

Research on the Development Model of Tourism Industry Promoted by Traditional Festivals in the Context of Digitalization--Take Chuxiong Prefecture as an Example

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Abstract: In the context of the digital economy, the digital transformation of industries has become an inevitable trend. Tourism is an important part of people's aspiration for a better life and a crucial link in promoting the optimized transformation of the economic and social development. As an integrated industry of culture and services, traditional festivals have the characteristics of high added value and low energy consumption, and they have a profound impact on regional tourism economic growth, industrial structure, and employment levels. Under the digital background, how to explore new advantages of traditional festivals and cultivate new models for tourism development has become a key and difficult issue in further enhancing the tourism economy. Therefore, this paper focuses on the digital background to explore the promoting role of the value of traditional festivals in the development of the tourism industry, excavate the advantages of traditional festivals, boost new models for local tourism development, achieve leapfrog development of the tourism industry, provide new momentum for economic growth, and expect the tourism industry to achieve high - quality development.

Keywords: Yi Zu's Torch Festival, tourism, digitalization

1. Introduction

The Torch Festival of the Yi ethnic group in Chuxiong Prefecture has a long history, embodying the ethnic group's ancient customs and traditions. It is a cultural product collectively created by the people. It carries the value orientation of the Yi people and influences people's way of life [1]. With the development of the times, the progress of the ethnic group, and continuous inheritance and changes, through the integration with the Internet Plus and the tourism industry, it has become an inevitable requirement to adapt to the development of the times for the value of the traditional Torch Festival of the Yi ethnic group in Chuxiong Prefecture to promote the development of the tourism industry in the digital era. "Culture is spread through tourism, and tourism thrives with culture." Only with the in-depth integration of culture and tourism can the industry stand out and bring forth new ideas. Taking the "fire" as a medium, Chuxiong Prefecture can achieve a double harvest of cultural and economic benefits. The digital era provides a broad stage for the promotion and development of the Torch Festival, and the Torch Festival, in turn, promotes the development of the tourism industry [2]. In order to better complete this task, the active cooperation of all parties is needed. We should give full play to the advantages of digital technology, strengthen the cultivation of talents, and carry out

promotion and publicity. All parties should work together to achieve the revival and development of the Torch Festival, and further promote the development of the local tourism industry.

2. Overview and trend analysis

2.1. The inevitable trend of industrial digitization

Under the trend of the tourism industry actively embracing digitalization, the economic transformation of Chuxiong Prefecture has become an irresistible trend. In recent years, "Internet Plus" has become a key driving force for promoting the transformation and upgrading as well as high-quality development of the Torch Festival tourism industry in Chuxiong Prefecture, and the development trend of digital transformation is accelerating. Currently, mobile social media represented by short videos, online live broadcasts, etc. are developing rapidly. This has greatly changed the way of disseminating the intangible cultural heritage of the Torch Festival of the Yi ethnic group in Chuxiong Prefecture, transforming the dissemination from one-way to two-way interaction. The receivers of Yi cultural information have also become disseminators at the same time. This means that the public is no longer just the recipients of excellent traditional culture. They can also selectively forward and conduct secondary dissemination of the received cultural information through social media on their own initiative. As a result, the participants in the dissemination of the intangible cultural heritage of the Yi ethnic group have become more diversified, greatly expanding the dissemination channels and scope. The development of new media undoubtedly provides a new way for the dissemination of the intangible cultural heritage of the Torch Festival of the Yi ethnic group in Chuxiong Prefecture. This combination of tradition and modernity [3] fully demonstrates the necessity of continuous innovation of the intangible cultural heritage of the Yi ethnic group in daily applications and continuous development in inheritance. As digital cultural practices continue to explore new fields, the festival culture of the Torch Festival of the Yi ethnic group in Chuxiong Prefecture will be disseminated and developed within a broader spatial and temporal scope, just like a flower sprouting, blooming and bearing fruit in the appropriate soil.

2.2. The promotion effect of Chuxiong Torch Festival on tourism

Chen Tingting, when studying the ancient traditional festivals in Wandu Town, Wuding County, Yunnan Province, believed that local areas can utilize their characteristic cultural resources to tap into their cultural and economic values [4]. Therefore, listing traditional festivals as intangible cultural heritages for protection is not only to maintain the cultural characteristics of the festivals, but also to enhance the competitiveness of the traditional festival economy. In Chuxiong Prefecture, the main consumer groups of the festival economy during the Torch Festival are teenagers and families. To enhance the brand of the festival economy, elements such as youth entertainment and family warmth need to be incorporated. On the evening of August 10, 2023, during the Fire Sacrifice Ceremony in the Cultural Park of the Yi People's October Solar Calendar in Chuxiong City, the "Bimo" of the Yi ethnic group carried out a series of blessing rituals. At the same time, at the "Invest in the Fire City · Achieve Win-win Future" Investment Promotion Conference, representatives from more than 80 Fortune Global 500 companies, China's Top 500 companies, leading enterprises in the industry, and well-known enterprises from both inside and outside the province gathered in Chuxiong, the "Fire City", to jointly discuss cooperation matters. On the spot, 42 projects were signed, with the contract value reaching 21.916 billion yuan. At the "National Hundred Enterprises' Tour of Chuxiong" Investment Promotion Conference held in Chuxiong City, 23 projects were also signed on site, with the contract value reaching 10.45 billion yuan [5]. A relevant person in charge of the Bureau of Culture and Tourism of Chuxiong Prefecture said, "In the future, Chuxiong Prefecture will leverage

folk festivals to continuously promote the development of characteristic industries and continuously improve the service capabilities and levels of the tourism industry."

2.3. Digitalization realizes high-quality development of tourism

It is necessary to further strengthen the intelligent management of scenic spots, improve the level of intelligent tourism services, promote the intelligent operation of tourism, and effectively promote the transformation from traditional sightseeing tourism to leisure and vacation tourism, from traditional tourism services to digital, information - based, and intelligent tourism services, and from relying on ticket - based economies to the development of the entire tourism elements and industry chains. Through digital means, we can fully explore the festival value of the Torch Festival in Chuxiong Prefecture, discover advantages in tourism competition, and cultivate new tourism models to better meet tourists' demands for high - quality tourism experiences, thus building a world - class tourism destination with high quality. For example, the Torch Festival in Chuxiong Prefecture is closely integrated with the digital economy, giving full play to the key role of digital technology in promoting the rapid digital flow of cultural and tourism resources. It not only grasps the development trends of digitalization, networking, and intelligence, using digitalization as a driving force for the high - quality development of the cultural and tourism industry in Chuxiong Prefecture, but also launches a one - stop OTA (Online Travel Agency) business service platform for the Torch Festival, realizing the online - offline "invitation" of cultural and tourism customer groups in Chuxiong Prefecture. As the official activity registration platform for this Torch Festival, the platform allows tourists to apply and reserve for free online, enabling functions such as viewing multiple on - site series of activities, diverting tourists for admission, navigating activity routes, and online live - streaming. At the same time, it also recommends and reserves high - quality tourism routes in Chuxiong Prefecture, as well as travel commodity services such as dining, accommodation, and transportation for tourists, improving the convenience of tourists' travel. This enables tourists visiting Chuxiong Prefecture to enjoy a convenient, reassuring, and comfortable Torch Festival.

3. The integration of Yi ethnic torch festival resources into tourism difficulties

3.1. Surge in the number of tourists and bottlenecks in reception capacity

In the digital age, the high - efficiency of information dissemination has enabled the Torch Festival of the Yi ethnic group, a traditional cultural event, to rapidly attract extensive attention from domestic and foreign tourists. Chuxiong Prefecture, as a tourism hub between Kunming and Dali, already attracts a large number of transit tourists due to its unique geographical location. However, during the Torch Festival in 2023, the number of tourists soared to 584,000 person - times. Among them, a large number were day - trippers, and the number of overnight tourists reached 112,000 person - times. This unexpected tourist flow directly exposed the shortcomings in Chuxiong Prefecture's reception capacity in infrastructure such as transportation and accommodation. As a result, problems such as traffic congestion and tight hotel reservations frequently occurred, seriously affecting the overall tourist experience.

3.2. Lagging construction of the digital tourism information system

In the digital age, convenient and accurate tourism information services are the key to enhancing the tourist experience. However, Chuxiong Prefecture still has obvious deficiencies in the construction of the digital tourism information system for the Torch Festival. Problems such as incomplete system information, inaccurate navigation functions, and cumbersome online booking and ticketing

processes seriously limit tourists' independent choices and convenient travel, and also restrict the development potential of digital tourism during the Torch Festival.

In summary, during the process of integrating the cultural resources of the Yi People's Torch Festival into the tourism industry, Chuxiong Prefecture faces multiple dilemmas, including a mismatch between the surge in the number of tourists and the reception capacity, ineffective festival activity planning and execution, uneven tourism service quality, backward marketing strategies, and the lagging construction of the digital tourism information system. These problems urgently need to be addressed to promote the high - quality development of the tourism industry in Chuxiong Prefecture.

4. Research strategies

4.1. Strengthen infrastructure construction and improve reception capacity

Increase investment in key infrastructure such as transportation and accommodation to significantly enhance Chuxiong Prefecture's tourism reception capacity, ensuring that every tourist can have a satisfying travel experience.

Through rational planning of the tourism transportation network, open multiple tourist special lines and implement flexible departure strategies to ensure that tourists can travel to various scenic spots conveniently and enjoy seamless tourism services.

Promote the interconnection of tourism resources in counties, townships, and villages to build an all - for - one tourism pattern.

4.2. Refine festival activity planning and enhance cultural experiences

Deeply explore the cultural essence of the Yi People's Torch Festival, enrich the activity content, and incorporate more elements with ethnic characteristics and historical heritage to enhance the cultural depth and attractiveness of the festival.

Strengthen the organization and planning ability of activities to ensure smooth activity processes and reasonable layouts, avoiding congestion and chaos.

Leverage modern technological means, such as multimedia technology, to innovate the way of activity presentation, enhancing interactivity and visibility.

Pay attention to tourists' sense of participation and feedback, and timely adjust and optimize activity arrangements to ensure that the Torch Festival becomes an important window to showcase the charm of Yi culture.

Add professional interpreters to provide detailed cultural explanations for tourists and promote the wide dissemination of Yi culture.

4.3. Innovate marketing strategies and broaden market channels

Make full use of social media platforms, and through high - quality content creation and extensive dissemination, enhance the popularity and influence of the Torch Festival.

Collaborate with tourism agencies to launch special tourism routes and packages, achieving a deep integration of festival experiences and tourism products.

Organize pre - heating activities that combine online and offline methods to create a festive atmosphere in advance and stimulate tourists' interest.

Design souvenirs with Torch Festival characteristics to expand brand influence. Invite celebrities and online influencers to participate in the activities and promote them with their influence.

Develop personalized marketing plans for different target groups to achieve precision marketing. At the same time, use big data analysis tools to accurately locate potential customer groups and

improve the efficiency of advertising placement and information push. Actively seek cooperation opportunities with local enterprises to carry out joint marketing activities, realizing resource sharing and complementary advantages.

4.4. Build a digital information platform and optimize information services

Establish a comprehensive and centralized digital information platform to integrate and manage various types of information related to the Torch Festival.

Ensure data consistency and manageability through standardized processes, and set up strict data protection mechanisms to prevent leakage and tampering.

Use advanced data analysis tools to explore the value of information and provide a scientific basis for the organization and management of Torch Festival activities.

Provide convenient and accurate information query and reservation services to meet the diverse needs of tourists. Through efficient digital information management, enhance tourists' satisfaction and loyalty, and promote the continuous and healthy development of the Torch Festival tourism industry.

5. Conclusion

Through in-depth research on the tourism related to the Torch Festival in Chuxiong Prefecture, we have a profound understanding of the close connection between this unique festival and tourism. As a brilliant treasure of Yi culture, the Torch Festival has already become an important driving force for the vigorous development of the tourism industry in Chuxiong Prefecture. In the process of tourism development, the Torch Festival has successfully achieved a perfect integration of the inheritance of traditional culture and the modern tourism demands, providing tourists with a wide range of wonderful and diverse experiences. This integration not only has brought significant economic growth to the local area but also has made positive and important contributions to the protection and inheritance of culture. However, we must also be clearly aware of the possible challenges in the process of tourism development, such as improper arrangements of festival activities and the unsound digital tourism information system. In the future, on the basis of effectively protecting and inheriting the culture of the Torch Festival, we need to continuously explore and seek sustainable tourism development models.

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