

Original Paper

The Virtual Digital Intelligence Experience Empowers the Practical Development of the Han-Tibet-Qiang Yi Corridor

Huang Wen¹, Liu Mingyan¹ & Shang Yiran¹

¹ Tourism and History Culture School, Southwest Minzu University, Chengdu, Sichuan, China

Received: October 19, 2024 Accepted: November 04, 2024 Online Published: November 18, 2024

doi:10.22158/assc.v6n6p33

URL: <http://dx.doi.org/10.22158/assc.v6n6p33>

Abstract

With the infiltration of new technologies in the meta-universe, the blending and transformation of the blending scene brought by virtual space and digital intelligent cultural tourism has always been the core element of the presentation of cultural tourism industry. Although the research on virtual digital intelligence experience has been very extensive, the cultural and tourism blending scene in the Han-Tibet-qiang Yi Corridor still seems to be unclear, and the corresponding understanding for the construction of beautiful China is still scattered. This paper aims to establish the theoretical basis of the blending scene of Han, Tibet and Qiang Yi corridor based on the core characteristics of virtual digital intelligence travel and the basic content of the blending scene of Han, Tibet and Qiang Yi Corridor. This paper discusses how to define and explain different perspectives of virtual digital intellectual and cultural tourism in the development of ecological civilization, and discusses related issues of the integration scene of Han-Tibet-qiang Yi corridor from the perspectives of transportation and tourism, health and tourism, ecology and tourism, rural revitalization and tourism. From the marketing and design perspective, the article also puts forward the comprehensive impact of the virtual digital intellectual tourism to enable the integration scene of the Han-Tibet-qiang Yi corridor to grasp national security and maintain social stability.

Keywords

virtual digital intelligence, Han-Tibet-Qiang Yi corridor, blending scene

The Third Plenary session of the 20th Central Committee of the Communist Party of China made a systematic plan to deepen the reform of cultural institutions and mechanisms and ecological progress, calling for the transmission of fine traditional Chinese culture, accelerating the adaptation to the new situation of rapid development of information technology, and fostering a large contingent of outstanding cultural talents. Cultural confidence comes from Chinese-style modernization. To achieve

the goals of economic and social development, we need to develop new quality productive forces in light of local conditions and steadily advance green and low-carbon development. New information technologies in the autonomous universe are growing exponentially with each passing day, computing power and transportation capacity are constantly improving, and big data is being used for sharing, cooperation, exchange and confrontation at home and abroad. As the economy and society are under pressure from internal and external shocks and induced by huge interests, there is a strong trend of the people using virtual digital intelligence, and they are deeply involved in various commercial online activities. A large number of people participate in online platforms and virtual experiences that meet consumers' needs for communication, information and entertainment. The Internet of Things, demand links, and virtual platforms allow many people to experience group activities with little face-to-face interaction. This kind of virtual digital intelligence experience has been popularized in games, cultural tourism, transportation, agriculture, animal husbandry and fishing, and even disaster management. The growth of virtual digital intelligence experiences in terms of number, interest and influence is an inexorable and inevitable trend. With the vigorous development of new media such as mobile phone communication and virtual platform, it is obvious that it will become more and more important to pay attention to how the original long and unattainable cultural lines of the Sino-Tibetan-Qiang Yi Corridor are practiced in the fusion scene of virtual digital intelligence experience.

1. The Cultural Carrier Identification of the Han-Tibet-Qiang Yi Corridor in the Application of Virtual Digital Intelligence Experience

The Han-Tibet-Qiang Yi Corridor, as an important area where multi-ethnic cultures meet in China, boasts rich cultural heritage and unique natural landscapes. However, its geographical location is relatively marginal, its economic foundation is relatively weak, and there is a lack of special funds to invest in the development of tourist attractions (spots). The rich cultural tourism resources need to further demonstrate a distinct personality style and aesthetic orientation. Architecture, handicrafts and traditional performances are also in urgent need of rich and diverse content creation, dissemination, consumption activities and sound, long-term, efficient and novel publicity mechanisms. The overall visibility is high but the lack of individual details, the radiation scope is relatively narrow, and the financial dependence on transfer payments is heavy. With the advent of the digital age, Virtual Intelligent Cultural Tourism provides a new path for the protection and inheritance of these cultural heritages. Through virtual digital cultural tourism technology, all-round and multi-angle promotion can be realized, so as to promote the digital protection and dissemination of culture, promote the exchange and integration of various ethnic cultures, cast a strong sense of community of the Chinese nation, and provide strong support for the sustainable development of the Sino-Tibetan-Qiang Yi Corridor.

1) The culture of the Han-Tibet-Qiang Yi Corridor with virtual digital wisdom experience and application

The Han-Tibet-Qiang Yi Corridor has always been a major transportation route for various ethnic groups to travel north and a place where many ethnic groups meet and integrate. Due to its unique geographical environment, it plays an important role internally and externally as an important channel for communicating with Southeast Asian countries, and an important window for promoting Chinese culture to the outside world. As a window for promoting culture, the first thing we need to do is to write and speak well about the culture of the corridor. As for how to write and speak well, we need to fully tap into the unique national culture and spirit of each ethnic group contained in the corridor. With the continuous development of the new era and the continuous upgrading of new media and technologies, the transmission and inheritance of the culture in the Han-Tibet-Qiang Yi Corridor can not only rely on the original way, but should apply new media such as virtual digital intelligence to the cultural system, making it an important business card of China's external publicity culture. The culture in the corridor is rich and colorful, and each ethnic group in each region has its own unique culture, which has become an important object for virtual digital intelligence to play a role, such as Ganzi County, Dege County and Luhuo County in the corridor.

Known as "the Center of Kangba Culture, the hometown of King Gesar, the source of Southern Tibetan medicine, and the hometown of traditional Tibetan crafts in China", Dege is the birthplace of Chinese Kangba culture and the core area for the inheritance and protection of Kangba culture. With its rich Tibetan cultural heritage, rich traditional folk customs, immortal intangible skills, and colorful Tibetan Buddhist sects, Dege's cultural connotation is no less than Lhasa in Tibet, or even better than "Lhasa is Tibet". There are a total of 5,016 domestic cultural tourism resources in the county, including 2,993 cultural resources and 2,023 tourist resources. It has 2 4A-level scenic spots in Dege Printing House, known as "Encyclopedia of Tibetan Culture" and "treasure house under Snow", the largest Kangba cultural experience center, Kangba Wendu, Kangba Alps Tumuling Pastoral Culture Experience Park, Yulong Lacuo, a dressing mirror of a pearl princess, and 9 3A-level scenic spots such as Cuotong Cuihu in the Fairy Danxia. It is the county with the most A-level scenic spots in Ganzi Prefecture. At present, Dege County has 1 world-class intangible cultural heritage, 3 national intangible cultural heritage, 2 national key cultural relic protection units, 5 provincial intangible cultural heritage, 6 provincial cultural relic protection units, and 1 provincial intangible cultural heritage experience base. In 2023, 123 state-level non-genetic inheritors and 3 state-level intangible cultural heritage projects have been successfully declared. One provincial nature reserve, two provincial wetland parks, one provincial rural revitalization demonstration village, and won the title of "the most beautiful County", "the most beautiful township" and "the most beautiful village" in Ganzi Prefecture, and was selected into the first batch of China's special tourism resources recommended list in Sichuan Province and Bashu Climate health Land, successfully creating the first batch of China's "summer tourism destination". In 2013, it successfully declared four brands of "Kangba Cultural Center, King Gesar Guili, birthplace of Nanpai Tibetan Medicine and Hometown of Tibetan Traditional Crafts in China",

and in 2022, it successfully declared "Dege Nanpai Tibetan Medicine Health Care Park" as a demonstration base of traditional Chinese medicine health tourism.

The second is to make full use of the cultural resources in the county, launch three tourism quality routes, Freedom Tour, Discovery tour and pure heart tour, and declare Chouer Mountain, Chouer Mountain Glacier, Yulong Lacuo and Asu Wetland as the first batch of Chinese special grade tourism resources in Sichuan Province. Completed the application of four special tourism resources, namely, Chuler Mountain, Chuler Mountain Glacier, Yulong Lacuo and Ashu Wetland, and successfully declared Dege Printing House, Ashu Kesar Cultural Interpretation Park, Wildflower Ridge Scenic Area and Shengxiangou Scenic spot as the first batch of "Xinyi Tour" demonstration units in Ganzi Prefecture.

The third is to use the world-renowned high-quality resources of Dege Printing House, adopt the group development model, and build the Kangba Culture Expo Park; Utilizing the cultural resources of "the hometown of King Gesar" to build the Ashu Gesar Cultural Interpretation Park; Utilizing the intangible cultural heritage resources of Meishu ethnic handicraft, 19 poverty alleviation workshops were built to create "Meishu Ethnic Handicraft Inheritance Park"; Using Keluo Cave pastoral culture resources to build "Tumuling Pastoral Culture Experience Park"; The 18th army into the Tibetan red culture to build "Shake Dao Dengguanzhai Site"; And make use of the Tibetan engraving printing techniques of the Dege Printing Institute, a UNESCO world intangible cultural heritage, to promote the construction of the engraving printing Museum of the Dege Printing Institute and the inheritance project of engraving printing techniques, as well as the digitization and digital platform construction project of the Dege Printing Institute. 7 million yuan will be invested to promote the infrastructure upgrading and facilities and equipment supporting projects of Dege County to create a provincial-level tourism Demonstration zone. Continue to urge Ganzi Xiangyun Aviation Service Co., Ltd. to promote Yulong Lacuo to create a 4A-level scenic spot, and strive to complete the opening of the park in July 2024.

Dege County makes full use of various cultural resources in the county, with the support of virtual technology, people can immerse themselves in the charm and uniqueness of various cultures, which can not only spread the culture of Han, Tibet and Qiang Yi Corridor, drive the development of economy and tourism, but also innovate the carrier of cultural protection and inheritance, contributing unique strength to the development of cultural inheritance and inheritance.

2. Spatial Narration and Project Exploration of the Blending Scene Practice of the Han-Tibet-Qiang Yi Corridor

The culture of the Han-Tibet-Qiang Yi Corridor is not only the crystallization of the outstanding cultures of the Han, Tibetan, Qiang, Yi and other nationalities, but also an important part and valuable wealth of the excellent traditional Chinese culture, which has the necessity of its protection, inheritance and development. In this context, virtual digital and cultural tourism is not only a tool to protect and inherit cultural heritage, but also an important means to promote ecological civilization construction

and green development. Through virtual technology, we can reduce the damage to the actual environment and realize the dual protection of culture and ecology. For example, when designing digital cultural tourism projects, priority should be given to the use of energy-saving and environmentally friendly technologies and materials to reduce resource consumption and environmental pollution. At the same time, the concept of green living will be promoted and the public's awareness of environmental protection will be enhanced through virtual platforms and digital displays. In addition, from the perspective of multiple industries, such as the combination of transportation and tourism, the combination of ecology and tourism, the combination of ecology and tourism, and the combination of rural revitalization and tourism, the relevant issues of the integration scene of Han, Tibet, Qiang and Yi are discussed.

1) The combination of transportation and tourism

Since ancient times, transportation has a very close relationship with human production and life, and it develops with the needs of human life and production. At the same time, the development of a region is also inextricably linked with transportation, which is an important driving force to promote regional economic development. It can be seen that transportation occupies a pivotal position in the development strategy of all places. Only when the transportation is up, people can transport the local characteristics of the industry out, and it attracts more people to travel here, so we should pay attention to the effective combination of transportation and tourism. The same is true of the Han-Tibet-Qiang Yi Corridor. All regions along the corridor pay great attention to the construction of transportation, taking Ganzi County as an example.

Since the development of the 14th Five-Year Plan, the transportation Bureau of Ganzi County has seized the historical opportunity and relied on major national and provincial projects to speed up the construction of transportation infrastructure and improve transportation service capacity and service level, effectively promoting the process of rural road construction. All the rural roads are grade roads, 15 of the 21 towns and townships in the county have achieved access to more than three grade roads, and 194 administrative villages have all reached more than four grade roads, and the road network coverage of important economic nodes and tourism nodes has been initially achieved, which strongly supports the industrial development of the county. Road transport stations and yards have been gradually improved. Comprehensive transport service stations will basically cover all towns and townships, and signboards will cover all incorporated villages. A three-level system of county-level passenger stations, township comprehensive transport service stations and rural greeting stations has been basically formed. The scope of foreign passenger transport services has gradually expanded. The gradual improvement of transport infrastructure has provided an important driving force for the development of tourism.

In this context, virtual digital intelligence also plays a unique function. Through the digital platform, tourists can see the traffic situation in the driving process more intuitively, plan more reasonable travel

routes according to the navigation and positioning system, and make clear travel plans, which greatly increases the tourist comfort.

2) Combination of health and tourism

With the continuous improvement of people's economic ability, after certain material needs are satisfied, they will gradually pursue physical and mental satisfaction and relaxation. In the era of rising tourism, combined with people's needs, a new tourism model of health and wellness tourism has gradually emerged, and is constantly favored by people. There are rich resources in the Han-Tibet-Qiang Yi Corridor. On this basis, the mode of health tourism gradually emerged, which not only promoted the development of tourism in the region, but also improved the visibility of the corridor, and the number of tourists gradually increased. For example, Hailuoguo in Ganzi Prefecture has launched the mode of "mountain sports + hot spring health" in recent years. Hailuoguo, as a tourist resort, cleverly combines health and tourism together.

As the first national 5A scenic spot in Ganzi Prefecture, Hailuoguo is also the core tourist destination of "Dagongga" region. In recent years, based on its own resource advantages, Hailuoguo has vigorously promoted the construction of Gongga Mountain National tourism Resort on the basis of creating a 5A scenic spot, and developed thermal spring health products. Fully integrate its own development into the development pattern of cultural tourism in the province, give full play to its own advantages, and usher in broad prospects for the local tourism industry.

In order to promote the development of health tourism, Hailuoguo Scenic spot can make use of virtual technology, such as tour guide system, so that tourists can understand the basic information and play projects of the scenic spot more clearly. It can also use digital technology to create cultural and creative products unique to the region, and sell the cultural and creative products to various places through the combination of online and offline. This is also a way to promote health tourism in the area.

3) Combination of ecology and tourism

Recreating cultural travel experience through virtual reality technology has not only attracted a large number of tourists, but also enhanced the visibility and protection of Han, Tibetan, Qiang and Yi cultural heritage. The General secretary once said: clear waters and lush mountains are gold and silver mountains. This shows the importance of ecological environment, with the enhancement of people's awareness of environmental protection, more and more people have joined the team of environmental governance. The beautiful natural landscape and good ecological environment in the Han-Tibet-Qiang Yi Corridor are an advantageous factor for the development of cultural tourism. Under such circumstances, virtual digital and intellectual tourism can be combined with the construction of a series of beautiful mountains and rivers, and the natural landscape and ecological resources of the corridor can be displayed through digital technology to promote the development of ecotourism. Tourists can experience the beauty of the nature reserve through virtual reality and understand the importance of ecological protection.

4) Combine rural revitalization with tourism

The implementation of the rural revitalization strategy is a major decision and plan made by the CPC Central Committee, and it is also the main focus of the work concerning agriculture, rural areas and farmers in the new era. This shows the importance of rural revitalization, in this case how to promote rural revitalization has become an important issue that all regions need to think about. In this context, the Han-Tibet-Qiang Yi Corridor has unique advantages. The corridor contains the unique cultures of various ethnic groups, which have become favorable assistants to promote rural revitalization. Relevant units can dig deep into the unique cultures in the corridor, combine them with tourism, and make them an important factor in promoting the rapid development of regional economy.

Virtual technology plays a big role in this process, tourists can feel the charm of culture through digital technology, the Han, Tibet, Qiang Yi corridor culture again in front of people's eyes. For example, Ganzi County is rich in red resources. In 1936, the Second and Fourth Fronts of the Chinese Workers' and Peasants' Red Army met here. During this period, the Red Army established a deep friendship with the local people, and left an immortal red story. In this red background, Ganzi county rely on rich red resources to establish the corresponding memorial hall, equipped with AI intelligent explanation in the memorial hall, visitors can scan the code or other ways to get AI explanation, let people immerse in the feeling of the glorious deeds that happened here at that time. At the same time, the memorial hall also displays the historical deeds directly in front of tourists through the way of projection. Through the double blessing of vision and hearing, not only can people understand this history more clearly, let people clearly realize the importance and significance of inheriting red culture, but also expand the popularity of red tourism in this place and attract more people to understand the red story. It can also indirectly promote the development of local tourism and help the revitalization of rural areas.

2.1 Virtual Reality and Augmented Reality

Using VR and AR technology, the cultural landscape and historical scenes of the Han-Tibet-Qiang Yi Corridor can be recreated virtually. For example, through VR headsets, visitors can feel the process immersive and experience the unique charm of a diverse and integrated culture. Architectural projection, landscape construction, holographic imaging, scene reproduction, 3Dmapping rendering atmosphere, electric current machine assisted performing arts. Due to the high cost of immersive projects, the mode of "flash mob + shallow interactive installation exhibition", theme restaurant or joint catering is becoming more and more popular. In this mode, the cost of interactive image punching is lower, the content is easy to spread, and in the current era of fast-paced life, it is easier to be welcomed by people, and it is also of great benefit to the cultural transmission in the Chinese-Tibetan-Qiang Yi corridor.

2.2 Big Data and Artificial Intelligence (AI)

Through big data analysis, it is possible to understand the interests and behaviors of tourists and provide them with personalized travel advice. Tourists can search for relevant guides on the Internet according to their own interests, and through the recommendation of big data, they can make their own travel plans more accurately, so as not to travel blindly. AI technology can assist in the protection of

cultural relics and management of scenic spots to improve the overall operational efficiency. Through AI technology, tourists can better understand the traffic infrastructure in the scenic spot, choose a more appropriate way to travel, increase the tourists' sense of travel experience, and add a force to the management of the scenic spot.

2.3 Digital Display and Interactive Technology

Holographic projection, interactive exhibition and other technical means can vividly display national culture in museums and exhibition halls, and enhance tourists' sense of immersion and participation. For example, in the city of King Gesar in Ganzi County, the Gesar epic has been passed down for thousands of years and enjoys worldwide fame. It is known as one of the three major epics in the world. The epic of Gesar is widely known on the Qinghai-Tibet Plateau. In order to deepen the exploration of Gesar culture and build the brand of Gesar culture, Ganzi County made full use of the advantages of transportation, location and resources, took Gesar culture as the key tone, and took "100 villages Industrial Base for Precise Poverty alleviation" as the carrier to create the construction project of 100 Villages Industrial Base for Precise poverty alleviation of Gesar culture and King Gesar City.

The King Gesar City scenic area is planned as a Gesar cultural area, a wetland leisure area, a grassland experience area and an epic sightseeing area. Virtual technology is used in the Epic sightseeing area. In addition to the static display of epic culture, the sightseeing area also allows tourists to intuitively understand the charm of the epic of Gesar through immersive experience and feeling through real scene performance and interactive experience. Thirty Generals Stockade, Zhuxiong Holy Lake and other scenic spots, through careful design and wait for you through the scene reappearance, so that tourists seem to return to the era of heroes, fighting side by side with King Gesar, the same enemy, and jointly protect the peace of the people of this land.

2.4 Digital Cultural travel Project Design

Design a series of digital cultural tourism projects in the Han-Tibet-Qiang Yi Corridor, such as realizing remote cultural transmission. For example, combining the cultures of various ethnic groups in the corridor with new media, and forming a greater influence on the network through the explanation of culture by short video network bloggers and immersive performances. In this way, it can not only spread the culture of the corridor, but also attract more tourists to travel here, realize long-distance communication, and promote the development of regional economy, society and tourism.

2.5 Creation of Cultural Blending Scene

Through digital platforms, online cultural festivals and ethnic cultural experience activities will be held to promote the blending of ethnic cultures such as Han, Tibet, Qiang and Yi. Virtual Tibetan New Year celebrations, for example, can allow more people to know about and participate in the traditional festival.

Promote the sustainable development of the cultural and tourism industry through the concept of green productivity. For example, in the design of cultural tourism projects, priority is given to energy-saving and environmentally friendly technologies and materials to reduce the impact on the environment. For

example, Ganzi County is rich in all kinds of clean energy, photovoltaic resources are very rich, and wind energy resources are widely used. Increasing the development and use of these energy sources can not only effectively alleviate the county's energy shortage problem, but also promote the development of clean energy industry. Therefore, in the design process of cultural tourism projects, such energy can be given priority, which can not only protect the environment, but also effectively use the available energy.

2.6 Virtual Tours and Education

Develop a virtual tour system, so that tourists can know the information and cultural background of the scenic spot anytime and anywhere through mobile phones or other devices, so that they can plan their own tour routes more conveniently. At the same time, cultural inheritance and education activities will be carried out in conjunction with online education platforms. For example, watching documentaries about the culture of the Han, Tibet, Qiang and Yi Corridor allows people to understand the historical background and development of the culture, so as to achieve the purpose of spreading it. In addition, they can also publish the culture of the region on major public websites or short video platforms to continuously expand the scope of cultural dissemination, so that more people can know the culture of the Han, Tibet and Qiang Yi Corridor, attract more people to participate in the study of the culture, and indirectly promote the inheritance and development of the culture. These online platforms can not only promote the innovative inheritance of culture and enhance people's cultural self-confidence, but also play a greater role in building the sense of community of the Chinese nation.

3. Virtual Digital Intelligence Experience Enables Cultural Security in the Blending Scene Practice of the Han-Tibet-Qiang Yi Corridor

3.1 Commercial Operation

In order to better apply virtual digital intelligence to the Han-Tibet-qiang Yi Corridor, a commercial sales industry has been created, including production and consumption. The upstream creation includes the production and release of cartoon, animation, game and other works; Midstream platform operation includes the operation of various online platforms, social media and other channels; Downstream user consumption includes paying for viewing, purchasing peripheral products and other consumption behaviors. In terms of business model, the profit channels of the secondary economy mainly include user payment, advertising revenue and authorization cooperation. Content creation is the core link of the whole industrial chain, including two parts: professional production content (PGC) and user production content (UGC). PGC is the foundation to promote content creation, while UGC feeds PGC and exports content to the outside through the processing of blueprints, forming a virtuous cycle. Downstream user consumption is mainly concentrated in derivatives (peripheral) and content experience (exhibitions, festivals).

3.2 Data Analysis and Results Discussion

Through the feedback and data analysis of tourists, it is found that the virtual digital wisdom tour project has significantly improved the satisfaction and participation of tourists. Through interactive exhibitions and virtual Tours, the concept of green productivity and ecological protection is conveyed to tourists, and social participation in environmental protection is enhanced.

4. Conclusion

4.1 The Development Trend of Virtual Digital Intelligence Travel

With the continuous progress of technology, virtual digital intellectual tourism will be more and more applied in cultural heritage protection and tourism development. The cognitive, emotional and behavioral potential of people should be actively explored and practiced, and each heritage and resource should be encouraged to play a flexible and vivid role, presenting a dynamic and full life. Forging the community of the Chinese nation is also a community of life, G.W.Allport's actual presence, imagined presence and implied presence promote the digital transformation of consensus Diachronic cultural tourism industry.

4.2 Suggestions on the Development of Cultural Tourism in the Sino-Tibetan-Qiang Yi Corridor

The development of cultural tourism along the corridor is an inevitable trend, but there are some shortcomings in the development process, especially in the aspects of infrastructure construction, which is difficult to meet the needs of tourists. Take Ganzi as an example.

Ganzi County is rich in tourism resources, but the tourism started late, the development is slow, the number of cultural tourism projects are few, the service function is weak. The main performance is: first, the county travel agency supply is not enough, there is no systematic service such as no full-time tour guide, the operating efficiency is poor, the management quality is not high, it is difficult to adapt to the development trend of cultural tourism industry. Second, the total amount of tourist hotels is insufficient, and the hotel grade is difficult to meet the tourism needs of different tourists, and the hotel grade and service quality have greater space for development. Third, there are fewer production enterprises of tourism characteristic commodities, and the grade and overall scale are difficult to meet the needs of tourists, and the number of concentrated sales places of tourism products is not large, only in Kangba Wendu exhibition and sales experience center, Printing house tourist center set up two relatively concentrated sales places of tourism products. Fourth, there are fewer cultural tourism and entertainment projects, mainly leisure tea art, KTV, bars, etc, which is difficult to attract more tourists to stay.

In view of the above problems, the following suggestions can be put forward:

First of all, it is suggested that the government and enterprises strengthen cooperation and jointly promote the implementation of the virtual digital wisdom travel project. The relevant regional departments of the Han-Tibet-Qiang Yi Cultural Corridor should make reasonable planning for the construction of the cultural corridor in light of the actual local cultural situation, formulate the

implementation plan of the digital cultural tourism project, strengthen the support, service and supervision of key cultural industry projects, attract relevant enterprises to enter, and cooperate with enterprises in the development of digital cultural tourism projects, so as to promote win-win cooperation.

Secondly, we should pay attention to the cultivation and introduction of technical talents to provide intellectual support for the development of cultural tourism industry. In the culture of the Sino-Tibetan-Qiang Yi Corridor, the development of talents plays an important role that cannot be ignored. Therefore, it is necessary to introduce and train a group of pioneering and innovative talents who understand both culture and tourism, market and management, and jointly promote the development of digital and intellectual tourism.

Thirdly, We should innovate the publicity methods of cultural tourism and intensify the publicity efforts. Up to now, traditional media, wechat public accounts and other forms are the main forces for the publicity of the culture of the Han-Tibet-qiang Yi Corridor, and no unique and novel publicity model has been formed. In the process of promoting culture to go global, the government is the main driving force, and social organizations have low participation. In the era of new media, where traffic is king, publicity should not only be limited to official media, but should take advantage of the east wind of new media to promote in major short video apps and software favored by young people, expand the publicity scope, and promote the development of cultural tourism.

In addition, the advantages of local cultural resources should be transformed into the advantages of cultural tourism development, a number of unique cultural tourism products should be created, and with the help of new media and other technologies, a number of exclusive brands different from other regions should be created, and their own cultural tourism advantages will be formed after promotion and dissemination.

4.3 Direction of continuous research to further study the application of virtual digital travel technology in other cultural heritage protection, and its impact on cultural transmission and economic development. Promote the subject landscape and evolution of the picture, and carry out further research in this context.

The application of virtual digital intelligence not only contributes to the protection and dissemination of cultural heritage, but also provides a new path for the sustainable development of the Sino-Tibetan-Qiang Yi Corridor. Against the background of the reform of ecological civilization system and the prosperous development of ecological culture, the exploration and practice of virtual digital wisdom cultural travel will contribute to the coordinated development of economy, society and ecology.

In terms of the ecological environment, a system of construction, protection, governance, control, law enforcement, responsibility, property rights and compensation has been established in the field of ecological civilization. Continuous improvement of the quality of the ecological environment has been taken as the main battlefield of reform, and precise measures have been taken to solve prominent

ecological and environmental problems of concern to the people. More attention has been paid to comprehensive, systematic and source management of the ecological and environmental problems. Ecological environmental governance is given an important and prominent position, and digital intelligence technology is used to monitor the situation of ecological environmental governance and improve governance plans flexibly, so as to continuously improve the quality of the ecological environment and build a green life.

This article is the interim result of the Humanities and Social Sciences Project of the Ministry of Education, "Research on Local Knowledge and Tourism Co-existence Mechanism in the Tibet-Yi Corridor" (Project No. 23YJA850001) and the Stage-level Achievement of the Key Research and Development Project of Sichuan Provincial Science and Technology Department, "Research on Virtual Immersion and Digital Tourism Integration Development with AR+VR and Application Demonstration" (Project No. 2023YFS0457) and China Scholarship Council Project (Project No. 202208515069) .

Author

Huang Wen, Professor at the School of Tourism, Southwest Minzu University, and researcher at the Key Laboratory of Eco-Human Resources Development and Intelligent Governance on the Qinghai-Tibet Plateau, Sichuan Provincial Key Laboratory of Philosophy and Social Sciences, Liu Mingyan is a postgraduate student in Ethnology, School of Ethnology and Sociology and Southwest Institute for Nationalities, Southwest Minzu University, Shang Yiran is a postgraduate student in Ethnology, School of Ethnology and Sociology and Southwest Institute for Nationalities, Southwest Minzu University.

References

- Chen, J. N. (2022). The threefold Presence of the Community Consciousness of the Chinese Nation. *News Forum*, 36(3), 84-87.
- Ding, Z. F. (1981). Some Problems in the Study of Interpersonal Relationship in Western Psychology. *Journal of Guizhou Normal University (Social Science Edition)*, 1981(4), 58-64.
- Fang, W. (2002). Disciplinary System Elite, symbolic Hegemony and social forgetting. *Sociological Research*, 5, 62-66.
- Fang, Y. H., & Jia, Y. (2023). The integrated development path of Tibetan-qiang Yi Corridor culture and tourism industry. *Economic Research Guide*, (08), 39-42.
- Guo, L. F., & Chen, S. Q. (2014). Research on the integrated development of cultural tourism in "Tibetan-qiang Yi Corridor" in Sichuan. *China Collective Economy*, 2014(18), 147-148.
- Guo, L. F., & Chen, S. Q. (2014). Sichuan "CangQiang yi corridor" cultural tourism integration development and research. *China's collective economy*, 2014(18), 2.
- Guo, Q. Q., & C, Q. (2023). *Yi intangible cultural heritage corridor distribution features and*

- protection countermeasures research*. Xian building university of science and technology.
- Jia, Y. (2023). *Research on the integration level of culture and tourism industry in Tibetan-qiang Yi Corridor and countermeasures*. Xian building university of science and technology.
- Jiang, J. Q. (2024). A Study on the transmission and industrial development of Folk body culture symbols in the Tibetan-Qiang Yi Corridor—A case study of Dadu River Basin. *Journal of Hubei Open Vocational College*, 37(01), 128-131.
- Jin, X. L. (2020). *Research on new production mode of Cultural Content under Mobile Internet Technology*. Shandong University of Arts.
- Wang, F. (2023). Tibetan-qiang Yi Corridor: The emergence of elements, characteristics and commonalities of the Chinese National Community. *Journal of Yunnan Institute of Socialism*, 25(04), 41-46.
- Zhang, X. (2019). *Research on Production Mode of Digital Content Products*. Shandong University of Finance and Economics.