

Research on Communication Strategy of Brand Image of Digital Intelligence-Enabled Cultural Tourism

Qin Zeng

Sichuan University of Media and Communications, Chengdu 412006, China.

Abstract: With the rapid development of informationization and intelligence, digital intelligence has become an important driving force to promote the development of tourism industry. By analyzing the characteristics of the tourism market in the era of digitalization, the characteristics of cultural and tourism brand image communication and the problems that need to be paid attention to, we also put forward the strategies of integrating online and offline resources, creating immersive experience, digital virtual image, and adopting data analytics to enhance the competitiveness of cultural and tourism brands. It aims to provide theoretical and practical guidance for the digital transformation of cultural tourism brands.

Keywords: Cultural Tourism Brand; Digital Intelligence; Brand Communication; Digital Marketing

Introduction

In the post-epidemic period, the digital transformation of the industry has become a crucial strategic initiative. In the National 14th Five-Year Plan, the integration of smart technology with the culture and tourism industry is clearly stated as an important development goal. In light of this development trend, the cultural tourism industry needs to find a balance between digital upgrades, cultural heritage preservation, technological innovation, and building brand communication strategies to attract and retain visitors. With the development and popularization of cutting-edge technologies such as 5G, VR and AI, the industry needs to proactively adapt to digital intelligence, improve its digital capabilities and competitiveness through technological innovation and talent development, and ensure sustainable growth and updated business strategies. By the end of 2021, the number of 5G subscribers has reached 355 million, and VR technology has also developed rapidly, and it is expected that by 2025, the size of the global VR and AR market will reach \$300 billion^[1]. The “immersion” emphasized by Metaverse is also in line with the development direction of digital intelligence to empower the cultural and tourism industry. According to IDC, the global “meta-universe” market size will exceed \$1.2 trillion by 2025, and will grow to \$6.3 trillion by 2030^[2]. This is crucial to promote the prosperity of the cultural tourism industry. This study is dedicated to exploring the brand communication strategy of cultural tourism, aiming to provide managers and enterprises with strategic suggestions to enhance market position and brand effect.

1. Characteristics of the tourism market in the era of digital intelligence

The tourism market in the era of digital intellectualization presents significant features: first, the deep excavation and optimization of cultural tourism resources, which is no longer limited to the effective allocation of resources, but the pursuit of the deep excavation and continuous optimization of resources^[3]. Second, the disappearance of space-time boundaries, such as the use of artificial intelligence (AI), virtual reality (VR), and augmented reality (AR) and other intelligent technologies, adding immersive and personalized experiences to the dissemination of cultural tourism brands. Third, identity diversification, where individuals and enterprises play the roles of producers, consumers, information transmitters and marketers in parallel, and seamlessly switch identities in virtual and real spaces. User-created content plays a key role in shaping the brand image of cultural tourism^[3]. Fourth, data-driven, tourism consumers' gender, age, consumption preference, income level and other implicit information can be tracked and recorded through the Internet to build static and dynamic information databases^[4], providing the basis for market segmentation and personalized marketing.

2. Characteristics of digital intelligence-enabled cultural tourism brand image communication and issues requiring attention

The communication of cultural tourism brand image in the era of digital intelligence shows the significant features of digitalization, personalization and interactivity. First of all, through the use of social media, multimedia content platforms and instant messaging tools and

other digital channels, the interaction between cultural tourism brands and consumers has become more and more direct and efficient. The in-depth use of big data analysis enables cultural tourism brands to accurately position their target markets and achieve personalized marketing. Secondly, content marketing has become the core, enhancing users' emotional resonance and immersive experience through storytelling videos, virtual reality experiences and other forms. In addition, the influence of user-generated content (UGC) is becoming more and more prominent, becoming part of the image building of cultural tourism brands. However, the new communication model also brings 3 main problems to the communication of cultural tourism brand image.

(1). Regional Homogenization Planning Problem: Facing the problem of modeling regional development plans, the challenge is the lack of in-depth analysis and integration of ecological, economic, social and cultural resources, which results in wasted resources and environmental harm.

(2). Lack of dynamic data problem: At a time when consumer behavior is difficult to predict, brands need to be sensitive to adjust their marketing communication tools, and it is key to grasp the evolution of consumer demand, which can drive the combined effect of tourism and innovate the consumer experience. Social media has also become an important platform and carrier for information acquisition, and the content of tourist tips, feedback and related posts can affect the reputation of tourist destinations and future bookings, and the changes in tourists' needs and their evaluations are particularly important for tourism development^[5]. However, in the evaluation of tourism effects, objective data analysis may lead to challenges such as the homogenization problem of attractions' digital-wise virtual images, the lack of immersive interactive experiences, and the lack of user-friendliness in smart scenic guide systems. How to use digital technology and other intelligent tools to monitor online evaluation data, tourists' behavioral preferences and the carrying capacity of scenic spots in real time, and adjust the design planning and policies of tourism products accordingly to meet the needs of stakeholders, has become a major challenge in the exploration of regional tourism development^[6].

(3). Content innovativeness: in the trend of digital transformation, the key to competition in the cultural and tourism industry lies in the provision of high-quality digital content, which is the aspect that consumers focus on and pursue the most. Nevertheless, China's digital cultural tourism industry faces several challenges in content production, including substandard content quality, lack of diversity in presentation, and insufficient innovation.

3. Digital intelligence empowered cultural tourism brand image communication strategy

Digital-intelligent cultural tourism is a new form of industry based on the Internet platform, relying on intelligent technologies such as 5G, artificial intelligence, big data, blockchain, etc., to transform, process, innovate and deeply integrate the traditional cultural tourism industry^[6]. In order to effectively deal with the main problems encountered in the digitalization era in the communication of cultural and tourism brand image, such as regional homogeneous planning, lack of dynamic data and content innovation, we have developed a series of strategies for cultural and tourism branding, including the integration of online and offline channels, the provision of immersive interactive experience, the creation of a digital virtual image, the development of intelligent scenic area guiding system, cross-border cooperation, and the realization of the digital identity of scenic areas and resorts, Launching the "Sharing Good Tourist Guide" program and adapting offline infrastructure for ageing. These strategies can be further researched and explored according to the characteristics of specific cultural tourism brands and target audiences, in order to formulate effective communication strategies to better meet consumer needs, enhance the communication effect of brand image and brand awareness, and strengthen the promotion of cultural tourism brands.

3.1 Integrate online and offline channels

Build an online diversified digital marketing ecosystem, including the official corporate website, cross-platform social media accounts (Weibo, Tiktok, WeChat, Instagram, etc.), and e-tourism service platforms. Enhance the destination's online exposure by implementing search engine optimization strategies and search engine marketing campaigns. Use advanced data analytics tools for online marketing campaign tracking and optimization. To address the issue of regional homogenization planning, destinations should combine their resources to create unique tours and experiences that take advantage of natural beauty, local culture, and local amenities, and utilize regional characteristics and cooperation with government, business, education, and research institutes to create interactive experience centers that incorporate NFC and

QR code technology to allow tourists to quickly access information and services via their smartphones. Plan and execute on-the-ground promotional activities, such as cultural festivals and tourism exhibitions, to enhance brand image and deepen user engagement and interactive experience, strengthening brand appeal and contributing to regional development.

3.2 Provide immersive interactive experience

Immersive cultural tourism can not only make full use of the cultural resources of the tourist places, so that tourists in the depth of experience and communication and interaction in a multi-angle, all-round understanding of the cultural and artistic landscape of the local tourist places, but also through a new consumer experience for the traditional cultural tourism market to add new vitality [7]. In the field of creative technology in the cultural tourism industry, key technologies such as three-dimensional holographic projection, artificial intelligence, virtual reality, augmented reality, mixed reality, and laser display technology not only greatly enrich the audience's visual experience, but also become a powerful driving force in the brand communication strategy. More than just enhancing audio-visual feasts and consolidating brand images, these technologies play a crucial role in constructing brand narratives and improving traveler interactivity. Taking the Night Garden project in Miami as an example, As shown in Figure 1, cutting-edge technology is used to create a vibrant night botanical garden landscape, while in Figure 2, the Oceana Lumina project utilizes digital means to allow tourists to deeply experience the journey of ocean exploration.



Figure 1 Miami Night Gardens (Image originate from the network)



Figure 2 Oceana Lumina(Image originate from the network)

At the heart of immersive experiences lies the fusion of innovative technology with the essence of local culture. For example, “DaTang City That Never Sleeps” utilizes its geographic connection with Big Wild Goose Pagoda, Tang Dynasty cultural elements combined with contemporary trends to create the “Tang Fantasy” tourism project through augmented reality technology, which not only enhances tourists’ cultural immersion, but also increases the perception of the value of the tourist destination. The program not only enhances the cultural immersion of tourists, but also increases the value perception of the tourist destination. In order to effectively shape the brand narrative, the immersive experience needs to be constructed through a rich plot and innovative narrative techniques. Through the comprehensive use of visual, auditory, dialog and multi-media interactive means, the story is more attractive and promotes the active participation of tourists, allowing consumers to intuitively experience the cultural heritage and charm of the scenic spots carried by the cultural tourism brand, and thus enhancing the effectiveness of the brand image message delivery.

3.3 Create Digital Intelligence Virtual Image

Digital-intelligent virtual image is mainly driven by artificial intelligence, through motion capture, 2D/3D modeling, voice synthesis and other technologies to highly restore the real human, to create a highly anthropomorphic virtual digital image that can interact and communicate with people like real people. Despite the rapid development of digital intelligent virtual characters, they also face the challenge of

homogenization. Clear brand positioning that incorporates unique local culture into the design of avatars is critical. They can tell compelling cultural stories and showcase local customs, art and architectural features, thus enhancing cultural identity. In addition, data interconnectivity can provide a deeper understanding of the real needs of users by collecting and analyzing data on the behavior and preferences of virtual character users, on the basis of which we can provide a better interactive experience of virtual cultural tourism and enhance the communication effect of the brand image.

In the cultural and travel industry, the application of digital intelligent virtual characters is becoming more and more diversified, such as cultural and travel IP, virtual anchors and intelligent travel guides. The cultural and tourism IP is “Sanjie Liu”, “Tianyu”, and “Qingdao Xiaoman” inject new vitality into local traditional culture through digital channels, drive the progress of technology and cultural and tourism, and thus give rise to new industrial opportunities and consumer stimulation. In providing customized services such as route planning, information inquiry, and explanation, digital guides such as “Ban Zhao”, the National Museum of China’s “Ai Wenwen”, and Baidu’s “Wen Yaoyao” create an immersive communication environment for tourists, enhancing their experience of culture, history, and the beauty of nature. In addition, by combining the real picture of the scenic spot with the virtual anchor “Long Aotian” to improve the sense of participation of tourists by means of virtual live broadcasting, it successfully attracts the attention of a large number of viewers. Through the dissemination of the virtual image of Digital Intelligence, we can create a novel, interactive and interesting way of cultural and tourism brand communication to attract more audiences and enhance the brand image and influence.

3.4 Developing a smart scenic guide system

The smart guide system uses augmented reality and voice assistant technologies to enrich the visitor experience. Through smart devices, visitors can enjoy customized journey services and immersive historical scene experiences, which enhance the brand storytelling and educational significance of scenic spots. This personalized service not only enhances visitor engagement and loyalty, but the multi-language support also improves the scenic spot’s international image. In addition, the personalized recommendation function of the smart guide system optimizes the visitor experience, while providing consumer data analysis for scenic spot marketing and helping precise market positioning. In terms of scenic area operation, the smart guide system can effectively manage visitor flow, improve service quality, and enhance brand image dissemination and user experience.

3.5 Cross-border cooperation

In the context of the era of digital intelligence, the brand image communication strategy of cultural tourism needs to actively explore innovative ways, and cross-border collaboration with other related industries or brands has been proven to be a proven strategy. This strategy enables cultural tourism brands to break the limitations of traditional marketing, expand market boundaries, and provide unique experiences for consumers. For example, the integration of a cultural tourism brand with the fashion industry can attract consumers who are in pursuit of fashion trends, while the use of cutting-edge technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) enhances the brand’s technological image and enriches the interactive experience for tourists. The combination of culture and art helps to enhance the cultural depth of tourism products and attract tourists seeking deeper cultural experiences; cooperation with the entertainment industry, such as movie or music festival themed tours, is conducive to enhancing consumer participation and brand awareness; cooperation in sports events and education and training, such as cultural discovery camps, can further demonstrate the diversity of the brand. In short, cross-border collaboration of cultural tourism brands is conducive to ensuring the consistency of brand value and market positioning of both parties, realizing mutual benefits and meeting consumer expectations. Through cross-border collaboration, cultural and tourism brands can expand innovative channels and improve brand attractiveness and market competitiveness.

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