INTEGRATION OF DIGITALIZATION AND TOURISM – THE CASE OF CHINA

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Digitalization is changing the way people travel and the development of tourism destinations. Taking China as an example, this paper analyzes the changes in decision making, data generation, and travel experience of traveler behavior brought about by digitalization, analyzes the main directions of digital development of destinations.

Keywords: digitalization; traveler behavior; tourism destinations.

ИНТЕГРАЦИЯ ЦИФРОВИЗАЦИИ И ТУРИЗМА НА ПРИМЕРЕ КИТАЯ

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Цифровизация меняет то, как люди путешествуют, и развитие туристических направлений. На примере Китая в данной статье анализируются изменения в принятии решений, генерации данных и опыте поведения путешественников, вызванные цифровизацией, анализируются основные направления цифрового развития локаций.

Ключевые слова: цифровизация; поведение путешественников; туристические локации.

The digital economy is a new form of economy after the agricultural and industrial economies, and digital transformation is driving profound changes in the way of production, lifestyle and governance, with far-reaching impacts on travelers' decision-making behavior. The continuous emergence of new industries such as virtual tourism, digital museums, immersive digital experience museums, cloud-based tourism, and tourism metaverse indicates that the trend of digitalization and tourism integration and development is getting closer and deeper. What are the specific manifestations of the integration and development of digitalization and tourism? In this paper, we analyze the manifestations of digital tourism, taking China as an example.

1. Tourist perspective: digital reconfiguration of the tourist experience, big data information of tourist behavior and informationization of tourist decision making

The first is that tourism behavior decision making has changed. Digitization has brought about new tourism attractions in the form of short videos, live streaming, and user-generated content, which further dominates the traveler's decision making [1]. individual travelers have become subjects of information distribution after Web 2.0, instead of one-way information receivers, and the digitization of social networks has generated online opinion leaders (weblebrities, endorsements, traffic anchors, etc.), as well as user-generated reviews and online travelogues, tips, etc., have become important sources of information to help travelers' behavioral decisions. Second, big data information on tourism behavior can be captured, which leads to a change in the demand-oriented model with the tourist as the core.

With the digitization of tourism subjects, traveler behavior data is increasingly refined from data related to consumption behavior (including transaction information, evaluation information, etc.), to spatio-temporal behavior trajectory data (including cell phone signaling data, location data generated by location-based services, etc.), to individual traveler behavior data such as motion capture, expression capture and eye movement data. As tourists experience the whole process of digital tourism products, this is the digital tourism subject in the massive big data. For the digital tourism subject, the future digital tourism products will not only be «product following behavior», but can realize «behavior product intelligent isomorphism» with the support of machine learning, artificial intelligence and other technologies. Based on the big data of tourism behavior, the personalized, customized and intelligent tourism products for different characteristics of tourists can be truly realized. Finally, the digital reconstruction of the tourism experience.

At present, the new crown epidemic under the emergence of «cloud tourism», virtual tourism, etc., essentially from the generation of the digital world, so that the object of the tourism experience in the original real physical world based on the increase of the «digital world» and the real world and the digital world Various combinations of superimposed relationships. Digital technology can replicate a real physical world, that is, the «digital twin». This to some extent solves the problem of «the heart cannot reach the body». Although the digital world does not exist in the real physical space, the tourist can get the same real experience in the digital world as in the real physical world. This realizes the digital reconfiguration of the tourism experience.

2. Digitalization process and performance of tourism destinations.

The digital resource integration, product and service upgrading, the way of information interaction between destinations and tourists, the construction of destination image and the management of destinations will undergo fundamental changes, and the digital economy will also become a new engine for the future development and transformation and upgrading of tourism destinations, and a new driving force for improving the quality and efficiency of tourism destination economy. The use of digital economy in tourism destinations is mainly manifested in destination resource protection, digital marketing, digital service experience and other aspects. First of all, in destination resource protection, the digitalization of resources of heritage relics can effectively improve the sustainability and commerciality of resources and achieve sustainable development. The most influential digitization projects in China are: Dunhuang Mogao Caves Art Digitization Project, Virtual Tour of the Palace Museum, Three Gorges Cultural Heritage Digitization Exhibition Project, National Museum Digitization Project, and Chu Culture Chimes and Music Dance Digitization Project [2].

Second, tourism destination marketing strategies move from mass marketing to data-driven marketing. The medium between tourism destination image projection and tourists' perception is gradually digitalized, digital platforms become marketing information dissemination tools, and vivid audiovisual content stimulates users' destination image perception and influences their destination selection intentions. Finally, the digital economy has overturned the service approach of destinations and enterprises.

3 The interaction between tourists and destinations is being based on technological devices, and the service experience is being created together under human-machine interaction.

Visitor behavior data accumulated by digital applications become a key element of destination experience customization [3]. In addition, digitalization is widely used in tourism management, and governments and companies are studying how they should digitalize the opportunities and challenges from different perspectives.

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