

Analysis of the Development Status of Immersive Cultural Tourism and Its Applicability

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Abstract:

According to data from the Ministry of Culture and Tourism, in the first half of 2024, total number of domestic trips reached 2.725 billion, up 14.3% year on year; Domestic tourists spent 2.73 trillion yuan, up 19.0 percent year on year. With the rapid development of cultural tourism, the concept is constantly new. Based on literature review, this paper discusses the advantages and disadvantages of immersive cultural tourism from three aspects: intellectual property creation, tourist demands and profitability. Through the form of questionnaire and report data analysis, this paper analyzes the current cultural travel consumption trend. The results show that contemporary young people pursue personalized consumption experience and immersive consumption mode that satisfies their emotional value. However, due to the huge investment and maintenance cost, most large-scale cultural tourism intellectual property is in the dilemma of not making money, so it is concluded that the supply and demand of immersive cultural tourism are booming, and the development is booming. Its successful experience has a certain reference: to create a successful cultural and creative intellectual property, it is necessary to base on the local culture, dig deep local characteristics, while taking customers as the main body, and strive to give customers a fresh and full emotional consumption experience.

Keywords: Immersive cultural travel; emotional consumption; consumption preference; heuristic.

1. Introduction

The streets of Xi'an are bustling with crowds, jingling with jewelry, and everyone is dancing in colorful traditional robes. The handsome Li Bai is singing

wine poetry, the "union made by heaven" of Zhen-guan golden years is in front of us, and the Huxuan dance is passionate and unrestrained. Xi 'an successfully impressed every visitor with its immersive cultural travel experience. With the end of the epidemic,

various industries have witnessed explosive recovery, and cultural tourism has flourished. How to succeed in the new cultural tourism era and maintain long-term attraction? Immersive cultural tourism centered on participant experience and interaction has emerged as a rising force. On May 1, 2024, Xi'an, with a permanent population of only 12.183 million, received 14.021 million tourists. Xi'an's immersive cultural travel model is so popular, which aspects are worth learning and which places need to be avoided? How to adapt to local conditions to create a high-quality cultural travel intellectual property with its own characteristics? Is the biggest concern when the following travel company.

The tourism market is hot, but the feedback from tourists is mixed. Some travelers do achieve the purpose of mental relaxation through a few days of travel, and some people ridicule the serious homogeneity of scenic spots, and large-scale artistic performances one-sided pursuit of cool, without cultural connotation. Nowadays, tourism has developed from the era of simple sightseeing 1.0 to the era of deep emotional experience cultural travel 2.0. As tourists have different needs, how should cultural tourism companies adjust their product structure, keep up with the market, and create cultural tourism products favored by tourists is the focus of this study. By means of questionnaire survey and network data analysis, this paper makes an in-depth investigation on the immersive cultural travel model that has attracted much attention in the cultural travel market. The research contents mainly focus on the background of the rise of cultural tourism, the analysis of tourists' needs and the development status of cultural tourism. This study is important for answering the question "Which mode of cultural travel is the most popular?" And "How to play the advantages, avoid the disadvantages, build a successful cultural travel intellectual property?" These problems provide valuable reference. The author uses the literature analysis method to search and read the relevant materials and literatures systematically. The advantage of this method is that it can comprehensively and deeply understand the current situation and existing problems of the development of cultural tourism. Through this research, we hope to reveal the key factors for the success of immersive cultural travel and the shortcomings to be avoided and provide reference and guidance for the future creation of successful cultural travel intellectual property.

2. Literature Review

Through the search of CNKI literature, it is found that the development momentum of immersive cultural travel is good, and there are two macro reasons. The first is strong support at the national level. *The 14th Five-Year Tourism*

Development Plan proposes the development plan of „developing digital experience products and developing new tourism services such as immersive interactive experience, virtual display and smart tour“; The Department of Industrial Development of the Ministry of Culture and Tourism released 20 demonstration cases of new formats of immersive cultural tourism, demonstrating and driving the high-quality development of new formats of immersive cultural tourism [1].

The development of science and technology has also played a crucial role in the development of immersive cultural travel. The continuous development and application of holographic technologies such as VR, AR, MR and MR make the immersive sensory effect more three-dimensional and more integrated. In the immersive performance of "see the south of river again", the actors adopted 3D projection to show the visual three-dimensional sense of the performance and adopted audio surround sound technology in the aspect of sound reinforcement to enhance the audiovisual effect of the performance [2]. The 360-degree global-screen theater built in Qingdao combines the cultural tourism project with the MR Meta-universe to create a digital cultural tourism super scene tour project with a new vision and immersive experience [3].

With the support of policies and driven by science and technology, immersive cultural travel is developing in a blowout way. According to *the White Paper on the Development of China's Immersion Industry 2024*, by 2023, the number of domestic immersion experience projects has reached 32,024, with a total output value of 193.34 billion yuan, and it is expected to exceed 240 billion yuan this year [4].

Immersive cultural travel space is divided into three types: virtual space, physical space and digital and real fusion space [5].

The virtual space is like a 5D movie, using VR technology to make visitors feel like they are there.

Physical space creates a large scene through architecture, decoration, clothing and other physical elements, allowing people to be placed in the scene story created by the designer. Qujiang Cultural travel "Datang city that never sleeps" constantly new, from the Tumbler girl," The secret box of the Tang Dynasty during its heyday "to" the Longest Day in Chang'an " , fire again and again across the country, a year's net profit is only 235,300 yuan. It is because this open immersive block project has huge investment and limited revenue methods, so the project has brought strong popularity to the entire Xi'an tourism, but it does not make money.

The integration of data and reality means that cultural works of art and historical relics are vividly displayed in front of the audience through the use of advanced multi-

media, interactive devices and virtual technologies. The World Culture Heritage site of Luoyang Bridge is to use “hard facilities”, combined with the “soft story” of “Chen San and Wu Niang legend”, around the love theme of “On a moonlit night on Luoyang Bridge, Chen San and Wu Niang met happily”, to plan the “Luoyang Bridge Lijing Fantasy Tour” immersive cultural travel project intellectual property [6].

Virtual space is too empty, easy to make people out of the environment after a sense of emptiness and loss; Physical space visitors experience the strongest, the largest investment; Based on a certain knowledge and culture point, through modern holographic technology, visitors can feel the long and beautiful history and culture, the scale can be large or small. Because of the rich cultural resources and strong plasticity in our country, it is feasible to build immersive cultural tourism space in our country, which is a bold new idea to conform to the development trend of cultural tourism industry.

The purpose of immersive cultural tourism is to provide tourists with a special cultural experience, through in-depth experience of the connotation of cultural tourism resources, so that tourists can obtain a full range of spiritual and cultural enjoyment. Therefore, cultural elements in immersive cultural travel are particularly important [7].

However, there are still many problems of inadequate integration of cultural elements and low utilization of immersive cultural travel in the market. Some immersive cultural tourism lacks effective communication between digital technology and cultural creativity, the depth of integration of technology and culture is insufficient, and low-end homogenized products on the market cannot meet consumer demand. At the same time, quite a number of local cultural tourism organizations follow the trend to build immersive cultural tourism without in-depth investigation and study of local cultural characteristics, completely negating the existing local cultural heritage, overbuilding and rebuilding. In the end, a lot of resources are consumed to build homogenized cultural tourism projects, which not only causes heavy economic pressure on the local government but also destroys the local cultural foundation. In order to avoid giving tourists such magnificent tourism experience with empty content, immersive cultural tourism should actively integrate local characteristics into the theme and content, so that tourists can feel more diversified cultural connotations in the process of leisure and entertainment [8].

At present, the integration of digital technology and immersive cultural tourism in China is still in its initial stage, and the deep integration of science and technology and culture is the key to promote the progress of modern immersive cultural tourism [9].

To sum up, we can see the flourishing of China’s cultural travel market. Governments at all levels, cultural tourism companies continue to innovate science and technology, the integration of China’s history and culture with advanced holographic technology presents an unprecedented visual feast to the majority of tourists, thus driving the rapid development of the entire immersion industry.

It is not difficult to find that there are also some shortcomings in the rapid development of immersive cultural travel in China. First of all, the existing research reports on immersive cultural tourism in China are basically conducted from the perspective of government and intellectual property creation, and there are few studies on in-depth analysis of tourist needs. Most studies only mention the outbreak of tourism demand in the post-epidemic era, taking it as the background of The Times. The feature of immersive cultural tourism itself is to create an immersive tour experience with customers as the main body, but now the creators are putting the cart before the horse, unwilling to think from the customer level, which will lead to the original research position is biased. In view of this situation, this study investigates the development trend of immersive cultural travel from the customer level.

3. Research Method

3.1 Report Analysis

To explore the secret of the success of immersive cultural travel, the following two sets of online reports can be analyzed: According to the „2023 National Health Insight Report“ survey, an important motivation for more and more tourists to travel is to release anxiety and relieve mental stress.

In the “*To the heart to explore, to the truth: 2024 mid-year Consumption trend Observation Report*” released by the Know Meng Consulting agency mentioned the relevant trend, the first trend is to seek balance in rationality, and be delicate in frugality. The second trend is emotion first, pleasure first. The third trend is to make travel a daily life [10].

To sum up, in the face of the increasingly involved employment environment, tourism has gradually become a daily life. Consumers are more inclined to get spiritual and emotional satisfaction when choosing services, and positive emotional experience gradually plays a decisive role in consumers’ decision-making of cultural travel consumption.

3.2 Questionnaire

In order to deeply analyze the travel needs of tourists,

through questionnaire survey, thousands of ordinary students aged 18-60 and employees of enterprises and institutions were investigated, and the following data was obtained:

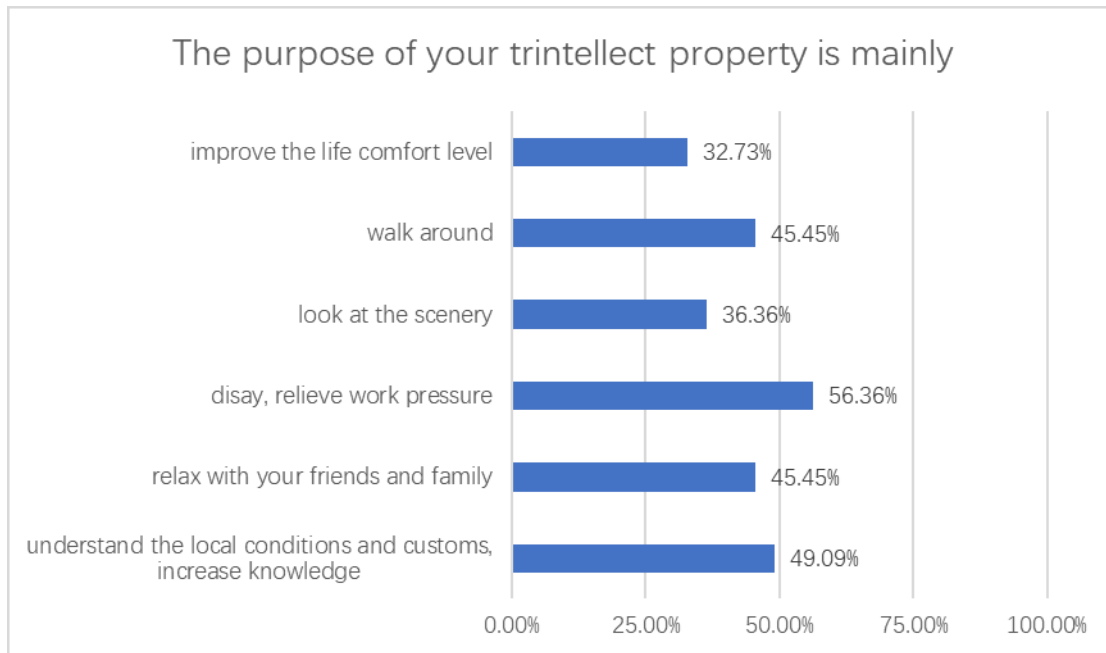


Fig. 1 Analysis of tourists' choice of travel destination

According to the survey results in Figure 1, the main purpose of people traveling is to relax and relieve the pressure of work and life. It can be seen that the factors of understanding local customs and customs and tasting local food account for a large proportion. People who stay in an environment for a long time tend to have tension

and sense of slack, in order to relieve this anxiety, people have to go out of the house, change the space, to a new environment to relax, experience a completely different culture and lifestyle, so as to obtain novel pleasure and satisfaction.



Fig. 2 Tourists' choice of travel mode

It can be seen from the data in Figure 2 that people prefer cultural travel to experience the regional characteristics and cultural connotations of different places. Combined

with the above people's travel purpose tendency - to release the mental pressure in daily work and life, to obtain emotional value. Based on the above analysis, we can ob-

viously feel that “feeling” plays an increasingly important role in tourism choice. From the perspective of the builder, making tourists feel comfortable and happy is the foundation of success. The theme of this study - “immersive cultural travel” is to integrate tourists into a new scene through panoramic visual, auditory, touch and smell interactive experience, so as to obtain emotional satisfaction. If the builder responds to the needs of tourists and gradually synchronizes the supply and demand in the market, the market is bound to usher in a new round of outbreak.

4. Discussion

The above data analyzes the development status of immersive cultural tourism from the two directions of creating intellectual property and tourists. At present, people’s desire to travel has increased, and tourism consumption demand has gradually changed from the traditional looking at mountains and rivers to high-quality diversification, from passive viewing to more enjoyable immersive interactive tourism development, and the immersive experience mode conforms to the weather, geographical conditions, people and other multiple factors to drive the outbreak of the entire cultural tourism industry.

However, the rapid development of immersive cultural travel also has great limitations. The most serious problem lies in the serious homogeneity of various scenic spots and the lack of innovation. For example, Zhangjiajie’s “Dayong Ancient City” project. The project against the construction of Hangzhou Song City, with an investment of 2 billion, not only the demolition and construction of a large number of “ancient buildings”, but also launched a series of basic copy of other artificial ancient cities “Encountering Dayong” “Leap over Zhangjiajie” and other performance projects, the number of tickets in the first half of the year is only about 2000 people, serious losses. Some netizens criticized about Dayong Ancient City: “This place is not modern; antique is not like ancient” and “locals and outsiders are not willing to come.”

The second problem is that the investment in creating immersive scenes is huge, and many projects reduce the investment in facilities and equipment investment due to the problem of capital and space, and the final effect is unsatisfactory and not recognized by tourists. Or “blindly pursue cool effect” just blindly imitate the surface scene clothing and light effect, without deep cultural connotation. This kind of scene can only bring instantaneous visual shock to the audience, and it feels empty and tasteless when you look closely. Therefore, to create a successful cultural tourism intellectual property, we must avoid such common minefields, dig deep into the local culture, adapt to local conditions, and impress tourists with real senti-

ments.

The era of tourism simply looking at the scenery has passed, and the era of cultural tourism integrated with humanity has arrived. The future is an era of cultural creativity, and the support of policies and the continuous upgrading of digital technology give immersive cultural travel a broader space for development. The road to success of cultural tourism is the combination of capital and culture, and each scenic spot needs a cultural tourism intellectual property to tell you their own unique cultural stories.

At present, China’s tourism is developing in a deep and diversified way. Healing temple tour suitable for office workers, special forces efficiency tour suitable for young college students; Family-friendly study Tours; A relaxing tour with meditation and food themes. Any model can be integrated with immersion, the ancient city to create traditional culture, the new city to create a modern science and technology new city, interspersed with Zibo barbecue, Tianshui spicy hot pot such trend projects. Grasp their own characteristics, so that tourists have a completely different immersive experience, not only reflects the confidence of China’s great country culture, but also looks at the infinite future.

5. Conclusion

At present, Multiple factors such as the improvement of people’s living standards, policy support, and rapid technological development provide unprecedented opportunities for the development of immersive cultural tourism. Contemporary people pursue personalized and characteristic consumption experience and recognize the immersive consumption mode that satisfies their emotional value. The immersive cultural tourism responds to this demand, and the current supply and demand are booming, and the development is vigorous. Its successful experience has certain reference: to create a successful cultural and creative intellectual property, it is necessary to base on local culture, dig deep local characteristics, while taking customers as the main body, and strive to give customers fresh and rich emotional consumption experience, to meet tourists’ experience needs for immersive cultural tourism with characteristics, content and heavy feelings.

This study provides some valuable reference significance for future research on the development direction of immersive cultural tourism, mainly guiding future research to focus more on the perspective of tourists, based on local characteristics, pay attention to cultural connotations, and meet the emotional demands of different tourists through digital technologies such as the combination of objects and objects, so as to create cultural and creative intellectual property favored by tourists.

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