



# Research on the Impact of Digital Economy on the Development of Tourism Industry in China

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**Abstract:** Since the 21st century, with the stable development of society tourism has gradually become a strategic pillar industry of the national economy. By virtue of the endowment of tourism resources, various regions have experienced a long-term rapid development process, gradually realizing the industrialized development of China's tourism industry. However, with the homogenization of tourism products around the development of tourism resources endowment can no longer become the core competitiveness of tourism development, so the promotion of the transformation and upgrading of the tourism industry has become a top priority. At the same time, the explosive development of the digital economy for the development of various industries to bring great opportunities for development, but also to the industry has brought unprecedented impact, the digital economy driven by the development of the industry's new model has become a general trend. Shandong Province, as a populous province and a large tourism province, the current tourism industry development is slow and in urgent need of a breakthrough, so how to utilize the digital economy as a new engine to improve the quality of the development of tourism industry in Shandong Province is of great practical significance.

**Keywords:** Digital economy; Tourism industry development in China; Shandong Province

## 1. Introduction

The report of the 19th National Congress of the Communist Party of China clearly pointed out the need to build a "Digital China" and promote the deep integration of digital technology with the traditional economy. As of 2023, the scale of China's digital economy exceeded 50 trillion yuan, remaining the second largest in the world. It accounted for 41.5% of the GDP and has become an important engine for promoting transformation and stable growth, indicating the increasingly significant importance of the digital economy in China's economic development. The digital economy has already become a new engine driving the development of the tourism industry. The digital economy that emerged based on new digital technologies such as big data, cloud computing, and blockchain has become a new driving force for the development of various industries. Its strong industrial linkage provides an important guiding direction for the transformation and upgrading of China's tourism industry. However, as a new engine promoting the development of the tourism industry, how the digital economy affects the development of the tourism industry and what its internal mechanism is still deserve in-depth discussion. Therefore, taking Shandong Province of China as an example, based on the importance of the digital economy in the development process of the tourism industry, this paper explores the influence mechanism of the digital economy on the development of the tourism industry and reveals the specific mechanism of the digital economy's influence on the development of the tourism industry, which is of great significance for better developing the digital economy and ultimately achieving the long-term sustainable development of the tourism industry.

## 2. Analysis of the Current Situation of the Development of Tourism Industry and Digital Economy in Shandong Province

First, the development level of the tourism industry in Shandong Province has improved during the study period, but the speed is relatively slow and it needs to be optimized and upgraded. The average development level of each region shows the characteristics of "Eastern Shandong > Central Shandong > Southern Shandong > Northwestern Shandong"; spatially, it generally shows the differentiation characteristics of a gradual improvement from the inland to the coastal spatial gradient, and the subsystems of market scale, industrial level and economic benefits show a spatial distribution pattern of high in the

central and eastern regions and low in the north and south; in terms of regional differences, the overall differences, intra-regional differences and inter-regional differences are all gradually expanding. Among them, inter-regional differences are the main cause of regional differences, and the contribution rate of intra-regional differences in the four major regions shows the characteristics of "Southern Shandong > Northwestern Shandong > Central Shandong > Eastern Shandong".

Second, the development level of the digital economy in Shandong Province has steadily improved during the study period, and the growth rate is relatively considerable. Within the province, it shows the characteristics of clustered development, and the development level of each region is characterized by "Eastern Shandong > Central Shandong > Northwestern Shandong > Southern Shandong"; spatially, it shows the distribution characteristics of spreading from Jinan and Qingdao to the surrounding areas.

### **3. Suggestions for the Development of Tourism Industry in Shandong Province by Digital Economy**

#### **3.1 Attach importance to the development of the digital economy**

Through the research in this paper, it is found that there are significant spatial differentiation characteristics in the development level of the digital economy in various cities of Shandong Province, and the inter-regional differences are the main reason for the overall differences in the digital economy of Shandong Province. Therefore, the coordinated regional development of the digital economy should be promoted. First, improve the government management level. The government in Southern and Northwestern Shandong needs to be given more policy inclination and financial support, and strengthen the data circulation within and between regions. Second, build multiple economic centers for the development of the digital economy within Shandong Province, promote the transformation and upgrading of related industries, and gradually narrow the regional differences.

#### **3.2 Implement strategies based on local conditions**

Specifically, the eastern region of Shandong should grasp the first-mover advantage of the digital economy, take the lead in initiating the overall construction of urban-level digital tourism scenarios, increase the digitalization degree of the tourism industry, enhance the economic benefits of the impact of the digital economy on the tourism industry, and create a "demonstration area of application scenarios for digital tourism, an integrated industrial cluster area, and a source of technological innovation", ensuring reasonable encouragement and support for the digital transformation of tourism enterprises; The positive effect of the digital economy on the tourism industry in the central and southern regions of Shandong is strong and should be maintained. They should actively strengthen exchanges and cooperation with the "leaders" of tourism digitalization construction, fully absorb the external dividends brought by the digital economy, break through problems such as poor resource circulation and low allocation rate. At the same time, they should further integrate advantageous resources, strengthen digital talent planning, increase the intensity of talent introduction and other means to improve the local human resource level, continuously improve the talent system, and form a favorable policy and reasonable income environment for using talents; The development level of the digital economy in the northwestern region of Shandong is relatively backward. It should accelerate the construction of digital infrastructure, expand the popularity rate of smart tourism and digital tourism scenarios with the "physical object" as the core, and lay a market-based foundation for the digital economy to exert network externalities.

#### **3.3 Enhance the depth of industrial integration**

Macroscopically, local governments actively promote the construction of digital infrastructure for the tourism industry. Led by the government, the digital transformation and upgrading of traditional scenic spots, venues and other tourism spaces are carried out to form a good environment for intelligent tourism services, promote the effective penetration of the digital economy into various tourism industry chains, and innovate the supply system of tourism products and services. Microscopically, carry out the construction of "platform integration". Platform integration and intercommunication should be carried out among various regions to meet the consistency of data between digital and tourism platforms, which is conducive to understanding the data in all dimensions, comprehensively analyzing the real-time demand for tourism products, and facilitating the implementation of comprehensive decisions. By building a unified cooperation and exchange platform for the development of the digital economy and the tourism industry in the province, clarify the development model of digital and tourism cooperation, provide services for digital and tourism data conversion and verification, access services, applications and tools to achieve resource and capacity sharing, one investment, and province-wide use.

## 4. Conclusion

This paper empirically analyzed the relationship between the digital economy and the development of the tourism industry in Shandong Province, clarified the intensity of the role of the digital economy in the development of the tourism industry, provided a quantitative method for the impact of the digital economy on the development of the tourism industry in Shandong Province, clarified the mechanism of the digital economy's effect on the development of the tourism industry, and further deepened the theory of tourism industry development. It is conducive to a comprehensive understanding of the role channels of the digital economy in the development of the tourism industry in Shandong Province, thereby supplementing the related research on the development of the tourism industry, and providing ideas for further implementing national strategies and the spirit of the Party's meetings, formulating digital economy development strategies, and achieving the sustainable and stable development of the tourism industry.

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