

# Research on the Digital Transformation Strategy of Traditional Scenic Spots Based on Exhibition Operations

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## ABSTRACT

With the advent of the information age, digital transformation has become a necessary stage for the development of the tourism industry. Traditional scenic spots are an indispensable and important component of the tourism industry, facing the challenges brought by digital transformation. Exhibition operation is the result of the continuous extension of tourism industry. Its operation mode and digital technology are of great significance to the transformation of traditional scenic spots. Therefore, the article is based on the digital transformation of traditional scenic spots in exhibition operation. First, the necessity of digital transformation of traditional scenic spots is summarized, then scientific and effective strategies are put forward, and finally the corresponding conclusions are drawn to speed up the transformation process of scenic spots.

## KEYWORDS

Exhibition operation; Traditional scenic spots; Digital transformation

## 1. INTRODUCTION

In the information age swept by the wave of digitization, the development of traditional scenic spots is facing difficulties, and the operation is deteriorating, resulting in less economic benefits. In the face of this situation, scenic spots should timely change their awareness of business development and recognize the necessity and importance of digital transformation. Exhibition operation plays a very important role in the tourism industry, and after long-term development, it has achieved the goal of digital transformation. Its strategies and experience can provide reference for traditional scenic spots and promote their efficient development.

## 2. THE NECESSITY OF DIGITAL TRANSFORMATION IN TRADITIONAL SCENIC SPOTS

Digital transformation is a necessary part of the development path of scenic spots, which helps to improve the level and efficiency of tourism services. Traditional scenic spots are limited by technology, public opinion, and other factors, making it difficult to achieve long-term development goals. With the introduction of digital technologies such as big data and cloud computing, scenic spots have ushered in unprecedented development opportunities. By efficiently summarizing and analyzing data, scenic spots can accurately grasp the consumption patterns and habits of tourists, and improve service levels. For example, with the support of big data technology, scenic spots can provide personalized travel plans for tourists, enhancing their experience. At the same time, digital technology can innovate the management mode of scenic spots, innovate operational processes, improve operational levels, reduce cost expenditures, and lay a solid foundation for subsequent development.

The arrival of the digital era has had a certain impact on the development of China's tourism industry. In this context, traditional scenic spots need to closely follow the development of the times and seize the opportunities brought by the digital age in order to maintain their industry position and occupy more market share. The digital transformation has pointed out the future development direction for scenic spots, providing innovative approaches such as virtual reality, augmented reality and other technologies, shaping a more realistic environment, and bringing immersive experiences to tourists. In addition, digital technology can be combined with traditional Chinese culture to create products with cultural characteristics and further enhance the visibility of scenic spots.

### **3. DIGITAL TRANSFORMATION STRATEGY OF TRADITIONAL SCENIC SPOTS BASED ON EXHIBITION OPERATIONS**

#### **3.1. Enhance the digital level of exhibition activities**

##### **3.1.1. Building a digital exhibition platform**

Building a fully functional digital exhibition platform is not only an effective way to improve the level of event digitization, but also the core driving the rapid development of the industry. This platform should include functional modules generated based on different modern technologies to meet the needs of organizers and consumers for exhibition activities.

Firstly, online display is one of the essential features of the platform. With diversified and high-definition modes, exhibitors can leverage the advantages of low cost and convenience online to showcase product features in real-time and attract audience attention through this means. Viewers can use the platform to collect the necessary information and enhance the exhibition experience.

Secondly, communication and interaction are also essential core functions of the platform. Through various channels such as online interaction and video conferences, exhibitors, audiences, and other entities can communicate and interact with each other around the product at any time, share opinions with each other, and deepen cooperation between each other. This interactive method can not only establish a good reputation system among subjects, but also promote the development of exhibition activities.

##### **3.1.2. Applying virtual exhibition technology**

Virtual exhibition technology, as a result of scientific and technological innovation, has brought about revolutionary changes in the exhibition industry. This technology breaks the limitations of distance and time, providing exhibitors and visitors with a better experience. During the event, relying on VR, AR and other technologies, virtual exhibition technology can achieve one-to-one replication of actual scenes, providing participants with an immersive experience and creating a world that is closer to reality and more novel.

In a virtual environment, exhibitors can freely plan and organize product displays, improve exhibition services, and combine with a virtualized exhibition layout to deepen the memory of visitors. Viewers can use virtual devices to enter the virtual environment, bringing them closer to exhibitors and strengthening communication and exchange. Immersive experience not only makes the exhibition more attractive and leads the audience into it automatically, but also makes every audience feel the charm of this mode.

Meanwhile, virtual exhibition technology can optimize and control exhibition cost expenditures. Compared with traditional high cost exhibition models, virtual exhibitions can maximize the reduction of capital investment. Omitting traditional links, exhibitors only need to rely on virtual environments to construct virtual display areas for products. Viewers can participate in exhibition activities online without spending too much time and money.

### 3.1.3. Integrate online and offline resources

For exhibition activities, integrating online and offline resources is the key to improving the digitalization level of the event. The advantage of this model is that it can fully leverage the advantages of online and offline based on practice, deeply optimize exhibition activities, and achieve the goal of maximizing benefits.

From the perspective of the platform, collecting and organizing feedback information from exhibitors and visitors can help us understand the market environment and user requirements after analysis. In this way, we can further grasp the popularity of the event and guide the development of offline activities. For example, by combining user online behavior and personal preferences, the offline exhibition area layout can be adjusted to meet user viewing needs.

Offline activities can be seen as a way to promote online platforms and create more economic benefits through activities. In this way, it can not only improve the level of digitalization of the event, but also attract more participants, bringing a better experience to exhibitors and visitors.

## 3.2. Optimizing the digital process of scenic area management and services

### 3.2.1. Establish a comprehensive digital management system

Building a fully covered management system with digital characteristics based on the landscape of scenic spots can not only improve the operational efficiency of scenic spots, but also enhance the level of intelligence of scenic spots, providing tourists with a better experience. The system specifically includes different functional modules such as access control and ticketing. During the operation phase, it can collect, transmit, and process data in real-time, promoting more refined management of scenic spots and reflecting the characteristics of intelligence.

Objectively speaking, access control is an indispensable basic protective facility for scenic area management. In the setting stage, modern identification technology should be actively introduced to provide safety guarantees for tourists entering and exiting. The ticketing system and access control system should be closely connected to achieve synchronized information updates and prevent issues such as ticket evasion and fake tickets in scenic areas. At the same time, a monitoring system will be installed around the scenic area, and comprehensive supervision of the scenic area will be carried out based on the monitoring equipment.

From a data perspective, digital management systems have strong processing capabilities and can efficiently analyze feedback data from different modules, providing support for the implementation of management decisions. Based on the feedback data, the scenic area management unit can develop more practical marketing plans and improve service levels based on information such as tourist flow and consumption behavior in the scenic area. In addition, with the support of integrated systems, strengthen departmental communication and exchange, implement collaborative cooperation models, and share operational information of scenic spots. In this way, it can break down the information barriers between departments, share data to promote interaction, prevent duplication of work or information, and improve management level. Meanwhile, integrated systems can simplify business processes, control the impact of human factors, and ensure work quality.

### 3.2.2. Promote online reservation and payment

From the perspective of long-term development of scenic spots, promoting and popularizing online reservation and payment services can innovate the management mode of scenic spots and provide tourists with better quality services. At present, with the advent of the information age and the rapid development of the Internet, tourists can carry out a series of online operations through intelligent devices to facilitate travel.

Through online technical support, tourists can receive corresponding services in advance, including tour guides, catering, etc., simplifying the process and omitting links, reducing time and energy

consumption. In this way, not only can the service level be improved, but also it is convenient for tourists to plan their subsequent travels and enjoy a high-quality experience. At the same time, scenic area management units can rely on the system to grasp tourist demand and passenger flow, adjust resource allocation from a business perspective, and improve the level of scenic area operation.

In addition to reservation services, online payment also brings great convenience to tourists. After the scenic area service reservation is successful, tourists can choose to complete the transaction online, which can avoid queuing and waiting. This method has a high level of security and can effectively avoid transaction risks.

### 3.2.3. Implement intelligent navigation and explanation

Introducing an intelligent navigation system can meet the personalized needs of tourists, eliminate regional language barriers, and enable all tourists to enjoy thoughtful services from the scenic area, improving the level of tour guides.

This system integrates technological products, mainly relying on big data and positioning technology to understand the distribution of tourists in the scenic area and the basis of activities. By analyzing and collecting data, the system recommends suitable tourist attractions on its own to prevent tourists from missing out on the exciting experience due to insufficient understanding of the scenic area.

At the same time, the intelligent navigation system is equipped with a commentary function to enhance interaction with tourists. Tourists can freely change the navigation services based on their needs and preferences, and learn about the historical background, development history, and other information of the scenic spot. During the tour, tourists can participate in interactive games through the system, including question answering, forum communication, etc., enriching tourism elements and enhancing the fun of the trip.

## 3.3. Strengthening the Digital Means of Scenic Area Marketing and Promotion

### 3.3.1. Establish comprehensive digital marketing channels

To achieve one-stop tourism, launch a well structured and user-friendly official website and mobile application. Through this approach, visitors can be introduced to the details of the scenic area from multiple aspects, integrating functions such as ticket booking and service reservation. Tourists only need to operate online to understand the required information and interact with the scenic area management units. At the same time, continuously optimize the interface, improve service levels, and ensure that all tourists can enjoy tourism services.

With the advent of the digital age, social media has played a very important role in the development of scenic spots, becoming the main way to communicate and interact with tourists. Utilize WeChat, microwave and other information platforms to regularly publicize scenic area information and actively communicate with tourists. In this way, it not only enhances the influence of scenic spots, but also creates a platform for information sharing and exchange among tourists.

### 3.3.2. Applying big data and artificial intelligence technology

In the context of smart tourism, data analysis has played a very important role. Through big data, automation technology, and related software, it is possible to conduct in-depth analysis of consumer behavior and patterns based on collected data information, and explore potential value content. By doing so, we can further understand the needs and preferences of tourists, promote corresponding services, and grasp the characteristics of consumption. In this way, it can provide reference for the development of marketing plans for scenic spots and also win the trust and recognition of consumers.

In order to improve tourist satisfaction, artificial intelligence technology is used reasonably, based on personalized services provided by tourists, combined with feedback results and scenic resources, to provide tourists with the most suitable attractions, activities, etc. This recommendation model can

make travel more convenient for tourists, reduce time and energy investment, and allow tourists to appreciate the charm of the scenic area, improving tourist satisfaction.

### 3.3.3. Innovate digital marketing content and forms

Under the background of short videos, live streaming platforms have sprung up like mushrooms after rain, and scenic spots can reveal details of their activities through diversified means. Use short videos to showcase the characteristics, culture, and activities of the scenic area, and attract the attention of potential tourists. Meanwhile, live streaming marketing can also play a role in promoting scenic spots. Business units can invite well-known anchors to live stream within the scenic area, allowing tourists to experience the charm of the scenic area through online means, actively communicate and interact with the audience, and stimulate tourism interest.

To attract more tourists and enhance the visibility of the scenic area, the operating unit can launch various activities in real time. For example, online lottery can encourage tourists to actively participate in games or activities, win prizes, and increase stickiness. The check-in challenge requires tourists to complete tasks within the scenic area and share their activities on social media platforms, showcasing their travel history in this way. In this way, not only can it enhance the fun of tourism, but it can also provide tourists with a better experience.

## 4. CONCLUSION

In summary, by conducting in-depth discussions on the digital transformation strategies of traditional scenic spots based on exhibition operations, we can grasp the necessity of digital transformation for the long-term development of traditional scenic spots, and play an important role in improving operational efficiency and service levels. Integrating digital exhibition operations with the development of traditional scenic spots can not only improve the operational level of scenic spots, but also bring more interesting and diverse experiences to tourists. However, digital transformation cannot be achieved overnight. As a scenic area manager, one must have a forward-looking and innovative mindset, actively introduce new technologies, and innovate business models.

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