

Research on the Innovative Path of Business Model of Cultural and Tourism Integration Enterprises in Yunnan Province under the Experience Economy

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Abstract

In the economic era, the brand culture development of cultural tourism has increasingly become an important issue of concern to the cultural tourism industry. Commerce and brands bring value to cultural tourism and can create competitive advantages. The experience design of various cultural tourism products is an important means for cultural tourism to convey brand culture to passengers. Everything is in constant movement, change and development, and the development of culture and tourism brand culture is also a dynamic process. Based on experience design, this paper will discuss the relationship between experience design and the development of business culture of cultural tourism brands, starting with the design of various cultural tourism products by cultural tourism enterprises in Yunnan.

Keywords

Yunnan Cultural Tourism; Product Experience Design; Brand Culture Development; Business Model.

1. Introduction

1.1. Research Background

Cultural tourism is an emerging industry. In the process of tourism in recent years, the demand for cultural tourism has changed greatly with the arrival of the era of individual tourists. In the process of market demand adjustment, cultural tourism should be born according to the times, which makes consumers' pursuit of higher travel experience more and more satisfied.

Through comparison, it is not difficult to find that compared with traditional culture, cultural tourism has the characteristics of family culture, experience, sharing, personalization and customization, which is also an important reason why more and more young people prefer cultural tourism. In the face of consumers' favor, cultural tourism in China, especially in Yunnan, has developed rapidly[1]. The market competition is increasingly fierce, and at this time, cultural tourism has also moved towards brand management. At this time, the development of brand culture has become an important issue for personalized and experiential cultural tourism. This article will study and discuss the cultural development and commercial development of cultural tourism brands from the perspective of experience design of various cultural tourism products of home stay[2].

1.2. Tourism Development in the Era of Experience Economy

With the comprehensive development of social economic form, China has entered the era of experience economy in an all-round way. In the era of experience economy, the economic form has undergone major changes, and the industrial economy has entered the stage of service economy development[3]. As a new economic form, experience economy has comprehensively changed people's consumption habits, and has made significant changes to the development of social production and life. Different from the traditional economic era, in the era of experience

economy, people no longer focus on the realization of some simple production functions and the appearance properties of some goods, but more on the transformation of things to people, and pay more attention to the experience of consumers and the corresponding emotional cognition process, which can effectively attract customers and achieve the change of consumer behavior[4]. In the era of experience economy, the development of tourism industry has entered a new stage in practice, and the experiential development of tourism products has become a trend. Tourists are no longer just a resource-based foreign tourism mode, but seek a different cultural color of outward development, replacing sightseeing tourism with experiential and in-depth tourism. Furthermore, "immersive tourism", "experience culture", "ecotourism", these tourism high-frequency words quietly replace the general traditional sense of sightseeing tourism, and various cultural experience tourism products, which are commercial tourism products based on the concept of cultural tourism, emerged at the historic moment. As the birthplace of culture, the experiential cultural tourism in the ancient city of Yunnan should become a huge driving force for the development of tourism in Yunnan Province. However, there are still some problems in the cultural experience and digital construction of Yunnan tourism development, especially in the overall integration of operation mode and resources, which urgently need theoretical guidance and government policy support[5].

1.3. Experience the Development Trend of Smart Cultural Tourism

With the wide use of new technologies, it not only promotes the development of tourism industry towards smart culture and tourism, but also integrates the development of different industries, and has become the key driving force to promote the development of tourism industry. In this context of development, the tourism industry has made full use of modern information technology and new scientific and technological means to continuously improve the application of intelligence in the tourism industry, to a certain extent, improve the tourist experience and satisfaction of tourists, and play a positive role in promoting the development of the tourism industry[6]. At present, the development of smart culture and tourism is based on the innovative trend of tourism development, which is an important support to comprehensively improve the level of tourism development and continuously promote the innovation and upgrading of culture and tourism industry. It will play a positive role in effectively improving the development effect of cultural tourism industry and improving the satisfaction of tourists. At the same time, the development of smart culture and tourism has promoted the smart management ability of the culture and tourism industry, and further promoted the big data mining and the smart development ability of the culture and tourism industry[7].

2. Development and Elaboration of Experience Economy

2.1. Explanation of Experience Economy

The concept of experience economy was put forward by Alvin Toffler, a famous American social thinker, in his book *The Impact of the Future* published in 1970. When a person's physical strength, emotion, spirit and intelligence reach a certain level, the beautiful feeling born in consciousness is a kind of experience, and the economic form formed by satisfying various experiences as the core value is the experience economy. For an enterprise, the process of creating unforgettable feelings for consumers with services as the stage and goods as props is the realization of experience economy[8]. The emergence of the new trend of experience economy is the result of changes in consumer demand, and it is a reflection of human consumption behavior and consumption psychology into a higher form.

The process of economic evolution reflects the transformation from agricultural economy, industrial economy and service economy to "experience economy". The experience economy is

the further deepening of the service economy. The advent of the experience economy era has made great changes in the traditional production and consumption behavior: the practicality and price of products are the most important parts of the traditional economy, while the experience economy focuses on the whole process of customer consumption or use[9]. It starts from the life and situation, through shaping the sensory experience and psychological identity of consumers, resulting in changes in their consumption behavior, Then find a new space for the survival and development of products and services. What enterprises provide here is not only goods or services, but also the ultimate experience. In this general trend of economic evolution, China is inevitably involved. Today, experience economy is gradually penetrating into all fields of China's economic development[10].

2.2. Development of Experience Economy

From the industrial economy to the service economy and then to the experience economy, its economic value has an order of magnitude progression. That is to say, people are willing to spend money to buy high-quality experience at a higher price. In the book "Experience Economy", Joseph Pine and James H[11]. Gilmore "compare with the interchangeability of primary products, the tangibility of products and the intangibility of services. In the book, they pointed out that based on the global economy, from the macro level of the economy, future economic growth, the increase of new jobs and the sustained prosperity of society can no longer rely on traditional products and services to support[12]. It is not difficult to find that with the development of technology, traditional products and services are spread all over the world in the context of business globalization, and there are few differences. In this context, creating experience provides us with new opportunities for value creation. Only a new economic form can support the sustained growth of economic income and provide more jobs for the society, and experience is such an economic form that we need to grasp. In short, the experience economy brings new sources of wealth and is a new driving force for the development of the world economy[13].

2.3. Tourist Satisfaction Theory

Tourism satisfaction is mainly based on the fact that tourists have an intuitive sense of the tourism environment and can compare with their own expectations in the process of participating in tourism. It is the key content that affects tourists' satisfaction, which is mainly reflected in the choice of tourism and services, as well as the recognition of consumption. You can visit and recommend friends and family members again[14]. Therefore, tourist satisfaction is to evaluate the degree of satisfaction according to the comparison between the expectations of tourists and the actual situation. Tourist satisfaction is regarded as a measure of tourist satisfaction, that is, a comprehensive assessment of the degree to which tourists meet their tourism, landscape, environmental facilities and service needs. Customer satisfaction is affected by the quality, price and expected value of products and services. Therefore, it is crucial to improve the quality and level of products and services experienced by local customers of tourist destinations. The main satisfaction factors are: catering, accommodation, transportation, shopping, landscape, tour guide, etc. The degree of satisfaction of tourists is the key to improve the level of tourist destination and tourism products[15].

Scholars have studied the ways and influence mechanisms to meet the needs of tourists' experience in order to establish an interactive model of tourists' experience quality. Research on satisfaction measurement methods: tourists' perception of global products is the performance of satisfaction. Researchers have conducted a lot of research on the model of measuring and evaluating satisfaction

3. Cultural Tourism Experience Design and Business Culture

3.1. Distribution of Tourist Attractions in China

The eastern regions such as Jiangsu, Zhejiang, Shanghai, Beijing, Tianjin and Hebei, the southeast coastal regions such as Fujian and Guangdong, and the southwest regions such as Yunnan and Sichuan, which are rich in tourism resources, are the most distributed and concentrated areas in China[16]. The number of northwest and northeast regions with relatively backward economic development and relatively lack of natural tourism resources is relatively small. Such distribution characteristics are basically consistent with the development level of tourism in all regions of China. In regions with developed tourism, the additional industries and businesses of cultural tourism are developing rapidly. Figure 1 is a schematic diagram of China's tourism (from the Internet).

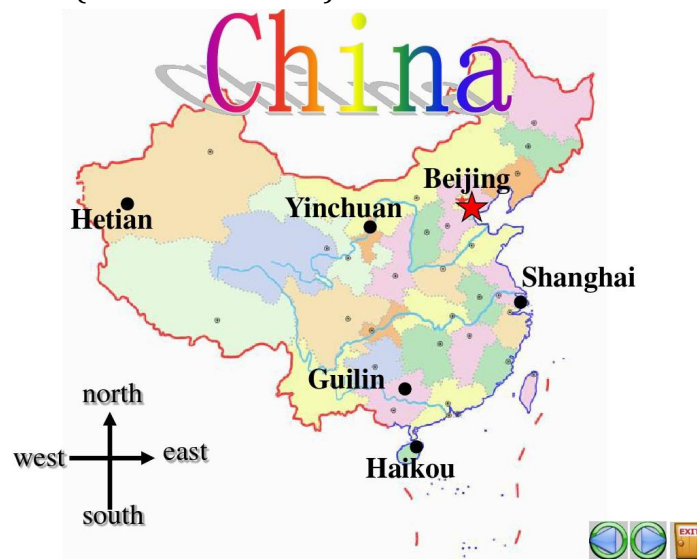


Figure 1. Schematic diagram of China's tourism (from the Internet).

3.2. Business Culture of B&B Brand

When it comes to brand, many people will associate it with the representative of the product and the logo of the family. They will also think that it is related to the production and supply of certain specific products and services by enterprises. Since the 20th century, brand building in the modern sense has begun to appear. The word "brand" here refers to the product in the modern sense, not the narrow brand in the traditional sense. The most lasting meaning and essence of a brand is its value, culture and personality. The core of a brand is not "brand", not logo, but "product"[17]. It is a tangible quality and an intangible culture. It not only represents the satisfaction of consumers' material needs, but also a value symbol that can bring spiritual satisfaction and life expectations.

Brand culture is a cultural phenomenon that reflects brand personality. For example, Estee Lauder (one of the largest skin care, cosmetics and perfume companies in the world) proposed the cultural concept of "bringing beauty to every woman"; Anta (China's leading sporting goods enterprise) has put forward the loud idea of "never stop".

The brand of cultural tourism is not only a symbolic identification symbol of corporate culture, but also reflects the resident culture and experience it represents. For cultural tourism brands, once a certain brand culture is established in the mind of passengers, passengers can choose the brand, feel and experience this culture in a way and way. In cultural tourism, the shaping of brand culture can be achieved through the creation of a highly unified experience realm of cultural tourism products' material utility, spiritual utility and brand spirit, so that the brand culture can be transmitted to passengers through the experience of cultural tourism products,

bringing passengers high-quality material satisfaction, spiritual comfort and spiritual enjoyment from a higher level, and forming a potential cultural recognition of cultural tourism brands in the heart of passengers.

To put it simply, the brand positioning of cultural tourism is to build the perception of the cultural tourism brand in the passenger's mind. When tourists see this brand, they will associate the humanistic feelings and emotional experience value behind this cultural tourism. Accurate cultural tourism brand positioning can enable the brand to have a unique ideological and emotional exchange with passengers, and this positioning usually needs a driving force from the outside world and has a close relationship with it. This special relationship can bring good reputation for the brand and make passengers have a good brand awareness, which is also the value of brand positioning, rather than just distinguishing brands.

3.3. The Relationship between Experience Design of Cultural Tourism Products and Brand Culture

"Design is an activity of projecting culture". Design is a kind of behavior of people to meet needs, express information, and transmit culture, emotion and spiritual activities through purposeful creation. The materiality and spirituality, planning and purposefulness of design are interdependent and mutually penetrating, and they exist dialectically and uniformly in specific design objects.

Many cultural and tourism products, as "objects" created by people, are the manifestation of design activities in tangible materials. They are not only the carrier of material functions, but also an information and emotional carrier to convey culture and spirit. The purpose of various cultural and tourism products in experience design is also to solve the most basic living problems of passengers.

Experience design is also a spiritual activity to convey culture and information. On the basis of realizing the material functions of the products, the experience design activities of cultural and tourism products pour into the emotion and spirit of cultural and tourism operators and designers, and are an important means to realize the transmission of brand culture. With the development of science and technology and the abundance of social material life, when the material functions of cultural and tourism products are increasingly perfect, passengers pay more and more attention to the spiritual function experience and cultural transmission of cultural and tourism products. Of course, this does not mean that the material functions of many cultural tourism products within cultural tourism are insignificant. The material functions of many cultural tourism products in cultural tourism are the basis for the realization of high-level functions, such as spiritual function experience and cultural transmission. This is like building a stage. If the pillars do not work, then the stage built will collapse.

4. Countermeasures for Yunnan's Cultural Tourism Business Construction based on Tourist Experience

4.1. Improve the Supporting System of Smart Cultural Tourism Construction

In the process of the development of Yunnan Smart Cultural Tourism, it is also necessary to continuously improve the construction of related supporting facilities for smart cultural tourism. The first is to improve the intelligent application of the ticket management system and realize the cooperation between local smart cultural tourism and Ctrip, Tuniu and other large tourism business websites. The second is to promote the intelligent construction of cultural tourism, focusing on improving the application level of existing intelligent equipment, improving the upgrade effect of intelligent equipment, and realizing the full coverage of intelligent equipment. Third, strengthen the security and confidentiality of the ancient city. During the implementation of smart cultural tourism, security is the first priority. Especially

under the epidemic situation, it is necessary to strengthen modern intelligent equipment based on epidemic prevention and control to ensure the safety of tourists. Fourth, based on the implementation of the intelligent LED navigation system, realize intelligent full coverage. The fifth is to establish the information feedback of tourists. On the one hand, through the application of big data technology, actively explore the information management effect of tourists and explore the improvement of the feedback information system of tourists.

In the short term, we can actively guide tourists to participate in the sharing activities of the portal website and WeChat and other channels by constantly improving the role of the We-media platform of Yunnan Smart Culture and Tourism. Through the uploading and forwarding of videos and pictures, we can effectively improve the radius of tourism information radiation, realize the integration of tourism experience, and then effectively meet the needs of personalized tourism development. In the long run, in the process of developing Yunnan Smart Cultural Tourism, we need to combine the form of new media and make full use of the feedback mechanism of the media to realize the role of wide dissemination of information. By integrating the role of the SG information technology system, the fast feedback of tourists' tourism information can be achieved. On the other hand, in the development of smart cultural tourism, it is necessary to attach great importance to the sense of experience of tourists, strengthen the interaction between tourists, achieve the participation of tourists, and use the terminal equipment to innovate the new situation of experiential tourism, and realize virtual tourism through the use of VR virtual technology, With the help of the QR code of scenic spots, online game activities can not only enhance tourists' understanding of the ancient city's smart cultural tourism, but also effectively promote the intelligent effect of Yunnan's smart cultural tourism, constantly innovate the participation of tourists, and enhance and improve the experience of tourists.

4.2. Improve the Informatization of Smart Cultural Tourism Construction

In the specific application process, Yunnan Smart Cultural Tourism needs to connect with large and excellent domestic tourism service providers, and make full use of the technical advantages of the Internet of Things, artificial intelligence and other aspects, constantly upgrade the big data center in front of the port, improve the application effect of technology, build a cloud service platform, and display the relevant data of Yunnan Province in the form of cloud platform to realize the increment of tourism efficiency. Relying on the effect of the upgrading and construction of the big data center, optimize the ability of signal coverage such as WIFI in Yunnan Province, achieve the coverage of the whole Yunnan Province, and improve the tourist experience of tourists. It also uses the technology of big data to supplement the information of tourists, and introduces the big data center according to the consumption data of WeChat payment, Alipay and other consumer data, analyzes the consumption preference of tourists according to the information, timely adjusts the marketing strategy, and improves the level and quality of customer service.

4.3. Improve the Safety Management System of Yunnan Province

Tourism security in Yunnan Province is the key to the development of smart cultural tourism in Yunnan Province. If the security problem cannot be effectively guaranteed, then the experience of tourists will be difficult to effectively improve. To this end, it is necessary to combine the actual situation of the development of smart culture and tourism in Yunnan Province, constantly improve the security system in Yunnan Province, improve the security guarantee for tourists, and effectively enhance the experience of tourists, such as timely installation of various surveillance cameras. As tourism in Yunnan Province is a highly populated place, there are not only tourists who have lost their belongings, but also tourists who have lost their belongings. The installation of safety cameras in some densely populated areas can timely understand the situation of some people and improve the safety of people and

things. On the other hand, according to the security management requirements of Yunnan Province, it is also necessary to install signal video in some areas, and be able to participate in the big data system, and integrate the security information of Yunnan Province with APP and WeChat, so that tourists can understand the security dynamics of Yunnan Province. The third is to increase the installation of various police alarm systems, and add some relatively fixed alarm systems in Yunnan Province, which can handle various security information in a timely manner, detect and handle dangers in a timely manner. At the same time, it can also carry out corresponding operation management according to the specific requirements of the information operation system, increase the control management of the intelligent platform, and realize the automatic alarm of some fire alarm and other systems, Improve the timeliness of disposal. Fourth, timely release all kinds of safety information, especially the release of disastrous weather, so that tourists can timely understand the possible risks and avoid unsafe tourism behaviors.

4.4. Pay Attention to the Introduction and Cultivation of Intelligent Talents

In the process of construction and implementation of smart cultural tourism in Yunnan Province, we need a high-quality talent as the support for development, and focus on a talent team that is proficient in both tourism knowledge and information technology knowledge, making it an important guarantee force for the development of smart cultural tourism in Yunnan Province. The first is to introduce professional talents, and guarantee them through the system level. In combination with the actual situation of talent introduction team construction in Yunnan Province and cities, we will strive to introduce a group of high-quality professional tourism talents. Second, in combination with the reality of the development of smart culture and tourism in Yunnan Province, we should carry out mutual contact and exchange with colleges and universities, and cultivate a team of talents with complex and technical skills through the interaction of production, study and research. At the same time, in the process of building smart cultural tourism in Yunnan Province, it is also necessary to carry out intra-school cooperation according to the construction of tourism in Yunnan Province, provide tourism sites for the school, build the smart cultural tourism in Yunnan Province into a joint practice training base, and then realize the resource sharing mechanism in the process of talent training, and then provide the corresponding talent management base for the construction of smart cultural tourism in Yunnan Province. Third, strengthen personnel training, improve employees' understanding of smart cultural tourism through regular training, and cultivate a "smart" talent team for smart cultural tourism in Yunnan Province.

5. Conclusion

Through the research on the construction of Yunnan's business smart cultural tourism for tourists' experience, this paper actively focuses on the improvement of some key facilities for the development of cultural tourism under the experience economy, actively focuses on promoting the provision of relatively complete functional supporting facilities, attaches great importance to the construction of business smart tourism, provides suggestions for business development, improves the construction level of smart tourism, and continuously improves the intelligent experience of tourists. Experience is not only a result, but also a process. In a commercial cultural tourism, it is a continuous process to optimize the value experience brought by cultural tourism through the experience design of cultural tourism products, rather than a one-time single design. Travelers' experience of cultural tourism brand culture is not a single process. In the process of check-in, they feel the brand through different homestay products in cultural tourism, and obtain psychological satisfaction, experience value and emotional significance from the whole experience process created by these products. In the experience design of cultural and tourism products, each product is a contact point for the

transmission of brand culture, and specifically, there are many small contacts to be considered in each product. In the process of deepening the experience level, we need to realize the connection of these product contacts, so that the thoughts of tourists can travel between these contacts for the transmission of brand culture.

Acknowledgments

Yunnan University of Finance and Economics 2022 Graduate Innovation Fund Project (2022YUFEYC091).

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