



The Impact of the Digital Economy on The Development of The Tourism Industry in Shaanxi Province

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Abstract

The objective of the study is to analyze the impact of the digital economy on the development of the tourism industry in Shaanxi Province. The quantitative method approach was used and the sample for the study involved 385 owners or managers of the tourism industry. The instrument used for data collection is a questionnaire. The data collected is analyzed by statistics including demographic information, descriptive analysis, and multiple regression analysis. The finding shows that digital economy adaptation significantly impacts the development of tourism industry with Relative Advantage (0.083), Complexity (0.060), Trialability (0.044) and Observability (0.073). Similarly, user acceptance of digital tools significantly impacts the development of tourism industry with Perceived Usefulness (0.077), Perceived Easy to Use (0.056), Behavioural Intention to Use (0.094), Attitude towards Using (0.072) and Actual system use (0.128). Furthermore, network effect significantly impacts the development of tourism industry with Indirect Network Effect (0.061), User-Generate Content (0.056), and Cross-Platform Integration (0.080). The advantages created by digital economy adaptation led to better tourism development and increased acceptance of digital tools which generate network effects. Complexity acts as the major downside which makes it difficult to achieve seamless digital adoption within the tourism sector.

Keywords: Digital Economy, Tourism Industry, Tourism, Shaanxi Province

Introduction

As the world is becoming more connected, the digital economy is in the middle of many industries that have various levels of growth, including tourism (Khan et al., 2020). When the increase in adopting recent technologies affects the markets around the world, the tourism industry has proven to be one of the happiest affected industries with the digital standards (Abbas et al., 2023). Worldwide the progression of social media, mobile



applications, online booking sites, social network platforms, and especially e-payments skyrocketed the process of creating travel experiences by offering planning, booking, and experiencing traveling (Mustafa, 2022). The intermediaries for trips such as travel agencies, hotel hosting services, and companies involved in airline service delivery have transitioned from using conventional approaches and systems to using new systems and technology thus making the tourism market competitive and integrated. The penetration rate of online travel booking by June 2024 is expected to be 45.2 percent; therefore, 497 million internet users have used the services. Trip.com is among the leading online holiday booking service providers in the China (Statista, 2024). This global shift of tourism has made competition and innovation in the industry high leading to development within many areas (Streimikiene et al., 2021).

China has currently become one of the world's most favored tourist destinations in the world; it has incorporated the cultural site with modern technology (Keane et al., 2020). According to Statista, (2024), Chinese tourists spent approximately 4.9 trillion in yuan in 2023 showing that it bounced back after the Covid 19 outbreak. In the context of this study, modern technology captures extensive and innovative gadgets and tools that assist the tourists in their search of information services ranging from applications for enhanced mobility to ticketing, booking, and other services to even improve their vacation (Leung, 2022). Tourism plays a vital role in economic development and people exchange whereby countries offer new platforms to market their cultures and interact with other parts of the globe (Xia et al., 2023). Thus, with the further development of tourism potential and the active use of IT technologies, it has managed not only to attract millions of domestic and foreign tourists. One of the areas with fast tourist development is Shaanxi Province which is historically important for Northwest China due to the fact it possesses great amount of cultural and historical potential (Feng et al., 2023). But the modern dynamics of the digital economy have radically changed the ways of the management, promotion, and perception of tourism in Shaanxi.

Digital economy is defined as the economy that employs technologies and the World Wide Web to fuel commerce (Shkarlet et al., 2020). They include electronic business, digital money transfer, information analysis, and web services that help firms to remain relevant and trade with the global market. Thus, the digital economy is now identified as an important player concerning tourism (Carlisle et al., 2023). They facilitate efficient planning and organization of travel by using technology tools like websites and apps, travel blogs and other social media platforms (Buhalis, 2021). But now the information regarding the destination, the fares and tariffs for the flights and accommodation are within the reach of the customer. Further, digital tools are personal as it means that you get recommended something or get to experience something that



you would not have otherwise gotten from other people (Pirhonen et al., 2020). The digital revolution in the tourism industry increases the convenience factor, customers, and competitiveness for better and more travel experiences that can captivate the international traveler from the general people (Balasubramanian et al., 2022).

In the sphere of tourism, it is possible to define the digital economy as any activity related to booking and promotion of services in the internet space, including the use of online tools and gadgets together with virtual tours (Naumik-Gladka et al., 2023). The social media-based applications including TripAdvisor, Ctrip, and WeChat Pay have transformed the way tourists organize their holidays, book accommodations, and even share their experiences. Nowadays, most travelers make their travel services bookings through digital devices thanks to mobile internet and enhanced access to digital devices (Sia et al., 2023).

This upsurge in tourism consumption is evident in areas such as Shaanxi where tourism is led by its rich historical and cultural heritage-links to modern digital service platforms to advance tourism service, thereby playing a significant role in recent years' economic uptick (Tang et al., 2022). The number of domestic tourists to Shaanxi in 2021 reached 391 million, an increase of 9.4%, and the revenue reached RMB 343.4 billion, an increase of 24.3% (HKTDC, 2024). The promotion of tourism in the Shaanxi Province is a major source of employment opportunity. Thus, the sector provides direct and indirect employment in the country for people in hospitality, tourism, hotels and restaurants, guides, employees of cultural and tourism sites etc.

With the development of the digital economy, the cross-platform integration, accessibility, and user engagement of Shaanxi Province's tourism industry have accelerated. It has also come with new pain points. Small tourism operators have limited technical expertise, and it burdens them in terms of adopting digital technologies. Local businesses feel pressure of drawn-out competition which results from online visibility pressures. There is unease about the dependence on digital platforms leading to insecure data and the unreliableness of the system. In addition, the development gap between the two regions is wider due to unequal access to digital infrastructure of rural and urban areas. On the one hand, digitalization gives rise to massive growth opportunities on the other, and there is a constant need for adaptation and the industry is exposed to a new set of vulnerabilities.

In overall, for this study the real issue that is of interest is the nature and degree to which the 'digital economy' impacts the 'tourism industry' in the Shaanxi Province. Considering that the tourism sector develops with high indicators, and digital technologies are progressing intensively, it becomes essential to evaluate the role of the factors causing the development of the internet and other forms of digital activity, including online



platforms, mobile applications, and digital marketing in the growth and competition of this sector in this area.

Objectives

1. To study the level of impact of factors affecting the development of the tourism industry in Shaanxi Province.
2. To analyze the key factors which impact the development of the tourism industry in Shaanxi Province.

Concept theory framework

The paper examines the impact of the digital economy on the development of the tourism industry. The studies related to the topic are as follows:

Digital Economy Adoption: The Digital Economy Adoption Theory in practice looks at how the businesses, the consumers and the governments incorporate digital technologies into economic activities to restructure what was once national and market into a data intensive ecosystem. By primarily relying on technology adoption models like Technology Acceptance Model Davis (1989) and Diffusion of Innovations Theory Miller (2018), that explain the determinants for digital adoption among the public, this theory is rooted. Tang et al. (2022) had studied does the digital economy effectively enhance “innovation and entrepreneurship” in rural tourism sector of China. The finding of the study is that digital economy positively influences tourism entrepreneurial activity in the rural areas. Zhao et al. (2022) conducted the study impact of the digital economy in the high-quality development of tourism an empirical study of Xinjiang in China. The finding shows that the digital economy has become one of the key stimuli for the high-quality development of tourism in Xinjiang and digital economy advances high quality development as it fosters upgrading in technology and skills of the tourism structure. The role of digital economy plays a part in the high-quality development of tourism in different regions.

User Acceptance of Digital Tools: It is based on the User Acceptance of Digital Tools Theory that people and organizations adopt and use digital tools in their daily activities, and which goes on to explain the factors that influence how willing they are to incorporate such tools into their operations. The basis of this theory is based on the Technology Acceptance Model (TAM), Davis (1989) and the Unified Theory of Acceptance and Use of Technology (UTAUT), Venkatesh et al. (2003) which are key determinants include perceived usefulness, ease of use, social influence and facilitating conditions. Zhao et al. (2022) had studied online reservation intention of tourist Attractions in the COVID-19 Context: An Extended Technology Acceptance Model. This paper examines the effects of subjective



norms, government policy, perceived usefulness and perceived ease of use, perceived risks, and reservation intentions of tourist attractions. The study concluded that subjective norms have no influence on reservation behavior under voluntary conditions; perceived usefulness has positive effects on tourists' reservation decisions and perceived risk has negative effects on reservation intentions, and government policy is the major determinant of tourists' reservation intentions. Engelbrecht et al. (2019) study objective to analyze the factors influencing the adoption and use of experience of technology introduced by tourism providers in relation to business events and exhibitions. The results of the study show that when the relationship between business travelers' perceptions of the utility and convenience of use of online technology is taken into consideration, the desire of business travelers to utilize online technology is explained.

Network Effect: In simple terms, the theory of network effect explained that the value of a product or service increases with a greater number of people using that product or service, and that product or service becomes more interesting to other unaccustomed users. This was nicely discussed by economists such as Metcalfe (1995) and Katz & Shapiro (1985); it is especially appropriate in digital platforms, social networks, and e-commerce ecosystems where user participation improves overall utility. Narangajavana et al. (2019) study aims at determining the impact of UGC (User-Generated Content) sources on tourist satisfaction to achieve this objective the study will need to focus on the periods before and after travel. The study concluded that UGC in social media is a critical necessity to enhance tourist satisfaction. It is essential in the retravelling period and contributes to the post-traveling period as well. The strong-tie sources of UGC on social media are the generators those who have the close relationship with the users or with the possible tourists they are friends or relatives. Han et al. (2018) study on evaluating user-generated content in social media: an effective approach to encourage greater pro-environmental behavior in tourism. The tourists with higher level of environmental concern are the ones who accept the responsibility and feel that they have greater moral duties to the environment to act in a manner which can be accepted as pro-environmental tourism behavior. This study also provides evidence for the conceptualization that environmental concern and perceived environmental responsibility are prior in place to pro-environmental social norms.

Tourism Industry Development: Zhang et al. (2024) study is to advance knowledge about how proper governance affects the future development of China's tourism industry. The primary analysis of the basic regression results indicates that the government's economic governance capacity positively affects the quality of tourism development. As the results of the sub-indices suggest, we found that the enhancement on innovation and green development and the non-state-owned economy development would be better if



the government has stronger economic governance capacity or higher factor market development degree and the quality of tourism can be stimulated significantly by the better development of market intermediary organizations and legal system. Khan et al. (2020) study examines how tourism shapes the core development pillars in underdeveloped nations using Pakistan as a case study. This study backs tourism-led growth (TLG) and advises policymakers to concentrate on building up tourism related infrastructure and amenities. Sustainable Development Goal (SDG) 8 (decent job and economic growth) in Pakistan is supported by our research on the economic impact of tourism.

Not only will it promote tourism revenue growth, arrivals, and employment, but it will also promote destination marketing, improve customer experience through personalization, and even have process and real time feedback mechanisms. User acceptance of digital tools helps with dynamic pricing strategies, enhance tourist satisfaction and enhance customer loyalty. While network effects are not only magnified when it comes to visibility of a brand but also empower the development of collaborative tourism ecosystems between different businesses. But there are problems such as digital divide obstacles, alarming data breach threats, office dependence on tech platforms, and growing rivalry. As a result, the digital economy enhances tourism development progress, while creating structural vulnerabilities subject to strategic digital resilience planning.



Figure 1: Framework

Materials and Methods

In this paper quantitative research study is used to analyse the impact of the digital economy on the development of the tourism industry in Shaanxi Province. The population of the study is the owner or manager of tourism industry in Shaanxi Province. The sample size for the study is 385 which is calculated by using formula of Cochran (1953) where population is unknown:

$$n = \frac{P(1-P)Z^2}{(d)^2}$$

$$n = \frac{0.5(1-0.5) (1.96)^2}{(0.05)^2}$$

$$n = 384.16 \text{ or } 385$$

Since the calculation yielded 384.16, the researcher adjusted the value to 385 to be in line with the statistics and for convenience in data collection. In this study a questionnaire was used as research to collect data. The questionnaire is divided into five



parts includes demographic information (gender, age, education level, years of business operation, number of employees working), Digital Economy Adoption (Relative Advantage, Complexity, Trialability, Observability, Compatibility), User Acceptance of Digital Tools (Perceived Usefulness, Perceived Easy to Use, Behavioral Intention to Use, Attitude towards Using, Actual System Use), Network Effect (Direct Network Effect, Indirect Network Effect, User-Generate Content, Cross-Platform Integration, Positive Feedback Loop), Development of Tourism Industry (Tourism Revenue Growth, Increase in Tourism Arrivals, Employment in Tourism Sector, Tourism Infrastructure Development, Tourism Product and Service Innovation). A sample size of 40 was used to conduct a pilot study with Cronbach's Alpha value = 0.995, which is higher than 0.7, indicating that the questionnaire is highly dependable and suitable for conducting the main study.

Moreover, a comparison of how all questions corresponded to the research goals (IOC) was made. They conducted the assessment of three experts and found the mean IOC value to be 1 which is much higher than 0.5, verifying strong validity of the questionnaire (Muneerat & Chinokul, 2014).

The measurement of the questionnaire was done by using 5-point Likert scale where 1 as "Strongly Disagree" and 5 as "Strongly Agree". Also, to ensure the reliability of the questionnaire, Cronbach alpha should possess the acceptable criteria of higher than 0.7 (Taber, 2018). The Cronbach alpha for this study is 0.935 which is more than 0.7 so the data is dependable for the study. The data are analyzed by using demographic information and multiple regression analysis to analyze the impact of the digital economy on the development of the tourism industry.

Results

In this section, it includes demographic information and multiple regression analysis.

Demographic Information

Most gender respondents were male 206 (53.5%) followed by female 179 (46.5%) respectively. Most age respondents were 36 to 45 years (33.5%) followed by 46 to 55 years (33.0%), Below 35 years (21.8%) and 56 and above years (11.7%) respectively. Most education level respondents were undergraduate (29.6%) followed by graduate (24.7%), up to high school (21.6%), less than high school (15.3%) and doctoral (8.8%) respectively. Most years of business operation respondents were 6–10 years (40.0%) followed by 1–5 years (32.5%), less than one year (15.6%) and 11 years and above (11.9%) respectively. Most of the work experience in the tourism industry respondents was 5-10 years (33.0%) followed by 11-15 years (24.6%), less than five years (22.1%) and 16 years and above (20.3%) respectively. Most annual income respondents were 100,001-200,000 yuan



(30.1%), followed by 200,000- 400,000 yuan (26.6%), 50,000-100,000 yuan (24.9%) and 400,000 yuan and above (18.4%) respectively. Most employees working (including owners) respondents were 11-15 Employees (32.5%) followed by 6-10 Employees (27.0%), 16 and above Employees (20.8%) and 1-5 Employees (19.7%) respectively.

Multiple Regression Analysis

Multiple Regression Analysis is a type of regression analysis where a dependent variable is related to the two or more independent variables. In this study before the analysis of multiple regression, it includes no multicollinearity by variance inflation factor (VIF) which is shown in Table 1 and independence of observation using Durbin-Watson test and coefficient of determination which is shown in Table 2.

Table 1: Variance Inflation Factor (VIF)

Predictor	Tolerance	VIF
Relative Advantage	0.588	1.702
Complexity	0.584	1.713
Trialability	0.574	1.741
Observability	0.534	1.872
Compatibility	0.548	1.826
Perceived Usefulness	0.573	1.746
Perceived Easy to Use	0.528	1.892
Behavioural Intention to Use	0.610	1.640
Attitude towards Using	0.544	1.840
Actual System Use	0.544	1.838
Direct Network Effect	0.562	1.779
Indirect Network Effect	0.474	2.111
User – Generate Content	0.588	1.700
Cross- Platform Integration	0.513	1.950
Positive Feedback Loop	0.572	1.747

In Table 1, it shows the variance inflation factor which is less than 5 which indicates that there is no significant multicollinearity, and it suggests that the predictors have highly correlated and it states the reliability and stability of the regression model.



Table 2: Coefficient of Determination and Durbin-Watson test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.883a	0.780	0.771	0.31220	1.875

In Table 2, it shows the value of r-square is 0.780, which means that independent variable (Relative Advantage, Complexity, Trialability, Observability, Compatibility, Perceived Usefulness, Perceived Easy to Use, Behavioural Intention to Use, Attitude towards Using, Actual System Use, Direct Network Effect, Indirect Network Effect, User Generate Content, Cross- Platform Integration and Positive Feedback Loop) has 78.0% impact on the dependent variable (Development of Tourism Industry).

Table 3: ANNOVA Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	127.833	15	8.522	87.433	.000b
	Residual	35.967	369	0.097		
	Total	163.800	384			
a) Dependent Variable: Development of Tourism Industry						
b) Predictors: (Constant) Relative Advantage, Complexity, Trialability, Observability, Compatibility, Perceived Usefulness, Perceived Easy to Use, Behavioural Intention to Use, Attitude towards Using, Actual System Use, Direct Network Effect, Indirect Network Effect, User Generate Content, Cross- Platform Integration and Positive Feedback Loop						

Table 3 shows the ANNOVA result where p-value is 0.000 which is less than 0.05, hence it is said that there is a significant relationship between independent variable (Relative Advantage, Complexity, Trialability, Observability, Compatibility, Perceived Usefulness, Perceived Easy to Use, Behavioural Intention to Use, Attitude towards Using, Actual System Use, Direct Network Effect, Indirect Network Effect, User Generate Content, Cross- Platform Integration and Positive Feedback Loop) and dependent variable is Development of Tourism Industry.



Table 4: Result of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T-value	Sig.
	Beta	Std. Error	Beta		
(Constant)	0.128	0.120		1.064	0.288
Relative Advantage	0.083	0.026	0.103	3.235	0.001***
Complexity	0.060	0.025	0.078	2.444	0.015**
Trialability	0.044	0.024	0.058	1.789	0.074*
Observability	0.073	0.025	0.097	2.919	0.004***
Compatibility	0.015	0.026	0.019	0.577	0.564
Perceived Usefulness	0.077	0.025	0.098	3.041	0.003***
Perceived Easy to Use	0.056	0.027	0.070	2.079	0.038**
Behavioural Intention to Use	0.094	0.024	0.121	3.862	0.000***
Attitude towards Using	0.072	0.028	0.086	2.610	0.009***
Actual System Use	0.128	0.025	0.167	5.061	0.000***
Direct Network Effect	0.040	0.025	0.051	1.578	0.115
Indirect Network Effect	0.061	0.027	0.080	2.258	0.025**
User – Generate Content	0.056	0.026	0.068	2.125	0.034**
Cross- Platform Integration	0.080	0.026	0.105	3.090	0.002***
Positive Feedback Loop	0.034	0.025	0.044	1.362	0.174
a. Dependent Variable: Development of Tourism Industry Note: *** is statistically significant at 0.01 level, $p < 0.01$ ** is statistically significant at 0.050 level, $p < 0.05$ * Is statistically significant at 0.10 level, $p < 0.10$					

According to Table 4, it shows that the analysis found that there are 7 variables statistically significant at 0.01 consist of Relative Advantage, Observability, Perceived Usefulness, Behavioural Intention to Use, Attitude towards Using, Actual System Use and Cross- Platform Integration and 4 variables statistically significant at 0.05 consist of Complexity, Perceived Easy to Use, Indirect Network Effect and User – Generate Content. The analysis found that there is 1 variable statistically significant at 0.10 consist of Trialability.

Relative Advantage (X1) has regression correlation coefficient of 0.083 meaning that if 1-unit of its change will result 0.083-unit change in Development of Tourism Industry in the same direction.



Complexity (X2) has regression correlation coefficient of 0.060 meaning that if 1-unit of its change will result 0.060-unit change in Development of Tourism Industry in the same direction.

Trialability (X3) has regression correlation coefficient of 0.044 meaning that if 1-unit of its change will result 0.044-unit change in Development of Tourism Industry in the same direction.

Observability (X4) has regression correlation coefficient of 0.073 meaning that if 1-unit of its change will result 0.073-unit change in Development of Tourism Industry in the same direction.

Perceived Usefulness (X6) has a regression correlation coefficient of 0.077 meaning that if 1-unit of its change will result 0.077-unit change in Development of Tourism Industry in the same direction.

Perceived Easy to Use (X7) has a regression correlation coefficient of 0.056 meaning that if 1-unit of its change will result 0.056-unit change in Development of Tourism Industry in the same direction.

Behavioural Intention to Use (X8) has regression correlation coefficient of 0.094 meaning that if 1-unit of its change will result 0.094-unit change in Development of Tourism Industry in the same direction.

Attitude towards Using (X9) has regression correlation coefficient of 0.072 meaning that if 1-unit of its change will result 0.072-unit change in Development of Tourism Industry in the same direction.

Actual system use (X10) has regression correlation coefficient of 0.128 meaning that if 1-unit of its change will result 0.128-unit change in Development of Tourism Industry in the same direction.

Indirect Network Effect (X12) has regression correlation coefficient of 0.061 meaning that if 1-unit of its change will result 0.061-unit change in Development of Tourism Industry in the same direction.

User-Generate Content (X13) has regression correlation coefficient of 0.056 meaning that if 1-unit of its change will result 0.056-unit change in Development of Tourism Industry in the same direction.

Cross-Platform Integration (X14) has regression correlation coefficient of 0.080 meaning that if 1-unit of its change will result 0.080-unit change in Development of Tourism Industry in the same direction.

The multiple regression equation of the study is:

$$Y = 0.128 + 0.083 (X1) + 0.060 (X2) + 0.044 (X3) + 0.073 (X4) + 0.077 (X6) + 0.056 (X7) + 0.094 (X8) + 0.072 (X9) + 0.128 (X10) + 0.061 (X12) + 0.056 (X13) + 0.080 (X14)$$



Conclusions and Discussion

The study shows that the value of r-square is 0.782, which means that independent variable (Relative Advantage, Complexity, Trialability, Observability, Compatibility, Perceived Usefulness, Perceived Easy to Use, Behavioural Intention to Use, Attitude towards Using, Actual System Use, Direct Network Effect, Indirect Network Effect, User-Generate Content, Cross-Platform Integration and Positive Feedback Loop) has 78.2% impact on the dependent variable (Development of Tourism Industry). The result of ANNOVA shows that the p-value is 0.000 which is less than 0.05, hence it is said that there is a significant relationship between independent variable (Relative Advantage, Complexity, Trialability, Observability, Compatibility, Perceived Usefulness, Perceived Easy to Use, Behavioural Intention to Use, Attitude towards Using, Actual System Use, Direct Network Effect, Indirect Network Effect, User Generate Content, Cross-Platform Integration and Positive Feedback Loop) and dependent variable is Development of Tourism Industry.

The digital economy adoption (Relative Advantage, Complexity and Observability,) has an impact on development of tourism industry. But in this study digital economy adoption (Trialability and Compatibility) has no impact on development of tourism industry. The user acceptance of digital tools (Perceived Usefulness, Perceived Easy to Use, Behavioural Intention to Use, Attitude towards Using, Actual System Use) has impact on development of tourism industry. The network effect (Indirect Network Effect, User-Generate Content, and Cross-Platform Integration) has impact on development of tourism industry, but the network effect (Direct Network Effect and Positive Feedback Loop) has no impact on development of tourism industry.

The digital economy adoption (Relative Advantage, Complexity and Observability,) has an impact on development of tourism industry. The result is in line with Alam et al. (2024) states that the Relative Advantage, Complexity, Trialability, Compatibility and Observability are positively connected with the AR adoption intention among travel and tour operators in Malaysia. And, the result is consistent with Shahadat et al., (2023) states that there is a relationship between each technological factors are relative advantage, compatibility and complexity and extend of electronic commerce adaptation in business. But in this study digital economy adoption (Trialability and Compatibility) has no impact on development of tourism industry. The user acceptance of digital tools (Perceived Usefulness, Perceived Easy to Use, Behavioural Intention to Use, Attitude towards Using, Actual System Use) has impact on development of tourism industry. The result is in line with Hasni et al. (2021) which show that PU and PEOU have direct positive influence on tourists' behavioral intention to engage in social media for tourism marketing, thereby boosting effectiveness of tourism marketing and tourist visits. The result is consistent with Alismaiel et al. (2022) shows that the Behavioral Intention to Use, Attitude towards Using



has effect on performance that led to the revenue growth and new product and service innovation. The network effect (Indirect Network Effect, User-Generate Content, and Cross-Platform Integration) has impact on development of tourism industry, but the network effect (Direct Network Effect and Positive Feedback Loop) has no impact on development of tourism industry. The result is in line with Zhu & Liu (2022) supported the proposition that the structure of the tourism network can impact tourism performance. Global tourism development can be defined as the impact of the global tourist network structure on the performance of the tourism industry, as the results show that the network structure can alter global international tourism arrivals.

The result indicates that the digital economy has a positive impact on development of the tourism industry in Shaanxi Province. The efforts and implementation of digital tourism also increased tourism growth, customer experience and business innovation. Unfortunately, many of these challenges remain, such as implementing recent technologies, and lack of digital access, for smaller businesses. In the vastness of the digital economy, great opportunities abound, but they must be equally supported to achieve all players equal benefits.

The following are actionable suggestions to enhance the benefits of the digital economy to the tourism industry in the Shaanxi Province. First, the stakeholders in tourism should promote the enhancement of better technological solutions, including artificial intelligence in recommending travel products and block chain in secure payments. They can become valuable tools that can improve operation effectiveness and make the tourists' experience smooth. Second, there should be a joint effort by the state and affiliated tourism businesses to embark on using digital systems in a way that will not favor some local businesses or certain communities. Capacity building with the smaller players in the tourism industry can fill this gap and bring the ability and skill levels of all stakeholders in tourism up to speed technological adoption. Finally, this paper emphasizes the need to include sustainable solutions in digital tourism management. Measures to control adverse external effects and facilitate the use of environmentally friendly means of transportation will allow reconciling tourism development with sustainable development objectives at the international level.

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