

# *Research on the Digital Development of Tourism Products in Gannan Tibetan Autonomous Prefecture of Gansu Province under the Background of Rural Revitalization*

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**Keywords:** Rural Revitalization, Tourism Products, Digital Transformation

**Abstract:** With the rapid development of the Internet, people's lifestyles, consumption patterns, and entertainment methods have undergone significant changes, which have put forward higher requirements for tourism products and services. Digital transformation is an effective means of tourism product innovation and service upgrading, an important way to improve the quality of tourism products, and a powerful starting point to promote high-quality development of tourism. This article takes Gannan Tibetan Autonomous Prefecture as the research object, and through methods such as on-site research and case analysis, understands the overview of tourism resources and the current status of digital construction in Gannan Tibetan Autonomous Prefecture. It analyzes the impact of digitization on tourism product innovation, service upgrading, and other aspects, and proposes corresponding policy recommendations. By analyzing the current situation of tourism resources and digital construction in Gannan Tibetan Autonomous Prefecture, this paper puts forward specific suggestions on how to promote the Digital transformation of tourism products in Gannan Tibetan Autonomous Prefecture.

## 1. Introduction

The new journey of national modernization has made an important strategic plan for rural revitalization, among which "rural civilization" is one of the important links in assisting the development of impoverished areas. The enhancement of cultural soft power is a top priority in the construction of a modern civilized society. The uniqueness and inheritance of local culture, as a spiritual force, influence the entire society and inject continuous support into the rural revitalization strategy. At present, due to limitations in industrial development, differences in cultural customs, and regional cultural uniqueness, the ethnic minority areas in western China have always been in a relatively backward state, with imbalanced and insufficient socio-economic development[1].

As an inland province in China, Gansu has been the only way along the Silk Road since ancient times, and is also an important province of the "the Belt and Road initiative". Influenced by history, the Gansu region has become an important hub for the intersection of Eastern and Western cultures, where different cultures from around the world blend and construct unique ethnic minority cultures. Among them, Gannan Tibetan Autonomous Prefecture, located in the southwest of Gansu Province,

has formed a unique local Tibetan culture in the long river of historical development.

## **2. Overview of tourism resources in Gannan region**

Located in the southern part of Gansu Province, Gannan Tibetan Autonomous Prefecture spans between  $99^{\circ} 27' - 100^{\circ} 51' E$  and  $34^{\circ} 25' - 37^{\circ} 29' N$ , with an east-west length of about 400 kilometers and a north-south width of about 260 kilometers. The total area of the state is 42400 square kilometers, with a total population of 300800 people. It governs two prefecture level cities, Gannan Prefecture and Hezuo City. Gannan is one of the regions with the richest tourism resources in Gansu Province. There are a total of 30 tourist attractions in the state. At present, tourism has become one of the important pillar industries for the economic and social development of Gannan[2].

Gannan has rich natural landscape and cultural landscape, including Qilian Mountain, Xiahe Grassland, Langmu Temple, Gannan Tibetan Autonomous Prefecture Museum, etc. Among them, Qilian Mountain is one of the largest mountain ranges in northwest China, with rich ecological resources and cultural heritage, and is one of the most representative tourist attractions in Gannan region; The Xiahe Grassland is the largest alpine meadow in northwest China, with magnificent natural scenery and unique Tibetan culture. It is one of the most popular tourist attractions in the Gannan region; As a place of inheritance of Tibetan Buddhism culture, Labrang Temple attracts tourists with its mysterious religious secret.

At the same time, Gannan Tibetan Autonomous Prefecture highlights its ethnic characteristics with its unique intangible cultural heritage. Intangible cultural heritage, as a key cultural industry in China's development, is renowned both domestically and internationally for its uniqueness and inheritance. The intangible cultural heritage represented by traditional arts and crafts such as Thangka, Tibetan opera, and Sheraton Festival, as well as ethnic heritage cultural festivals, can be said to be unique. Tibetan opera, as a living fossil of Tibetan culture, has extremely high artistic appreciation value; Tangka, as a craft art that relies on religious inheritance, adds a more mysterious color to its artistic achievements; Sheraton Festival is a traditional festival of the Tibetan ethnic group, showcasing Tibetan culture in a systematic manner through festive cultural atmosphere, artistic performances, folk performances, and cultural inheritance. Similar to the above, intangible cultural heritage is more widely known today in the rapidly developing mobile internet. How to inherit this type of culture, how to create unique cultural and creative products from intangible cultural heritage, how to innovate these cultural and creative products through digitization, and how to spread the cultural characteristics of such intangible cultural heritage through the era of big data will all become important directions for the economic and cultural development of Gannan Tibetan Autonomous Prefecture in the future.

## **3. Current status of tourism digitalization development in Gannan region**

### **3.1. The construction of tourism informatization in Gannan region has been preliminarily completed**

The tourism information website is an important component of the tourism informatization construction in Gannan region. Through the website, you can learn about the tourism resources, products, services, and other information in Gannan region. Tourism electronic apps and tourism WeChat public accounts have become more convenient ways to obtain tourism information, allowing tourists to access a series of tourism information related to the Gannan region anytime and anywhere through their mobile phones[3].

### **3.2. Development of tourism e-commerce**

The development of tourism e-commerce in Gannan region is also gradually advancing, including online booking, online payment, online evaluation, and live marketing of cultural and creative products. Relying on existing large-scale OTA platforms, the local characteristic accommodation industry and scenic spot tourism services in Gannan are also thriving. Online booking is an important component of tourism e-commerce, and tourists can book tourism products and services in the Gannan region through the internet. Online payment is a more convenient payment method, and tourists can make payments through their mobile phones or computers. Online evaluation is the evaluation of tourism products and services by tourists, which can help other tourists better choose tourism products and services.

Gannan Tibetan Autonomous Prefecture is vigorously developing cultural and creative products in response to its rich intangible cultural heritage resources. Transforming cultural and creative works with high value ethnic characteristics such as Thangka into civilian tourism consumer goods, and relying on existing e-commerce platforms such as Taobao, Tmall, and JD.com to carry out cultural and creative sales; Tiktok and Kwai live broadcast were used to introduce cultural creativity and bring goods, in order to strive to bring more entrepreneurial and wealth seeking routes to local residents and increase entrepreneurial and employment opportunities. As of now, multiple enterprises in Gannan Tibetan Autonomous Prefecture have been integrated into online sales platforms, actively carrying out store construction, product portfolio, and live streaming sales. It can strive to promote non heritage cultural and creative works on a large scale, across a wide range, from multiple perspectives, and at a high level, to achieve cultural dissemination while creating more opportunities for creation and employment, leading local residents to inherit local characteristic folk culture while actively promoting the implementation of rural revitalization policies.

### **3.3. Tourism big data application**

According to the current development status of tourism in Gannan, it can be seen that the Gannan region is also actively promoting the application of tourism big data, including tourism data collection, tourism data analysis, and tourism data application. Tourism data collection is based on OTA platform, social media network, BAT, vertical search engine and web crawler technology. By collecting behavioral data and tourism resource data from tourists, it is possible to better understand their needs, public opinion monitoring, behavioral intentions, emotional analysis, and utilization of tourism resources.

Tourism data analysis refers to the basic data processing and pattern establishment of collected tourism data, including data cleaning, segmentation, classification and clustering, as well as text summarization analysis and processing. Then, LDA, statistical analysis, and correlation modeling are used for data mining, which can help tourism enterprises better understand market demand and optimize tourism products and services. Tourism data application refers to the application of tourism data to the development and promotion of tourism products and services.

## **4. The advantages and challenges of digital tourism development in Gannan region.**

### **4.1. The advantages of digital tourism development in Gannan region**

(1) Rich tourism resources: Gannan region has rich natural landscape and cultural landscape, which provides a rich resource base for digital tourism development. (2) Government support: The Gannan region government attaches great importance to the digital development of tourism and has introduced a series of policies and measures, providing policy guarantees and financial support for

the digital development of tourism. (3) Tourism Industry Foundation: The tourism industry foundation in Gannan region is relatively complete, with a developed tourism industry and a large number of tourism enterprises. Tourism promotion is steadily progressing, and the above situation provides a good industrial foundation for the digital development of tourism in Gannan region[4].

#### **4.2. The challenges of digital tourism development in Gannan region**

(1) Insufficient digital infrastructure: The digital infrastructure in Gannan region is relatively weak, and there are bottlenecks in network coverage and bandwidth, which restrict the speed and quality of digital tourism development. (2) The digitalization level of tourism enterprises is not high: The digitalization level of tourism enterprises in Gannan region is uneven, and some enterprises lack digitalization awareness and ability, which restricts the overall level of tourism digitalization development. (3) Security issues in tourism digitization: The development of tourism digitization also faces security issues, such as personal information leakage and network attacks, and it is necessary to strengthen digital security guarantees.

#### **5. Countermeasures and suggestions for the digital development of tourism in Gannan region**

As one of the pillar industries in Gannan, tourism has effectively promoted the social and economic development of Gannan. At the same time, its tourism industry also faces prominent problems such as imbalanced and insufficient development, incomplete supply system, unreasonable consumption structure, and low level of openness to the outside world. As one of the first batch of national demonstration zones for global tourism, Gannan should closely focus on building an important cultural tourism center and international ecological tourism destination, fully leverage its resource endowment and location advantages, and take the promotion of rural revitalization as an opportunity, so as to reform and innovation as a driving force, focus on abundant supply, and strengthen supervision as a guarantee, which follow the development concept of "all regions, all industries, and the whole people", comprehensively enhance the digital level of the six elements of "food, accommodation, transportation, tourism, shopping, and entertainment". It can not only promote the deep integration of the tourism industry with the primary, secondary, and tertiary industries, continuously improve the quality of tourism products and services, but also promote the high-quality development of Gannan's tourism industry in the new era. Based on the actual situation in Gannan and the current status of digital development, the following suggestions are proposed:

(1) Strengthening infrastructure construction: Gannan needs to strengthen the construction of tourism infrastructure, such as digital transformation of transportation, accommodation, catering and other aspects, and accelerate the construction and development of Digital transformation infrastructure. For example, we can establish a digital operation center, introduce digital technologies such as the Internet of Things, cloud computing, big data, AI artificial intelligence, etc; It can improve the overall infrastructure support in the Digital transformation stage, strengthen scientific research cooperation with universities, and make timely response to the generated data, in order to strengthen quality control, and improve the tourism experience and service level.

(2) Promoting smart tourism: Gannan region can promote smart tourism services, including online booking, smart tour guides, online tour guides, etc., establish effective cooperation with existing domestic and international OTAs and big social media, and actively carry out smart tourism promotion on digital platforms. It can pay attention to evaluation and comments, pay attention to the reputation of tourism destinations, and make positive improvements to consumer opinions and suggestions, in order to improve tourist satisfaction and experience.

(3) Strengthening digital marketing: The Gannan region needs to strengthen digital marketing, such as using social media, short video platforms, and other means, combined with local intangible

cultural heritage, to create unique cultural and creative products, actively promote the establishment and development of new media, and focus on attracting new media talents, in order to accelerate digital marketing promotion, create internet celebrity products, and quickly improve brand awareness and attractiveness.

(4) Establishing a digital tourism park: The Gannan region can establish a digital tourism park to provide one-stop services for tourists, including scenic spot introductions, tour guide explanations, etc.

(5) Strengthening digital security: Data privacy leakage is a common problem faced by all enterprises during the Digital transformation period. In today's booming big data, personal information leakage has become a huge challenge for enterprises in Digital transformation. To gain a good impression of tourists and improve their satisfaction, the Gannan region must strengthen digital security measures, such as establishing a sound network security mechanism and encryption measures, to protect the privacy and property security of tourists.

## 6. Future prospects for the digital development of tourism in Gannan region

Digital transformation is an inevitable trend in the development of today's era. With the rapid development of mobile Internet, artificial intelligence, big data and other information technologies, the tourism industry is gradually moving towards the path of Digital transformation, which is the trend of the times and an important starting point for high-quality development of the tourism industry. Overall, the future prospects for the digital development of tourism in the Gannan region are bright. Gannan Tibetan Autonomous Prefecture should make full use of information technology and Internet platform to promote the Digital transformation and upgrading of tourism products, actively develop smart tourism, improve the quality of tourism products, and promote high-quality development of tourism. Taking Gannan Tibetan Autonomous Prefecture as the research object, this paper analyzes the impact of Digital transformation on tourism product innovation and service upgrading in Gannan Tibetan Autonomous Prefecture on the basis of describing the general situation of tourism resources and the current situation of digital construction in Gannan Tibetan Autonomous Prefecture, and actively carry out the construction of smart tourism and other countermeasures and suggestions. Based on the above research, this paper believes that in order to further promote the Digital transformation and upgrading of tourism products in Gannan Tibetan Autonomous Prefecture, it is necessary to strengthen talent training and cultivate compound talents; At the same time, we need to strengthen the construction of information infrastructure, Increase investment in enterprise informatization, continuously improving the public service system and continuously promote the construction of smart tourism.

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