

Policy Recommendations for Suzhou Developing 'Jiangnan Culture' Smart Tourism

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Abstract

Smart tourism is an innovative model of tourism characterised by the application and integration of ICT technologies in traditional tourism industry. With its profound history and a wealth of cultural heritages, Suzhou is uniquely positioned to develop 'Jiangnan Culture' smart tourism, which will be of great significance to enhancing the soft power and international influence of Suzhou. Based on a brief overview of advantages and challenges for Suzhou to develop 'Jiangnan Culture' smart tourism, this report proposes four policy recommendations: 1. actively promote the innovation of public services; 2. explore the spiritual core of 'Jiangnan Culture'; 3. cultivate new forms of cultural tourism consumption; 4. accelerate the development of digital cultural industry.

Key Words

Smart Tourism; Jiangnan Culture; Digital Cultural Industry