

Service Quality Analysis of Digital Creative Cultural Tourism Industry Based on PZB Model: A Case Study of Langya Ancient City in Linyi

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Abstract. Amidst rapid digital technological advancements and strong policy support, the digital creative cultural tourism industry has emerged as a strategic emerging sector. This study employs the PZB model and SERVQUAL scale to investigate service quality perceptions at Langya Ancient City. Through questionnaire surveys measuring consumers' expectations (ES) and perceived performance (PS) across five dimensions — tangibility, reliability, responsiveness, assurance, and empathy — paired-sample t-test analysis revealed service gaps in all dimensions. Results demonstrated statistically significant ES-PS discrepancies at the 5% level across all dimensions except assurance, though the magnitude of satisfaction gaps showed limited variation. Building on these analytical outcomes, the study proposes targeted digital marketing strategies addressing critical service quality deficiencies to enhance industry development.

Keywords: Digital Creativity; Cultural Tourism Industry; PZB Model; Marketing Strategy; Langya Ancient City.

1. Introduction and Literature Review

The rapid development of digital technologies such as artificial intelligence, big data, cloud computing, 5G, CG, and VR has driven the vigorous growth of the digital creative industry. From 2021 to 2023, China's Ministry of Culture and Tourism and the State Council successively issued policies like Opinions on Promoting the Implementation of the National Cultural Digitalization Strategy and the 14th Five-Year Plan for Cultural and Tourism Development, positioning digital creative cultural tourism as a national strategic emerging industry. The digital economy has also fueled new growth trends in China's consumer sectors, with demand for digital cultural tourism experiences further upgrading ^[1]. To enhance consumer engagement, cultural tourism enterprises prioritize user-oriented approaches ^[2], integrating AR, VR, and other digital technologies with cultural content to innovate industry practices ^[3], thereby improving quality and efficiency while seizing opportunities for growth ^[2, 4]. However, challenges persist, including insufficient core technological capabilities ^[5], low value-added outputs ^[6], and inadequate brand dissemination and governance systems ^[7].

Recent scholarly investigations in China have systematically examined the multidimensional drivers shaping service quality perceptions within digital creative cultural tourism, focusing on three pivotal domains: technological innovation, consumer heterogeneity, and media dynamics. Technologically, the integration of AI and immersive technologies (e.g., VR-based "Past View" and 4K/8K-XR systems) has redefined tourism paradigms through scenario reconstruction, enhancing cross-spatiotemporal engagement while reducing physical resource dependencies ^[2,8-11]. Consumer demographics reveal divergent quality perceptions: seniors exhibit diminished satisfaction due to digital literacy gaps ^[4], whereas Gen Z demonstrates heightened affinity for tech-enhanced services ^[12], with e-tourism information literacy (eTIL) further differentiating experiences within cohorts ^[1]. Digitally mediated interactions amplify pre-consumption expectations, as evidenced by PLS-SEM analyses linking providers' digital media strategies and user-generated content (UGC) to perceived value optimization ^[3,13].

To explore service quality in the digital creative cultural tourism industry, it is essential to account for its unique characteristics, integrate digital service quality with consumer diversity, identify gaps in satisfaction, and propose improvement strategies through media and marketing. This study establishes a consumer satisfaction evaluation model based on the PZB model and SERVQUAL scale, tailored to digital creative cultural tourism services. Focusing on Langya Ancient City, we analyze consumer expectations and satisfaction levels, employing Amos and Stata for model validation and paired-sample t-tests to pinpoint service quality gaps. The findings provide actionable marketing recommendations for cultural tourism enterprises.

2. Theoretical Framework and Research Hypotheses

2.1. Theoretical Background

In the PZB model (a conceptual model of service quality), scholars Parasuraman, Zeithaml, and Berry proposed five gap factors that influence consumers' perception of service quality^[19]: the gap between consumer expectations and product providers' expectations; the gap between providers' understanding of consumer expectations and the actual service standards established; the gap between service standards and actual service delivery; the gap between delivered service quality and externally communicated quality; and the gap between customers' expected service (ES) and perceived service (PS). Consumer satisfaction with service quality is only achieved when $PS - ES \geq 0$. Particularly relevant to digital creative cultural tourism – a high-value-added sector delivering innovative cultural experiences – this framework underscores the criticality of aligning perceived satisfaction with consumer expectations for sustainable industry development.

Building on the PZB model, the three scholars refined five high-validity attributes from the framework — tangibility, reliability, responsiveness, assurance, and empathy (Table 1) — collectively forming the SERVQUAL model. The SERVQUAL model enables systematic measurement of service quality perceptions across five dimensions, quantifying discrepancies between consumers' expected and perceived service levels in Langya Ancient City's digital creative cultural tourism. By analyzing PS-ES gaps through this framework, operators can pinpoint underperforming dimensions ($PS < ES$) while deriving data-driven strategies for service enhancement and targeted marketing optimization.

2.2. Indicator System

Building upon the SERVQUAL model from the PZB framework and synthesizing existing literature, this study establishes criteria for a consumer satisfaction evaluation model for digital creative cultural tourism services (Table 1). The model integrates the indicator system developed by Wang Ning in his research on rural cultural tourism under digitalization^[24], while incorporating characteristics unique to digital creative cultural tourism and insights from other scholars' perspectives on this field.

Table 1 Evaluation Model Criteria for Consumer Satisfaction in Digital Creative Cultural Tourism Services

Dimension	element	Factors Influencing Consumer Satisfaction in Digital Creative Literary Tourism
Tangibility	Physical facilities, equipment, and staff presentation	A1 Modern facilities in physical venues ensure tourist convenience
		A2 Hygienic environments with user-centric infrastructure
		A3 Standardized service
		A4 Sufficient, professionally uniformed staff
Reliability	Ability to deliver promised services accurately	B1 Rapid fulfillment of digital-creative service commitments
		B2 Timely problem resolution mechanisms
		B3 High-accuracy digital service delivery
		B4 Effective emergency response protocols
		B5 Precise digital transaction records (e.g., e-documents, voice logs)
Responsiveness	Readiness to provide prompt assistance	C1 Clear communication of service timelines
		C2 Staff promptly address tourist inquiries
		C3 Service delivery with positive attitudes
		C4 Efficient digital platform responsiveness
Assurance	Staff competence and trust-building capacity	D1 Professionally executed services
		D2 Secured data management and financial safety
		D3 Trustworthy service ethics across online/offline channels
Empathy	Customized care for diverse needs	E1 Inclusive service accessibility (regional/age/income adaptability)
		E2 Specialized support for vulnerable groups (e.g., elderly, children)
		E3 Multi-channel service delivery optimization
		E4 Proactive needs assessment through follow-ups (e.g., calls, revisits)

2.3. Research Hypotheses

Pre-visit digital exposure to Langya Ancient City’s promotional campaigns, such as the Night Tour featuring illuminated heritage landscapes and immersive 3D performances, shapes consumer expectations toward its technological infrastructure and service delivery. During experiential engagement, service quality perceptions emerge through two critical pathways: operational responsiveness through timely digital or staff assistance that conveys care, and knowledge-driven assurance via expert guidance and tailored solutions that foster trust, collectively defining satisfaction outcomes in digital cultural tourism.

Full alignment between perceived service quality and expectations across all five SERVQUAL dimensions—tangibility, reliability, responsiveness, assurance, and empathy—strengthens consumer confidence in Langya Ancient City, elevating overall satisfaction. Conversely, unmet expectations stemming from technical failures, untrained staff, unresolved feedback, or inadequate visitor accommodation diminish perceived quality. Despite the inherent difficulty in achieving PS>ES across all dimensions simultaneously, negative perceptions spread disproportionately. The digital-dependent nature of creative cultural tourism amplifies this asymmetry: a single critical review demands 5–10

positive counterparts to offset reputational damage, often requiring compensatory pricing strategies to curb customer attrition and revenue decline, as evidenced by research findings^[14].

To systematically investigate significant perceptual gaps across dimensions, the following hypotheses are proposed:

H1 A significant discrepancy exists between consumers' perceived quality and expected quality in the tangibility dimension at Langya Ancient City.

H2 A significant discrepancy exists between consumers' perceived quality and expected quality in the reliability dimension at Langya Ancient City.

H3 A significant discrepancy exists between consumers' perceived quality and expected quality in the responsiveness dimension at Langya Ancient City.

H4 A significant discrepancy exists between consumers' perceived quality and expected quality in the assurance dimension at Langya Ancient City.

H5 A significant discrepancy exists between consumers' perceived quality and expected quality in the empathy dimension at Langya Ancient City.

3. Data Collection and Validation

3.1. Questionnaire Design and Collection

This study employs the SERVQUAL model to categorize factors influencing overall service satisfaction into five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. Focusing on Langya Ancient City as a case study, the research investigates consumers' expectations and actual satisfaction levels across these dimensions.

To ensure questionnaire reliability and obtain authentic data regarding consumers' expectations and satisfaction with Langya Ancient City's service quality, this study adopted a hybrid data collection approach combining on-site questionnaire distribution within the scenic area and online surveys. Valid responses totaled 209 questionnaires, achieving a 92.07% validity rate from 169 digital and 58 in-person submissions. Respondent demographics demonstrated balanced gender representation with 56% male and 44% female participants, predominant age distribution under 40 years, elevated educational attainment at 89.47% post-secondary completion, and modal monthly incomes ranging between 2,000–6,000 CNY, collectively mirroring regional cultural tourism consumer profiles. While 33.3% expressed moderate recommendation intent, critical findings revealed 47.85% low revisit intention and 34.45% advocacy reluctance, necessitating multidimensional analysis of service deficiencies and strategic interventions targeting consumer pain points to optimize destination competitiveness.

3.2. Reliability Validation of Questionnaire

A Cronbach's alpha reliability analysis validated the psychometric robustness of survey items measuring consumers' expectations toward Langya Ancient City, with all dimensions exceeding the 0.8 threshold as detailed in Table 3. This surpasses established benchmarks where $\alpha > 0.9$ denotes excellence and $\alpha > 0.7$ indicates acceptability, confirming the instrument's capacity to reliably capture theoretical constructs while demonstrating exceptional internal consistency and measurement stability.

3.3. Validity Assessment of Questionnaire

The study conducted comprehensive validity testing to verify the measurement model's capacity to capture determinants of consumer satisfaction with Langya Ancient City. Structural validity assessment employing Kaiser-Meyer-Olkin measures and Bartlett's test of sphericity, detailed in Table 2, revealed robust psychometric properties. All expectation and satisfaction dimensions demonstrated KMO values surpassing 0.7—exceeding the established threshold for adequate factorability where values above 0.9 indicate exceptional performance, 0.8-0.9 strong variable

interdependence, and 0.7-0.8 sufficient commonality. Bartlett's tests achieved statistical significance at $p < 0.001$ across dimensions, confirming the suitability of factor analysis for data exploration.

Furthermore, building on validated scales, the study implemented AMOS-based structural equation modeling to assess model fit indices. Although visitor experience factors exhibited moderate cross-loading at 0.547 with operational metrics — below the 0.6 threshold for robust factor structure significance — this correlation proved statistically insignificant. Key fit indices demonstrated exceptional model performance: RMSEA values under 0.08 for both expectation and satisfaction dimensions, CFI exceeding 0.9, and normed chi-square below 3. These outcomes validate superior structural validity, with the five SERVQUAL dimensions — tangible facilities, service reliability, operational responsiveness, knowledge assurance, and empathetic engagement — collectively accounting for significant variance in satisfaction metrics.

Table 2 Validation of Model Fit Indices

	X ² /df	P	RMSEA	CFI	IFI	TLI	RFI	NFI
Threshold	<3		<0.08	>0.9	>0.9	>0.9	>0.9	>0.9
Expectation	2.554	0.000	0.077	0.950	0.951	0.941	0.906	0.921
Satisfaction	2.235	0.000	0.069	0.957	0.957	0.948	0.910	0.925

A convergent validity analysis verified the psychometric rigor of the five PZB model dimensions in measuring service quality perceptions at Langya Ancient City, as detailed in Table 3. All SERVQUAL dimensions — tangibility, reliability, responsiveness, assurance, and empathy — demonstrated robust psychometric properties: standardized factor loadings exceeded 0.6, composite reliability surpassed 0.8, and average variance extracted maintained thresholds above 0.5. These results confirm the instrument's capacity to systematically quantify distinct latent constructs driving consumer satisfaction while ensuring multidimensional service quality assessment precision.

Table 3 Reliability and Validity Assessment of the Measurement Scale

		Expectation			Satisfaction			Standardi zed Factor Loadings	S.E .	P	CR	AV E
		Cronba ch's α	Validity		Cronba ch's α	Validity						
			KM O	Bartl ett		KM O	Bartl ett					
Q1	Tangibility	0.856	0.7 82	0.00 0	0.834	0.7 84	0.00 0	0.622			0.82 8	0.54 69
Q2	Tangibility							0.716	0.1 24	** *		
Q3	Tangibility							0.748	0.1 24	** *		
Q4	Tangibility							0.619	0.1 08	** *		
Q5	Reliability	0.902	0.8 10	0.00 0	0.862	0.8 87	0.00 0	0.724			0.86 71	0.56 63
Q6	Reliability							0.712	0.0 88	** *		
Q7	Reliability							0.668	0.0 77	** *		
Q8	Reliability							0.719	0.0 54	** *		
Q9	Reliability							0.713	0.0 83	** *		
Q1 0	Responsive ness	0.843	0.7 94	0.00 0	0.837	0.7 63	0.00 0	0.68			0.83 43	0.55 77
Q1 1	Responsive ness							0.714	0.1	** *		
Q1 2	Responsive ness							0.748	0.1 05	** *		
Q1 3	Responsive ness							0.625	0.0 9	** *		
Q1 4	Assurance	0.821	0.7 01	0.00 0	0.818	0.6 89	0.00 0	0.719			0.82 15	0.60 54
Q1 5	Assurance							0.73	0.0 83	** *		
Q1 6	Assurance							0.753	0.0 97	** *		
Q1 7	Empathy	0.852	0.7 77	0.00 0	0.823	0.7 97	0.00 0	0.662			0.82 05	0.53 4
Q1 8	Empathy							0.733	0.1 16	** *		
Q1 9	Empathy							0.744	0.1 21	** *		
Q2 0	Empathy							0.601	0.0 95	** *		

4. Empirical Research and Result Analysis

4.1. Overall Service Quality Analysis

Service Quality (SQ) = Perceived Service (P) - Expected Service (Q), where the service quality gap is calculated by subtracting consumers' expected service quality from their actual perceived value. A positive or negative gap indicates whether the actual perceived service quality of Langya Ancient City is higher or lower than expected, while the magnitude reflects the extent of the discrepancy. To analyze the gaps between consumers' expectations and perceptions across five dimensions of service quality and determine whether these gaps are statistically significant, this study employed paired-

sample t-tests. The results, including mean values of service quality expectations (SQE), service quality perceptions (SQP), their differences, and p-values, are presented in Table 4.

Table 4 Paired-Samples t-Test Results

Dimension	Perceived Mean	Expected Mean	Difference	*p*-value
Tangibility	3.5420	3.6002	-0.0582	0.035
Reliability	3.5985	3.6534	-0.0549	0.022
Responsiveness	3.6059	3.6985	-0.0890	0.000
Assurance	3.5891	3.6221	-0.0330	0.370
Empathy	3.5763	3.6622	-0.0859	0.008

The paired-sample t-test results reveal two key findings. First, the perceived service quality across all five dimensions (tangibility, reliability, responsiveness, assurance, and empathy) is lower than expected, as indicated by negative gaps. Significant differences (at the 5% level) were observed for tangibility, reliability, responsiveness, and empathy, while the gap in assurance was not statistically significant. This suggests that Langya Ancient City performs relatively better in assurance compared to other dimensions, though the perceived quality still falls short of expectations. Second, despite the gaps, their magnitudes are relatively small, indicating opportunities for improvement through service optimization to enhance perceived quality and reduce discrepancies.

4.2. Cause Analysis

Responsiveness exhibited the highest expected and perceived scores but also the largest significant gap. Consumers prioritize timely service delivery, particularly for digital creative services. While Langya Ancient City leverages digital technologies to enhance responsiveness (e.g., efficient management systems), overcrowding during peak seasons leads to inadequate on-site order maintenance, negatively impacting perceived quality.

Tangibility had the lowest expected and perceived scores. The homogeneity of physical facilities compared to other tourist destinations reduces novelty, lowering expectations. However, pre-visit marketing emphasizing cultural performances and digital technologies created inflated expectations, which were unmet due to limited understanding of actual facilities.

Assurance showed the smallest and non-significant gap. High-quality digital creative services (D1) and professional staff conduct (D3) bolstered consumer confidence. However, concerns about personal data security (D2) slightly lowered satisfaction relative to expectations.

Reliability displayed a minor gap. Standardized service protocols ensure consistency but hinder agility in updating information about new digital offerings. Delays in communicating updates (e.g., new promotions) create gaps when consumers discover unannounced services.

Empathy had a notable gap due to mismatched expectations. Langya Ancient City lacks standardized service criteria for diverse groups, leading to overestimated expectations. Additionally, special accommodations are often case-specific and not universally accessible, reducing perceived empathy.

5. Conclusions and Recommendations

5.1. Research Conclusions

This study conducts an empirical analysis of service quality in the digital creative cultural tourism industry, using Langya Ancient City as a case study, based on the PZB model and SERVQUAL scale. Data were collected through questionnaire surveys, followed by reliability and validity tests, as well as paired-sample t-tests. The conclusions are as follows: First, in terms of overall service quality, consumers' perceived mean scores across five dimensions—tangibility, reliability, responsiveness, assurance, and empathy—are consistently lower than their expected mean scores, indicating that Langya Ancient City's digital creative service offerings fall short of consumer expectations. Second,

the largest service quality gap is observed in the responsiveness dimension, attributed to incomplete implementation of smart systems and homogenized facilities, which undermine satisfaction in tangibility. Third, the relatively small gaps across all dimensions highlight actionable areas for improvement. These findings underscore the potential for Langya Ancient City to refine its digital creative service models by integrating interactive and immersive experiences across physical and digital spaces, thereby enhancing consumers' perceived quality.

5.2. Marketing Recommendations

First, Integrating Physical and Digital Touchpoints to Create Differentiated Services. The integration of physical and digital touchpoints is essential for enhancing the tangibility of service quality. For physical touchpoints, improving the facility experience in Langya Ancient City is critical to amplify visitors' sense of novelty and cultural immersion. For digital touchpoints, leveraging IoT and AI technologies enables real-time data capture and physical interaction processing. By analyzing consumer profiles and historical consumption patterns, predictive models can recommend contextually relevant digital creative services, such as historical narratives and cultural legends, thereby fostering highly contextualized and immersive experiences^[15]. Additionally, integrating augmented reality (AR) and virtual reality (VR) into interfaces of immersive devices (e.g., spatial audio headphones, smart glasses) can seamlessly merge three-dimensional digital experiences with physical environments, reducing perceived gaps in tangible service quality.

Second, Refining Narrative Design for Immersive Experiences. Crafting cohesive narratives is pivotal to improving the accuracy of immersive services. High-quality immersive cultural tourism experiences should transcend mere technological augmentation by embedding the spiritual and historical essence of the destination into multi-sensory interactions^[16]. Through bidirectional human-machine dialogues, consumer participation is enhanced, ensuring narrative continuity and experiential coherence.

Third, Establishing Efficient Online-Offline Responsive Mechanisms. Optimizing responsiveness requires a dual approach. First, leveraging AI-powered natural language processing (NLP) tools, such as chatbots, enables real-time resolution of visitor inquiries and complaints, demonstrating attentiveness to consumer needs. Second, frictionless solutions—including computer vision-based payment systems and self-service ticketing gates—streamline operational processes, capitalizing on digital convenience^[17]. User-friendly digital interfaces further elevate satisfaction and stimulate latent demand.

Fourth, Market Segmentation and Empathy-Driven Service Protocols. Tailoring services to distinct demographics forms the foundation of empathy-driven quality. Millennials prioritize sustainable digital experiences, while Generation Z and Alpha cohorts favor hybrid online-offline interactivity^[18]. Accordingly, youth-oriented campaigns should integrate trendy cultural elements into interactive digital projects, whereas strategies targeting elderly visitors should emphasize cultural depth and operational simplicity. Standardized protocols for special populations ensure service consistency, fostering perceived humanistic care and loyalty.

Fifth, Digital-Centric Promotion Strategies. In the digital era, Langya Ancient City's promotion must align with data-driven methodologies. Big data analytics enable personalized content delivery via social ecosystems (e.g., WeChat, Weibo), while collaborations with MCN (Multi-Channel Network) agencies can leverage regional advantages, such as Linyi's "Cultural Tourism Influencer Livestream Base," to cultivate opinion leaders^[19]. Professional generated content (PGC) and user-generated content (UGC) disseminated across short video platforms, social media, and livestream channels enhance authenticity and engagement, driving sustained monetization.

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