

Research on Tourism Culture Communication Strategy in the Era of Digital Economy

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Abstract—With the rapid development of the digital economy, digital media art has developed strongly with its strong artistic expression and cross-media communication, and penetrated into all areas of social life. The new communication environment has produced the characteristics of tourism culture communication. On the basis of comprehensive understanding of the essence and connotation of digital media art and tourism culture communication, it proposes the tourism culture communication strategy under the digital media environment, combining with the characteristics of regional culture.

Keywords—digital economy; digital media; tourism culture; communication strategy

I. INTRODUCTION

In today's information era, the development of digital media art is strong, showing strong vitality and broader development prospects. Digital media art has begun to penetrate all aspects of media and various information services. The media includes photography, video, film, television, newspapers, books, animation, and the Internet. The information service industry and entertainment industry include traditional painting, graphic design, exhibitions, architectural and industrial design, tourism, consulting, and computer games, distance education and even public media systems throughout the society. A cross-media digital media art with unique art forms and languages is recognized and valued by more and more people. The technical characteristics and the interactive communication characteristics of digital media art digitization have changed the environment of information dissemination, making information dissemination more efficient, convenient, and humane. The artistic characteristics make the presentation of information more colorful and closer to the aesthetic needs of the audience. Therefore, digital media art can realize the effective and active dissemination of information becoming an important medium and tool for information dissemination in modern society. At the same time, the vigorous development of tourism has become a new format of regional cultural communication. To better explore and present tourism resources, disseminate and promote tourism culture has become a question worth considering.

Based on the background of the digital economy era, combining Internet technology, digital media technology and

virtual reality technology, and relying on the advantages and characteristics of regional culture, this paper discusses the application strategy of the development mode of tourism culture, which is "the integration of digital economy and tourism economy, and the co-development of digital media art and tourism culture communication" from the perspective of art and communication.

II. THE CHARACTERISTICS OF THE ERA OF THE DIGITAL ECONOMY

At present, "China's sharing economy and information consumption are developing at a rapid pace. New products, new services, and new formats have emerged in abundance. The consumption structure of residents has been continuously upgraded. In 2017, the information consumption scale reached 4.5 trillion yuan, a year-on-year increase of 15.4%. E-commerce has maintained rapid development and has become an important engine for stimulating consumer demand and developing modern service industries. Online retail sales reached 7.1751 trillion yuan, a year-on-year increase of 32.2%. The level of integration of informatization and industrialization has been further improved. Significant progress has been made in the digitization, networking and intelligence of key industries, and the numerical control rate of key processes has reached 46.4%. [1] The digital economy has become a new era feature.

A. Digital China

In recent years, China has actively deployed the "Internet Plus" initiative, attaches importance to information development, strengthens top-level design and overall layout, and promotes the implementation of the national big data strategy and the "broadband China" strategy. New technologies have been continuously applied, and a number of strategic actions and major projects have been launched to promote 5G R&D applications and implement IPv6 plans. The introduction of these policies and the continuous application of new technologies indicate that the development of China's digital economy enters the fast lane. Digital China is a new strategy for national information construction in the new era, covering economy, politics, culture, society, ecology and other fields, including "broadband China", "Internet Plus", big data, cloud

computing, artificial intelligence, digital economy, e-government, new smart cities, digital villages and other content, is a new measure to meet the people's growing needs for a better life, and is a new driving force to lead the economy to high quality and sustainable development.

B. Digital Media Art

Digital media art refers to the new art form that combines human rational thinking and artistic thinking based on digital technology and modern media. The most important difference from other art forms is that the form of expression or the creative process must partially or completely use digital technology means [2]. Computer network media is the foundation, creative tools and display means of digital media art. Therefore, digital media art is called CG art (Computer Generated Arts or Computer Graphic Arts), namely, computer-generated art or computer graphic art. Digital media art is closely related to industrial design and information design. It integrates with media communication technology in terms of expression, performance content and communication form, and relies on the development of digital media technology. The core of digital media art design is the intersection of art design and computer science and technology. The electronic media or digital media mainly spreads through the form of new media and digital carriers. From the perspective of communication advantages, digital media art makes information dissemination more efficient, convenient and humanized with its digital technical features and interactive communication characteristics. The artistic characteristics make the information presentation form more colorful and closer to the audience's aesthetic needs. Therefore, digital media art can realize the effective and active dissemination of information becoming an important medium and tool for information dissemination in modern society.

III. THE CHARACTERISTICS OF THE ERA OF TOURISM CULTURE COMMUNICATION

In modern tourism activities, tourism is an industry that heavily relies on mass media. The characteristic natural tourism resources and humanistic tourism resources of sightseeing districts can be understood by more audiences with the power of mass media. With the rapid development of China's tourism industry, more and more tourist destinations are optimistic about the role of communication. Communication has become a key point in the development of tourism. The further development of tourism needs to rely on the mass media to spread the tourism information. In the digital information society, digital media communication affects the lifestyle and ideas of the modern public. Based on digital technology, digital media has become an indispensable information communication media in social life. With digital technology, text-centric media content is shifting toward images and interaction. Moreover, people have the need to obtain information in diversify channels and interact with each other. Visualization and mediation communication have given the tourists more independent choices, and provide more vivid and direct information to the

tourists, expanding the range and depth of tourism culture communication.

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First of all, it is the visualization of the content of tourism culture communication. The visualization of tourism culture aims to visualize the tangible and intangible tourism culture and directly appeal to people's sensory organs. People can acquire and receive tourism culture information by means of "reading pictures", such as visual presentation of tourism culture videos and tourism image advertisements, travel magazines, travel brochures, tourism culture websites, and tourist culture souvenirs. The historical stories and cultural cards of regional culture, canal culture, and ancient city culture will be compiled into film and television works as well as propaganda albums and graphic materials, and will be promoted to the travel website and mobile client in a visual form.

The second is the mediation of tourism culture communication channels. Tourism culture needs to be spread by means of certain media, and is good at using emerging media means. In the context of the media environment, network communication and mobile phone platforms have become a new trend of tourism culture communication. The rise and development of digital media has brought greater convenience and advantages to the tourism culture communication. From information communication and expression form, digital media has the characteristics such as globality, digitalization, rich diversity and infinity of information, storage and easy replication, and easy retrieval. Therefore, regional tourism should strengthen cooperation with online platforms and emerging media to broaden multi-channel communication.

IV. THE DEVELOPMENT STRATEGY OF "DIGITAL ECONOMY PLUS TOURISM ECONOMY"

With the advent of the era of big data, data analysis has penetrated into every industry and business function area today and has become an important production factor. The integration of the digital economy and the real economy can more rationally and fully utilize regional resources to promote the effective development of regional economic culture.

The first is to integrate tourism resources and build tourism brands. Based on the concept of big data, it is possible to accurately judge the tourist behavior of tourists, predict the preferences of tourists, and formulate precise marketing objectives. According to the precise target

positioning of regional resources, we can create a tourism brand. Based on the integration of cultural tourism resources, we can develop cultural dramas, style performances, martial art performances and other new tourism formats with regional cultural characteristics. Also, we can excavate local culture, red culture, folk culture, food culture, and continue to carry out new models of non-material cultural performances.

The second is to develop global tourism and build characteristic towns. Guided by the development of global tourism and market demand, and supported by the construction of industrial systems, we will promote the integration of tourism and industry, realize the attraction population, concept population, and serve population, and promote tourism to enrich the people and help the poor. Around the idea of building a characteristic town, we will build rural tourism projects such as flower towns, mountain farms, characteristic homestay, farmhouse restaurants, and wetland ecotourism projects. According to the analysis of Internet data, the tourism service units with high visitor click rate will be developed into tourist demonstration villages, star-rated hotels and star-rated travel agencies, creating an ecological leisure farm that is suitable for holiday health and slow-paced life.

The third is to use the "Internet +" to promote smart tourism. Focusing on the six elements of "food, hotel, traffic, travel, shopping and entertainment", a digital tourism guide system and a public service platform will be established in accordance with the requirements of smart tourism. Visitors can use smartphones to get travel information, scenic spots, route navigation, leisure guides, food and beverage shopping, transportation, hotels and other service links on the "Tourist Assist" APP platform, gathering the latest travel information, business promotions, real-time traffic conditions, train tickets and other information. On the network platform, online inquiry and reservation of tourism projects can be realized according to individual needs, which facilitate tourists and improve the service efficiency of the tourist destinations.

The fourth is to realize green development, and the conversion of old and new kinetic energy. As a sunrise industry and a green industry, the tourism industry responds to all-round transformation, structural adjustment and supply-side reform of the national policy. It is an important area for realizing the transformation of new and old kinetic energy, and has injected new power for sustained economic development. Guiding and developing rural tourism, promoting the integrated development of tourism with primary industry, secondary industry and other service industries, and improving the employment absorbing ability of the tourism industry and the ability to increase income are effective ways to achieve precise poverty alleviation. At the same time, we should develop pollution-free, green and organic agriculture as well as tourism industry, and support flowers, seedlings, forestry and other industries, forming an ecological tourism agricultural base with influencing and high added value. In addition, on the basis of improving the construction of tourism infrastructure, we should pay attention to the construction of ecological corridors and greenways, and the development of forest landscape eco-

tourism, promoting the deep integration of tourism and forestry, and achieving ecological protection and green development.

V. THE DUAL RECONSTRUCTION OF "DIGITAL MEDIA ART PLUS TOURISM CULTURE COMMUNICATION"

Digital media art provides a better communication model for tourism culture, and the unique regional culture provides excellent material for the creation of digital media art. Therefore, the combination of the two is a new industry and new model brought about by technological innovation, and is the new kinetic energy of tourism development.

A. Digital Film and Television — Visual Presentation of Tourism Culture

The digital media art has greatly enriched the means of film and television production, and the visual expression is more realistic, emphasizing the reproduction of the scene and the immersive visual experience. Through digital technology and artistic methods, digital imagery vividly presents the highly concentrated culture, customs and natural landscape of the tourist destinations to the audience. Through high-definition digital images, viewers can intuitively experience rich cultural heritage, folk customs, religious culture, literature and art of the tourist destination. At the same time, actively taking advantage of communication means of film and television dramas, taking pictures of film and TV dramas and recording of variety shows will increase the influence of regional cultural communication.

B. Digital Network — Interactive Services of Tourism Culture

Internet digital network text — travel experience and travel strategy in the media era express their travel experiences and feelings, achieving humorous, pleasant and comfortable communication effects; digital travel pictures — shooting, preservation, sharing and exchange will be more economical and convenient. It can be said that tourist photography pictures enhance the visual meaning of tourism culture; digital short video — fragmentation, intelligence and fun, such as the high propagation speed and coverage of douyin short video and xigua video; digital navigation system — including scenic spots maps, scenic spot introduction, scenic products and services, and indoor and outdoor seamless roaming walking navigation. Using mobile phone terminals, visitors can get safe and fast self-help, mutual assistance and seek for help through the combination of wireless local area network and satellite navigation system anytime, anywhere, and can also meet various personalized needs such as booking hotels and buying air tickets.

C. Digital Museum — Multi-angle Interpretation of Tourism Culture

The digital display of the museum utilizes the design advantages of digital media art, and presents rich visual and spatial level through 3D display technology. Closely contacting with museum collection creates an "immersive" atmosphere for exploration, stimulates various sensory

organs of tourists, and expands the imaginary space, forming a reflection on the culture of the collection. People can better understand the artistic value and cultural implication of the museum collection. The virtual network museum uses digital technology to copy the museum collections for virtual display online, which is more conducive to the full use of cultural resources.

D. Virtual Reality VR Tourism — Immersive Experience of Tourism Culture

VR is the abbreviation of Virtual Reality. It uses computer technology as the core of modern high-tech means to generate a virtual environment. Users use the special input and output devices to interact with the virtual world naturally, providing users with visual, auditory, and sensory simulations. People can be personally on the scene. Its core features are immersion, interactivity and imagination. With this virtual reality mode, the tour guide can be displayed in a panoramic view, and the VR video with a clear theme can be produced. The historical and cultural scenes can be presented over time, providing an immersive travel experience.

VI. CONCLUSION

With the rapid development of digital economy, digital media art has developed strongly and penetrated into all fields of social life with its strong artistic expression and cross-media communication. The new communication environment has produced the characteristics of the era of tourism culture communication. On the basis of comprehensive understanding of the essence and connotation of digital media art and tourism culture communication, combining with the characteristics of regional culture, it puts forward "integrating tourism resources and building tourism brands, developing regional tourism and constructing a characteristic town. We can use the Internet + to promote smart tourism, realizing tourism development strategy under the digital media environment of "green development and transformation of old and new kinetic energy". At the same time, this paper sums up the solutions for the integration of digital media art and tourism culture communication, including the construction of four aspects, such as the visual presentation of tourism culture by digital film and television, the interactive service of digital network on tourism culture, the multi-angle interpretation of tourism culture by digital museum and the immersive experience of virtual reality VR on tourism culture. The development of regional economy requires the support of new technologies and new ideas, and the construction of digital media art and tourism culture has inherent advantages. Tourism industry and cultural industry are typical "green industries". Using new technologies, new formats and new models, combining with new production factors such as knowledge, technology and data, it will become an important model for leading regional economic development.

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