

Research on the Integration and Development of Wellness and Culture Tourism Facilitated by Digital Technology

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Keywords: Digital technology, wellness and culture tourism, integrated development

Abstract: The digital economy has opened up new potential for the growth of the tourism industry and has grown into a significant force for the development of the industry given the swift expansion of the economy and society. The wellness and cultural tourism industry may fulfill people's urge to pursue a healthy quality of life and help make people's ambitions for a better living into reality as a new trend and a new kind of tourist development in the new era. By integrating the wellness tourism industry into other industries like catering, accommodation, and transportation, digital technology helps to increase service effectiveness, cater to the needs of individual tourists, and support the innovative growth and structural optimization of the wellness and culture tourism industry. Based on the theories of industry integration and supply and demand, the essay examines the state of development and issues facing China's digital wellness and cultural tourism industries from the perspective of the digital economy. Four areas are suggested as ways to encourage the high-quality growth of the digital wellness and culture tourism industry: the innovation of digital technology drive, the balance of service resources, the enrichment of wellness and culture tourism products, and the innovation of tourism talent training mode.

1. Introduction

The digital economy, as a new economic pattern, is founded on the innovation and integration of information and communication technologies like cloud computing, big data, artificial intelligence, the Internet of Things, blockchain, mobile Internet, and other ICTs as a carrier to drive a change in the mode of social production and an improvement in production efficiency. In addition to labor, capital, land, and entrepreneurs, the digital economy has evolved into a new standard for evaluating the competitiveness of each of these production-related aspects (Li, 2020), and it has played a significant role in fostering the high-quality growth of China's economy^[1]. A high-quality, healthy, and beautiful life is what people are aiming for, and as a result, sub-health and chronic diseases are receiving more and more attention, people are paying more and more attention to the wellness and tourism industries, and demand for health products is gradually changing. Consequently, it is essential to fully exploit the benefits of big data and a range of application scenarios, to support the fusion of digital technology and the real economy, to quicken the transformation and upgrading of

the development of traditional industries, and to support industrial innovation, business innovation, and model innovation. A completely new era of digital wellness and cultural tourism is being made possible by the application and development of digital technology.

Currently, the fast-paced advancement of digital technology offers a strong technical foundation for the integration and growth of the tourist, cultural, pension, and other industries, spawning novel industries and business models. The wellness and cultural tourism industry is the result of the continuous intersection and integration between industries. The wellness and culture tourism industry will inevitably progress in the direction of digitization, and the use of digital technology has given this industry new development momentum (He, 2019)^[2]. Big data, artificial intelligence, cloud computing, augmented reality, virtual reality, and other technologies can be used in the wellness, culture, and tourism industries to help solve integration and development issues, build a new industrial ecology and supply chain, inspire new types of tourism, and increase the available space for development (Mao, 2022)^[3].

In addition to the widespread use of digital technology, the digital economy has emerged as a significant force behind the transformation and advancement of the wellness and culture tourism industry to achieve high-quality development. Digital technology is the backbone of the digital economy; its purpose is to recognize, transform, store, share, analyze, and use all types of information (Peng, 2021)^[4]. Digital technologies are used in a variety of businesses as a result of the Internet's ever-increasing connection. The operation of new modes and new business forms in various industries now rests on the technical foundation of the new generation of information technology, which is represented by big data, cloud computing, artificial intelligence, etc. (Cai & Niu, 2021)^[5]. Digital technology is permeable, synergistic, and substitutive. Based on the background of the integration of culture and tourism, Shen(2021) examines how public digital culture might benefit regional smart tourism^[6]. According to Li Yanan (2021), the digital economy can encourage the transformation of business models and the digitalization of firms in the cultural and tourism sectors, which can open up new development opportunities for the complementary development of these sectors^[7]. Based on the viewpoint of the value co-creation model, Liu and Cao (2021) investigate the relevance of digital cultural tourism building and suggest particular development avenues^[8]. Hu and Jing (2021) use comparative international perspectives to assess the core factors affecting transformation in China's digital cultural tourism business and make specific recommendations^[9]. Mobile AR technology, according to Xie and Tan (2020), can improve tourism and cultural branding while also motivating visitors^[10].

In conclusion, most academics examine the digital economy using a more broad definition of technology. Based on this, this paper analyzes the current situation and issues with the growth of the wellness and cultural tourism industry from the standpoint of the drive for the digital economy, starting with the theories of industrial integration and supply and demand. It then conducts additional research on the high-quality growth of the wellness and cultural tourism industry.

2. Theoretical Foundations

2.1 Theory of industrial integration

Along with the incorporation of digital technology, the level of digitization has been continuously increased to support the trend of digitalization in the production, service, governance, and visitor experience of the wellness and culture tourism industry, transforming the tourism industry in a multidimensional and all-around manner to improve the development efficiency of the wellness and culture tourism industry and achieve high-quality outcomes^[11]. Digital technology encourages the intelligentization of wellness and cultural tourism products, satisfies the individualized demands of travelers, innovates enterprise service delivery, raises service standards,

and energizes the tourism industry's development vitality.

From the perspective of development practice, the wellness and culture tourism industry can benefit from the comprehensive integration of digital technology by realizing new development momentum, new tourism industry, and new business models. Digital technology is incorporated into the wellness and culture tourism industry to help increase industrial efficiency, create new development momentum, support structural upgrading of the wellness and culture tourism industry and the creation of a new tourism industry, as well as support the creation of a new tourism business model.

2.2 Theory of supply and demand

The industry's growth is accelerated by the incorporation of digital technology because it helps to connect supply and demand in the wellness and cultural tourist industries. It helps to grow the tourist consumer market and achieve industrial value-added; it helps to innovate tourism products and modify the industrial pattern. In order to improve the fit between industry supply and demand, the development of the digital wellness and culture tourism business must focus on both supply and demand.

On the one hand, digital technologies help to promote high-quality development on the supply side. Relevant authorities can integrate digital technologies into traditional health and cultural tourism industries, turning data into resources and resources into innovative, consumable and attractive goods. This can enhance the quality of the supply of tourism products, create projects that are experiential and engaging, and provide more tourism products and routes that cater to the specific demands of tourists. Digital technology is becoming deeply ingrained in the wellness and culture tourism industries, which may result in immersive and experiential cultural tourism consumption through the use of smart cities, immersive activity experiences, immersive scenic places, virtual displays, and other novel travel service delivery models.

On the other hand, digital technologies help to promote diversification on the demand side. With the help of digital technology, it is possible to divide the market and precisely meet the needs of travelers. The relevant departments can use digital technology to increase visitor demand and produce digital experiences to develop new scenarios for immersive museums, theme parks and other experiences; Digital technology can also be used to build a high-quality brand of health cultural tourism and support the high-level development of health cultural tourism industry.

3. Current situation and problems in the development of digital wellness and cultural tourism

3.1 Unbalanced and inadequate integration of wellness and culture tourism

The wellness and cultural tourism industries are still in need of more development and integration that is both balanced and sufficient. The idea of development is antiquated and lacking in terms of ideological comprehension. The integration of wellness and culture tourism industry is not only wellness + cultural tourism, but also to be closely associated with the scenic area, fit, the key is "fit". In particular, most of them adopt a wait-and-see attitude, and the cognition is still in its infancy, when it comes to the integration of digital technology into the wellness and cultural tourist industries. When it comes to integration's content, the main issues are weak integration, particularly with regard to digital technology, and ineffective methods and institutions. The wellness and cultural tourist industries in some places use digital technology to a lesser extent, and the digitization process is gradual and has few safeguards in place.

3.2 Generalization of digital technologies

The majority of tourist industry and digital technology integration and development, along with the ongoing growth and widespread use of digital technology, are encouraging the digital transformation of wellness culture and the industry of tourism. However, due to misconceptions about how digital technology is seen, it is thought that all industries may incorporate it in order to realize digital transformation, boost product competitiveness, and encourage the growth of industrial innovation. The role of digital technology has been exaggerated and conceptualization is more prominent.

Similar to the terms "digital wellness tourism," "blockchain wellness tourism," and other concepts are still used in the wellness and culture tourism industry, but their integration with actual digital technology is still limited. It should be noted that digitization is only a technical tool and must be successfully combined with the real economy, such as the tourism industry, to fully realize its potential for realizing the promise of "digital technology for the use of the real industry for this" and to support the transformation of the real industry and creative growth.

3.3 Insufficient supply of innovative products, with insufficiently distinctive features

With many cities digitizing their tourism attractions, China's digital development is currently moving quickly. Through the survey, it was discovered that the majority of scenic locations have VR and other technologies to realize the "cloud display" and give visitors "cloud experience," allowing them to fully appreciate the cultural charm of the local scenic locations, improve their travel experience, and feel satisfied. For instance, the "Digital Forbidden City", "Qingming Shangheyuan", and Yunnan's "One Mobile Phone Touring Yunnan" projects make full use of digital technology, draw on regional cultural traits, incorporate technology into scenic locations, and create a full range of immersive tourism activities. However, we discover that there aren't many cutting-edge tourism products with wellness and cultural overtones, and local wellness cultural overtones haven't been developed and explored, which seriously impedes the high-quality development of the digital wellness culture and tourism industry.

3.4 Lack of Composite Talents for Digital Wellness and Cultural Tourism

The integration of digital technology with the wellness and cultural tourist industries calls for interdisciplinary specialists with high standards for innovation. It's crucial to assemble a group of digital professionals who possess sound knowledge and a spirit of innovation. The growth of the digital economy places additional demands and challenges on the development of tourism talent, but the mechanism for doing so has not changed. As a result, the talents that have been developed cannot satisfy market demands, which severely limits the high-quality growth of the digital wellness and cultural tourism industries.

4. The path of digital technology to promote the integrated development of wellness and culture tourism industry

4.1 Innovative digital technology-driven, reconstructing the new mode of wellness and culture tourism industry

It is necessary to insist on the integration of "digital technology" as a means to innovate digital wellness and culture tourism products and reconstruct the new mode of the wellness and culture tourism industry due to the unbalanced and insufficient integration of digital wellness and culture

tourism. The innovation of tourism products is essential to achieving the integrated growth of the wellness and culture tourism industries, and "content-based" development is key to achieving high-quality growth^[12]. First, we can explore and organize the excellent traditional culture, national culture and health culture in the region to enhance its connotation. The complete integration of these cultures with tourism, using digital technology to "liven up" the wellness culture and provide popular wellness and culture tourism products for visitors. Second, digital technology will be a major driver of innovation, advancing the integration of 5G, blockchain, VR, AR, and other technologies with the wellness and cultural tourism industry, and introducing new digital wellness and cultural tourism products as well as new business models, such as virtual scenic spots, digital museums, virtual reality entertainment, 3D scenic spots, and VR appreciation tours. Third, relevant departments can improve the level of digital services such as digital tour guides, tour guides, and shopping guides by integrating digital technologies into health tourism products to enhance tourists' travel and shopping experience.

4.2 Balancing service resources and promoting digital transformation of the tourism industry

In order to realize the transformation and innovative development of the real industry supported by digital technology, it is necessary to insist on digitalization as a technological tool, combine it with the real economy, such as tourism, and play its role effectively. The fundamental driver of both industrial integration and innovation is digital development, which is the future trend in both economic and social development. Various industries are starting to experience digital transformation, which is accelerating along with the rapid rise of mobile Internet. The wellness and cultural tourism industry is currently plagued by issues including a low service level, poor service quality, and inadequate management. We can leverage emerging technologies such as big data and cloud computing to help address these issues and help businesses better understand the needs of tourists; These technologies can also provide suitable goods and services, improve the quality of product supply, and promote the development of health and cultural tourism industries.

In order to solve the problem of data silos in the tourism industry and enhance the quality of tourism data, the digital growth of the wellness and cultural tourism industry must actively encourage the interconnection and sharing of big data in the tourism industry. In order to realize the development of the tourism industry from all angles, in all directions, and in all chains, it is important to improve the top-level design, expedite the development of a digital platform for the industry, and reconstruct the tourism industry's ecological chain. It is essential to implement improvements in the administration of tourism-related departments, enhance the data platform, and ensure that the management departments are working scientifically and providing effective services.

4.3 Enriching wellness and cultural tourism products and improving the quality of product supply

The traditional modes of production and consumption will change as a result of digital technology's incorporation into the wellness and cultural tourist industries. People can now freely take use of the ease of the Internet thanks to mobile internet, which eliminates temporal and geographic restrictions. More and more individuals are making reservations on their cellphones for hotels, plane tickets, and other things. Companies in the wellness and cultural tourist industries are starting to introduce their goods and services via the mobile Internet.

There is a need for integrated planning, integration of resources, strengthening of innovation, and optimization and upgrading of the industrial structure through digital methods in the growth of the digital wellness and culture tourist business. For instance, digital technology is integrated, product characteristics are uncovered, and the creation of wellness and cultural tourism products is

reinvented through the use of net red attractions to improve the capacity for research and development of high-quality wellness and cultural tourist products. In addition, on the basis of existing resources, the relevant departments can also use the linkage of scenic spots, innovative product supply, and the application of digital technology to restructure and extend the industrial chain, strengthen the synergy effect, and effectively improve the quality of the supply of health cultural tourism products^[13].

4.4 Innovating the mode of cultivating tourism talents

In the age of digital technology, machines have taken over many preprogrammed and standardized occupations, and the main objective of educational instruction is to develop inventive skills. It is essential to innovate the training of tourism talent to give talent support for the high-quality development of the digital wellness and culture tourism industry in order to foster the talents required to adapt to the era of the digital economy. It is essential to innovate the idea of talent cultivation in the tourism industry, incorporate digital and creative thinking into the talent cultivation process, and investigate the creation of a system for curriculum that focuses on applied skill cultivation. Tourism businesses can take part in the development of talent training programs to be market-demand driven. Policies should be put in place to promote talent introduction, foster talent cultivation, and provide a conducive environment for talent development. Digital talents should be encouraged to actively contribute to the growth of the tourism industry. To improve the digital level and quality of practitioners in the recreation, culture, and tourism industries as well as to commit to the high-quality development of the wellness and culture tourism industry, it is necessary to fully utilize the power of various industry associations, training facilities, and other third-party organizations.

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