

# Digital Technology Empowers Guxiang Hot Spring Resort: Strategies to Enhance Innovation and Competitive Advantage

Limin Liang\*

Guangxi University of Science and Technology, Liuzhou, Guangxi, 545006, China

\*Corresponding author: Limin Liang

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**Abstract:** Facing the digitalization trend of the industry, Guxiang Hot Spring Resort, relying on its unique resource advantages, urgently needs to break through bottlenecks such as weak digital marketing, insufficient intelligent services, and lagging data applications. The study proposes to upgrade the efficiency of tourist routes and the depth of experience through technologies such as smart scenic spot construction (smart guide/ticketing system), big data accurate recommendation, and VR immersive experience; combine social media matrix, live broadcast marketing, and private domain traffic operations to build a full-domain digital marketing system to achieve traffic conversion and brand value-added. With “technology-enabled experience and data-driven decision-making” as the core, this framework provides a lightweight digital transformation path for traditional hot spring tourism companies, helping them optimize operational efficiency, enhance customer stickiness, and expand differentiated competitive advantages, which has practical reference value for industry upgrades.

**Keywords:** Guxiang Hot Spring Resort; Digital Technology; Competitive Advantage; Digital Transformation; Tourism Marketing

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## 1.Introduction

In the digital age, information technology has changed the way of life and brought opportunities and challenges to the tourism industry. As an important part of the tourism industry, hot spring resorts are facing problems such as fierce competition and difficulties in traditional models. Digital technology provides an opportunity for the transformation of hot spring resorts. Guxiang Hot Spring Resort actively applies digital technology and strives to achieve sustainable development through digital transformation. This article analyzes the application status, challenges and strategies of digital technology in Guxiang Hot Spring Resort, provides theoretical and practical support for its reshaping of competitive advantages, and also provides reference for the transformation of other related enterprises.

## 2.Analysis of the current situation of Guxiang Hot Spring Resort

### 2.1 Resource advantages and competitive challenges

#### 2.1.1 Unique hot spring resources

Guxiang Hot Spring Resort is located in Laibin City, Guangxi Zhuang Autonomous Region, and is a national AAAA-level tourist attraction. Guxiang Hot Spring has rich and unique hot spring resources. Guxiang Hot Spring Resort provides 19 hot spring pools with various characteristics, including hot spring swimming pools, children’s paddling pools, independent VIP hot spring pools, fitness centers, lounges, open-air water bars and other different types of hot spring bathing services, which can accommodate more than 1,500 people bathing at the same time. The resort has 3 luxury hotels, 76 hot spring villas, 256

guest rooms (suites), 6 conference rooms, Chinese and Western restaurants, music water bars, and tea houses. The functional facilities are fully equipped to meet the needs of different tourists.

### **2.1.2 Challenges Brought by Market Competition**

With the development of tourism, Guxiang Hot Spring is also facing increasingly fierce competition. Many large-scale and high-end hot spring resorts have emerged around the hot springs. Improving the hot spring facilities and management level will gradually attract more tourists. Although some resorts have not been developed for a long time, the scale of investment and other novel projects will have more market promotion power, which has also brought a certain impact on Guxiang Hot Spring. We can try to strengthen the marketing methods, introduce some high-tech spa equipment, hot spring theme areas, etc., to provide a trial travel experience for tourists who are looking for excitement and novelty; at the same time, we can do a good job in various services, continuously strengthen personalized services, provide different personalized services for different tourist groups, and meet the different inherent needs of tourists. In terms of marketing, if competitors increase the promotion of Guxiang Hot Spring through advertising on social media and online travel platforms, it will pose a certain threat to Guxiang Hot Spring and may also affect the market advantage of Guxiang Hot Spring. On the other hand, after other attractions are built, they will attract attention, and Guxiang Hot Spring will lose the opportunity to be discovered by tourists.

## **2.2 Existing digital applications**

### **2.2.1 Some digital facilities and services**

Guxiang Hot Spring Resort has already applied some digital technologies. For example, the resort has an online reservation system, and tourists can book rooms and hot spring services in advance through computers or mobile phones, which is convenient and fast. At the same time, some areas in the resort are covered by wireless networks, so tourists can stay connected with the outside world while on vacation and share their vacation experiences. In addition, the resort has also set up electronic display screens in some public areas to display the resort's activity information, hot spring knowledge and other content, providing tourists with more information channels.

### **2.2.2 Insufficient digital development**

Guxiang Hot Spring Resort has launched basic digital services such as online reservation system, regional wireless network and information electronic screen, but the overall digital level needs to be improved. Existing problems include: first, the coverage of digital marketing channels is insufficient, and the number of social media fans is far lower than that of competitors; second, the lack of intelligent services, lack of intelligent guide system and water quality monitoring equipment, and the guide relies on manual work; third, the data application ability is weak, and the tourist behavior analysis system has not been established, making it difficult to carry out precision marketing and personalized services. Compared with industry benchmarks, it needs to focus on breakthroughs in smart services and data-driven operations.

## **3. Opportunities that digital technology brings to Guxiang Hot Spring Resort**

### **3.1 Improving internal operation management efficiency**

The digital application of Guxiang Hot Spring Resort can maximize the operation and management of the enterprise itself. It is mainly reflected in that after the users of the reservation center use the central reservation system, they can avoid repeated reservations and waste resources; the customer relationship management system used in the customer service department can record the customer information, consumption records, hobbies, etc. collected by various departments in real time, help understand customer needs, and provide more accurate judgment of the services required by guests. In addition, Guxiang Hot Spring Resort can also manage the enterprise's materials intelligently through digital management, that is, intelligent supervision and management and automatic ordering functions of hot spring consumables, catering raw materials, etc. It fully improves the management efficiency of Guxiang Hot Spring Resort in managing storage materials.

### **3.2 Improving consumer experience**

Digital technology enables personalized services. Online resorts analyze customer characteristics through customer

information and recommend restaurants, activities, and experience attractions to customers. For example, through the customer's consumption records, it can be known that the customer may prefer health-preserving restaurants, and relevant products can be recommended to the customer during his stay. At the same time, personalized discounts and incentives can be provided to customers through digital systems. For example, different members can be provided with different additional discount incentives based on their points value and dining consumption amount, which can better induce different customer needs, thereby better promoting and satisfying the personalized services between each other, thereby increasing customer satisfaction and loyalty.

### **3.3 Expanding market share**

Digital technology has helped the resort develop new sources of income. Online booking platforms allow customers to book resort services anytime and anywhere, improving the convenience and efficiency of booking. E-commerce platforms can sell the resort's specialty products, such as hot spring skin care products, local specialties, etc., adding additional income channels. The membership marketing system can attract customers to become members, encourage customers to repeat consumption through points redemption, exclusive discounts, etc., and increase customers' consumption frequency and amount. Diversified sources of income reduce operating risks and improve the profitability of the resort.

### **3.4 Enhance brand image**

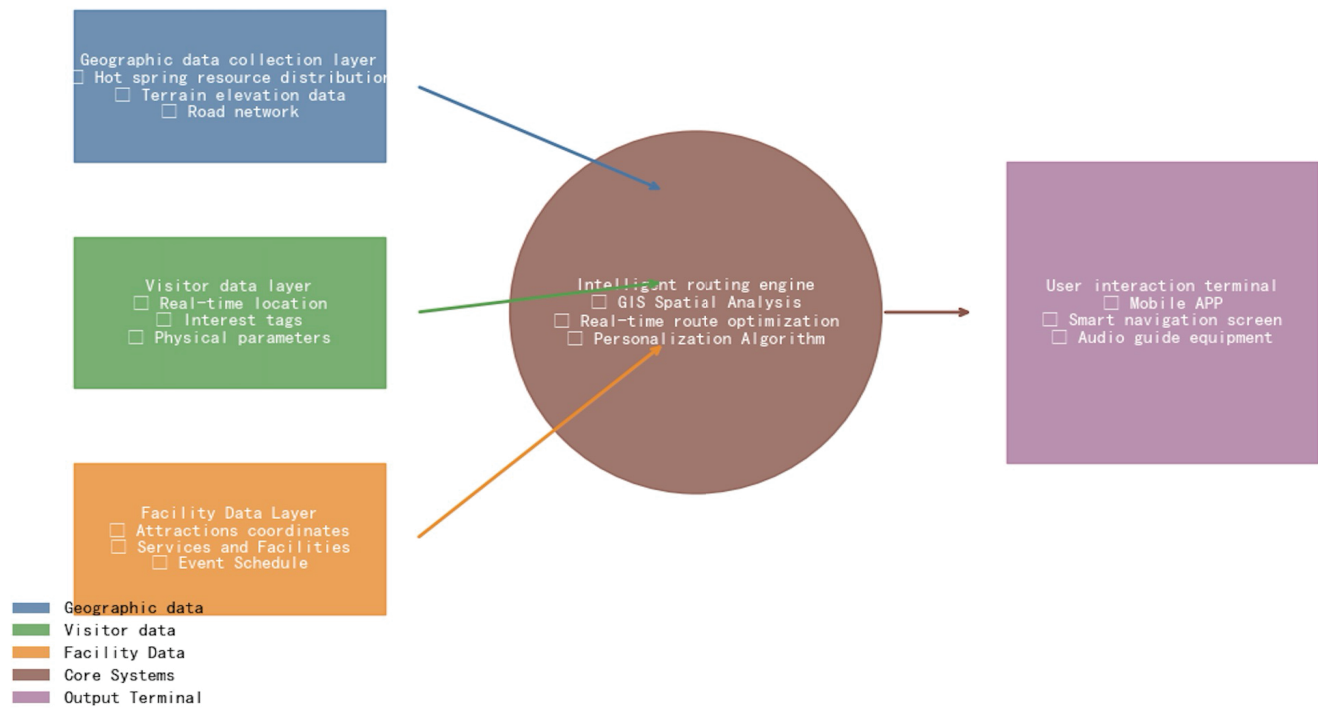
Digital technology can help resorts to interact with consumers flexibly and boldly. Resorts can attract tourists by publishing a large number of beautiful pictures, videos and tourists' testimonials on social networks. In addition, some positive reviews and good reviews on some online travel websites can also help resorts attract some consumers. The official website can introduce resort service facilities, scenic spot tour guides, online reservations, tourist interactions, etc. to help consumers understand the resort situation and related services in advance, save travel time and costs, and increase tourists' participation and dependence on resort consumption. The reasonable use of digital technology through different channels can enable Guxiang Hot Spring Resort to attract more consumers and use its own brand image.

## **4. Specific strategies of Guxiang Hot Spring Resort to enhance its competitive advantage by using digital technology**

### **4.1 Construction of smart scenic spots**

By introducing a series of intelligent systems, the management efficiency of scenic spots and the tourists' tour experience can be improved in all aspects. The first is the intelligent tour guide system. The system can provide personalized tour route planning for tourists with the help of mobile applications or intelligent terminal devices in the scenic area. Based on the resort's geographic information system (GIS) data, it can intelligently recommend the best tour route according to tourists' points of interest, time constraints and physical conditions, such as customizing routes for health enthusiasts that include special health hot spring pools and health lecture venues, or planning itineraries for parent-child families to children's recreational hot spring areas and parent-child interactive facilities. For example, a GIS-based intelligent route planning system (Figure 1) can be designed (Buhalis, D. and Amaranggana, A., 2013). During the tour, the system can also provide real-time voice explanations, which not only cover the history and culture of hot springs, the formation principles and other knowledge, but also introduce the characteristics and usage methods of various attractions and facilities in the resort, so that tourists seem to have an exclusive tour guide and can deeply understand the charm of the resort anytime and anywhere. The intelligent ticket system provides great convenience for tourists. Tourists can book tickets in advance through online travel platforms, the resort's official website or mobile applications, and choose the form of electronic tickets. When arriving at the scenic spot, you only need to scan the QR code at the gate or use facial recognition technology to quickly enter the park without queuing for tickets, which greatly saves time. At the same time, the smart ticket system can also share data with other systems of the resort, which is convenient for counting tourist flow, analyzing information such as the source of tourists, and providing data support for precision marketing. The smart parking management system can effectively solve the problem of difficult parking in the scenic area.

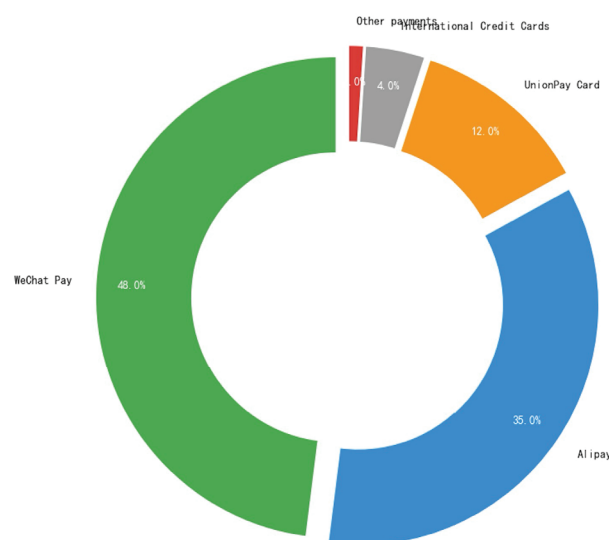
Figure 1 : GIS-based intelligent path planning system architecture diagram



## 4.2 Online Booking and Payment System

In today's digital age, convenient online booking and payment systems are essential for the successful operation of tourism enterprises, and Guxiang Hot Spring Resort is no exception. Building a fully functional online booking platform is the top priority. The platform should integrate various resources within the resort, including different types of guest rooms, various hot spring packages, catering services, entertainment projects, etc., to provide tourists with a one-stop booking service. Tourists only need to enter their travel date, number of people and required services on the platform, and the system will quickly filter out qualified products and display detailed information, such as room type pictures, facilities, price details, hot spring package inclusions, usage time limits, catering menus and prices, etc. At the same time, the platform should also provide real-time booking status updates, so that tourists can clearly understand whether the products they have booked are successful, avoiding booking conflicts or information errors. In the payment process, support for multiple payment methods is essential. In addition to common bank card payments, WeChat payments, and Alipay payments, the needs of international tourists should also be considered, and international credit card payments and some cross-border payment platforms should be supported, as shown in Figure 2.

Figure2: Proportion of online payment channels used

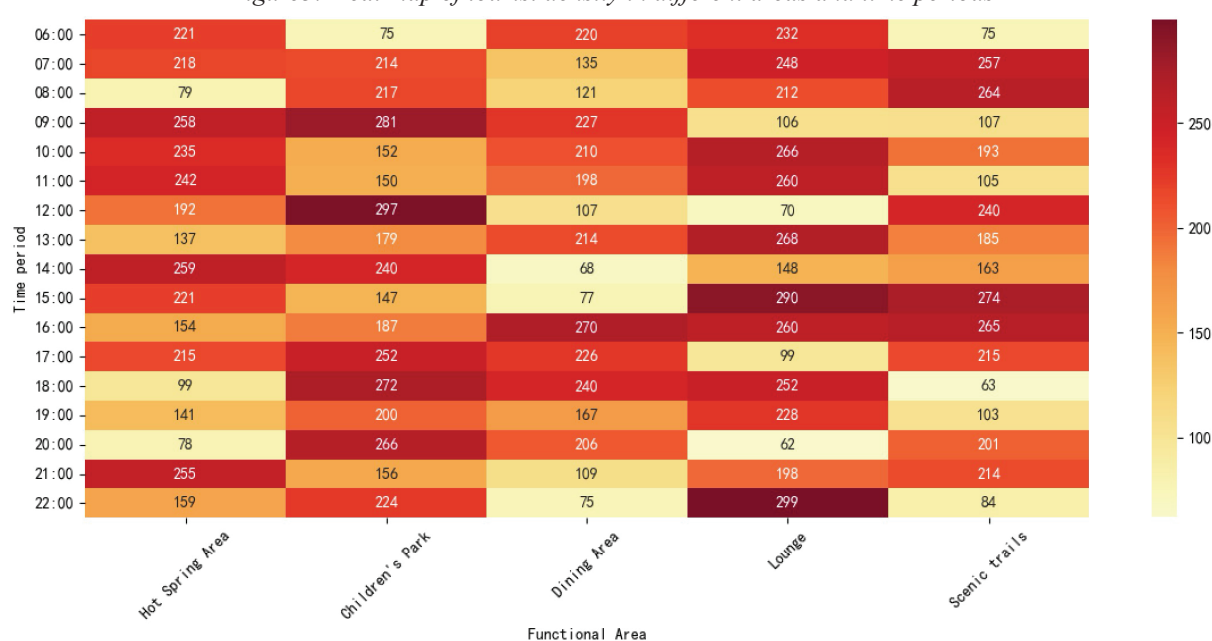


The payment system should ensure safety and reliability, and use advanced encryption technology to protect tourists' payment information to prevent information leakage and fraudulent risks. After the payment is completed, the system should generate electronic orders and payment vouchers in a timely manner to facilitate tourists to query and retain. In order to improve tourists' satisfaction and retention rate, the online booking and payment system can also set some personalized functions. For example, based on the tourists' historical booking records, similar products or preferential packages can be recommended to them; after the tourists successfully book, warm reminders are sent to inform tourists of the preparations before the trip, the resort's contact information and local weather conditions; after the tourists leave the store, they are invited to evaluate the holiday experience, and corresponding points or coupons are given according to the evaluation to encourage tourists to visit again. Through such a convenient, efficient and personalized online booking and payment system, Guxiang Hot Spring Resort can better meet the needs of tourists, improve the booking conversion rate, enhance tourists' trust and loyalty to the brand, and thus stand out in the fierce competition in the tourism market.

### 4.3 Big Data Analysis

Big data analysis provides strong support for the refined operation and precision marketing of Guxiang Hot Spring Resort. In terms of tourist behavior analysis, a comprehensive tourist portrait can be constructed by collecting data left by tourists on booking platforms, various consumption links in the resort, and on social media (Fuchs, M. et al., 2014). For example, the tourists' place of origin, age, gender, occupation, consumption habits, hobbies and other information can be analyzed to understand the needs and preferences of different types of tourists. For tourists from first-tier cities, young and fashionable tourists who pay attention to health and wellness, they may prefer high-end private hot spring suites, personalized health hot spring services and special healthy dining; while for family tourists, parent-child interactive hot spring facilities, children's entertainment projects, and family package dining and accommodation are more attractive. These analysis results can help the resort to be targeted in product design, service optimization and marketing promotion. In terms of scenic spot operation analysis, as shown in Figures 3 and 4, big data can be used to monitor the real-time changes in tourist flow. Through the flow monitoring equipment set up at various entrances, major attractions and facilities in the scenic area, data such as tourists' entry and exit time, length of stay, and tour routes are collected to analyze the distribution of tourist density in different time periods and different areas.

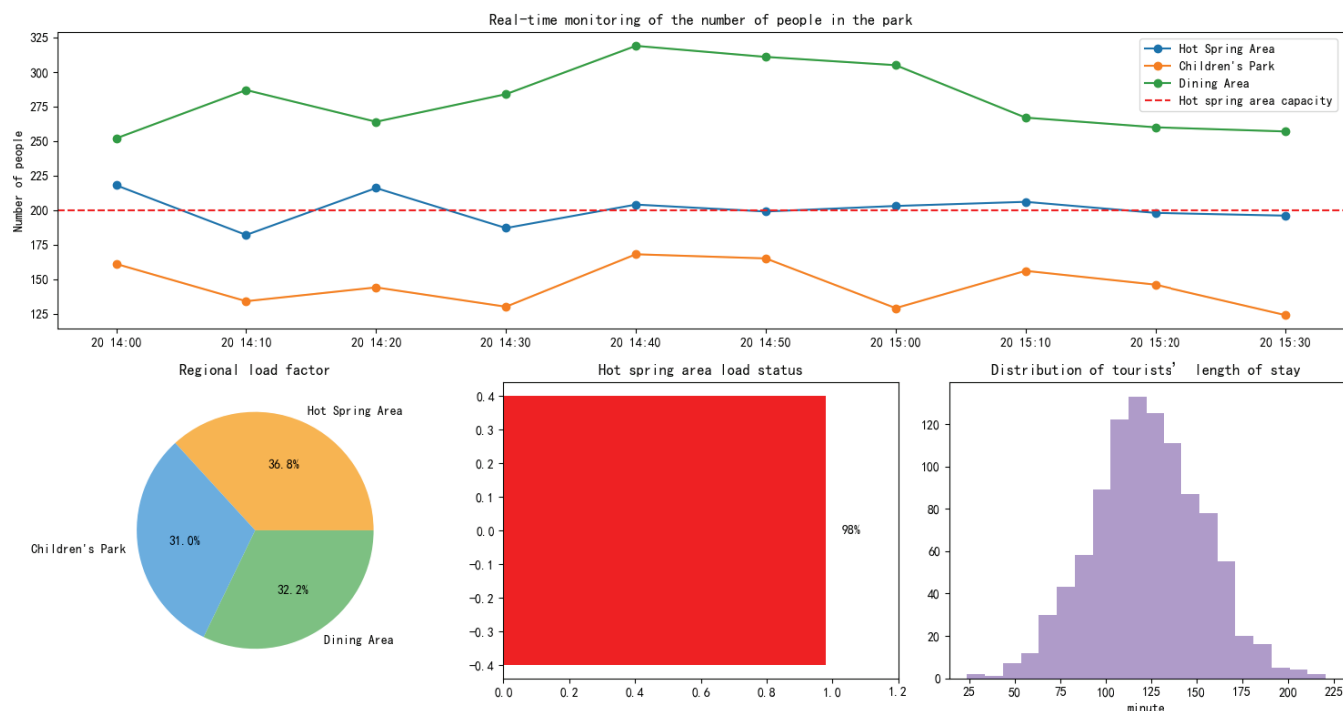
Figure3: Heat map of tourist density in different areas and time periods



During the peak tourist season, when some popular hot spring areas or entertainment facilities are crowded with tourists, the resort can promptly deploy staff to guide them, or adjust the operation strategy, such as extending the opening hours, adding temporary facilities, etc., to improve the tourists' experience. At the same time, big data can also analyze the frequency of use and failure rate of various facilities in the scenic area, arrange maintenance and upkeep in advance, ensure the normal

operation of the facilities, and reduce operating costs. Based on the results of big data analysis, Guxiang Hot Spring Resort can carry out precision marketing activities. Personalized marketing plans can be formulated for different tourist groups, such as pushing exclusive membership discounts and customized service packages to old customers to attract them to visit again; targeted advertising can be placed for potential customers based on their interests and geographical locations to improve marketing effectiveness. In addition, big data can also help the resort evaluate the effectiveness of marketing activities. By comparing the data of tourists' bookings, visits, and consumption amounts before and after the activities, it can analyze which marketing channels and strategies are most effective, providing a basis for future marketing decisions.

Figure4: Real-time crowd monitoring dashboard



#### 4.4 Virtual Reality Technology

Virtual reality technology (VR) has brought an innovative immersive experience mode to the Ancient Elephant Hot Spring Resort, which can greatly enrich the tourists' tour and leisure content. Before tourists visit, VR technology can be used to create a virtual tour platform. By wearing VR equipment, tourists can preview the overall view of the resort in an immersive way, including the landscape of various hot spring pools, the internal layout of the guest rooms, the environment of the dining area, and the characteristics of the entertainment facilities. This can not only help tourists better understand the facilities and services of the resort and plan their itinerary in advance, but also stimulate tourists' interest and increase the booking conversion rate. For example, for some potential tourists who are far away and difficult to visit on the spot, the virtual tour platform can allow them to feel the charm of the Ancient Elephant Hot Spring Resort at home, thereby increasing their willingness to come for vacation. In the resort, VR technology can be applied to multiple scenes to enhance the tourists' experience. In the hot spring area, a VR experience room can be set up. Tourists can enter the experience room during the intervals of hot spring bathing and choose different VR scenes, such as being in a hot spring in a tropical rainforest, soaking in a hot spring at the foot of a snow-capped mountain, or enjoying a leisure time in an ancient palace-style hot spring bath. These virtual scenes, through realistic sound effects, pictures and interactive elements, make tourists feel as if they have traveled through time and space and gained a unique hot spring experience (P, TI and D, W., 2018). In terms of cultural display, VR technology can present the historical culture and folk customs of the resort's location in the form of virtual reality. Visitors can participate in virtual traditional sacrificial ceremonies, folk dance performances or historical story interpretations, and gain a deep understanding of the local cultural connotations, making the holiday trip not only a leisure and relaxation, but also a cultural exploration and inheritance journey. In addition, VR technology can also be used for event planning and promotion of the resort. For example, VR-themed parent-child activities can be held, where children can adventure with cartoon characters in



a virtual fairy tale world, while combining real parent-child interactive games and hot spring experiences to create unforgettable memories for family tourists; for young tourist groups, VR e-sports competitions combined with hot spring health care activities are carried out to attract more e-sports enthusiasts and tourists who pursue novel experiences to participate, and enhance the popularity and influence of the resort among young groups. Through the application of virtual reality technology, Guxiang Hot Spring Resort can break through the limitations of traditional tourism experience and create a more colorful and unique holiday experience for tourists, thereby establishing a unique brand image in the fiercely competitive tourism market and attracting more tourists to experience it.

#### **4.5 Social Media Marketing**

Social media has become an important battlefield for modern tourism marketing. Guxiang Hot Spring Resort can effectively enhance brand awareness and establish close interaction with customers by making full use of this platform. First of all, the resort should open official accounts on mainstream social media platforms such as WeChat, Weibo, Douyin, Xiaohongshu, etc., and carry out careful brand image design and content planning. The visual style of the account should be consistent with the overall positioning of the resort. For example, if it focuses on high-end health resorts, a simple and elegant design style can be adopted; if it is aimed at the family and parent-child market, lively and warm colors and patterns can be used. In terms of content creation, it is necessary to focus on diversity and attractiveness. Regularly publish high-quality pictures and videos to show the resort's beautiful scenery, special hot spring pools, exquisite food, wonderful entertainment activities and tourists' happy moments. At the same time, combined with text introductions, share hot spring health knowledge, local travel guides, resort discount information, etc., to provide users with valuable content. In terms of interacting with customers, social media platforms provide a wealth of ways. Respond to users' comments and private messages in a timely manner, answer their questions about the resort, handle complaints and suggestions, and let users feel the resort's attention and attention to them. For example, when tourists ask about the specific content of a hot spring package, customer service staff should quickly give detailed and accurate responses and provide personalized recommendations; for suggestions for improvement raised by tourists, such as the taste of a restaurant's dishes or service quality, sincere apologies should be made and improvement measures should be explained to let tourists see the resort's positive attitude towards improvement. In addition, interactive activities such as lucky draws, Q&A, and punch-in challenges can be carried out to encourage users to participate and share. For example, a "Most Beautiful Moments of Guxiang Hot Spring" photography competition can be held to invite tourists to share photos taken at the resort. Through user participation and sharing, the resort's brand communication range can be expanded. Social media marketing can also use the power of influencers and opinion leaders. Cooperate with well-known influencers and bloggers in the tourism field, invite them to experience the resort, and share their real feelings and experience reports on social media. These influencers and opinion leaders usually have a large number of fans and high influence, and their recommendations can attract the attention of more potential tourists. For example, a travel blogger with millions of fans shared his pleasant vacation time at Guxiang Hot Spring Resort, showed beautiful pictures and videos, and gave high praise, which may arouse the interest of his fans and prompt them to come to Guxiang Hot Spring Resort to experience it. Through effective social media marketing, Guxiang Hot Spring Resort has been able to accumulate a large number of fans and loyal users on social media platforms, increase brand exposure and reputation, and convert social media traffic into actual tourist bookings, thereby enhancing the company's competitive advantage.

#### **4.6 Live broadcast and short video marketing**

Live broadcast and short video marketing, as the most influential digital marketing tools at present, have opened up a new way for market promotion and customer interaction for Guxiang Hot Spring Resort. In terms of live broadcast marketing, the resort can regularly hold various themed live broadcast activities. For example, the live broadcast of "Hot Spring Health Tour" was launched, and the anchor led the audience to visit various special hot spring pools on site, and introduced in detail the water quality composition, health benefits and unique bathing experience of different hot springs. During the live broadcast, the audience can ask questions through the barrage, and the anchor will answer questions about the temperature control, suitable crowds, supporting facilities and other issues of the hot springs in real time, making the audience feel as if they were there. At the same time, the live broadcast can also show the guest room facilities of the resort, such as the layout of the room,

the decoration style, the quality of bedding, etc., as well as catering services, taste the special food on site and introduce its source of ingredients, cooking methods and taste characteristics. In order to increase the attractiveness and interactivity of the live broadcast, some preferential activities and lottery links can be set up, such as live broadcast exclusive hot spring package discount coupons, free room coupons lottery, etc., to stimulate the audience's desire to buy. Through the sharing function of the live broadcast platform, the audience can share the live broadcast link to their social circles, further expand the scope of the live broadcast, and attract more potential tourists. Short video marketing focuses on the creativity and simplicity of the content. Make a series of exquisite short videos to show different aspects of the resort. For example, shoot a short video of "Morning at Guxiang Hot Springs" to show the morning sun shining on the hot spring water surface and the tranquil beauty of mist, with soothing music, so that the audience can feel the cozy atmosphere of the resort; make a short video of "Happy Hour of Hot Springs" to record the wonderful moments of tourists playing in the hot spring pool and laughing on the entertainment facilities, highlighting the vitality and fun of the resort. The length of short videos is generally controlled from a few seconds to a few minutes, which is suitable for rapid dissemination on social media platforms. When posting short videos, it is necessary to reasonably use popular topic tags, such as #hot spring resort #guxiang hot spring beauty #health journey, etc., to increase the search exposure of short videos. At the same time, encourage tourists to shoot short videos in the resort themselves and share them on social media. The resort can set up some reward mechanisms, such as giving small gifts or coupons, to commend and promote excellent tourists' short videos, and expand brand influence with the help of tourists' word-of-mouth communication. Live broadcast and short video marketing work together to form a full-scale marketing matrix. Live broadcast can deeply display the resort's products and services, interact with the audience in real time, answer questions and promote sales; short videos, with their characteristics of rapid dissemination and easy sharing, can attract more potential customers' attention in fragmented time and stimulate their interest in the resort. Through this combined marketing method, Guxiang Hot Spring Resort can more effectively reach the target customer group and enhance brand awareness and market competitiveness (Xiang, Z. et al., 2015).

#### **4.7 Private Domain Traffic Operation**

Private traffic operation is of key significance for Guxiang Hot Spring Resort to establish long-term and stable customer relationships, achieve precision marketing and improve customer loyalty. First, the resort needs to build its own private traffic pool. This can be achieved in many ways, such as guiding tourists to follow the resort's official WeChat public account, mini program or join the resort's membership club during the reservation or consumption process. Set up obvious drainage entrances on the official website and social media platforms to attract users to register as members and leave contact information. After registration, members can get certain points or coupons as rewards to encourage tourists to join the private traffic pool. For users in the private traffic pool, refined operation management should be carried out. Through the membership system, users' basic information, consumption records, preferences and other data are collected and analyzed, and users are classified and stratified. For example, users are divided into different levels such as high-frequency and high-consumption high-quality customers, medium-frequency and medium-consumption potential customers, and low-frequency and low-consumption ordinary customers. Develop personalized marketing strategies for users at different levels. For high-quality customers, we can provide exclusive high-end customized services, such as private hot spring stewards, priority booking rights, free room upgrades, etc. For potential customers, we can push some targeted preferential packages and value-added services to stimulate them to increase the frequency and amount of consumption; for ordinary customers, we focus on the optimization of basic services and word-of-mouth communication guidance, and keep their attention to the resort by regularly issuing small coupons and pushing special event information. In the operation of private domain traffic, content push is an important means to maintain user stickiness. According to the interests and needs of users, personalized content is pushed regularly. For example, we push hot spring health knowledge articles, healthy recipes, and customized health hot spring package recommendations to health enthusiasts; send parent-child activity notices, children's amusement facility updates, family vacation discount packages, etc. to parent-child families. At the same time, we can also increase user participation and interactivity by holding online exclusive activities, such as member-exclusive online draws, question-and-answer competitions, photography competitions, etc. In addition, users in the private domain traffic pool are encouraged to



spread word of mouth. Set up a user recommendation reward mechanism. For example, after an old member recommends a new member to successfully book and consume, the old member can get points or cash back, and the new member can also get a certain discount. In this way, with the help of users' social networks, the resort's customer base is expanded, and the fission growth of private domain traffic is achieved. Through effective private domain traffic operations, Guxiang Hot Spring Resort can convert traffic into retention, establish a deep emotional connection with customers, and increase the customer's lifetime value, thereby consolidating its competitive position in the fierce market competition and achieving sustainable development.

## **5.Future Prospects of Digital Technology Application in Guxiang Hot Spring Resort**

With the continuous development and innovation of digital technology, Guxiang Hot Spring Resort has broad development prospects in the future. In terms of internal operation management, digital technology will continue to be optimized. For example, artificial intelligence technology can be further applied to customer service. Through the intelligent customer service system, tourists' questions can be answered in real time, improving service response speed. At the same time, big data analysis will more accurately predict tourist needs and market trends, providing a scientific basis for the resort's decision-making. Through in-depth analysis of tourists' consumption behavior, preferences and other data, the resort can prepare corresponding services and products in advance to improve tourist satisfaction (Gretzel, U. et al., 2015). In terms of consumer experience, virtual reality (VR) and augmented reality (AR) technologies are expected to bring a new experience to tourists. Tourists can use VR technology to virtually tour the resort before booking, understand the hot spring facilities, hotel rooms, etc., and make better decisions. In the resort, AR technology can provide tourists with guided services, display historical and cultural information of the attractions, and increase the fun and knowledge of the tour. In addition, the application of smart wearable devices will also enhance the experience of tourists. For example, tourists can wear smart bracelets to realize keyless door opening, consumption payment and other functions, and can also monitor health data in real time to provide reference for hot spring health. In terms of market expansion, digital technology will help Guxiang Hot Spring Resort further expand domestic and overseas markets. Through cooperation with international online travel platforms, the resort can attract more international tourists. At the same time, by taking advantage of the global communication characteristics of social media, the resort can actively promote the characteristics and advantages of the resort and increase the international visibility of the brand. In the domestic market, with the popularization of digital technology, the resort can more accurately locate the target customer group and carry out personalized marketing activities. For example, for tourists from different regions and different age groups, differentiated marketing strategies can be formulated to improve marketing effectiveness. In terms of brand building, digital technology will continue to play an important role. Resorts can enhance the brand's sense of fashion and technology by creating a digital brand image. For example, designing interactive official websites and mobile applications so that tourists can feel the brand's vitality and innovation during browsing. At the same time, actively participate in digital tourism exhibitions and activities to showcase the resort's digital technology application results, exchange experiences with other companies in the industry, and jointly promote the digital development of the hot spring tourism industry. In short, with the help of digital technology, Guxiang Hot Spring Resort will continue to innovate and develop, enhance its competitiveness, provide tourists with better service experience, and become a leader in the hot spring tourism industry.

## **Conclusion**

Digital technology plays a vital role in today's tourism industry, and Guxiang Hot Spring Resort has also actively participated in the wave of digital transformation. Relying on its unique hot spring resources and complete supporting facilities, Guxiang Hot Spring Resort faces the dual challenges of competition from peers and insufficient depth of digital application in its digital transformation. Although basic digital facilities such as online reservations and electronic guides have been built, there is still room for improvement in intelligent service upgrades, data value mining and new media marketing. Through strategies such as smart scenic spot construction (smart guide/ticketing system optimization), big data precision marketing, VR immersive experience development, and social media matrix operations, operational efficiency and experience upgrades can be achieved simultaneously. In the future, the continued deepening of the application of digital technology in management

optimization, experience innovation, and brand communication will help it consolidate its benchmark position in the hot spring tourism industry and provide peers with a replicable digital transformation path.

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no

## Conflict of Interests

The author(s) declare(s) that there is no conflict of interest regarding the publication of this paper.

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