

Exploring the Development and Marketing Path of Digital Collections in the Tourism Industry

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Abstract: With the continuous development of digital collections at home and abroad, various industries are exploring the development and marketing path of digital collections. The tourism industry faces problems such as low repurchase rate of products and weak user retention ability, how to improve user loyalty and continue to attract tourists for re-consumption is an important direction for the future development of the tourism industry, and digital collections play an important role in cultivating consumer loyalty and brand marketing. Focusing on the tourism industry, this study analyses the existing problems of digital collections, and puts forward the development and marketing path of digital collections in the tourism industry by focusing on the development of private traffic, expansion of consumption scenes, enrichment of cultural connotations, and innovation of marketing methods.

Keywords: Digital collections; tourism; loyalty; marketing.

1. Introduction

Digital collectibles were first developed and exploded overseas, and are commonly referred to internationally as NFTs (non-homogenised passes), a derivative of blockchain technology. Digital collection refers to the use of blockchain technology to digitise specific cultural works and artworks, giving them a unique, eternal, tamper-proof, indivisible and irreplaceable identity, which makes them traceable in any changes, and effectively protects the copyright of the issuer and the rights and interests of the consumers, so that the digital collection can be safely collected in the virtual space^[1]. Digital collectibles are rich in categories and have various applications in the tourism industry, including cultural relics, videos, images, paintings, e-tickets, digital souvenirs, etc., which is one of the most promising cultural and creative categories. Despite the good prospects for the development of digital collectibles, there are some problems in its development. How to play the unique attributes of digital collectibles, empower the tourism industry and transform the benefits, boost the development of tourism industry, is the urgent need to solve the problem, this paper focuses on analysing the tourism industry and digital collectibles in the development of the problem, to explore the development of digital collectibles in the tourism industry and marketing ways to explore.

2. Status of Tourism Development

Traditional consumer industry, the relationship between the brand and the user is limited to a one-time "buy and leave" transaction mode, and consumption in the tourism industry is typical, the tourism industry is not a strong repurchase rate of products, most tourist attractions (or products) are one-time consumption of products, tourists in a scenic spot after consumption, most of the time will not come back again, the repurchase rate is low. The current consumption logic of China's tourists is that after determining the destination, they will learn about the destination's scenic spots based on friends' recommendations, online enquiries, etc., and then carry out tourism activities, in which case the tourists just go to the

scenic spots on their own, forming a consumption, and with the end of the consumption, the relationship between the destination and the tourists that is, the relationship between the destination and the tourists will be terminated, and in the next tourism activities, the tourists will take the same logic of consumption to obtain the information of the destination and carry out the consumption of tourism.

With the improvement of people's living standards, consumer demand for tourism has gradually changed from standardisation to personalisation, and the competition in the tourism market has become more and more intense. Tourism enterprises want to strive for more tourist resources, they need to know the preferences of tourists, take effective measures to enhance the loyalty of tourists, and convert the increment of tourists attracted by the destination into stock. And need to take more effective marketing measures, so as to enhance the long-term attraction to the tourists, the tourist stock to drive the growth of destination revenue.

3. Status of the Development of Digital Collections

At present, various brands in various industries have tried and tested the development of NFT digital collections, for example, NBA released digital star cards, Louis Vuitton introduced NFT rewards in its independent mobile application, Coca-Cola, Nike, Marriott and other brands have adopted various ways to use NFT or digital collections as part of their marketing and loyalty programmes. Domestic digital collections are developing rapidly, but there are relatively big differences with foreign NFTs, mainly in the following aspects: in terms of development mode, foreign NFTs have stronger financial attributes, while domestic digital collections emphasise more on collection attributes, and tend to make use of blockchain technology to generate unique digital credentials for specific digital works, so as to achieve credible issuance, purchasing, collection and use on the basis of copyright protection; in terms of transaction mechanism and price, most of the domestic digital collection platforms only support the purchase of the primary market, do not support circulation transactions for the time being, or are

mainly based on gifts and small consumption to obtain digital collections. In terms of infrastructure, all the current domestic digital collectibles platforms are based on the alliance chain issuance, most of the digital collectibles sold on the platform are issued by some authoritative institutions and IP parties, and the direct issuance of digital collectibles by C-end users is relatively rare [2]. This leads to limitations in the development of domestic digital collections.

3.1. Limited awareness

Digital collectibles originated from foreign NFT, which is a derivative of blockchain technology and contains some features of blockchain. For consumers, both blockchain or NFT are relatively new things, its development time is relatively short, and most consumers have limited knowledge of it; secondly, the financial attributes of foreign NFT are stronger, although in the domestic digital collectibles put more emphasis on the collection attributes, but due to the preconceived notion, and the mixed market of the domestic digital collectibles, in the general perception of consumers, digital collectibles have Again, digital collectibles are essentially a kind of electronic credentials, unlike previous consumer products, digital collectibles do not have physical objects, which is contrary to consumers' long-standing consumption habits, and the majority of consumers have a low level of awareness and acceptance of digital collectibles as a consumer product. Although digital collectibles, as a typical case of blockchain technology application, play an important role in cultural dissemination and brand marketing, improving consumer awareness is a prerequisite for its effective use.

a) Limited audience

On the whole, digital collectibles, despite their relatively rapid development in recent years, still hold a small market share. Unlike traditional collectibles or souvenirs, digital collectibles do not have physical objects, but exist as a kind of digital credentials. Therefore, for the vast majority of people, digital collectibles is a strange concept, and most of the current audience groups of digital collectibles are young people groups such as post-95 and post-00 who are more capable of accepting new things and new concepts, which leads to the uneven distribution of the audience groups in terms of age [3]; on the other hand, all the current digital collectibles platforms in China are based on the alliance chain, and most of the digital collectibles sold by the platform are some of the authoritative organisations, IP parties issued in a relatively small area, and the audience group that can be reached is relatively limited.

b) Insufficient cultural connotations

In the tourism industry, digital collections are essentially commodities with collection and commemorative value. Chinese tourists have a strong shopping consumption ability, and there is a huge consumer demand for tourism shopping, but tourists do not have a strong desire to buy tourism commodities from domestic scenic spots [4]. The important reason is that the vast majority of domestic scenic tourist commodities are the product of standardised production. There are many tourist attractions in China, and many of them have a long history and rich human resources and cultural connotations. However, the cultural elements carried by tourist commodities in scenic spots are too superficial and simple, and it is difficult to adapt to the current market demand which is characterised by diversification and personalisation. As a kind of tourism commodities, digital

collectibles in tourism also have this kind of "stubborn problem". Incorporating cultural elements into the design of digital collections is an inevitable requirement for the development of tourism commodities, and also an important idea for the development of digital collections in the field of tourism.

c) Lack of innovation in marketing communications

Digital collections are being promoted and developed in various fields at home and abroad, but as a relatively new thing, consumer awareness of digital collections is still relatively low, especially in the field of tourism consumer acceptance is not high enough. Part of the reason is that the tourism field of various enterprises for its digital collection of marketing publicity is not enough in place and lack of innovation. Although consumers active or passive access to digital collections, but due to less contact, coupled with easier access, it is easy to be forgotten by consumers, and did not deepen the consumer's impression of digital collections. The rapid development of the Internet in recent years, all kinds of live broadcast, short video and other new media platforms have emerged, compared with the traditional marketing channels, this kind of new media platform has its inherent advantages in marketing and publicity, in this era of marketing and publicity plays an important role, more and more consumers in the travel destination before going to the tourist destination will be through all kinds of channels to learn about the tourist destination. Innovative and interesting marketing campaigns for digital collections can not only expand consumer awareness of them, but also increase the visibility of the destination itself and expand the consumption scene of the destination.

4. Pathways to Digital Collection Development in the Tourism Industry

4.1. Empowering loyalty programmes and developing private domain traffic

Although in the tourism industry, digital collections exist more as tourism commodities, but the development and attempts of NFT digital collections by various foreign brands in various industries have also proved that digital collections are inseparable from loyalty programmes, and the tourism industry should pay more attention to the advantages of digital collections in this respect in the process of developing digital collections, rather than just developing them as a tourism commodity.

Currently in the tourism industry, travellers mostly access scenic information through public domain traffic. Public domain traffic is a public resource, and obtaining this resource requires paying a certain amount of money or resources for replacement. After the end of tourism activities, tourists may leave a good experience, this type of user has a good impression of the brand, if such users can be retained, and establish long-term contact with them to form their own private traffic, develop them into loyal customers, and turn incremental into stock, you can explore the long-term value of these users, the tourists from the original through the public domain to obtain information about the tourist destination to the private domain, you can realise the long-term value of these users, tourists from the original through the public domain to obtain information about the tourist destination to the private domain, you can realise the long-term value of

these users. The tourists from the original public domain to obtain the destination information from the private domain to obtain the destination information, you can achieve continuous re-purchase realisation, with the stock to bring growth. Private domain traffic is widely found in the catering, retail and service industries. For example, in the catering industry, KFC and McDonald's have membership systems; in the tourism industry, airlines are implementing their own frequent flyer programmes, and hotel groups are implementing their own guest loyalty programmes, such as Marriott Traveller, InterContinental Preferred, Hilton HHonors, Hyatt Place, etc. Although the design is different, the ultimate goal is to achieve sustainable re-purchase and growth. Although the design is different, the ultimate goal is the same, i.e., to convert the incremental users into stock, and to use the stock to bring growth.

However, the tourism industry is an extremely complex industry, accommodating the food, accommodation, travel, tourism, shopping and entertainment of tourism consumers, and it is not easy to cultivate private domain traffic in the tourism industry. Digital collections are essentially a kind of electronic credentials, and although they do not have financial attributes in China, they also have other values such as collection value; in addition, at present, domestic digital collections are mainly designed and developed by authoritative organisations and IP parties based on all of their resources, such as Dunhuang Research Institute, Xi'an Stele Museum, Maiji Mountain Grottoes, Henan Museum and so on, all of them based on the famous cultural relics in their pavilions to carry out secondary creations, and the consumers are very interested in these kinds of Consumers' purchase of such digital collections largely stems from the recognition of the cultural relics resources and distributing organisations that are the prototypes of their creation. Consumers' recognition of the destination has the potential to become the destination's private traffic; on this basis, the digital collection has a certain value and is a good medium for the destination to develop private traffic.

By incorporating digital collectibles into the design of the loyalty programme, instead of the usual points system, digital collectibles can be used as a monetary medium in the loyalty programme to develop the private traffic of the main body of the loyalty programme. Compared with points, digital collectibles as the currency medium of the loyalty programme can add more fun to the loyalty programme, and digital collectibles have more forms of expression such as text, pictures, music, video, etc., which are more capable of expressing the value proposition and lifestyle that the main body of the loyalty programme advocates, and are more capable of generating recognition and resonance with consumers, and can also be used to do the user relationship, helping the main body of the loyalty programme to link to the user interaction scene and enhance the user's loyalty in the loyalty programme. User interaction scene, enhance the activity of users in the loyalty programme, so as to maintain the vitality of the private domain traffic pool of the subject of the loyalty programme.

4.2. Expanding Consumption Scenarios and Increasing User Awareness

Other industries in the implementation of digital collections are mostly through the concept of consumer indoctrination, the initiative of digital collections to achieve consumer awareness of digital collections and hold. But most

consumers are passive acceptance, for the instilled concept is not well recognised. Tourism is different from other industries in that it is essentially a temporary experience for consumers to travel to a non-customary destination. Therefore, consumers are more receptive to new things in the tourism process. Tourism consumers will face many consumption scenes in the process of tourism, expanding consumers' consumption scenes of digital collections can effectively improve consumers' recognition of digital collections.

Consumers' consumption scenes in the process of tourism can be divided into avoidable consumption scenes and unavoidable consumption scenes. Taking scenic spots as an example, most scenic spots need to carry out ticket consumption, ticket consumption is actually an unavoidable consumption scene for travelling consumers to go to the destination scenic spot for consumption, and this kind of consumption scene is the field in which the consumption of digital collections should focus on intervention. In the past, consumers through the purchase of tickets for subsequent travel experience, scenic spots can be integrated into the ticket system, through the consumption of digital collections, can provide consumers with certain concessions (such as the purchase of digital collections after the ticket price reduction). Scenic spots should focus on the development of online self-owned ticket consumption system, on the one hand, it can cultivate the consumption habit of consumers to consume in the scenic spot's self-owned system, and cultivate the flow of the private area; on the other hand, through the benefit satisfaction to promote the consumers to gradually change the consumption habit of their original purchase of tickets and then enter the destination scenic spot, to build up the consumption habit of purchasing the digital collections, and to increase the consumer's cognition of the digital collections. Also take the scenic spot as an example, the activities in the scenic spot belong to the avoidable consumption scene, the scenic spot can take the digital collectibles as the core, hold the corresponding activities (such as collecting the digital collectibles to win rewards), promote the consumers to take the initiative to contact with the digital collectibles in the limited time, and increase the frequency of the digital collectibles appearing in the consumer's experience activities, so as to increase the cognitive degree of the digital collectibles.

4.3. Enriching cultural connotation and enhancing product value

The close connection between cultural consumption and tourism development is becoming more and more prominent. Cultural consumption, as a kind of purchasing activity to meet people's spiritual and cultural needs, is one of the most promising consumption behaviours [5]. This is complementary and inseparable from the concept of tourism economic development. Cultural consumption drives tourists' in-depth experience in tourist destinations and gradually becomes an important engine for the high-quality development of the tourism economy [6]. The persistence of the attractiveness of digital collections needs to be integrated with cultural elements with characteristic hair, enriching the cultural connotation contained in digital collections [7]. Based on the culture of the tourist destination, create distinctive digital collections, increase the heterogeneity of digital collections, so as to enhance the product value of digital collections.

4.4. Innovative marketing methods to enhance user stickiness

From the audience point of view, the audience of digital collections is mainly young people, young people use the network more, through the Internet without leaving home to know the world^[8]; on the other hand, with the development of the Internet, all kinds of live short video and other new media platforms and all kinds of social platforms have sprung up, and have become the main position of modern marketing. Therefore, tourism destinations should pay attention to online marketing. Unlike digital marketing activities for other products, digital collections are diverse and collectible, providing users with long-term fun and sociality. In the tourism industry, digital collectibles themselves contain certain cultural elements, through the deep excavation of such elements and the creation of story content, with the medium of digital collectibles, break the traditional marketing mode, build a co-creative interactive platform with Yonghe through various marketing means, create more products and services, so as to achieve a more effective marketing effect. Through fine market research and user surveys, gain insight into the circles where users are located, understand their consumption scenes and consumption habits, and create explosive news and popular content to involve users [9]. Achieve accurate placement and reach of digital collection marketing, attract users' attention, form interaction with users, and co-create marketing content, so as to enhance users' stickiness and loyalty to digital collections.

5. Conclusion

Starting from thinking about the current situation of the industry, this paper points out that the development of the tourism industry is facing the status quo of low repurchase rate, weak user retention ability, and the lack of a loyalty programme that can achieve efficiency growth, and it also analyses the current situation of the development of digital collections and tries to establish a link between digital collections and loyalty programmes. Aiming at the limited degree of cognition, limited audience groups, insufficient cultural connotation, and lack of innovation in marketing and publicity faced by the current development of digital collections, we take the development of private traffic, expansion of consumption scenes, enrichment of cultural connotations, and innovation of marketing methods as the focus point, and put forward the development of digital

collections and marketing paths in the tourism industry, so as to provide reference for the development of tourism commodities in tourism destinations, and to provide ideas for the innovation of the development of the loyalty scheme. It also provides ideas for the innovative development of loyalty programmes.

There are many shortcomings in this paper. This paper mainly discusses the problems and development paths in the development of digital collections tourism, but the relevant conclusions lack the support of theoretical and empirical data, in the subsequent research can be introduced into the empirical model to test the validity of the conclusions; museums, scenic spots, hotels and so on are all implementing digital collections, for different application scenarios, digital collections may play a different role in efficacy, this paper does not have clear application scenarios for distinction and comparison, future research can be subdivided and compared on the application scene of digital collections.

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