

# Research on the Development of Immersive Experience Tourism in Chinese Ancient Towns under Digital Technology

## -- Taking Zhenyuan Ancient Town in Guizhou Province as an Example

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### Abstract

Immersive experience is a new model and business form formed by "culture + technology". With the scientific and technological innovation and the research and development of various cutting-edge technologies, the multi sensory and controllable experience system created by new technology is gradually active in front of people. Through the development of cultural content, immersive experience uses scientific and technological means such as AR, VR and MR to create a dream space with the combination of virtual and real, forming an experiential environment, which has become a new driving force of contemporary cultural and creative industries. Nowadays, immersive experience covers almost all industries, and tourism itself, as an experience consumption, is bound to be combined with immersive experience. Immersive experiential tourism forms new tourism products with diverse forms and creative contents through the deep combination of culture and science and technology, so that tourists can obtain a strong sense of experience and substitution in tourism, so as to meet people's increasingly personalized and autonomous consumption characteristics. In recent years, the problem of homogenization and commercialization of ancient towns in China has become more and more prominent. The decline of characteristic culture of ancient towns and the lack of authenticity of historical buildings continue to appear. In today's era of scientific and technological development, many ancient towns still continue their "old ways" in tourism, engage in business and sell tourism products that are no different from other ancient towns, resulting in difficulties in the development of ancient towns and fatigue of ancient town tourism. Taking Zhenyuan ancient town as an example, focusing on the new development path and cultural protection and inheritance of the ancient town, this paper discusses the new trend and direction of using immersive experience in the development of the ancient town in the future, so as to promote the collision between the traditional environment retained in the ancient town and modern civilization. The purpose is to explore the development problems of existing ancient towns, use new technology to play the role of the cultivation platform of new business forms of immersive experience, enrich the content of immersive experience in ancient towns, and innovate the culture and tourism consumption scenes of ancient towns.

### Keywords

Digital technology, immersive experience, ancient town tourism development.

## 1. Explanation of Related Concepts

### 1.1. Mental Flow Induction

Mental flow "is a psychological term proposed by positive psychologist Mihály Csíkszentmihályi, which refers to the psychological state that people exhibit when they are fully immersed in something or activity, reaching a state of selflessness and also known as resistance to interruption. The psychologist categorized the feeling of "flow" into seven aspects: complete immersion, feeling excited, inner clarity, cognitive ability, calmness, time compression, and inner drive. He pointed out that when people experience flow, they will gain a high degree of excitement and fulfillment and leave deep memories.

### 1.2. Overview of Immersive Experience

Immersive experiences have been applied in the film industry since the 1980s, and this concept is related to the "flow" induction in positive psychology. The immersive experiences that people have gained in the past are often fragmented and accidental, making it difficult to obtain the excitement and fulfillment of "flow" induction. But with the development of industrialization and breakthroughs in technological core, immersive experiences utilize new technologies such as artificial intelligence, VR, AR, etc. to experience "flow" through multiple senses such as hearing, vision, and smell. With the help of multiple factors such as sound, light, electricity, images, and environment, the experiencer can shuttle between the real and virtual worlds, gaining a fully immersive and super shocking experience. Immersive experiences often exist in the exhibition, film, and cultural and creative industries. By creating immersive environments and borrowing individual free imagination to meet consumers' personalized and autonomous consumption characteristics, they play an important role in the development of the experience economy.

## 2. Retrospect and Analysis of Tourism Development in Zhenyuan Ancient Town

### 2.1. Development Course of Zhenyuan County's Tourism

After being listed as a national historical and cultural city by the State Council of China in 1986, Zhenyuan began its initial exploration of tourism. The rapid development stage of Zhenyuan's tourism industry was in the 12th Five-Year Plan period (2010), during which Zhenyuan vigorously promoted the strategy of cultural tourism revitalizing the county, successfully launched a number of cultural tourism projects such as tea houses and wine houses from the Ming and Qing dynasties, as well as non-heritage exhibitions, and successfully hosted the first tourism industrial development conference in Qiandongnan Miao and Dong Autonomous Prefecture in 2015. Zhenyuan has 8 national tourism brands and successfully entered the list of 20 demonstration scenic spots in the province. Zhenyuan has a completely new urban appearance and relatively complete tourism infrastructure during the rapid development in the past five years, and the economic and social development of the county presents a vibrant scene. In 2016, Zhenyuan formulated strategies for the "13th Five-Year Plan" and expanded tourist attractions, promoted all-inclusive tourism, excavated historical and cultural heritage, enhanced the cultural connotation of the ancient city, and achieved the integration of ecological sightseeing and cultural tourism. After the successful strategy of "tourism revitalizing the town", Zhenyuan seized the opportunity and followed the strategic goal, further launched the policy of "tourism revitalizing the county", vigorously implemented the project of upgrading scenic spots, excavating cultural heritage, and strengthening tourism industry management, and built a large cultural tourism county.

In the years when Zhenyuan continuously expanded its tourism market, its industrial structure, people's livelihood guarantee, and ecological protection have all been improved accordingly. Tourism revenue has become an important part of Zhenyuan County's total revenue. In January 2021, Zhenyuan Ancient Town was named a 5A-level tourist attraction by the China National Tourism and Cultural Department, and in January 2022, Zhenyuan Ancient Town entered the list of China's national tourism leisure streets for public review.

## 2.2. Existing Problems in the Development of Zhenyuan County's Tourism

First, the loss of traditional culture is serious. The characteristic traditional culture is the foothold of the development of ancient town cultural tourism. The initial purpose of the development of ancient town tourism is to protect the traditional culture of ancient town, but with the development of tourism, it is difficult to maintain the original human environment of ancient town. The easily corroded and weathered relics in Zhenyuan ancient town have lost their characteristics in the renovation, and the traditional skills handed down are faced with inheritance crisis under the impact of large-scale commercial and urban culture. Many of its characteristic buildings have been destroyed or occupied, and a few of the traditional skills retained have been declared intangible heritage protection, but very few people know about the inheritance, and some of them have been submerged in the long river of time.

Second, there is a lack of creative new technological formats. Industrial development is always closely related to The Times. Nowadays, with the development of science and technology, China regards digital technology as an important driving force to promote cultural development, and the development of culture and technology has become the necessary support for the prosperity and development of national culture. On the road of the integration of culture and tourism, The use of a variety of immersive VR, MA and 3D, 4D new feelings to create new landscapes, new forms has become the best choice. Although the ancient town mentioned in the ancient town development draft released in 2018 to inject science and technology into the ancient town, people's on-the-spot cultural and technological integration experience is almost zero. The lack of content of the form of science and technology has no soul, the ancient town has not built its own culture and new technology into a new industry, but there is no cultural and creative technology products linked to modernization, there is no creative break the original industrial boundaries, there is no explanation of its own cultural characteristics in the product, whether it is the industrial structure or product composition need to be creative transformation.

Third, the travel experience is low. Town ancient town tourism to the main street tour, the lack of leisure experience projects, although the development of night scene, but the management is not good, still living on old money. In the main street, the shops are cluttered, the service quality is uneven, and the service mode is monotonous and boring. There is no effective tourism service system, which cannot maintain long-term tourist attraction, and tourists' experience is not good. The old town blocks lack characteristics, and the tourism products are single and untargeted, which cannot meet the tourists' psychology of seeking difference. After visiting the whole block, there are only complicated, chaotic and noisy, and a few pavilions provide one-sided experience, which makes it difficult for tourists to get a profound experience and leave a long memory, and the return rate is low.

Fourth, the effective accessibility of ancient town tourism image communication is not high. In the process of promoting and disseminating the tourism image, Zhenyuan County lacks the means of integrating a variety of media to carry out multi-directional and multi-perspective publicity, which leads to the low effective arrival rate of Zhenyuan ancient town communication. Secondly, the Zhenyuan County relies on the traditional media propaganda, and the communication is insufficient. There are also cases where well-shot promotional videos are not

viewed well because they are not put on effective communication media, and exhibitions and events are prepared without effective communication channels and tourists are not informed.

## **2.3. Causes of Zhenyuan County's Tourism Development Problems**

### **2.3.1. Serious Commercialization and Homogenization**

In the period of the most vigorous development of tourism in ancient towns, many ancient town managers focus on short-term benefits when they see the high returns of developed ancient towns, so that a large number of traders settle in ancient towns. A large number of merchants operate in the ancient town, which leads to the serious commercialization of the town, and the indiscriminate industrial production and operation mode brought by the heavy commercialization leads to the homogenization of the ancient town. In order to pursue the unification of the ancient town's hot image repair, the commercialization has destroyed the traditional buildings of the ancient town, while the authenticity of the ancient town has been eroded. The heterogeneous culture brought by the commercial settlement has a tendency to replace the local culture. Zhenyuan Ancient Town is like this. Many visitors do not see an antique and quiet ancient town, but one full of commercial blocks. Homogenization and commercialization are the coexistence problems of ancient towns developed after the ancient town craze in China. This legacy of traditional problems leads to the consistency of the tourism products of the ancient town with many ancient towns, the same exhibition hall facilities, the same street scene stage and the same temple management, as well as the same scenic spots as most ancient towns, such as ancient Bridges over the river, red lights on the river and wooden boats under the river.

### **2.3.2. Insufficient Cultural Content Mining**

The cultural connotation is an important support for the development of tourism in ancient towns, but Zhneyuan ancient town pay too much attention to economic benefits in the development of ancient towns, fail to deeply explore the important culture of ancient towns, and even destroy the original authenticity of ancient towns in pursuit of short-term benefits, and destroy the original carrier of ancient town culture. Zhenyuan Ancient Town has a long history and rich cultural resources, and the characteristics of an "ancient town" lie in the "ancient", which has a large number of historical resources worth digging, and the development of tourism in the ancient town is also the promotion and protection of local characteristics and culture. Obviously, ancient Town has not made enough efforts to promote and protect its own culture. It simply uses some local characters and stories to carry out a single display, planning existing ancient buildings into commercial main streets, lacking cultural connotation, and failing to conduct standardized management on tourism products promoted by ancient town, which are mostly souvenirs that can be seen everywhere in urban areas or station shops. Lack of character.

### **2.3.3. Insufficient Introduction of Scientific and Technological Creative Talents**

Zhenyuan ancient town is located in the economically underdeveloped area, the lack of talent attraction, the lack of scientific and technological creative talents. Scientific and technological talents are an important part of the development of an industry, and the development of science and technology industry corresponding to The Times requires the support of relevant talents. The local government has not issued relevant talent introduction policies, has not created a science and technology creation platform to attract local science and technology enthusiasts, can not provide follow-up sustainable development needs for science and technology personnel, and has not cooperated with relevant colleges and universities to set up entrepreneurial bases to attract contemporary college students science and technology enthusiasts, fully tap the creative potential of college students, and attract talents to the countryside.

#### **2.3.4. Single Traditional Propaganda Method**

In today's era of rapid development of cloud platform and we-media, Zhenyuan Ancient Town still uses more traditional network platforms for unilateral display and publicity, and the audience is very limited. Cloud computing and mobile network have become the mainstream of the contemporary era. Mobile phones, computers, tablets and other mobile terminals are the main ways for contemporary people to obtain information, and the sharing platform developed by the media has become a public media with powerful communication functions. Town ancient town has not yet developed a broader multimedia publicity platform, but also the lack of cooperation and personal media operation, so the online audience is narrow, the lack of ways to attract tourists, unable to effectively promote tourist attractions, resulting in low visibility of tourist attractions.

#### **2.3.5. Imperfect Financing System and Lack of Funds**

Subject to their own funds and experience, the town of ancient town in the development of tourism to create some projects is indeed insufficient. Moreover, the companies that cooperate with Zhenyuan to develop tourism projects are mostly companies for the purpose of tourism development, with obvious commercial nature, so they are more inclined to economic benefits in obtaining economic benefits and protecting traditional culture. In addition, the local government invests most of the funds in the commercial transformation of the main streets, and very few funds are transferred to the investment in technology and technology, and there is a lack of technology companies to settle in to provide technical support for the development of tourism in distant towns. Zhenyuan ancient Town is located at the county level, and the existing financing channels are single and narrow. Looking at the few capital sources that have developed innovative ancient towns, in addition to government investment, there are also private capital investment, technology company settlement and other ways, while the overall investment of Zhenyuan ancient town is basically from government funding.

### **3. Analysis of the Conditions of the Zhenyuan Ancient Town to Create an Immersive Town**

#### **3.1. Zhenyuan Ancient Town's Own High-quality Resources to Provide a Plastic Foundation**

As a famous historical and cultural city in China, Zhenyuan has a history of two thousand two hundred years to Qinli County, and has the reputation of "Southern Silk Road". Although the town is far from the historical remote, but as a fortress, water transportation is convenient, so this fertile land in the development of history has retained a large number of rich and unique culture. There are more than 50 ancient buildings such as temples, temples, shrines and pavilions in Zhenyuan, 33 ancient houses and 8 fossil roadway, as well as famous Bridges and buildings, such as the Seven Confucius Zhusheng Bridge and the most famous ancient building group of Qinglong Cave.

Zhenyuan is an ancient town composed of many ethnic groups, including more than 20 minority ethnic groups such as Miao, Dong, Hui and Bouyei, which have formed many harmonious and different folk cultures. Folk festivals are an important part of local folk culture, including different dances and geisha in these festivals, such as the Stomp drum of the Miao people, and Stomp drum is held in the grand festival of the Miao people in Zhenyuan. In addition, there are Dong singing hall, Dong drinking songs and Miao blocking songs. There are many famous traditional handicraft techniques in Zhenyuan ancient town, such as Zhenyuan cave sake brewing technology and wood carving technology. Zhenyuan wood carving technology is an intangible cultural heritage, Zhenyuan wood carving in the Ming and Qing dynasties after the integration of Han, Miao, Dong and other ethnic carving skills formed, a variety of forms,

colorful and dazzling, Qinglong Cave Wanshou Palace ancient Theatre and Zou Gong Temple beams and columns and other fine symbols.

### **3.2. Modern New Science and Technology Provide Practical Possibilities**

The new round of scientific and technological revolution has led people to enter the era of 5G acceleration. At present, China's scientific and technological strength and core technologies have achieved unprecedented development, and various technologies and industries have linked together to form new industries. Technological breakthroughs have improved the level of productivity, shortened the time cost, and subverts the multi-field industrial model. The cultural industry has entered a stage of high-quality development, and science and technology have become the necessary support for the prosperity and development of the cultural industry. With the continuous development of new cutting-edge technologies such as digitalization, information technology and intelligence, and the deep integration of culture and science and technology to develop new business forms, the transformation of cultural industry mode has become a necessary means to meet the needs of a broader market.

### **3.3. Government Policies Provide Clear Directions**

With the steady improvement of China's economy and the improvement of China's national economy, immersive experience has gradually entered the eyes of consumers. A variety of immersive human-computer interaction, immersive exhibition and other immersive experience products use high-tech to make participants feel the shock of the integration of the five senses. The Ministry of Culture and Tourism of China has also issued a number of policies, pointing out that it is necessary to increase efforts to cultivate new cultural formats of immersive experience, promote and guide and support the application of virtual reality, augmented reality and other technological forms in the creation of products in tourist attractions, and point out that the next step in the development of ancient town tourism is to create a high-tech characteristic ancient town that advances with The Times.

### **3.4. Tourism Market Demand in the New Era Provides Driving Support**

According to the China National Data Center, the total spending of Chinese residents continues to grow, with spending on education, culture and entertainment accounting for 10.8%. This shows that in this special period, China's consumption situation is still good, and with the continuous advancement of China's scientific and technological development, consumers' need for a better life is increasing. The satisfaction of basic needs makes consumers more willing to improve themselves and pursue personal and spiritual satisfaction. The "2021 China Residents Consumption Trend Report" pointed out that happy heart, lazy technology and mutual entertainment will become the consumption tendency of Chinese residents, and pointed out that tourism demand in a special period of "rebellious" growth, the future will have a strong expansion potential. At the same time, people are more inclined to the deep integration of traditional scenic spot tourism and experience.

Immersive ancient town tourism is the product of experiential consumption. Experience economy, as a new economic form following agricultural economy, industrial economy and service economy, is also the main economic form for future development. Tourism industry itself is a kind of experience. Experience economy and tourism products naturally coexist. Tourists' pursuit of tourism products is not only the pursuit of their own material life, but also the psychological and spiritual pursuit of heterogeneous cultural experience. Nowadays, with the rapid development of China's economy, the country's residents are increasingly pursuing spiritual and spiritual satisfaction. Immersive experience of ancient towns, whether as an experiential tourism product or as an immersive exploration of new culture and new technology, satisfies tourists' individual needs for multi-dimensional experience and comprehensive and in-depth feeling.

## **4. Research on the Development Path of Immersive Tourism in Zhenyuan Ancient Town**

### **4.1. Dig Deep into Local Cultural Resources**

The immersive experience of ancient town is to use scientific and technological means to express the old content, and the content is still the core. The immersive ancient town not only emphasizes the use of digital technology to enable tourists to obtain multi-sensory stimulation, its main purpose is to integrate culture and stories into the immersive experience scene, so that tourists can immerse the culture of the ancient town during the travel experience, so as to protect the culture of the ancient town and promote the development of the ancient town. It is the most important task to build the immersive town of Zhenyuan, dig deep into the characteristic cultural resources of Zhenyuan Town, and explore the cultural connotation of the town deeply. Dig out the local characteristic culture from various aspects such as history, nationality, natural geography, etc., such as the ethnic songs and dances, historical buildings mentioned above. Traditional stories and other traditional, hidden and disappeared cultures can be made active and reproduced in front of people's eyes by using high-tech technologies such as virtual reality and scene reproduction, and then these cultures are integrated into tourism products as the main body, so that tourists can experience local culture in depth during tourism and leave a deep memory. The development of tourism is driven by culture, and the dissemination of ancient town culture is promoted by tourism.

### **4.2. Create the Theme of Immersive Experience Based on the Main Content**

Finding the right theme is the key to the design of an immersive town. A theme that fits the unique culture of the town can highlight the soul of the scenic spot, and the landscape displayed in combination with the theme can deepen the experience of tourists in the tour and form a profound image after the tour. There are thousands of ancient towns of various kinds in China. To create unique and innovative ancient towns, it is necessary to form cultural IP according to the excavated characteristic cultural resources, and then form digital objects through theme digitization to create characteristic ancient town scenic spots that combine virtual and reality. Zhen Ancient Town can use AR, VR and other forms of technology to create a cultural pavilion with the Southern Silk Road, multi-ethnic culture as a distinctive theme, and implant related IP immersive experience products.

### **4.3. Create Immersive Experience Projects to Promote the Restoration of Cultural Scenes**

As a famous historical and cultural city in China, Zhenyuan is known as the "maze of traditional culture" with rich historical resources. However, in the subsequent wars and reconstruction, many ruins and resources of Zhenyuan Ancient town were destroyed, and many halls, temples and other buildings were destroyed. After the development of tourism in ancient town, the heterogeneous culture brought by a large number of vendors has the tendency to dominate and even replace the local culture, resulting in the lack of unique cultural connotation in ancient town tourism. Culture is the core of creating an immersive experience of ancient town tourism, while doing a good job in the project should highlight the characteristics of ancient town culture. Ancient town tourism can use CAVE, virtual reality, augmented reality and other technologies to build cultural venues from the perspective of architectural restoration, site protection and historical scene reproduction, and create traditional craft simulation games in this area, so that visitors can enjoy the game experience in the virtual world and feel the charm of traditional skills. At the same time, the platform is used to display the unique ethnic festival forms that have been increasingly simplified in modern times due to Sinicization and other reasons, so that visitors can immerse themselves in the history, nationality, architecture and other

characteristic cultures of ancient towns in the interactive sensors and multi-form visual space, feel the charm of Zhenyuan ancient town from a historical perspective, and participate in manual practice from the main perspective. Achieve true experience, multi-feeling, deep integration of the flow of immersion experience.

#### **4.4. Strengthen the Interactivity and Participation of Tourism Experience**

As a new economic form following agricultural economy, industrial economy and service economy, experience economy is also the main economic form of future development. In the experience project of tourism, it has become the main economic consumption form of tourists in tourism. Tourists' pursuit of tourism products is not only the pursuit of their own material life, but also the psychological and spiritual pursuit of heterogeneous cultural experience, which is an active pursuit of in-depth experience.

First of all, by using light, sound, picture and other factors as well as VR, AR and other technical means, the ancient town can construct a logical and orderly virtual time and space through a multi-media system to strengthen the curiosity and imagination of tourists during the travel, so that they can immerse themselves in the new interpretation of digital symbols, obtain multi-sensory and super-shocking tourism experience, and leave a deep memory. Thus effectively strengthen the interaction and participation of tourists in tourism.

Secondly, promote the combination of online and offline development, and build an online immersive experience platform. Due to the epidemic, Chinese residents have been working and studying at home during the epidemic prevention period, and the use of online platforms and online platform technology have been unprecedented development. Online cloud exhibition, cloud tourism and other new forms of business are also widely loved by the public. Online media is also the most important way of publicity. As a characteristic cultural tourism scenic spot, creating a unique immersive experience needs to use online platforms for creative publicity. It can build its own unique network image, use cloud, micro film, website design to create immersive online display, systematic, multi-directional, and comprehensive display of its own ancient town cultural characteristics. Using online platforms to display and publicize, promote the cultural dissemination of ancient towns, feed back offline tourism, and effectively improve the tourism rate. Nowadays, online and offline development has become the primary choice of tourism.

### **5. Countermeasures for Immersive Tourism Development of Ancient Towns in China**

#### **5.1. Develop Characteristic Immersive Tourism Products from the Perspective of Audiences**

Consumption is an indispensable condition for an industry, and the development of immersive experience tourism needs to be based on the market, from the perspective of the audience, grasp the characteristics of consumer consumption, and take the needs of consumers as the leading. Creating immersive experience ancient town tourism immersion is the key. How to make tourists fully immersed, compress their time sensing, and make tourists stay and consume is the focus of realizing the value of immersive experience ancient town tourism. Therefore, creating immersive ancient town tourism products can use the way of emotional superposition, combining AR, VR, AI and other technologies with 5G to realize virtual reality, creating a variety of linkage relationships between people and the environment, real and virtual, and creating narrative and interactive innovative tourism products such as holographic interactive projection and night light show. The use of scientific and technological forms to subvert tradition, make traditional content burst into new vitality, create immersive restaurants, immersive exhibitions and immersive stage and other new content, new models,

new technology immersive products, so as to meet the personalized and independent consumption needs of today's consumers.

### **5.2. Combine Online and Offline to form Multi-dimensional Publicity**

With the development of we-media and online platforms, and the demand of modern consumers for lazy technology. The online platform well integrates the needs of tourists who want to "stay" at home and acquire knowledge, and now the online platform can provide three-dimensional and 3D propaganda effects, so that tourists can visit the ancient town and experience and learn the ancient town culture through screens, headphones and other equipment without going to the offline tourist site. The use of 360-degree rotating cloud space display and the exhibition on the cloud as a cultural display space can make tourists better understand the actual situation of the ancient town and enhance tourists' interest in the ancient town. For example, at the fourth CIIE, Shanxi Province used digital live cloud to promote its entry into the CIIE, showing the most beautiful Shanxi from multiple perspectives to the world through connectivity, interaction and immersion experience, and letting the world see their history, culture and wonderful stories. Secondly, it can cooperate with relevant platforms and personal media to jointly operate online publicity, so that the vast audience can see, feel and experience, thus promoting offline tourism.

Do a good job in creating scenic spots offline, realize the transformation of immersive experience ancient towns, provide diversified and standardized services in scenic spots, allow tourists to fully immerse, obtain multi-sensory and super-shocking tourism experience, so as to leave a deep memory, on this basis, lead tourists to do a good job of online feedback, thereby driving the development of online platforms. The combination of online and offline publicity is a mutually promoting and mutually inclusive publicity system, which can not only strengthen cultural communication, but also drive the development of scenic tourism.

### **5.3. Expand Capital Channels to Establish Long-term Cooperative Relations**

Most of the funds for the development of ancient town come from the government investment and the investment of relevant commercial companies. The total amount of these funds is obviously very limited, which cannot support the development of many projects. In particular, the contemporary high-tech is in a new stage of development and research, and has not been fully mass-produced. Therefore, it is necessary to raise funds for the development of immersive experience ancient town from multiple levels and various ways, and establish long-term cooperative relations with related technology companies. On the basis of government investment, resources can be raised from the society in the form of crowdfunding, and technology companies can be introduced to build long-term cooperative relationships and improve financing mechanisms.

### **5.4. The Government Promotes the Sustainable and Optimized Development of the Immersive Experience Ancient Town**

First, the government has taken measures to promote the introduction of skilled personnel. At present, the research on immersive experience tourism is not perfect, most tourism management organizations lack the cognition of immersive experience, and the perception of the development of experience economy is weak. The government promotes the main body research by promoting the research and learning of local people on the theories related to experience economy and immersive experience. Science and technology, culture and talents are important factors in the development of cultural and creative tourism, and technical talents are the key. At the same time, the production of tourism products that meet the needs of contemporary tourism consumers needs to be creative and innovative. Therefore, the government has taken measures to introduce scientific and innovative talents by using relevant incentives, policy encouragement and economic support. In today's period of relatively short of

technical talents, we can cooperate with relevant governments to create a unique maker space, attract relevant science and technology enthusiasts, create creative groups full of thought and combat effectiveness, and provide creative suggestions and new ideas for the development of immersive tourism in ancient towns.

Second, the government should take the initiative to strengthen technological innovation capacity building. Scientific and technological innovation is an important support to improve industrial production and realize industrial transformation, so to promote the combination of culture and science and technology must continue to carry out technological innovation. First of all, it is necessary to accelerate the research and development of core technologies of the digital cultural industry, develop digital cultural equipment that adapts to the development trend of immersive experience and intelligent interaction, strengthen the application of new technologies in the development of ancient towns, and vigorously develop new ancient town tourism formats supported by new generation 5G, artificial intelligence and other technologies. Secondly, it is necessary to strengthen the collaborative innovation of content and technology, develop equipment, hardware and immersive platforms that lead new cultural consumption, give full play to the supporting role of digital technology for content reproduction and mode optimization, improve the effect of tourism and display, enrich the forms of tourism participation, and meet the characteristics of new consumption.

## 6. Conclusion

The deep integration of culture and science and technology has become an important driving force for China's economic development, and the visualization and immersive experience of digital technology caters to the digital development trend of today's society. Consumer demand is also shifting from physical displays to virtual immersive experiences. In today's digital age with intelligent terminals and cloud computing as the core, the combination of culture and science and technology has become inevitable. Cultural content is driven by the form of science and technology, specific digital cultural content is highlighted, and personal network is an independent node to realize the connection between people, people and culture. In this period of rapid development of digital technology, the era of cultural contemplation will eventually be replaced by the audio-visual feast brought by digital technology. In this era, people no longer just think about culture unilaterally, but interact with culture to form emotional ties.

Nowadays, the tourism market is one of the fastest growing industries in the world. China has rich cultural heritage and great development potential in the tourism industry. In the 14th Five-Year Plan for the development of cultural industry, China has already pointed out that it is necessary to cultivate a new cultural format of immersive experience, develop more than 100 immersive experience projects, and use the form of digital cultural industry to make excellent cultural resources "live". In the aspect of tourism, it is pointed out that the integration of culture and tourism should be strengthened continuously. The combination of immersive experience and tourist attractions to form a new format is an inevitable trend, and will also be a new era product to drive the development of ancient town tourism in China. This paper points out that the construction of immersive experience ancient town is based on the existing resources of ancient town, with the help of new scientific and technological means to promote the innovative development of ancient town, protect the traditional culture and ancient relics of ancient town, so as to make the tourism of ancient town which is slightly declining now "alive".

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