.141
6. Data Management and Analysis	15	4.533	0.516	4	5	0.114
7. Financial resources	15	4.133	0.639	3	5	0.155
8. Number of service items	15	4.6	0.507	4	5	0.110
9. Project Scope	15	4.667	0.488	4	5	0.105
10.Professional Technical Personnel Support 15	15	4.333	0.723	3	5	0.167
11. Platform Integration	15	3.333	0.487	3	4	0.146
12. Service Quality	15	3.8	0.414	3	4	0.109
13. Service Innovation	15	4.667	0.487	4	5	0.105
14.A-level scenic spots	15	3.867	0.733	3	5	0.190
15. Level of Economic Development	15	4.6	0.507	4	5	0.110
16. Cultural Resources	15	4.733	0.458	4	5	0.097
17. Visits and Usage Rate	15	3.4	0.507	3	4	0.1491
18. User Satisfaction	15	4.1333	0.3519	4	5	0.0851
19.Feedback and Complaint Handling	15	3.3333	0.4879	3	4	0.1464

Table 2. Expert rating consistency test

Test item	Test results
N	15
KendallWa	0.486
Chi-square	131.315
Degrees of freedom	18
Asymptotic significance	0

3）Consistency test

The consistency ratio (CR) is calculated using the formula CR=CI/RI. A CR value <0.1 indicates acceptable consistency in the judgment matrix, while CR ≥0.1 requires modification [14]. The single-level indicator weight coefficients for first, second, and third-level indicators relative to their superiors are derived from the matrix. As shown in Table 3, the single-level consistency test results demonstrate that all CR values <0.1 meet the required standards.

4）Calculate the weight of the third-level indicators relative to the overall goal.

The weight of the third-level indicators is equal to the product of the weights of the first-level and second-level indicators to which they belong. As shown in Table 4, the weights of the third-level indicators relative to the overall goal are calculated.

Table 3. Consistency Test Results

Indicator	Feature vector	Weight value	Maximum eigenvalue	CI	RI	CR	Consistency check result (CR<0.1)
B1	0.859	28.65%	3.005	0.003	0.520	0.005	Qualified
B2	1.32	44.01%					
B3	0.82	27.35%					
C1	0.518	25.92%	2	0	0	\	Qualified
C2	1.482	74.08%					
C3	0.667	33.33%	2	0	0	\	Qualified
C4	1.333	66.67%					
C5	1.333	66.67%	2	0	0	\	Qualified
C6	0.667	33.33%					
D1	0.421	14.03%	3.068	0.034	0.520	0.065	Qualified
D2	0.769	25.62%					
D3	1.811	60.35%					
D4	0.683	22.75%	3.025	0.012	0.520	0.024	Qualified
D5	0.584	19.48%					
D6	1.733	57.77%					
D7	0.94	23.50%	4.006	0.002	0.890	0.002	Qualified
D8	0.65	16.25%					
D9	1.134	28.36%					
D10	1.276	31.89%					
D11	0.388	12.94%	3.011	0.006	0.520	0.011	Qualified
D12	1.083	36.10%					
D13	1.529	50.96%					
D14	0.527	17.58%	3.013	0.007	0.520	0.013	Qualified
D15	0.775	25.84%					
D16	1.697	56.58%					
D17	0.347	11.58%	3.067	0.033	0.520	0.064	Qualified
D18	0.944	31.45%					
D19	1.709	56.97%					

Table 4. Weighting of Three-Level Indicators Relative to the Total Indicator

Target layer	First-level indicator	Secondary indicator	Third-level indicator	Combined weight
Factor A Influencing the Service Efficiency of Digital Cultural and Tourism Services in Bengbu City	Technical factors B1(0.286)	Digital technology applicationsC1(0.259)	The extent of application of the number of cultural and tourism websites and mobile mediaD1 (0.140)	0.010
			Data security and privacy protectionD2 (0.256)	0.019
			User ExperienceD3 (0.604)	0.049
		Technological-innovationC2(0.741)	Number of invention patentsD4 (0.228)	0.017
			Information infrastructure constructionD5 (0.195)	0.041
			Data Management and AnalysisD6 (0.578)	0.123
	Organizational factors B2(0.440)	financial resources C3 (0.333)	Financial fundsD7 (0.235)	0.035
			Number of service itemsD8 (0.163)	0.024
			Project ScopeD9 (0.284)	0.042
			Professional technical supportD10 (0.319)	0.048
		serviceability C4 (0.667)	Platform integrationD11 (0.129)	0.038
			Service qualityD12 (0.361)	0.106
			Service InnovationD13 (0.510)	0.150
	Environmental factors B3(0.274)	policy supportC5 (0.667)	The number of A-level scenic spotsD14 (0.179)	0.032
			Level of economic developmentD15 (0.258)	0.047
			Cultural resourcesD16 (0.566)	0.103
		User requirementsC6 (0.333)	Visit volume and usage rateD17 (0.116)	0.011
			User satisfactionD18 (0.315)	0.029
			Feedback and Complaint HandlingD19 (0.570)	0.052

4. Empirical Evaluation of Digital Cultural Tourism Service Efficiency in Bengbu City

This study employed a questionnaire survey to assess tourist satisfaction with digital cultural tourism services in Bengbu City. A total of 383 questionnaires were distributed, with 380 returned and 360 valid responses. Cronbach's alpha and KMO were used to evaluate the reliability and validity of the questionnaire. The results showed Cronbach's alpha and KMO values both exceeding 0.8, with p-values below 0.05, indicating high reliability and validity. This makes the questionnaire suitable for subsequent modeling analysis and empirical evaluation.

4.1. Research Methods and Their Sources

This study integrated quantitative and qualitative data in constructing a service evaluation index system. For quantitative data, we selected relevant statistics from 2018-2022 covering all districts and counties under Bengbu City's "One Belt, Two Zones, Three Circles" development framework, including the number of star-rated hotels and A-level tourist attractions. These data were sourced from official channels such as the Bengbu Statistical Yearbook, cultural and tourism bureaus of various districts and counties, and the Anhui Provincial Library Alliance. The average of five-year data was calculated to serve as a reference for scoring questionnaire responses on development status across various indicators in Bengbu City. Qualitative data collection was conducted through questionnaires using a five-point Likert scale, where respondents rated their satisfaction levels on a 1-5 scale from "very dissatisfied" to "very satisfied".

4.2. Analysis of Research Results

The evaluation results indicate that Bengbu City's digital cultural tourism service efficiency scored 3.262 out of 5 (equivalent to 65% of the full score). Among primary indicators, organizational factors achieved the highest score, followed by environmental factors, while technical factors scored the lowest. In tertiary indicators, eight metrics exceeded 3.5 points, demonstrating good performance (see Table 5). The technical factors' evaluation of information infrastructure development and data management was rated as moderate, reflecting challenges such as incomplete infrastructure, insufficient digital equipment, and inadequate data sharing. Development in financial allocation, service project quantity, platform integration, service quality, and innovation also remained at a moderate level, attributable to inefficient fund distribution, suboptimal service quality, and insufficient platform collaboration. The moderate scores for A-level scenic area quantity, cultural tourism platform traffic and utilization rates, user satisfaction, as well as complaint resolution, indicate underdeveloped high-quality cultural tourism resources, inadequate platform construction and promotion efforts, and service quality that falls short of expectations.

In conclusion, the digital cultural tourism service efficiency of Bengbu city is in a good state on the whole, highlighting the advantages of Bengbu city in data security and privacy protection, user experience, and complete project coverage, but it also shows the deficiencies in information infrastructure construction, financial funds, platform integration and other aspects.

5. Strategies for Improving the Efficiency of Digital Cultural Tourism Services in Bengbu City

5.1. Digital Technology

Table 5. Average Scores of Each Third-Level Indicator and Comprehensive Weighted Score

Target layer	First-level indicator	Score	Secondary indicator	Score	Third-level indicator	Average score	Weighted score
Factor A Influencing the Service Efficiency of Digital Cultural and Tourism Services in Bengbu City	Technical factorsB1	0.888	Application of digital technology C1	0.269	The extent of application of the number of cultural and tourism websites and mobile mediaD1	3.65	0.038
					Data Security and Privacy ProtectionD2	3.62	0.069
					User experienceD3	3.61	0.162
			Technological innovation C2	0.619	Number of invention patentsD4	3.5	0.059
					Information infrastructure constructionD5	3.41	0.141
					Data Management and AnalysisD6	3.42	0.419
	Organizational factorsB2	1.437	Financial resources C3	0.511	Financial fundsD7	3.45	0.119
					Number of service itemsD8	3.25	0.0775
					Project ScopeD9	3.53	0.147
					Professional technical supportD10	3.51	0.168
			Service capabilityC4	0.926	Platform integrationD11	3.35	0.127
					Service qualityD12	3.31	0.3505
					Service InnovationD13	3.00	0.449
	Environmental factorsB3	0.937	Policy supportC5	0.650	The number of A-level scenic spotsD14	3.31	0.106
					Level of economic developmentD15	3.5	0.165
					Cultural resourcesD16	3.67	0.379
			User requirementsC6	0.2869	Visit volume and usage rateD17	2.68	0.028
					User satisfactionD18	3.26	0.094
					Feedback and Complaint HandlingD19	3.18	0.165

1) Enhancing Information Infrastructure and Digital Innovation: Strengthen network infrastructure development, promote IoT technology, and improve emergency response capabilities to upgrade network infrastructure and

connectivity in tourist attractions and cultural venues. Additionally, this study highlights the importance of advancing big data, cloud computing, IoT, blockchain, 5G communication, Beidou Navigation System, virtual reality, and augmented reality technologies in tourism. These innovations aim to elevate the industry's overall development through technological advancement. The research also emphasizes data-driven approaches, including enhanced data collection, organization, analysis, and mining to extract valuable insights and provide scientific foundations for decision-making. Furthermore, it advocates for extensive application of big data analytics to deeply understand tourist behavior and market demands, thereby continuously improving tourism products and services.

2) Optimize the development of the network platform by enhancing data integration and sharing to improve platform functionality. This will elevate user experience on Bengbu Cultural Tourism Cloud Platform, ensuring an intuitive interface and streamlined operations. The platform will expand its service scope to include tourism information, online reservations, e-tickets, smart navigation, and tourism complaint handling. Regular maintenance and upgrades will be conducted to ensure platform stability and security. To strengthen data integration, the platform will fully utilize the cultural tourism database and enhance data sharing with relevant departments such as transportation, meteorology, and public security authorities, enabling real-time updates and early warnings for tourism information. Additionally, data sharing with tourism enterprises including hotels, scenic spots, and travel agencies will be promoted to provide richer information on tourism products and services.

3) Leverage cultural tourism websites and mobile multimedia platforms to enhance content development and promotion, enriching the offerings with engaging materials to attract and retain users. Improve travel information including attraction guides, transportation tips, and food recommendations, ensuring accuracy, timeliness, and appeal. Strengthen interactive features like online Q&A, user reviews, and community forums to boost engagement. Additionally, innovate domestic tourism promotion mechanisms by collaborating with leading travel platforms and online travel agencies (OTAs) to establish strategic partnerships, promoting resource sharing and mutual benefits.

5.2. Organizational Support

1) Increase fiscal investment and optimize fund allocation methods. Boost financial support for cultural tourism projects through establishing special funds for cultural tourism development, encouraging private capital participation, and expanding financing channels. Strengthen tax incentives for cultural tourism enterprises to reduce operational burdens and stimulate market vitality. Simultaneously, enhance incentive, constraint, and evaluation mechanisms for cultural tourism funding. Optimize fiscal expenditures based on actual project needs and development directions, ensuring funds are allocated to core aspects and critical areas of cultural tourism projects.

2) Strengthen market supervision and establish a cross-departmental coordination mechanism Establish and refine the regulatory framework for cultural tourism to ensure comprehensive oversight across the entire service chain. Conduct a thorough inventory of Bengbu City's cultural tourism resources, including diverse attractions such as natural landscapes, historical heritage sites, and folk traditions. This will enable comprehensive resource assessment without overlooking any valuable assets. Invite multidisciplinary expert teams to scientifically evaluate the findings, unlock resource potential, and develop diversified tourism products. Create cross-departmental coordination mechanisms to ensure effective communication and collaboration among cultural tourism, transportation, environmental protection, and public security authorities. By forming a united front, we can jointly enhance the efficiency of cultural tourism services.

3) Establish a talent development framework to enhance service capabilities. Develop specialized training programs in digital cultural tourism fields, covering key areas such as digital marketing, user experience design, data analytics, and intelligent technology applications. Promote in-depth collaboration among industries, universities, and research institutions to achieve industry-academia-research integration. Through internships, project partnerships, and joint research initiatives, co-develop digital cultural tourism courses and training programs to strengthen service awareness and professional skills. Implement talent recruitment programs to attract high-caliber professionals.

5.3. Environmental Supply

1) Deep exploration and development of cultural resources to enhance resource utilization efficiency and value conversion. Improve the digitalization level of cultural resources by employing cutting-edge digital technologies to achieve digital preservation, exhibition, and dissemination of cultural heritage. Develop and promote digital cultural tourism products and routes with local characteristics, further realizing the value of cultural resources in digital tourism services and driving high-quality development of the cultural tourism industry.

2) Enhance cultural tourism service quality and improve tourist satisfaction. Refine feedback and complaint handling mechanisms to ensure timely responses, effective communication, and proactive resolution of tourist issues. Standardize service protocols, streamline processes, and boost efficiency to make services easily accessible. Leverage digital technologies to deliver personalized recommendations and services, elevating the tourist experience.

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