

Exploration of a New Model of "Highway + Tourism"

Development from the Perspective of 5G——Taking the Yichang Road Tourism Economic Belt as an Example

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Abstract: The innovation of 5G technology is the characteristics of the progress and development of the times, now Yibin City Yichang Road construction has been basically perfect, along the way tourism in this network era and the epidemic epidemic intersection can be described as ready to go, in the typical mode of "highway + tourism", with the help of 5G advantages, Yichang Road tourism economic belt innovation into "5G + highway + tourist attractions + tourism services" integrated tourism comprehensive development model, adapt to the development of the times and the diversification characteristics of tourists, explore new directions of industry development, draw a new main line for high-quality tourism development. 5G is a mobile communication technology, but also a trend of future development, in the development of Yibin Yichang Road tourism, seize the new opportunities of 5G mobile communication development, rely on the "Internet of Things", "cloud computing" and "smart city" common development, combined with the current situation, with the help of "highway + tourism" typical model, strive to explore a new development model for Yichang Road tourism economy.

Keywords: 5G Technology; Yichang Road; Road + Tourism; New Mode

1. Background of 5G innovation and development

5G is the fifth generation mobile network communication technology. Compared with 4G network technology, 5G has the characteristics of "low delay, high bandwidth, wide connection", etc. The progress of 5G technology is obviously reflected in the coverage of wireless signals, transmission efficiency, communication security and other aspects. As one of the national infrastructure construction, 5G is expected to achieve 56% user penetration by 2025. It will integrate with cloud computing, AI Internet of Things, industrial Internet and other major industries. ^[1] And it has spawned a number of digital application scenarios, including smart cultural tourism, which uses 5G technology to promote the digital development of tourism, broaden consumption space, innovate management models, and build a network platform for smart services and real-time monitoring.

1.1 The proposal of "road+tourism"

With the continuous development of economy, people's material life has been improved by leaps and bounds. Nowadays, people are increasingly pursuing the satisfaction of the spiritual world. Tourism, as the main method to effectively enrich people's spiritual world and spiritual life, reflects the contradiction between people's need for pleasant travel and the imperfect and unbalanced development of transportation. As a new tourism mode with dual functions of tourism and traffic operation, tourist highway is the most direct and effective way to meet people's travel needs, and can bring people better tourism experience.

1.2 Research on the Current Situation of Yichang Road Tourism

The Yichang Road Expressway starts at the intersection of Jiangan Second Road and Nanzhan Road of Dianjun District and ends at Tujiayuan Square, Longzhouping Town, Changyang, with a total length of 27.84km, which has been completed. The main tourist attractions along the route include Lizhuang Ancient Town, Qidonggou, Southern Sichuan Bamboo Sea, etc.

Although many scenic spots are mature, they also show some problems. Taking the Bamboo Sea as an example, according to the latest statistical data of Yibin Municipal Bureau of Statistics in 2021, tourists to the Bamboo Sea in Southern Sichuan are mainly domestic tourists, most of whom come from Yunnan, Guizhou and Sichuan provinces. In terms of age, they are mainly middle-aged and elderly tourists, mainly for leisure and health care. ^[2] In the Internet era, young people have more access to the Internet than middle-aged and elderly people, and their access to information is mainly through the Internet. However, the publicity of the scenic spot on many relevant network platforms is not satisfactory, which is traditional and single as a 4A scenic spot.

2. 5G boosts new tourism model

2.1 Integration of culture and tourism and exploration of tourism depth

Culture is the soul of tourism, and tourism is an important carrier of culture. The two complement and penetrate each other. For the tourism industry to develop for a long time, the culture of scenic spots that has been deeply rooted in the hearts of the people is indispensable, and the integration of culture and tourism has always been all over the world. For example, the cultural spread of the Silk Road and Marco Polo's travels in the Yuan Dynasty have opened up a Xintiandi for tourism and culture. However, influenced by the technological development of the times, the integration of culture and tourism today tends to be digital.

The digital innovation and development of cultural tourism integration is of great significance. It has solved the problems of difficult to grasp the cultural tourism market demand, difficult to evaluate cultural tourism resources, and difficult to replicate cultural tourism experience ^[3]. Tourists are diverse. Through data analysis, we can fully understand the trend of passengers' age, occupation, economic status, preferences, etc., adjust and enrich the ways of cultural communication in the scenic spot in real time, and have their own advantages in souvenirs, hand crafts, answering contest gifts, etc. By improving tourists' participation in local culture, tourists can not only experience the pleasant scenery, but also experience the deep charm of local culture, Enhance the sense of experience from the inside out, and increase the "return rate" and "praise rate" ^[4].

"Poetry and distance" is one of the main pursuits of today's society. Poetry is the bottom rhyme of culture, while the distance is high mountains and long rivers. Through new technology and the actual situation of Yichang Road Tourism Economic Belt, we can reasonably integrate culture and tourism, explore the depth of tourism sites vertically, and achieve long-term development.

2.2 Follow the "wind" and follow the social hot spots

Taking advantage of 5G technology's advantages of faster transmission speed and wider scope, Yichang Road Tourism Economic Belt can also "rub off" with the times. For example, the recent "intangible cultural heritage craze" is a response to the call of the Ministry of Culture and Tourism to "protect in the process of improvement", "intangible cultural heritage into modern life", and "see people see things see life", turning intangible cultural heritage tourism resources into a new form of tourism that can be experienced, purchased, and integrates artistry and culture, which makes the "intangible cultural heritage" culture shine, and is also widely concerned and supported by Chinese people, The "intangible cultural heritage" culture in Yichang Road Scenic Area is also rich and colorful, such as the "Bamboo Spring", "Bamboo Feast" and "Southern Sichuan Marriage Custom" in the Bamboo Sea in Southern Sichuan, and the "High Decoration of the Dam", "Miao Custom", "Bo People's Hanging Coffins" in Xingwen Stone Sea, Create and promote local unique intangible cultural heritage to attract tourists from the audience's attention.

Take advantage of the Internet to fully understand the society, follow up on hot topics, update and change strategies in real time based on the actual situation from the perspective of major social concerns, and inject era strength into the development of Yichang Road Tourism Economic Belt.

3. New mode and new significance

China's highway system is no less than that of developed countries in Europe and the United States. Since CYTS introduced the concept of road tourism to China at the 2010 World Expo, a large number of characteristic tourism style and landscape roads have been completed. Through movies, novels, H5 and other ways, the road culture has gradually risen, and

has gained considerable popularity among the people. Among them, the road tourism brand "Sunshine Bus" created by CYTS is the leader. The "Sunshine Bus" will pass Tianjin along the way to visit the folk customs of the late Qing Dynasty in the Shijia Courtyard; To experience the charm of acrobatics in Wuqiao, Hebei [5]; After a visit to Mozi's hometown of Tengzhou, go to Huai'an, the hometown of Premier Zhou; Finally, I went straight down to the south of the Yangtze River to wander around the thin West Lake in Yangzhou, Jinshan in Zhenjiang, the ancient ferry in Xijin, and the Tianmu Lake and the Bamboo Sea in Nanshan, which seemed like a fairyland; Along the way, tourists can enjoy such delicious food as Dezhou Grilled Chicken, Yangzhou Morning Tea, Huaiyang Cuisine, Tianmu Lake Fish Head Soup and Confucius House Feast. This is the difference between road travel and round-trip vacation by train and plane. Going all the way, you can not only see, but also experience deeply; Not only passing by, but also participating personally. It is the meaning of "traveling thousands of miles" to re recognize these cities that we are familiar with or unfamiliar with. CYTS is extending its road tourism network to the whole country, and the 5G road tourism model of Yichang Road coincides with its meeting.

In recent years, the popularity of self driving travel continues to increase, and people's travel enthusiasm continues to rise. In the post epidemic era, people's travel mode is changing quietly. Yunnan, Sichuan, Hainan, Xinjiang, Zhejiang, Guangdong and other provinces are popular destinations for "self driving tours". Compared with the same period last year, the popularity of self driving tours in all regions of the country has increased significantly. The construction of Yichang Road 5G tourism model has a good development prospect. Under the "5G+highway+tourism" model, the scope of tourism functional areas can be expanded, so that the road can also become a tourist attraction and promote regional economic development. It is also conducive to integrating tourism resources along the road, improving the connectivity of tourism resources, promoting the optimization of tourism spatial structure, improving the utilization rate of tourism resources, helping to explore the layout theory and method of tourism road tourism, improving the planning system of road tourism, and forming an integrated tourism comprehensive model of "information+roads - tourist attractions - tourism supporting facilities - tourism services".

4. Conclusion

The establishment of the new tourism model of Yichang Road based on 5G network communication technology and the "road+tourism" model is conducive to promoting the economic development of the areas along the Yichang Road. It not only verifies the feasibility of combining 5G technology with "road+tourism", but also highlights the forward-looking and wisdom of this model, providing a new idea and method for the development of similar tourism areas. However, there is still a long way to go to better integrate 5G technology with the "road+tourism" model. It is believed that with the continuous popularization and improvement of 5G technology and the gradual development of the "road+tourism" model, the combination of 5G technology and the "road+tourism" model will accelerate and become a new tourism development model.

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