

# On the Integrated and Innovative Development of "Internet+Online Tourism" under Demand Orientation Taking the Development of Tourism in Yunnan as an Example

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**Abstract:** The rapid development of Internet technology in today's era has provided more possibilities for the transformation, upgrading and in-depth development of all walks of life. In the face of the large-scale spread of new domestic and international epidemics, most traditional industries have encountered difficulties in their development. This paper focuses on the development of China's tourism industry, taking Yunnan Province of China as the exploration direction, starting from the analysis of the integration of tourism and Internet technology in Yunnan, and the possibility of promoting its online tourism development, points out its current shortcomings, and puts forward the development countermeasures of its online tourism, so as to boost the development of new forms of tourism in Yunnan and the deep transformation and integration of Internet technology.

**Keywords:** Internet+, Online tourism, New media integration, Smart tourism.

## 1. Development Status of National Tourism

### 1.1. Development of China's Tourism Before the Epidemic

Before the outbreak of the new epidemic, China's economy developed rapidly, people's living standards improved, and the demand for tourism increased gradually. Tourism in various regions showed a good development trend. As a pillar of China's economic development, tourism has also been playing an increasingly important role in the national economy. According to the general law of global leisure and tourism development, when the per capita GDP of a country reaches 3000-5000 US dollars, it will enter the explosive growth period of leisure consumption and tourism consumption [1]. In 2019, China's GDP will be close to 100 trillion yuan, and the per capita GDP will reach 10276 US dollars based on the annual average exchange rate. In 2018, the travel capacity index of domestic residents reached 17.8%, and the popularity of tourism consumption has become a trend.

### 1.2. Development of China's Tourism After the Epidemic

In January 2020, China's new epidemic began to spread on a large scale, and the development of consumer services such as catering and accommodation industries pressed the "pause" button. The tourism industry suffered a fatal blow. In order to cooperate with the epidemic resistance and prevention, and reduce the occurrence of people going out and crowd gathering, many regions have adopted the policy of "closing cities and villages". The traffic is restricted, and residents have to terminate their travel plans. Major tourist attractions across the country are basically closed, and large-scale cultural and recreational activities are basically canceled. In order to meet the living needs of residents and reduce the

losses of tourism enterprises, tourism enterprises carry out various forms of online publicity and marketing through online live broadcast platform, and transfer offline tourism and consumption to online. Cloud tourism has become a new trend of tourism development in the future after the epidemic [2].

In the first half of 2020, the number of domestic tourists in China was 1.168 billion, down 62% year on year, and the domestic tourism revenue was 6400 yuan, down 77% year on year. Affected by the epidemic, the Chinese people, from the perspective of security, chose to spend their holidays at home to reduce the opportunity to go out, which has caused a heavy blow to China's tourism industry. At the beginning of 2021, the new crown epidemic hit again. In order to recover losses and provide a new way of tourism for the isolated people at home, cloud tourism has gradually come into our view. Affected by the epidemic, China's online tourism economy has been operating steadily in recent years, with strong consumer demand, sustained investment growth, relatively prosperous industrial operation and accelerated transformation of development mode. In 2020, the number of domestic tourists reached 2.879 billion, a year-on-year decrease of 3.022 billion, or 52.1%. Domestic tourism revenue was 2.23 trillion yuan, a decrease of 3.50 trillion yuan or 61.1% over the same period last year.

### 1.3. Strategies Taken by China's Tourism Industry in The Face of Epidemic Impact

During the epidemic prevention period, the tourism industry was greatly impacted, which prompted the new idea of "cloud tourism" in the industry. With the growing development of 5G, artificial intelligence, cloud computing and other information technologies, many scenic spots use digitalization, networking, and intelligence to improve the quality of culture and tourism supply. Through video, live broadcast, virtual reality and other ways, tourists can complete an all-round understanding and exploration of tourism destinations, and maximize the curiosity of tourists to

tourism destinations during epidemic prevention [3].

On March 13, 2020, with the consent of the State Council, 23 departments including the National Development and Reform Commission and the Ministry of Culture and Tourism jointly issued the Implementation Opinions on Promoting Consumption Expansion and Quality Improvement and Accelerating the Formation of a Strong Domestic Market. The Implementation Opinions mainly focus on three aspects: enriching featured cultural tourism products, improving inbound tourism and shopping environment, and innovating cultural tourism promotion mode. It mainly includes the construction of a leisure consumption system integrating cultural and tourism industries and fields. Develop a consumption cluster area with multiple business types. Standardize the performance ticket market. Encourage local governments to integrate tourism products and optimize the service environment by means of mobile APP. Improve the service level of "smart scenic spots". Optimize the outbound tax refund service and tax refund operation process for shopping. Prepare forward-looking inbound tourism marketing strategic planning, etc. [4]. For example, the Palace Museum has upgraded the "Smart and Open" project on the basis of the original "Play in the Palace Museum" applet. This project explored the application of AR real scene navigation in the Forbidden City. The access of AR and panorama technology breaks through the limitation of time and space for traditional museums to visit. You can browse the panorama of the Forbidden City at any time. Even if you are not in the Forbidden City or on the closing day, you can enjoy the empty Forbidden City alone. Cases like the "Smart Open" project of the Palace Museum have sprung up all over the country. In December 2021, the Department of Resource Development of the Ministry of Culture and Tourism released typical cases of smart tourism in 2021, and a total of 27 projects were selected. "'Cloud tourism' will promote industrial transformation and development, and achieve both social value and economic value."

## **2. Conditions for Yunnan to Carry out the "Internet+Tourism" Model**

### **2.1. Diversity of Natural Tourism Resources**

Yunnan's unique natural conditions, magnificent and beautiful natural landscapes, and tall and unique landforms have formed tourism resources with rich resources, eye-catching, and high development value, some of which can be included in world-class tourism resources. The temperature in Yunnan is relatively high, so it has extremely rich subtropical and tropical scenery, as well as precious plants, flowers and rare animals. There are also snow mountain groups with an altitude of more than 4000 meters, the lowest dimension in the Northern Hemisphere, and snow covered glaciers, ice towers, ice waterfalls, etc. There are many world-famous scenic spots, including more than 30 lakes such as Kunming Dianchi Lake, Dali Erhai Lake and Lijiang Lugu Lake, which are bright plateau pearls. Jianshui Yanzi Cave is the most typical karst area in the world. There are Chengjiang animal fossils included in the World Heritage Candidate List, and the magical and beautiful Shangri La Diqing that caused a sensation at home and abroad. Yunnan enjoys the reputation of "plant kingdom" and "animal kingdom", with almost all varieties of plants in subtropical, tropical, temperate and cold zones. Animal species also gather rare and precious animals in various temperature zones. These unique, rich and good

natural resources undoubtedly attract many tourists to visit, laying a good foundation for the transformation and upgrading of tourism in Yunnan.

### **2.2. Diversity of Humanistic Tourism Resources**

There are 25 ethnic minorities with a population of more than 5000 in Yunnan, of which 15 are unique to Yunnan. In the process of development, these ethnic minorities have also formed their own religious belief, national culture, language, eating and living habits, such as the Dongba culture of the Naxi people, the tiger culture of the Yi people and the October solar calendar, the Asha marriage of the Mosuo people, the "Water Splashing Festival" of the Dai people, the "March Street" of the Bai people, and the "Torch Festival" of the Yi people, which constitute a rich national culture and unique human resources in Yunnan. In addition, the buildings in Yunnan are mainly composed of pagodas, monuments, religious temples, amusement facilities, characteristic buildings, local tourism commodities and flavored food and cooking. It is a typical "marginal culture" because it is located at the southwest edge of the motherland, the southern edge of Tibetan culture and the northern edge of the Hinayana Buddhist culture in South and Southeast Asia. At the same time, most ethnic groups in many Southeast Asian countries, such as Laos, Myanmar and Thailand, live across borders, which makes folk customs, blood ties, languages, marriage and religions have many similarities, making "Jinghong" the first of the five scenic spots. The Damenglong in Jinghong City is a holy place for worship in surrounding countries. Every year, more than 100000 people come to visit and worship. Yunnan has a long history with 13 ethnic groups living in it. The colorful costumes of ethnic minorities, unique national culture, religious beliefs, cultural customs, dances, paintings, and villages are unique and have unusual artistic values. Yunnan is rich in cultural tourism resources with distinctive characteristics, and tourism with ethnic characteristics is irreplaceable, which greatly enhances the tourism attraction.

### **2.3. The Uniqueness of Regional Climate Tourism Resources**

Yunnan is under the control of southeast monsoon and southwest monsoon, and is also affected by the Tibet Plateau, thus forming a rich and diverse geographical environment of regional climate tourism resources. First, it has a tourism environment of "mild climate and spring like seasons", forming a unique phenomenon suitable for tourism every day. The average altitude of Yunnan is high, the air is clean, the sunshine duration is long, and the annual average temperature in most regions is between 13-21, forming an adaptive climate of "no hot summer, no cold winter". Second, it has the tourism conditions of "rich and diverse climate types". Yunnan's unique climate and geographical environment have formed six climate zones and a plateau climate zone, which includes the rare "climate kingdom" in the world of various climate zones from Hainan Island to Heilongjiang, providing tourists with personal experience. Tourists can experience the four seasons of the year in a short time, increasing their attraction to tourists. The landscape diversity, biological diversity, cultural diversity and ethnic diversity of Yunnan's tourism resources have laid a solid objective foundation for the sustainable development of Yunnan's tourism industry and the transformation and upgrading of tourism industry.

### **3. Exploration on the Combination of Yunnan Tourism and Online Mode under the Epidemic Situation**

#### **3.1. Cognition of the Current Situation of Yunnan Tourism**

With the impact of the epidemic, tourism has suffered a lot. The tourism industry has been growing steadily for more than 10 consecutive years, which is inseparable from the national tourism policy and the implementation of private travel agencies. With the growth of China's GDP, people have more time to travel economically. We should take a rational view of the development and setbacks of tourism. The impact of this epidemic has not ended and will continue to be impacted in the future. Yunnan tourism has always been an important part of China's tourism industry chain. The unique geographical location, charming cultural customs and changeable climate environment have created a beautiful colorful Yunnan. According to the estimation of Yunnan Provincial Tourism Industry Association, compared with the development of the epidemic in 2019, the direct loss of Yunnan's tourism industry in the first quarter of 2020 will be more than 50 billion yuan due to the loss of basic and incremental tourist sources, the fixed costs during the shutdown period of enterprises, and various expenditures to deal with the epidemic. From this point of view, Yunnan's tourism industry is facing a severe test: survival or destruction, quiet or rebirth? The impact of the epidemic is like a severe knockout game. The competent people are superior to the mediocre people. Under the cruel competition, enterprises and self-employed people have studied appropriate transformation methods, developed new ways of playing, and reduced their economic losses under the impact of the epidemic. From this point of view, we can also find that the biggest demand entry is how to minimize the economic losses caused by the epidemic. Another way of thinking, is this epidemic a challenge or an opportunity?

#### **3.2. Respond to the Status Quo**

Under the background of rapid development of tourism, the integration of culture and tourism has become the main trend of tourism development in Yunnan. There are many research achievements on the development of the cultural tourism market, but few scholars combine the questionnaire survey method and online text analysis method to conduct quantitative research. In order to understand the current situation of Yunnan's cultural tourism market demand and deeply analyze tourists' image perception of cultural tourism destinations, this study takes tourists from all over the country who travel to Yunnan as an example. Through collecting online questionnaires and big data, it captures online travel notes comments, so as to put forward scientific suggestions for the development of Yunnan's cultural tourism market, which is a very useful supplement to traditional questionnaire methods.

Based on this, we can start from the existing conditions, propose solutions to meet the needs and suit the remedy to the case. Just as the tourism industry is ushering in a new revolution, the big data economy and smart industry are subverting the traditional economic model. The improvement of infrastructure and the development of high-tech have brought convenience to people's travel. The traditional and single team travel mode has become small, private and fragmented. Travel is more and more common, and

consumption is more personalized and rational. In recent years, Yunnan's economy has maintained a rapid growth rate. Infrastructure focusing on energy, communication and transportation has been continuously improved, and the industrialization process has been significantly accelerated. The industrial structure has been gradually adjusted, and a number of new pillar industries are emerging. The development of tourism has a positive impact on culture. Tourism not only promotes the development of economic industry, but also makes a great contribution to the spread of some local cultures. Now more and more people understand the culture of some ethnic minorities, and more and more ordinary people are interested in it. It is the impact of tourism development. The development of tourism can promote economic growth, but like other things, the expansion of tourism also has a negative impact. In this case, people put forward the concept of sustainable development in the process of tourism development: the development without protection is a predatory development, and they advocate that the possible harm caused by tourism development must be minimized through scientific planning and reasonable design. Finally, we should mobilize the enthusiasm of all sectors of society and give full play to the role of the people in protection. Tourism is a symbol of economic and social development and progress. It is a leading industry with strong comprehensiveness, long industrial chain, high correlation, wide driving range and a driving role in economic and social development. With the development of industrialization, globalization and informatization, tourism has become the fastest growing, largest and most promising sunrise industry in the world economy. Yunnan has comparative advantages in resources and location for the development of tourism industry. It is in the new stage of building a well-off society in an all-round way and accelerating the construction of a new socialist countryside.

#### **3.3. Comprehensive Development Based on Current Situation**

In combination with the new situation of post epidemic cultural and tourism development, Yunnan Province, by strengthening the precise prevention and control of the epidemic, vigorously carried out the "Yunnan people travel to Yunnan" activity, actively attracted tourists from outside the province, promoted the tourism industry to speed up its transformation and upgrading, planned publicity and promotion at a high level, strengthened supporting policy support and other policy measures, focused on boosting the confidence and vitality of the tourism market, and effectively promoted the rapid recovery of the tourism industry and related industries on the premise of effective epidemic prevention and control, We will promote the transformation and upgrading of the tourism industry and continue to consolidate its leading position. Under the epidemic situation, the entire culture and tourism industry is facing huge challenges. While doing a good job in epidemic prevention and control, how to do a good job in production and operation to ensure the survival and development of enterprises is a problem that all culture and tourism enterprises must overcome. Since 2020, with the support and guidance of Yunnan Provincial Department of Culture and Tourism, relevant cultural and tourism associations have taken the initiative to provide two-way information support for the government and enterprises. While guiding unit members to make full use of relevant support policies, they have actively

coordinated with relevant departments to jointly promote the implementation of enterprise friendly and enterprise support policies. Culture and tourism enterprises also have firm confidence, turn pressure into power, actively seek innovation and change in line with market demand, and enable enterprises to stimulate market consumption through product innovation, marketing innovation, service innovation and other measures. With the gradual stabilization of the epidemic situation, in order to further boost the confidence of Yunnan's tourism industry, boost the confidence of consumers to travel, and promote the recovery and development of Yunnan's cultural tourism market. At the same time, cultural and tourism enterprises are called on to continue to strengthen management, strictly implement epidemic prevention and control measures, and jointly create a safe travel environment for tourists. Concentrate on products and active marketing, with products and services as the core, to provide more specific experience and comfort for tourists to Yunnan. We should make good use of special insurance types and do a good job in risk management and control, so that we and tourists have no worries about the future.

Taking Yunnan Province as the research area, a coupling and coordination degree model of the two systems of tourism and cultural industry is established to quantitatively measure and analyze the comprehensive development level of the two systems of tourism and cultural industry in Yunnan Province from 2004 to 2016 and the degree of coupling between the systems. The results show that the development level and coupling coordination degree of tourism and cultural industry in Yunnan are generally on the rise, and it can be concluded that the development of tourism can not be separated from the support of cultural industry. The high quality coupling between the two systems should attract the attention of Yunnan provincial government, and a series of incentive policies should be adopted to coordinate the development of tourism and cultural industries.

## **4. The Dilemma of Cloud Tourism in Xishuangbanna**

### **4.1. Inadequate Efforts in Online Platform Construction**

Xishuangbanna has rich tourism resources, beautiful scenery, rapid development and broad prospects. It has established relevant platforms for better development, but there are also some problems in the construction of relevant platforms. From the perspective of online marketing channels and published content, there is a lack of professional marketing teams in the construction of online platforms. One of the major problems is that the information access is not convenient, which may be due to the low degree of informatization, the inability to get enough information in time, the slow speed of transmission, and the poor timeliness, so that tourists are not convenient to obtain travel information. Another major problem is the lack of professional and technical personnel for network operation, less investment in the official website platform, and insufficient attention. In addition, the tourism industry is generally short of personnel with professional knowledge of operation and management, who also master the relevant knowledge and information technology foundation of the tourism industry. Information management is also at a low level. The technology and mode of tourism marketing need to be strengthened, and tourism marketing and management mode also need to be innovated.

### **4.2. Tourism Marketing Management Mechanism Needs to Be Improved**

The government has not yet completed a good interaction and docking with the tourism theme, and there is no effective management system and mechanism. The government needs to guide and support tourism enterprises, because the marketing awareness of tourism enterprises is generally weak. Due to the imperfect market mechanism and nonstandard management, the quality of tourism related enterprises is poor.

### **4.3. Insufficient Development of Cloud Tourism**

With AR, VR, AI, short video, live broadcast and other technologies, "cloud tourism" customers can enjoy the scenery at home and experience the services of tour guide, guided tour, shopping guide and navigation. However, the development of "cloud tourism" is not mature enough, and the smart tourism service technology needs to be improved and optimized. In addition, the development of cloud tourism in Xishuangbanna is basically in a blank period, and there is no large-scale market development, but only propaganda on the official website. The development efforts are obviously insufficient. Moreover, the construction of the "cloud tourism" service platform is not perfect, the construction of the smart tourism platform is not perfect, the platform window is not perfect and the beautification is not enough, the platform maintenance is insufficient, and the relevant public opinion monitoring mechanism is not perfect.

### **4.4. The Product Supply Is Not Rich, And the Product Quality and Connotation Need to Be Improved**

According to the survey, many users are more interested in online activities such as webcast, so "cloud tourism" has a lot of space to explore, and the role of stimulating consumption has not been deeply developed. In the face of the consumer market that requires high-quality and personalized products, the tourism industry needs to closely follow the forefront of the times, use technology to improve the quality of "cloud tourism" products, optimize product design, improve the attractiveness of products, and develop diversified "cloud tourism" products.

### **4.5. Lack of Compound Talents of "Cloud Tourism"**

At present, the most prominent problem is the lack of compound talents to operate "cloud tourism". No matter the digital transformation of scenic spots, scenic spots or travel agencies, they all need compound talents who master modern digital technology, but such talents are scarce in the market. It is difficult to cultivate, recruit and retain these talents through tourism enterprises.

## **5. Use the Internet+Online Platform to Promote the Further Development of Yunnan Tourism**

### **5.1. Reasonably Use Online Marketing Means to Improve Its Popularity and Influence**

Marketing and publicity are the key for a place to go global. "If you don't see him, ask him first." Even if people have never been to Yunnan, as long as they do a good job of

publicity, his fame will rise, and the development of his tourism will certainly rise step by step. Yunnan has rich natural resources, unique ethnic minority culture, and beautiful scenery. Under the premise of such good congenial conditions, we should use modern developed network technology, new media live broadcast, celebrity effect, etc. to promote the integrated development of culture and tourism, and use online platforms to actively promote Yunnan and promote its tourism resources [5]. Recently, a kind of short video that has become popular on the Internet was launched by the short video host "Hot Boy at the Bottom" - challenging to shoot a group of city publicity blockbusters. By counting backwards from the number one to ten, the customs, characteristics and tourist attractions of a city will be displayed, which will be combined with the local people and the local cultural and tourism bureau. As soon as the video was shot, millions of likes and comments attracted the attention of a large number of tourists, and the local tourism industry developed rapidly.

## 5.2. Use Cloud Platform to Promote Online Export of Tourism Products

Another way of tourism development is through the sales of tourism products. Compared with the previous single selling of tourist attractions, the establishment of online platforms provides more possibilities for the sales of special products of these attractions. Nowadays, the online celebrity economy and the "cloud with goods" model are rising, and gradually forming a trend. There are many forms at present. Online celebrity records the tourism process by taking vlogs and other ways, visits stores in person, buys and recommends tourism products that they think are better after using, which will make customers more convinced and more attractive [6]. People in tourist attractions introduce local scenery, folk customs and characteristics through live broadcast, recommend local featured products through live broadcast, introduce product performance in an all-round and more detailed way, broaden the sales channels, and enable more people who have no on-site travel but have purchase needs to purchase online and deliver goods home. Stars are linked with tourism areas. On various new media platforms, some stars use their influence to link with the principals of some scenic spots and invite them to broadcast live. Through the publicity and introduction in the live broadcast room, more people can understand the scenic spot and its cultural characteristics. At the same time, through the live broadcast, they can promote the online export of tourism products.

## 5.3. Deeply Promote the Integration of Online Platform and Tourism Industry by Using the Internet

The epidemic situation gave birth to new business forms, and technology promoted new integration. As far as the current trend is concerned, the "cloud tourism" model will become a major trend of future development. It has promoted the transformation and development of the tourism industry, and is no longer limited to the previous single field tourism form. New and innovative ways such as "cloud experience", "cloud live broadcast" and "cloud exhibition" provide more possibilities for online tourism. Yunnan tourism features will be publicized to more people through new media technologies with fast communication speed and wide coverage. However, online tourism does not mean abandoning the traditional tourism mode, but combining the two modes to promote tourists' in-depth experience, while providing a variety of forms of peak shifting experience, and delivering more tourism content to tourists. This mode is conducive to strengthening the development of cloud tourism and assisting the transformation and upgrading of scenic spots.

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