Analysis on the Economic Development and Innovation Path of Tourism Cultural and Creative Industry Based on Big Data Statistics

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Abstract: As Computer Internet improves by leaps and bounds, human beings have been in an era full of data and information. Various efficient and advanced management software has filled every aspect of human life, and the rapid growth of it is more and more suitable for people’s travel and lifestyle. As an information-intensive industry, tourism cultural and creative industry is naturally integrated with information technology. Therefore, the use of big data on the Internet has triggered two revolutions as the core. All of this have profoundly changed the mode of running, management and operation, and play a vital role in the development of such enterprises.

1. Introduction:
The so-called big data statistical analysis refers to the process of analyzing a large amount of collected data with appropriate statistical analysis methods, extracting useful information, and conducting detailed research and generalization of the data. With the vigorous promotion of Internet computers in China, especially the rapid growth of mobile phones this year, people’s consumption concepts and lifestyles have undergone tremendous changes. A lot of consumption can be completed with a little. Therefore, the marketing strategy of tourism cultural and creative enterprises is facing huge changes to adapt to the development of society. Marketing in the era of big data has rejected the previous “focus on sales”, instead products for making full use of the disruptive changes brought by the Internet, improving services through some online technologies, user experience, looking for more effective marketing channels and innovation, as well as promoting the industry.

2. The concept and connotation of big data
The Internet and the information industry have grown by leaps and bounds in recent years, and “big data” has attracted attention in various industries. The concept of “big data” was originally proposed by the world-renowned company McKinsey in the report “Big Data: The Next Frontier of Innovation, Competition and Productivity”. With the rapid growth of computers and the Internet technologies, the relationship between people and the Internet is becoming more and more inseparable. Traces of people browsing on the Internet have also been recorded, and the data has grown tremendously. These data provide information and resources for people to reshape the world with an important impact on businesses, individuals and even countries. How large is big data? A set of data called “One Day on the Internet” tells us that in one day, the entire generated by the Internet can be engraved with 168 million DVDs; there are 294 billion e-mails (equivalent to two years of paper letters in the United States); 2 million community posts were sent (equivalent to the amount of text in 770 in Time Magazine); 378,000 mobile phones were sold, which is higher than the global number of babies born
daily at 371,000 ... It has become a resource for governments in various countries to compete for development. In 2012, US President Barack Obama announced an investment of 200 million US dollars to promote big data and related industries. And many domestic and foreign companies are also aware of the impact of big data and began to collect and analyze data, therefore, the era of big data has come.

3. **Economy path of tourism industry under big data statistical analysis**

3.1 *The impact of big data on the tourism industry*

In the era of such rapid development of big data, tourism welcomes opportunities first, and opportunities and challenges coexist. The development of traditional tourism is gradually replaced by the Internet-based. Online travel service agents are the first to face the difficulties. With the help of big data, online travel service agents first provide customers with a series of services such as hotels that are closer or cheaper than their tourist attractions, or hotels that better match their travel destinations. All of this makes tourism in a dominant position. Big data brings new changes to the tourism industry. For example, personalized recommendation of tourism products achieve the scenic spot, unmanned shopping experience, using the operator’s data to achieve tourist flow analysis, using face technology recognition and management evading tickets, using crawler technology to achieve the scenic spot’s word of mouth monitoring, using block chain technology to improve the tourism experience.

3.2 *Tourists’ new demand for tourism in the era of big data*

China’s tourism industry started relatively late, but it has developed rapidly. In recent years, the rapid development of information technology makes the tourism industry catch up. With the popularity of smart phones, people are more and more dependent on mobile app, such as Microblog, Wechat, Twitter and other applications. Almost everyone will run similar software, and directly query and pay tourism products online through these software. Ctrip’s wireless client has been downloaded more than 5 million times. The smart client represented by Ctrip and Qunar has occupied a certain market share and deeply loved by consumers. According to the statistics of the “Forecasting and Investment Strategic Planning Analysis Report of China’s Tourism Industry” released by the Institute of foresight industry, the total revenue of China’s tourism industry in 2012 was only 2.58 trillion yuan, and the total revenue of China’s tourism industry in 2013 increased to 4 trillion yuan. Then, following the guidance of the national leading department, the tourism industry will carry out the cultural tourism integration industry, integrate the cultural connotation of the scenic spots, expand the development space of quality tourism industry with the combination of cultural content, and promote the development of tourism economy with the supply side reform. In 2017, China’s tourism industry continued to grow at a high speed, exceeding 5.4 trillion yuan, up 15.14% year-on-year. In 2018, the domestic tourism market continued to grow again, and the total income of the industry in the whole year reached 5.97 trillion yuan, up 10.56% year-on-year.
While people are enjoying the changes brought by the big data of information technology, the demand for tourism are also changing accordingly. More personalization are showed, specifically in the following aspects: first, with the development of the Internet as well as the popularity, people can access the Internet at any time, so tourists’ travel needs are more independent. They no longer rely solely on travel and other agencies. Secondly, they are more independent to choose travel destinations. Problems encountered during travel will be solved as long as they search the Internet, which makes tourists gain more dependence. Taking tourism in Wuzhen from the city of Jiaxing as an example, a tourist returned from Wuzhen can write down what she saw and heard in there and the travel strategy, and put it on the Internet. If you plan to go to Wuzhen, you can search for these information strategies from the Internet and learn the experience. This can make your travel route more convenient. For example, the following itinerary can be used.

Day 1: Home-Hangzhou East Railway Station-Wuzhen
Day 2: Wuzhen-Xitang Ancient Town-Hangzhou
Day 3: Hangzhou-Qiandao Lake-Hangzhou
Day 4: Hangzhou-Hengdian-Hangzhou
Day 5: Hangzhou-West Lake-Pleasant Return

This is the convenience that big data brings to tourists, and a new travel option for tourists. Second, the interaction between tourists is more frequent. Nowadays, the development of big data on the Internet has enabled them to share their post-tourism experiences in online communities such as Weibo and Zhihu. For those who want to travel to Wuzhen, they can use this information to comprehensively consider itinerary routes, hotel reservations, special food and snack options, so that tourists can spend more reasonably and travel. Third, tourists more pursue spiritual tourism, not only superficial information synthesis, but also the best experience of traveling at the spiritual level.

3.3 New path analysis of tourism under big data

With the increasing development and popularization of the Internet, the traditional marketing mode should be changed. In the past, marketing was only focused on sales when the product was sold. It is more important to focus on a series of changes brought by comprehensive information compared to current sales. For example, people’s experience in Wuzhen can be published on the platform by tourists. It may affect the demand of other tourists in the later period, so the marketing means must be consistent with the demand of tourists. Second, pay attention to the service and follow-up service in the process of tourism. People focus on the services obtained in tourism and the follow-up service.
Tourism is a way to relax, and people hope to experience another lifestyle. It is important to highlight the special services and emotional needs of tourists.

4. **Big data statistics analysis of innovation path of industrial economy**

4.1 *The demand for cultural and creative products under big data*

With the rapid development of Internet big data, people’s demand for cultural and creative products is also increasing. Taking Wuzhen as an example, it has always been a place where scholars gather together and Mao Dun, the giant talent grew up and died. The background implication in the works written by Mao Dun, people want to experience this mood in person, so the experience of the former residence of Mao Dun in Wuzhen has been told. Combined with the local characteristics of water town and the mention of ancient buildings in film and TV plays and novels, the shooting location and other places can also be the reason for people to want to visit Wuzhen. Combined with this kind of cultural and creative products derived from local customs, such as Wujin with inch brocade and gold, Wuzhen Lake with exquisite craftsmanship, and Wuzhen cloth shoes adapted to the climate of Jiangnan water town, they will naturally become the best choice for souvenirs and gifts. Such cultural and creative products can better meet the needs of tourists’ spiritual experience, and developers can also predict more needs based on tourists’ recent needs.

4.2 *Analysis on innovation path of cultural and creative enterprises under big data*

With the rapid growth of the Internet, people are increasingly relying on the convenience brought by the Internet. In this context, cultural and creative enterprises should think about how to create products to meet the needs.

First, use the trend of Internet big data to re-plan the construction mode of cultural and creative enterprises. In recent years, with the changes in the market, many Internet cafes have targeted the industry of cultural and creative enterprises, so these changes have led people to believe that the operating mode will have great changes. Film, television, literature, and drama have made people see the integration of the Internet with these traditional companies, and their market share has increased year by year. Then, the joint cooperation between some traditional cultural and creative enterprises and Internet companies is an inevitable mode, so cultural and creative enterprises must also change the original traditional single enterprise mode.

Second, make use of big data analysis to make corresponding creative planning early publicity to guide consumption. Operators not only use the traces left by users browsing the Internet to track their consumption preference, but also integrate this to predict their consumption behavior in this period or in the next step. For example, “Sanzhenzhai” the favorite foods brand of tourists’, bookmarks for fans of water villages, etc., may be more well-known through online marketing, which will attract more consumers. As more users have entered the Internet in recent years, the demand of cultural and creative products have become large. For example, the number of users of online has gradually increased, and the number of users of online games has also increased year by year. In addition, the Internet big data can track the personalized pursuit according to their browsing traces, and carry out targeted promotion, such as soft text marketing, game mall props to further enhance their consumer demand.

Third, use Internet big data to integrate the marketing mode of cultural and creative products. The bundled marketing of the Internet and traditional cultural and creative industries has become a trend. Cultural and creative enterprises should combine the advantages to develop business cooperation, establish network platforms, online and offline simultaneous marketing, two-dimensional and multi-dimensional cooperation. In addition, enterprises should keep pace with the times, formulate various marketing strategies, and improve the existing promotion mode. For example, Tao bao and Dou yin not only enhance the users’ live experience of various cultural and creative products, but also expand customer group rapidly.

Fourth, it should be noted that the everyone can access the Internet and the information is
completely transparent. Therefore, protecting the user’s information security is an issue that must be considered. The originality of cultural and creative products must be guaranteed, the intellectual property rights of the original authors must be firmly maintained, and piracy must be resolutely resisted.

5. Conclusions:
The rapid growth of the Internet has made huge changes in many industry modes, especially tourism, cultural and creative industries, which have paid more attention to the integration of information technology. Therefore, it is more important to integrate the Internet’s big data according to the existing mode to drive the entire industry.

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