

The Development and Enhancement Path of Cultural Heritage "Cloud Tourism"

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Abstract—The protection and inheritance of cultural heritage is a global problem. By building a digital world of cultural heritage in the program, cultural heritage can be inherited and immortalized. This program also allows people to achieve "cloud tourism", experience the beautiful scenery without leaving home, and can also achieve both inheritance and revenue through live streaming of crafts sales on the platform.

Keywords—Cultural heritage; Cultural heritage; Travel ; "cloud tourism"

I. INTRODUCTION

Cultural heritage-related topics have always been a global issue. Against the backdrop of economic globalization and accelerated urbanization in China in the 21st century, the protection and inheritance of cultural heritage has become a new important issue in the cultural heritage industry. Inheritor is an important carrier and transmitter of cultural heritage. For identified representative inheritors, the cultural department will record and sort out technical materials, provide learning venues, fund learning activities, organize publicity and exchanges, collect and preserve representative works, and establish archives^[1].

II. Research background

In the era of change, from climate environment and social ideology to scientific and technological revolution, cultural heritage has many risks and challenges. We can see that due to the short time of carrying out cultural heritage protection work in China, the lack of experience, the wide range of protection work involved, and the complex situation, there are still many problems that need to be solved or gradually improved in the protection of cultural heritage^[2]. Moreover, many cultural heritage projects cannot be realized to support and lead to less understanding and learning, so the inheritance of cultural heritage is also a problem that needs to be solved.

A. Difficulties in the protection of material cultural heritage

At present, there is a lack of laws and regulations on cultural heritage in China, and there is a shortage of professional talents, especially in the difficulty of inheriting intangible cultural heritage. For example, in July 2019, Mogao Grottoes were hit by extreme rainfall, which not only resulted in the falling of rock fragments from the cave cliffs, but also the torrential

floods caused by rainstorm destroyed the only way into the caves, forcing the heritage site to take emergency plans and suspend its opening. Some extreme disasters and weather caused by climate change have a huge impact on the physical security of cultural heritage in the short term. Changes such as temperature and sea level can alter the environment on which heritage sites rely, thereby altering a series of work modes from protection to management, and directly threatening their heritage value. The advent of the information age has brought more possibilities for the protection and inheritance of cultural heritage^[3]. Due to the diversification of communication channels, the growth of related consumption, and the rise of new China-Chic and new Chinese style, the industry related to cultural heritage will further expand, and the market size will also further increase.

B. Endangered intangible cultural heritage

In recent years, the protection of intangible cultural heritage in China has been carried out in an orderly manner and has made great progress, but there are also some shortcomings. The survey results show that 44.1% of the interviewed inheritors believe that the field of intangible cultural heritage is "facing a crisis of inheritance, mainly relying on the protection of the state and government", while only 5.9% of the interviewed inheritors believe that the development of intangible cultural heritage is "in its heyday". The overall development trend is not optimistic. The following is an analysis of specific data: the loss of production techniques and folk art is a huge crisis facing the current development of intangible cultural heritage. The survey results show that 70.59% of the interviewed inheritors agree that "the loss of some production techniques and folk art" is a crisis facing the development of intangible cultural heritage, and the inability to identify effective inheritors to inherit intangible cultural heritage projects is also an urgent problem to be solved in the current development of intangible cultural heritage. The second is that "regional culture is neglected" accounting for 50%, which may be due to differences in policy implementation and different levels of implementation of intangible cultural heritage protection in various regions.

III. Development and promotion path of cultural heritage "cloud tourism"

A. Advantages of the Cultural Heritage "Cloud Tourism" Project

Due to various environmental, natural, and historical factors, the traditional ways of inheriting cultural heritage and the practical environment have been impacted, resulting in fading of things and immortality of culture. Cultural heritage needs to be present everywhere and at all times, and it also needs to be constantly updated. In our project, we will keep pace with the times and innovate in the way of inheriting cultural heritage, so that cultural heritage can continue to live in fast-paced urban life. Our project can build a digital world through computers, which can firmly grasp the pulse of cultural heritage. Moreover, the digital world built by our project can achieve a win-win situation with e-commerce platforms, integrating heritage protection and tourism to drive the economy of cultural heritage areas. It can be said that one party's development benefits multiple parties. In the great transformation that has not happened in a century, we can fully utilize modern network science and technology means, and with the support of all parties, we can constantly innovate. Through the creative combination of smartphone apps and virtual reality technology (such as VR, holography, etc.) with offline craftsmanship and cultural relics, we can apply it to the dissemination of cultural heritage, strengthen publicity, learning and education, and let the broad masses of the people understand and recognize cultural heritage, and spontaneously participate in protection and inheritance. Combined with the research on cultural heritage in Ningxia, Dunhuang, Beijing and other regions, and taking advantage of the school's advantages, we conform to the trend of the times and carry out the "small program, big vision - cultural heritage" cloud tourism project.

Based on the protection and publicity of cultural heritage, and in combination with the current situation of information development, our project will visit and investigate local cultural heritage, such as museums, the Mogao Grottoes of Dunhuang, the Great Wall, the Forbidden City, the Old Summer Palace, and other places, to further understand and record the local cultural heritage, and constantly tap the era value of cultural heritage, so as to make cultural relics "live" in the present, switch perspectives, feel cultural relics and people Dialogue with nature and the times. Conceptualize the "past and present" and legends of this cultural heritage to make them more coherent, and experience the stories and emotional experiences between cultural relics, relics, and artistic inheritance, including intangible cultural heritage. We will introduce and shoot a type of handicraft, such as ceramics, conduct interviews with inheritors, and engage in a series of activities to gain a deeper understanding. We will also conduct interviews and learn about traditional Chinese opera, guqin, embroidery, etc. These gains will be sorted and integrated into our mini program. Combined with the explanations of local leaders and

the filming of cultural heritage, they will be integrated into a large scene. The mini program will use various professional data processing to reproduce the scene of cultural heritage spanning thousands of years, building a data world, allowing observers to immerse themselves. If you want to further enhance the experience, you can pair it with dedicated headphones and a comfort zone. The mini program will be open to various groups of people and arrange offline experience centers, so that elderly or blind people who are not convenient to use smartphones can also feel the shock brought by the thousands of years of urban life and cultural heritage. In order to expand the audience, we will also increase the game experience of dungeons to attract young people and increase people's participation in the protection and inheritance of cultural heritage. Of course, we will also accept supervision and suggestions from inheritors and audiences from all parties.

B. Improvement Path of Cultural Heritage "Cloud Tourism" Projects

With the development of the times, people are increasingly dependent on the Internet and do not like to go out. Therefore, in the future, this project will also set up offline experience halls and open tea rooms, allowing families who come here to put down the burden of life, taste local cultural cuisine, chat about their experiences, and appreciate the mysteries behind cultural heritage. I believe these measures can receive the support of relevant governments and cultural tourism bureaus. And can promote friendly exchanges of international culture. In addition, we focus on capturing the consumer market of college students, allowing them to experience and feel our program. By building a brand to occupy the market, we can achieve differentiated competition. We must solidly carry out systematic protection of intangible cultural heritage, better meet the growing spiritual and cultural needs of the people, and promote cultural confidence and self-improvement. To promote the creative transformation and innovative development of excellent traditional Chinese culture, continuously enhance the cohesion of the Chinese nation and the influence of Chinese culture, deepen cultural exchanges and mutual learning, tell the story of excellent traditional Chinese culture well^[4], and promote Chinese culture to better go global.

During the 10 years of the "the Belt and Road" initiative, the forms of overseas dissemination of Chinese culture have become more diversified, and more and more cultural projects with Chinese characteristics have been actively promoted and reflected in many fields. In terms of cultural heritage, at the 38th World Heritage Conference, it was announced that the Chang'an Tianshan Corridor Road Network Silk Road jointly sponsored by China, Kazakhstan and Kyrgyzstan had passed the review and was officially included in the The World Heritage List, demonstrating the influence of Chinese culture and promoting the spread of Chinese culture. On the

basis of the former, our project is more conducive to implementation in introducing our cultural heritage to foreign countries. The "cloud tourism" model for cultural heritage can achieve free switching of multiple languages, facilitate foreign friends to better understand Chinese cultural heritage, and promote cultural exchange and development between the two countries.

- Online and offline

"Mini Program Expands Vision - Cultural Heritage" Cloud Tourism "is a mini program based on the current status of cultural heritage, promotion, and inheritance of cultural heritage. Unlike conventional cultural promotion videos, our project establishes a data world with intelligent AI and scenario reproduction in a small world. This mini program is not constrained by time and space, and can be viewed and learned about cultural heritage anytime, anywhere. For special groups, offline experience centers have also been opened, considering a comprehensive approach. Inside, there are digital models built, utilizing AI technology to keep up with the pulse of the times. In the offline experience hall, visitors can experience the art behind culture, have more firsthand experience, combine cultural spirit with the trend of the new era, promote traditional gathering of popularity in popular ways, help further release cultural power, activate development power, and make traditional Chinese culture no longer the "flower of the mountains", and take root in younger groups. Our mini program has a wide audience and a broad market. Facing competitors, learn from their excellent abilities and summarize their failure experiences. In addition, the project has a wide range of players, offers a variety of product types on the up and down chain, has a relatively simple business model, and has multiple channels for products and resources to create the world.

- Age group policies

We can focus on different policies to attract people of different age groups. We can accurately place advertising points based on big data and strive to create an integrated "tourism gaming shopping" system.

Children aged 3-12: We specialize in handmade toys for intangible cultural heritage, such as diabolo, ceramics, embroidery, Chinese knots, etc., and combine them with the new era to launch innovative cultural and creative creations that collide with the future and the past.

Teenagers aged 13-18: Based on the historical facts of the Eight Nation Alliance's invasion of China in modern times, create an interactive game called "Escape from the British Museum". Players transform into lost Chinese treasures, constantly triggering scenes and finally returning to China, where they can pass on Chinese culture and history.

Adults aged 19-30: Seize the current hot topics of "special forces tourism" and "college student poverty tourism", and build famous tourist attractions in various regions in the mini program. Real and interactive scenes are added with actor performances and explanations, achieving cloud tourism without leaving home. It is also possible to create a massive historical "script killing" where players can truly participate in history, empathize with history, remember history, and inherit culture.

Middle aged people aged 31 to 60: This age group is the main force of consumption. They live stream and sell souvenirs from cultural heritage sites and handicrafts made by intangible cultural heritage inheritors on various platforms, promoting the inheritance of intangible cultural heritage and achieving revenue.

Elderly people aged 61 and above: Due to their lack of proficiency in smartphones, experience centers can be opened offline, allowing people to experience tourism without the need for heavy transportation.

- E-commerce revenue and target audience

In addition, we will also create a humanized anchor based on intangible cultural heritage through AI technology, seize the "virtual idol" market, conduct publicity and live broadcast on stations B, Tiktok and other platforms, sell intangible cultural heritage handicrafts, reduce the cost of star effect, and achieve the goal of income generation, so that the disappeared intangible cultural heritage can "come back to life".

In view of the popular short play Escape from the British Museum, which was commented by CCTV some time ago, we can perform some stories behind cultural heritage in Tiktok, Weibo and other platforms for publicity, which can be performed by real people, or in anime and other forms. This kind of promotion through vivid storylines and artistic techniques presents the situation behind cultural heritage, which further embodies deep national emotions. Not only is it beneficial for people to better understand and feel the stories behind cultural heritage, but traffic can also bring certain benefits and influence. The support of short video platforms has expanded communication channels. The integration of short videos and culture has an astonishing speed of dissemination. The huge traffic can attract more people to pay attention to the cultural value of our country and make people pay attention to cultural heritage. At the same time, short videos can be quickly shared across the country and even around the world through the platform, promoting cultural exchange and interaction between different regions and countries, and allowing more people to understand and respect their respective cultures.

Based on the phenomenal events of "Litang Dingzhen" and "Zibo Barbecue Fire", we have come to the conclusion that college students are the key to driving regional economic development and cultural inheritance. They are not only

consumers, but also loyal fans and disseminators of the brand^[5].

- Cultural Games Age group policies

We need to attract and retain the group of college students. In order to meet the diverse needs of college students, our program incorporates more fashion elements and Internet technology, so we have launched many modules that college students pay attention to, such as "poverty-stricken travel", "virtual idol", "interactive games", "script killing", and are confident that we can expand the college student market.

- Social interaction

In terms of brand marketing, we focus on tourism and socializing, which can broaden our horizons and make friends widely. In addition, we can also combine hot topics related to college students, such as campus cultural festivals, student networking activities, etc., so that college students can travel and play games together, improving brand exposure and awareness.

C. Conclusion

In terms of cultural inheritance, college students, as the cultural successors of the new generation, have important significance in inheriting and promoting traditional culture^[6]. By interacting with intangible cultural heritage and exchanging with history, college students can better understand cultural heritage and inherit intangible cultural heritage, thus allowing our program to spread among young people. Our program meets the entertainment and social needs of young people, providing an open and interactive social environment, allowing young people to establish more connections and friendships. It can be foreseen that the group of college students will inject more vitality and energy into their future development. We hope to establish a virtuous cycle between the program and college students, allowing both parties to grow and

develop together. Given the limited development of modules such as "intangible cultural heritage" and "tourism" in the current market, we believe that once developed, it will surely occupy a large portion of the market. Moreover, our project spans across various fields such as gaming, film and television, e-commerce, live streaming, VR, etc., and is sure to ignite a new wave of "cloud tourism". Facing the future, our program will also actively respond to the "the Belt and Road" initiative, draw wisdom and strength from the ancient Silk Road and the spirit of the Silk Road, compile it into a multinational language, integrate the Chinese dream and the world dream, and jointly build the "the Belt and Road" will better realize the aspirations of people of all countries for cultural exchanges, common development, and a better life.

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