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A Study on the Path of Internet Culture and Tourism Integration a Case Study of Hebei Province

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Abstract

In the context of the surging tide of digitalization, Internet technology plays an important role in promoting the digital transformation and personalized and quality development of cultural tourism. As a province with large cultural and

tourism resources, Hebei Province has a unique cultural system and magnificent natural scenery, but also has problems such as insufficient digital conversion rate and lagging development of cultural and tourism resources.

Keywords: Hebei Province, Integration of Culture and Tourism, Internet Technology, Tourism Development Strategy, Tourism Development Strategy

1. Introduction

With the rapid development of global integration and science and technology, the integration of culture and tourism has become an important choice for countries around the world to promote cultural inheritance, promote the upgrading of the tourism industry and stimulate economic growth. Culture is the soul of tourism, giving tourism rich connotation and unique charm; Tourism acts as a carrier of culture and helps culture to spread more widely, and the two are integrated to create huge economic and social benefits. Nowadays, with the improvement of people's living standards, the traditional cultural tourism model has been difficult to meet the public's pursuit of high-quality tourism experience.

In this context, the popularization of the Internet has provided opportunities and impetus for the integration of culture and tourism. Through the powerful data analysis function of the Internet, the cultural tourism industry can integrate all kinds of scattered cultural and tourism resources more efficiently, and know the needs of the masses more conveniently. Through the analysis of user browsing and consumption data, enterprises can gain an in-depth understanding of consumers' preferences and consumption habits, and then provide customized and accurate services to improve tourist satisfaction.

2. The current situation of cultural and tourism integration in Hebei Province

2.1 Analysis of the geographical environment of Hebei Province

Hebei Province is located in the core area of the North China Plain, with significant diversity in the geographical pattern, not only is the only administrative division in the country with mountains, plateaus, coastal and other full-dimensional landforms, but also relies on the location advantages of "Beijing-Tianjin hinterland and Bohai Sea gateway" to build a comprehensive transportation system with the Yanshan-Taihang Mountains as the ecological barrier and the Beijing-Tianjin-Hebei urban agglomeration as the core hub. Hebei Province has a long history, rich cultural and tourism resources, and has many world cultural heritage sites and diverse natural landscapes. At the same time, relying on the advantages of industrial clusters in the field of metallurgical industry and equipment manufacturing, Hebei Province actively responds to the national regional coordinated development strategy while strengthening the competitiveness of traditional industries, attaches great importance to the development of the cultural and tourism industry and has issued a series of policy documents, and the development potential of the cultural and tourism industry is huge.

2.2 Integration and Development of Cultural and Tourism Resources

Hebei has a profound Yanzhao culture, and the local government has a comprehensive and systematic approach to the protection of cultural resources, and has also carried out a digital project for cultural relics. Up to now, Hebei Province's

existing world cultural heritage projects, national ecological reserves and historical and cultural cities are in the forefront of the country, especially in the intangible cultural heritage inheritance system.

With its profound historical and cultural heritage and rich natural endowment, Hebei Province has developed a number of cultural industrial parks that integrate cultural experience, leisure tourism and scenic spot construction. Among them, various scenic spots involving cultural relics and natural landscapes have successfully attracted tourists from all over the country to visit and experience, and the integration effect of culture and tourism is significant.

2.3 Construction and Promotion of Cultural Tourism Brands in Hebei

Hebei Province has achieved remarkable results in building a cultural tourism brand. Relying on the location characteristics of being adjacent to the Beijing-Tianjin Economic Circle and sitting on the ecological barriers of Taihang and Yanshan, Hebei Province has creatively aimed at the surrounding urban population, and tailored the promotion slogan of "so close, so beautiful, come to Hebei on weekends" for them, which accurately meets the needs of tourists for short-distance and high-frequency travel on weekends.

In terms of communication strategy, Hebei Province has taken two paths. First of all, build an authoritative media cooperation network, reach strategic cooperation with Sina, Tencent and other platforms, open a special section of Hebei cultural tourism on their clients, and continue to publish high-quality content. Secondly, it innovated social marketing, created a #DiscoverHebeiBeauty# topic matrix on new media platforms such as Douyin and Xiaohongshu, and invited travel bloggers to create grass planting videos to achieve cross-circle communication.

3. Problems in the integration of culture and tourism in Hebei Province

3.1 The interactive experience of tourists needs to be improved

At present, most of the cultural tourism projects in Hebei Province stay in the traditional tourism mode, which restricts the participation of tourists. Although some scenic spots are equipped with interactive devices, these devices are generally not innovative enough, for example, some places can only allow tourists to take photos in a fixed pose, or do simple manual activities such as coloring clay pots, which is actually difficult to stimulate tourists' willingness to experience in depth. From the perspective of online interaction, the response speed of many scenic spots and cultural tourism enterprises on social media platforms lags behind significantly, especially in the peak tourist season, and tourists' route inquiries or service requests are often not responded to in a timely manner. What's more noteworthy is the lack of effective online communication channels and customized service solutions for the specific needs of different groups of tourists, which is clearly not in line with the trend of tourists increasingly seeking personalized experiences.

3.2 The problem of public cultural services is prominent

Some county-level public cultural venues have the problems of lagging infrastructure iteration and uneven spatial distribution. In some areas, the equipment of public cultural

venues is aging and the function is single, which cannot meet the needs of modern cultural services. At the same time, the distribution of venues is mostly concentrated in urban centers or densely populated areas, and there is a lack of public cultural service facilities in remote areas, resulting in limited coverage of public cultural services. In the grassroots cultural team, there is a relative shortage of professional talents, and the age structure of personnel is aging. At the same time, due to the lack of professional training and talent introduction mechanism, the professional level and innovation ability of grassroots cultural workers are insufficient, and it is difficult to carry out rich and diverse cultural activities. This phenomenon leads to the lack of service innovation momentum and the inefficiency of matching supply and demand, and restricts the development process of public cultural services.

3.3 The ability of science and technology and innovation is not strong

Hebei's cultural and tourism industry lags behind in the application of science and technology, digital construction is slow, and technologies such as big data and artificial intelligence are not widely used. Compared with developed regions, Hebei is not widely used in the application of cutting-edge technologies such as big data, artificial intelligence, and virtual reality, and the intelligence level of the cultural and tourism industry is low. For example, some scenic spots have not yet realized functions such as intelligent guides, online booking, and intelligent explanations, and tourists cannot enjoy convenient digital services during the travel process. The level of cultural and tourism wisdom is not high, and there is a lack of innovative products with influence and attractiveness. In the development of tourism products, the excavation and innovative transformation of cultural connotation are not deep enough, and it is difficult to form a competitive cultural tourism brand. These problems make there is a large gap between Hebei's cultural tourism industry and the requirements of high-quality development, and it is urgent to improve the overall development level through scientific and technological empowerment and innovation-driven

4. Analysis of the necessity of introducing Internet technology into the integration of culture and tourism in Hebei Province

4.1 Optimize the visitor experience

Through the use of Internet technology, the cultural and tourism department can now use the analysis of users' online behavior, that is, to collect data such as the length of time spent on the page and the purchase record of tickets, so as to grasp the consumption preferences and travel patterns of different groups of people. Take the application of AR technology in Chengde Summer Resort as an example, visitors can open the mobile phone camera to see the whole picture of the restored Qing Dynasty buildings on the screen, and this combination of virtual and real display effectively improves cultural perception. In addition, platforms such as the WeChat official account of the scenic spot can actually set up an intelligent Q&A module, which can answer high-frequency questions from tourists about the location of the parking lot and the performance time, and at the same time, it can also automatically record the improvement suggestions put forward by tourists - for example, some people reflect that the cultural and creative

snow shower has a single taste, or suggest adding barrier-free facilities, and these feedback information is of great reference value for improving the service temperature.

4.2 Improve the efficiency of industrial operation

In terms of digital management, Internet technology has helped break the physical limitations of traditional facilities. In the past, the reservation system of cultural venues often crashed, but now the reservation margin for each time slot can be monitored in real time through the cloud server. For example, when the number of visits to a museum's VR exhibition hall surges, the system will automatically allocate more broadband resources to ensure the smoothness of the picture, which not only saves labor costs, but also allows visitors to get a more stable online visiting experience. At the same time, it should be noted that the intelligent management realized by relying on the Internet can be said to have opened up new learning channels for the grassroots cultural team. To a certain extent, this will help enhance the innovation and service awareness of grassroots cultural workers, and then promote the operational efficiency of the entire cultural tourism industry, so that tourists can get a better service experience.

4.3 Promote industrial innovation and development

Internet technology has promoted the cross-integration of cultural tourism with different fields such as education and science and technology, and has given birth to emerging formats with wide attention, such as online education platforms and virtual tour projects, which have injected new momentum into the innovation and development of Hebei's cultural tourism. Specific to the level of education integration, the Internet has brought more possibilities to the development of research travel products. Many schools and cultural tourism enterprises have begun to cooperate, using the advantages of various online platforms to design curriculum content covering various fields such as history, culture, natural science, etc., which allow students to learn knowledge and improve their overall quality during field visits. In terms of cultural and creative product development, the Internet can also help to explore local characteristic culture, such as innovative development based on Weixian paper-cutting, the design team analyzes user preferences through e-commerce platforms, combines traditional paper-cutting elements with modern game characters, and produces digital products such as live wallpapers and WeChat emojis, so that ancient crafts can be loved by young people.

5. Internet technology drives the policy guarantee of the integration of culture and tourism in Hebei Province

5.1 Systematic strategic planning system construction

Guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, the Hebei Provincial Government adheres to the supremacy of the people, adheres to the concept of systems, and takes the construction of a modern tourism province as the guide, and strives to build a new pattern of tourism development of "one body, two wings and five belts", and all regions, all seasons and all industries. According to the "Five-Year Plan for the Construction of a Strong Tourism Province (2023-2027)" issued by Hebei Province, it is necessary to vigorously strengthen the construction of smart tourism, accelerate the

development process of digital cultural tourism, and set the digital transformation of cultural and tourism integration as an important development goal, which undoubtedly points out the direction for the development of the cultural and tourism industry. Among them, the government plays a leading role in coordinating various resources: On the one hand, village collectives and residents are encouraged to use idle homesteads to develop tourism in accordance with laws and regulations, and revitalize rural land resources. On the other hand, we will strengthen the construction of smart tourism and support and guide the development of new business formats such as cloud tourism and cloud live broadcasting.

5.2 Innovation of diversified fund guarantee mechanism

In terms of financial support, the government has set up special funds to support cultural and tourism enterprises to carry out Internet technology application projects, focusing on supporting digital cultural tourism infrastructure, smart scenic spot transformation, and cultural IP digital development. In addition, preferential policies such as taxation will be given to enterprises that actively apply Internet technology and have outstanding achievements. On this basis, the government actively guides all kinds of funds to invest in tourism projects, carries out special investment promotion in key areas such as Beijing, Tianjin, Jiangsu, Zhejiang and Shandong, and carries out small group investment promotion and business investment around well-known chambers of commerce in other provinces, the Federation of Industry and Commerce, central enterprises and domestic leading enterprises, relying on various investment promotion platforms, introducing strategic investment in an all-round way, promoting the signing and implementation of key projects, and comprehensively upgrading and revitalizing the stock of tourism assets

5.3 The training system of professional talents is perfect

Hebei Province attaches great importance to the construction of talent team, strives to build various talent development platforms, and gradually improves the professional talent training system. For scientific and technological innovative talents, the local government has introduced a series of security measures, including housing subsidies and discounts for children's schooling, to attract talents to join Hebei's cultural and tourism industry. At the same time, it will also give scientific research start-up funds and open up a green channel for career promotion, so that talents can give full play to their talents. For grassroots service personnel, the focus is on skills training, such as participating in online assessments to obtain service qualification certification, which will help improve the overall service level of the cultural tourism industry.

Under the protection of these comprehensive policies, the development path of the integration of Hebei's cultural tourism and the Internet is becoming clearer and clearer, making the brand of "so close, so beautiful, weekend to Hebei" well-known in all directions, and finally realizing a win-win situation of cultural inheritance and economic prosperity.

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