

Analysis of the Development of Datong Tourism Industry from the Perspective of the Black Myth Wukong

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Abstract: The explosive fire of the black myth Wukong is not only its technical production, but also its stunning location. This paper is going to explore six of these tourist venues and Datong, a city full of tourism consumption potential. The relationship between tourism and urban development will be explored through practical cases. This paper will refer to national policies and discuss related topics of tourism and urban transformation. And put forward ways to expand the international market. Datong has the most locations for the black myth of Wukong with six. At the same time, in the process of the transformation of Datong from an energy-based economic city, tourism needs to publicize Datong in the process of playing its advantages in promoting economic growth. This paper not only analyzes the benefits in other similar Internet celebrity tourism cities, but also analyzes the new opportunities in the continuous improvement of the transportation network.

Keywords: Black Myth, Wukong resource transformation, Datong travelling, International market.

1. Introduction

The Datong in Chinese means -The share with the whole world. There's a traditional technique called the fire pot, fire pot let the light bloom in the dark night, is to pray for peace to heaven, is to show the world stick to, perhaps no travel this year, these stunts will be covered in dust, but if traveler see this scene, traveler will take off the top hat, salute heritage.

As a small city with a GDP of only 250 billion-yuan, tourism revenue will account for 21.5% of GDP in 2023. So, it has essential role in development of Datong. This paper absent the statistics about economics in past few years. The paper focus on specific case analysis, Meanwhile, join China in the construction of rail-related transportation networks for the central region where Datong is located. The Black Myth: Wukong not only appeared on the Chinese Foreign Ministry's reporter's question, but also set off a heat wave on the steam platform and domestic and foreign social media. This paper wants to explore Datong tourism through research and add the Internet celebrity factor (the explosive fire of the Black myth Wukong game). The purpose of this paper is to add Internet celebrity elements to the development of Datong tourism, and also hope to explore and publicize the tourism potential of Datong. In order to solve the problem of the labor force in Datong, also known as Pingcheng in the Northern Wei Dynasty, the Northern Wei Emperor implemented some migration activities, which also caused a cultural collision at the time, and also the reason for the rapid spread of Buddhism [1].

In order to solve the problem of the labor force in Datong, also known as Pingcheng in the Northern Wei Dynasty, the Northern Wei Emperor implemented some migration activities, which also caused a cultural collision at the time, and also the reason for the rapid spread of Buddhism [1]. This is the origin of the most prosperous Buddhist culture in Datong, and it is also a great era of cultural integration of ethnic minorities.

This article introduces the cultural heritage left by the Northern Wei Dynasty, the importance of Datong's tourism development in the past, the more convenient tourism transportation in the future, the rise of Internet celebrity tourism cities, and the explosive fire of the black myth Wukong to see Datong and China to build a key city in the central region, more contact with the world, and the good strategies that can be proposed here.

2. Datong Economy and tourism

Figure 1 shows the basic situation of economic growth in Datong and Shanxi [2]. In Datong, the transformation began, especially the construction of the ancient city of Datong, and tourism was regarded as an important indicator of development, reaching an outbreak in 2015 [2]. This is directly related to the single change in the industry caused by relying on coal resources in the past, and it is difficult to obtain a new engine. Therefore, the tourism transformation taking tourism as an opportunity is very key to Datong.

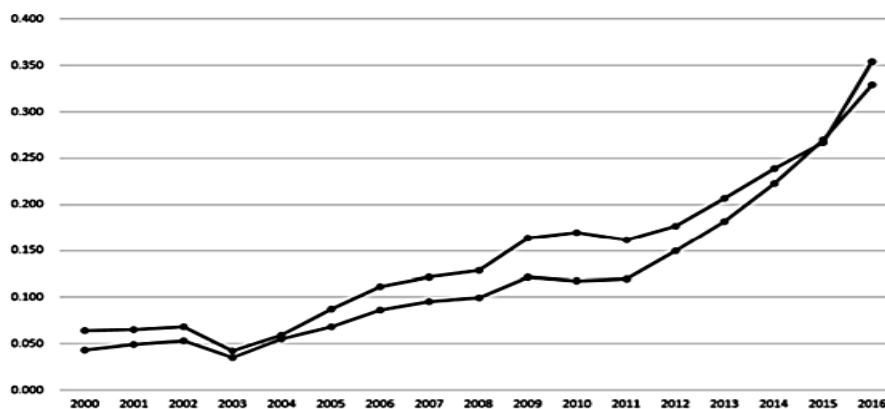


Figure 1: share of tourism revenue in GDP.

In 2000, the proportion of tourism income in Datong was 2%-4% higher than the average proportion in Shanxi Province, and after 2008, this higher change was more obvious, 4% - 5% higher [2]. Similarly, the economic growth rate of Datong after 2011 was much higher than that of Shanxi Province, also because Datong achieved it through early transformation [2].

The continuous improvement of Datong traffic has brought new choices for Datong tourism. The name change of Datong Yungang Airport to Datong Yungang International Airport also officially marks that more and more overseas friends can directly enter Datong, no longer need to go through the tedious transfer. Datong set up special tourist lines to facilitate tourists to travel, such as Yungang Grottoes tourism line, from Datong station can direct to Yungang Grottoes, volcanic Geoparks tourism line can be from Datong station via Haotian Temple to volcanic Geopark.

It is because Datong attaches great importance to the development of tourism, so the direction of constant adjustment in the details, while facilitating everyone, to help Datong tourism.

The Great Western high-speed railway (Datong-Xi'an) is of great significance to the transportation network and regional development of the cities along and around it, and has proved the promoting effect of transportation development on urban tourism through various methods [3].

"Game player hit the strange online upgrade, tourist punch the monument offline" the black myth triggered the Chinese ancient building punch the boom, so that Jincheng Jade Emperor Temple in the game day ticket sales increased 300% over last year [4]. From the statement of the Chinese Foreign Ministry to the promotion on social media, Datong is also an extremely rare tourism promotion from domestic to international.

Small and medium-sized cities have a natural weakness in the degree of knowledge, but the TV drama rush has made Jiangmen, Guangdong a fire [5]. Also let the same kind of strong brother become a very red tourism symbol.

"Brand ecosystem" and "tourism destination brand ecosystem" are the key to absorbing traffic and creating tourism brands, such as the barbecue in Zibo City has directly become a tourist place for a large number of people to punch in, and a barbecue has set a city on fire [6].

3. Suggestions

Faced with such a good publicity opportunity, the Black Myth Wukong not only let the Chinese people see Shanxi, see Datong, but also let the world see Shanxi, see Datong. Datong City can take this opportunity to hold Cosplay activities related to Journey to the West, which brings traditional culture to everyone and makes Datong favored by more people. In the face of such a huge download market, it can be said that this is extremely rare to promote Datong tourism, and even appeared in the press conference of the Chinese Foreign Ministry. Datong has the largest number of shooting locations, and should use the fastest speed to convert these into tourism revenue. When China's 72/144 visa-free policy triggered a boom in Chinese tourism, the black myth Wukong has promoted the "China West Tour" of the fire, but also let many online games understand the Chinese myth [7].

Thus, a journey between myth and reality will attract more and more people to come here to explore the wonders of Eastern culture. Drive the economy through the game, don't be a flash in the pan. A game is coherent, and it makes for a perfect story theme. The integration of tourism resources also needs coherence, route integration and optimization, and strengthening time efficiency. Integration refers to the actions and structures used between different departments within an organization to coordinate their activities [8]. Optimizing the allocation of various scientific elements of tourism resources, producing aggregation effect, launching products, optimizing routes and so on can increase the tourism effect [8].

This time is to do the face of the world's tourism brand, but also a rare world-class publicity. Datong anchors the overall goal of "striving for two five years and stepping into the first square array", and actively builds an industrial pattern focusing on the development direction of "ten industries" such as energy, digital economy and equipment manufacturing. At the same time, based on the advantages of location and transportation, it improves the functional layout, promotes industrial agglomeration, accelerates the construction of dry port logistics hubs, and actively expands new forms of cross-border e-commerce. To build a national logistics hub city, constantly upgrade the level of the opening up platform, promote the realization of a higher level of opening up to the outside world, and strive to be the main force in creating a new highland of opening up in inland regions. This is an important opportunity, an opportunity to actively promote investment.

Perhaps from the beginning of Bajie to understand the Chinese romance, you will also understand Datong, so that international investors to discover the potential of Datong, discover the potential of new energy land, but also the black myth Wukong to Datong an opportunity to bloom.

To strengthen Datong to the world, resident need to let the world see Datong with the help of tourism.

Produced a large number of scenic spots and black myth Wukong joint name, including atlas signature activities. With the help of the crowd to increase publicity, those who pass the game can get free tickets by Posting photos with the scenic spot and customs clearance photos on social media.

Relevant costumes were sold in the scenic spot, and actors related to Journey to the West were invited to help the event. Recreate the classic game scenes, and make theme game scenic spots. Strengthen international cooperation and publish tourism information on international websites.

Through the propaganda of movies and TV series to show the past glory, such as the Lu family compound, so that more people understand the historical changes of this important town of Ming and Qing Dynasties. Vigorously develop the Tianfuxing APP like Chengdu, and realize the direct booking of various scenic spots, which not only facilitates tourism, but also stimulates local employment. To improve the quality of relevant service industries, in the face of the highly prosperous Internet, every word and action not only represents the business itself, but also represents the spiritual outlook of the entire city, and also requires the active intervention and integration of the Cultural and Tourism Bureau. While enjoying prosperity, Datong must also prepare for potential issues that may arise after the peak tourism season, including but not limited to some businesses facing urban foot traffic, and even some cultural and creative products facing obsolescence. Only by developing proactive plans can the city minimize losses and ensure sustainable development in the future.

As a small and medium-sized city, Datong may have some problems in the face of large passenger flow, so it is more necessary to transform the high-speed rail station and other related facilities in advance, and properly arrange the relevant dining problems of tour groups, so as to avoid passengers spending most of their time on the road. The Shanxi Provincial Department of Culture and Tourism immediately launched a campaign to follow Wukong around Shanxi, launching three themed routes and an eight-day tour. Therefore, Datong should also launch relevant arrangements as soon as possible to undertake the province and develop its own characteristics [9]. Some of the purposes of tourism are to explore cultural resources. The government can guide the development, construction and approval of cultural resources in some areas [10].

4. Conclusion

The period of creation of this article is also the period when the game of Black Myth Wukong has aroused hot discussion, because Datong, as one of the places with the most shooting places, is also linked to Datong's tourism and cultural industry. In the development period, Datong not only needs to develop the railway and become a national railway hub city, but also the key period of its transformation, which often means that an industry is needed to drive the development of the whole city, and the public needs to see hope and results. Tourism has always been a landmark industry in Datong, and it meets this good publicity period, so the task of tourism is very heavy. The suggestions put forward above are also based on the current people's favorite and hotter on the network travel card plan, but also need to consider and face the problem after the fire.

The lack of relevant model prediction in this paper is also caused by the lack of data in the past years, and there is no way to draw relevant charts to intuitively reflect a change amount and forecast for the future.

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