Research on the Enhancement of Chongqing Cyberpunk Cultural Tourism Experience under the Background of Culture and Tourism Integration

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Abstract: As a new trend in tourism and cultural development, the integration of culture and tourism is capturing the zeitgeist with its unique charm. In this context, various regions have explored distinctive cultural tourism resources and created unique tourism brands through in-depth exploration and innovation of local culture. Chongqing, with its unique geomorphological features and distinctive architectural style, retains the deep flavor of traditional Chinese culture while cleverly integrating the futuristic sense of modern technology. This combination aligns perfectly with today's popular Chinese cyberpunk style, making Chongqing an ideal place for the development of cyberpunk cultural tourism. This article investigates the history of cyberpunk culture and its current development status in Chongqing through a literature review. It then discusses the feasibility of developing cyberpunk cultural tourism in terms of social and cultural development needs and market demand. Based on a survey of cyberpunk tourists' experiences, the article deeply analyzes the existing problems of cyberpunk cultural tourism in Chongqing and proposes corresponding experience enhancement strategies, aiming to provide references for the development of cyberpunk cultural tourism in Chongqing Municipality.

Keywords: Cultural tourism integration; Cyberpunk culture; Cultural tourism experience

1. Introduction

As the economy continues to grow and people's living standards improve, the demand for spiritual and cultural life is also becoming increasingly strong. The integration of culture and tourism, as an important way to meet this demand, has become a focus of national development. Since the Third Plenary Session of the Nineteenth Central Committee of the Communist Party of China passed the "Decision of the Central Committee of the Communist Party of China on Deepening the Reform of Party and State Institutions" and the "Programme for Deepening the Reform of Party and State Institutions" in 2018, the state has decided to establish the Ministry of Culture and Tourism. This marked a substantive step in the fusion of culture and tourism, garnering attention from both industry and academia [1]. In 2022, the Ministry of Culture and Tourism of Chongqing Municipality issued the "Chongqing Culture and Tourism Development '14th Five-Year Plan (2021–2025)'," which clearly

proposed the strategy of using human resources to create cultural IP, further promoting the deepening of cultural and tourism integration [2]. Since 2023, the global tourism market has been recovering. During the 2024 Spring Festival, 130 tourist attractions in Chongqing that are included in the monitoring statistics received a total of 10.685 million tourists, an increase of 104.3% according to comparable statistics. The city's total consumption increased by 12.4% compared to the same period last year, and culture and tourism consumption have gradually become new drivers for industry development, establishing new mechanisms and models. In recent years, with the rapid popularity of the TikTok platform abroad, Chongqing Municipality, with its unique cybercultural resources, has gained global attention. Due to its unique geographical environment and architectural style, Chongqing has been called the "City of Cyber" by netizens, attracting many tourists and culture lovers to explore. Therefore, integrating cyberpunk culture into Chongqing's cultural tourism development and investigating and analyzing tourists' experiences of cyber tourism can provide new ideas for Chongqing to deepen the integrated development of cultural tourism.

2. Overview of cyberpunk cultural tourism

2.1. The development history of cyberpunk culture

"Cyberpunk" is a term combining "Cybernetics" and "Punk," also known as digital punk, computer punk, etc. The 1960s to 1980s was a dark and turbulent period in literature, marked by a new science fiction movement and a large amount of anti-utopian literature in the West, of which cyberpunk literature is a branch. Over time, cyberpunk gradually infiltrated all forms of media, including film, comics, music, and art. It has also influenced fields such as fashion, architecture, and philosophy, resulting in an all-encompassing and ever-growing subcultural property [3].

Cyberpunk primarily depicts a futuristic world where high technology coexists with a low standard of living, humans and machines merge, and cyberspace becomes an important part of real life [4]. Its city images are usually futuristic and architecturally unique, typically featuring towering skyscrapers, intricate streets, narrow alleys, and colorful neon lights. Western cyberpunk culture, which flourished in the 1970s and 1980s, spread to China at the end of the 20th century and began to flourish in the early 21st century, becoming vigorously pursued by young people. Its expression gradually evolved into a strong contrast between modern civilization and traditional culture, representing a collision between the past and the future, in which the collision constantly became harmonious, thus forming a unique Chinese cyberpunk culture. It retains the technological, autonomous, and carnivalistic features of cyberpunk elements but also links cyberpunk with classic Chinese mythological stories, ancient architecture, and historical culture. This fusion of high-tech, heavy metal, and oriental elements creates a brand new cultural field rich in Chinese traditional flavor and full of future technological sense [5].

2.2. The development history of Chongqing cyberculture

The development of Chongqing's cyberculture did not happen overnight but gradually emerged with the city's modernization process. Initially, Chongqing attracted many tourists with its unique mountainous terrain and staggered architectural style. As urbanization accelerated, skyscrapers rose, and bridges and tunnels crisscrossed the city, creating a spectacular urban skyline. These uneven modern buildings and facilities added a strong cyberpunk atmosphere to Chongqing. Additionally, many historical and cultural buildings in Chongqing, combined with rising modern high-rise structures, reflect the seamless integration of this mountainous city. This mix of oriental elements and modern civilization creates a cyberpunk visual impact, blending Chongqing's traditional and cyberpunk cultures. An example of this style is the unique Hongyadong amidst high-rise

buildings, vividly interpreting this fusion.

With the popularity of cyberculture, Chongqing's cultural atmosphere has gradually moved in this direction. Some artists and designers have begun incorporating cyberpunk elements into their creations, forming a unique artistic style. In some corners of the city, one can see graffiti and sculpture art filled with technological and traditional elements. These works pay tribute to cyberpunk culture and add more cultural glamour to the city, such as Huangjueping Graffiti Street.

Chongqing's social phenomena also provide rich material for cyberpunk development. In this city, one can see busy commercial districts and high-end office buildings, as well as alleys full of life and bustling vegetable markets. This diverse social phenomenon makes Chongqing visually colorful and reminiscent of the vibrant, contradictory, and possible cityscape of cyberpunk culture, such as Eighteen Stairs and Raffles.

2.3. The rise of cyberculture tourism in Chongqing

With the rapid development of the Internet, social media has become an indispensable part of today's society. People often share their lives, insights, and opinions through various online platforms. In this process, Chongqing's unique cyberpunk style has attracted many photography enthusiasts, who have demonstrated the charm of this unique culture by sharing photos, videos, and articles online. This has led more people to follow the trend and visit these places, making cyberpunk-style spots in Chongqing popular on social media, such as Hongyadong, Liziba Light Rail Station, Raffles, Delight World Mall, and Baijusi Yangtze River Bridge. Many official tourism accounts in Chongqing also post promotional videos and tweets of CyberChongqing on social platforms. With the expanding influence of various social media, cyberpunk has gradually become a new symbol of Chongqing, attracting more tourists and culture enthusiasts to experience this unique cultural tourism.

2.4. Feasibility of cybercultural tourism development
2.4.1. Demand for social and cultural development

In today's globalized world, along with the development of information and communication technology and the continuous emergence of new ideas from abroad, the attractiveness of China's traditional culture among young groups has been affected to a certain extent. If traditional culture is not innovatively redesigned to positively guide the cultural values of young groups, it may lose its vitality and gradually decline. In recent years, relevant foreign science fiction films and television works have gained high traffic and attention, and the popularity index of cyberpunk culture has also been rising. Therefore, integrating cyberpunk culture with traditional culture in tourism development reflects the fusion and innovation of Eastern and Western cultures. It breaks cultural boundaries, organically integrates different cultural elements, and creates a new cultural expression. This cultural exchange and fusion enrich cultural diversity, promote mutual understanding and respect between different cultures, and allow China's traditional culture to gain new vitality through innovation.

2.4.2. Market demand

Cyberpunk culture, a phenomenon that originated from the New Wave movement of science fiction and developed into multiple media such as film and games, has now attracted widespread attention worldwide. It has drawn many fans and followers with its unique visual aesthetics, distinctive personality symbols, and in-depth exploration of future technology. Many films, games, and other entertainment products have borrowed cyberpunk elements to attract viewers and players by creating unique visual effects and storylines. The success of these products has not only further expanded the influence of cyberpunk culture but also provided strong support for its market demand.

In a situation where homogenization of tourism products is common, Chongqing Municipality should promote the innovative development of culture and tourism integration. Chongqing's unique geographical environment and architectural style give it a strong cyberpunk cultural and artistic atmosphere, incomparable to other cities. Therefore, incorporating cyberpunk culture into Chongqing's tourism industry as a new direction for integrated culture and tourism development will inject new vitality into Chongqing's tourism market and provide a new economic growth pole.

3. Cybercultural tourism experience survey and analysis

To better develop Chongqing cybercultural tourism, it is necessary to fully understand tourists' needs. A field survey method is used, with primary survey sites being Hongyadong, Raffles, Delight World Mall, and Liziba Light Railway Station—four attractions with significant cyber style in Chongqing. The observation method is also used to observe these cyber attractions and record and analyze visitor experiences. Additionally, questionnaires are distributed to visitors familiar with the cyberpunk style to understand their needs. The questionnaire data is collected and analyzed using Questionnaire Star, resulting in 203 effective questionnaires. The specific survey content and analysis are as follows.

3.1. Analysis of tourists' cultural experience needs

As shown in **Table 1**, when traveling in Chongqing, the cyberpunk culture elements that survey respondents most want to experience are "a culture of prosperity and fireworks" and "a culture of chivalry and Jianghu," with more than 50% of respondents choosing these options. This indicates a high level of interest and expectation for these cultural characteristics. Additionally, "culture with unique personality" and "culture with a perfect combination of tradition and modernity" are also significant cultural elements for respondents, with 46.31% and 37.93% respectively. "Hot and passionate" and "high-tech civilization" were chosen by 33.99% and 37.44% of respondents, respectively, showing a moderate level of interest. This suggests that while experiencing cyberpunk culture, many people also wish to feel the warm atmosphere and high-tech elements of Chongqing. Only 0.49% of respondents chose "Other," indicating that the survey covered most of the desired cyberpunk culture elements. Therefore, when developing cyberpunk cultural tourism in Chongqing, efforts should focus on creating a "fireworks and jungle" atmosphere.

Table 1. Summary table of cultural experience demand

Cultural experience	Number of people	Proportion
A culture of prosperity and fireworks	104	51.23%
A culture of chivalry and Jianghu spirit	102	50.25%
Culture with a unique personality	94	46.31%
A culture that combines tradition and modernity	77	37.93%
A culture of high-tech civilization	76	37.44%
A culture of hot and passionate	69	33.99%
Other	1	0.49%

3.2. Analysis of tourists' viewing experience demand

As shown in **Table 2**, in the multiple-choice question about viewing cyberpunk landscapes while traveling in Chongqing, the option "magical coolness" received the highest number of selections, totaling 129 times

(63.55%). The next most popular option was "artistic design," with 117 selections (57.64%). "Mystery" received 110 selections (54.19%), "technology" was chosen 92 times (45.32%), and "bright and contrasting colors" was selected 82 times (40.39%). Only one respondent chose "Other" (0.49%). These results indicate that people prefer to view cyberpunk landscapes characterized by magical coolness, artistic design, and mystery when traveling in Chongqing. Therefore, in the development of cyberpunk cultural tourism, attractions should leverage Chongqing's unique characteristics and explore more magical and design-oriented attractions.

Table 2. Summary table of viewing experience demand

Viewing experience	Number of people	Proportion
Magical coolness	129	63.55%
Artistic design	117	57.64%
Mystery	110	54.19%
Technology	92	45.32%
Bright and contrasting colors	82	40.39%
Other	1	0.49%

3.3. Analysis of tourists' emotional experience needs

As shown in **Table 3**, survey respondents preferred to experience relaxation and pleasure at cyberpunk attractions in Chongqing, accounting for 63.55% of the total valid responses. This was followed by shock and sensation (58.13%), novelty and exploration (50.25%), and excitement and thrill (46.31%). Nostalgia and emotion had the lowest percentage at 36.95%. The proportion of other emotional experiences was low, accounting for only 0.49%.

Table 3. Summary table of emotional experience demand

Emotional experience	Number of people	Proportion
Relaxation and pleasure	129	63.55%
Shock and sensation	118	58.13%
Novelty and exploration	102	50.25%
Excitement	94	46.31%
Nostalgia and emotion	75	36.95%
Other	1	0.49%

3.4. Analysis of tourists' demand for participation experience

As shown in **Table 4**, high-tech immersive experiences and cultural activities and performances were the most popular choices for participation experiences, with 61.08% and 61.58% respectively. Leisure and relaxation activities and adventure and excitement experiences also had high proportions, at 50.25% and 41.87% respectively. Social activities were relatively low at 40.89%. Other options had a low selection percentage of 0.49%. Therefore, among participatory experiences, high-tech immersive experiences, cultural activities and performances, and leisure and relaxation activities are popular choices in Chongqing tourism. The development of cyberpunk cultural tourism should focus on these activities and experiences to meet tourists' needs.

Table 4. Summary table of participation experience needs

Participate experience needs	Number of people	Proportion
Cultural events and performances	125	61.58%
High-tech immersive experiences	124	61.08%
Leisure and relaxation	102	50.25%
Adventure and thrill	85	41.87%
Socializing	83	40.89%
Other	1	0.49%

3.5. Deficiency analysis of cyberpunk cultural tourism

As shown in **Table 5**, in the context of cyberpunk cultural tourism, most survey respondents believe that the tourism process lacks interactivity and emotional experience, accounting for about 57%. This is followed by cognitive experiences that remain superficial and lack distinctive characteristics, accounting for 46% and 32% respectively. Only 2.4% of respondents think there are no shortcomings. This indicates that cyberpunk cultural tourism needs to increase interactive experiences to fully engage tourists' emotions.

Table 5. Summary table of cyberpunk cultural tourism deficiencies

Inadequate	Number of people	Proportion
Low engagement interactivity and lack of entertainment	117	57.64%
Insufficient emotional experience	116	57.14%
Cognitive experience is superficial, without deep understanding	94	46.31%
Visual experience has no characteristics, not attractive enough	65	32.02%
Others	45	22.17%
No deficiency	5	2.46%

3.6. Improvement suggestions for cyberpunk cultural tourism

As shown in **Table 6**, when asked about improving cyberpunk cultural tourism, most respondents suggested integrating it with hotels and transportation, accounting for more than 50%. This was followed by suggestions to launch cybercultural tourism routes and increase entertainment projects. Therefore, Chongqing should consider combining the four elements of accommodation, travel, tourism, and entertainment when developing cyber cultural tourism.

Table 6. Summary table of improvement suggestions for cyberpunk cultural tourism

Suggestions for improvement	Number of people	Proportion
Integration with hotels	104	51.23%
Combine with transport	103	50.74%
Launching the cyberculture tourism route	94	46.31%
Increase entertainment programs	94	46.31%
Combine with catering	56	27.59%
Strengthen publicity	47	23.15%
Develop special cyberpunk commodities	42	20.69%
Others	1	0.49%

4. Existing problems of cybercultural tourism in Chongqing

After conducting field observations and questionnaire surveys on the cyber cultural tourism experience, tourists' experiences at cyber attractions were analyzed and summarized. It was found that Chongqing's cyber cultural tourism still has many issues.

4.1. Lack of cultural connotation performance

Many popular cyberpunk-style attractions in Chongqing are discovered by tourists themselves rather than through traditional tourism channels. These attractions are then popularized through social media, increasing their recognition among youth groups. Consequently, many attractions possess tourism value in terms of spectacle but lack depth in cultural expression. Some attractions may imitate the cyberpunk style superficially but lack the profound cultural connotations and stories behind them. As a result, while tourists can appreciate the unique charm of the cyberpunk style, they find it difficult to deeply understand the cultural significance and historical background.

4.2. Unreal viewing experience and insufficient visual effect

Although Chongqing's cyberpunk attractions have good visual appeal, the landscapes showcased by tourists on social media are often color-enhanced and post-processed. In their untouched state, these attractions fail to deliver the stark and striking effects that tourists expect. This reliance on post-processing highlights deficiencies in the viewing experience, indicating that the attractions need visual enhancement to meet tourists' expectations of shock and uniqueness.

4.3. Lack of service management and poor emotional experience

Chongqing's unique cyberpunk-style attractions, such as the Baiju Temple Yangtze River Bridge and Bell Tower Square, have rapidly gained popularity. However, this popularity has led to management issues that negatively impact tourists' emotional experiences. Firstly, the staff management system at these recently popularized attractions is not yet well-developed, resulting in chaotic staff movements during peak hours and a lack of effective guidance. This causes tourists to feel crowded and uncomfortable during their visits. Secondly, service facilities are inadequate. The surge in tourists overwhelms existing amenities like rest areas and toilets, affecting tourists' moods and potentially leading to unnecessary conflicts.

4.4. Insufficient participation and interactive experience

In Chongqing's cybercultural tourism, there are noticeable problems with insufficient participatory experiences and low interactivity. Tourists often find that the design of some cyber attractions is too simplistic and lacks diversity and innovation, leading to a limited range of activities. Many tourists end up merely visiting, taking photos, and checking in at these spots without engaging in in-depth experiences or interactive projects.

5. Chongqing cybercultural tourism experience enhancement strategies

5.1. Enrich cultural connotation and enhance cognitive experience

Chongqing's cyberpunk culture combines Western sci-fi elements with traditional Eastern culture. Chongqing should fully utilize this unique Chinese cyberpunk culture to rejuvenate traditional culture. According to the survey, tourists want to experience a blend of prosperity and pyrotechnics. This can be achieved using lighting or red lanterns to create a vibrant atmosphere. Proper lighting design can highlight the architectural features and cultural elements of the attractions, making the night scene more dazzling and creating a warm and lively

ambiance that reflects the prosperity and fireworks.

5.2. Enhance the visual effect to meet the viewing experience

Tourists prefer cyber landscapes with magical coolness, artistic design, and a sense of mystery. To meet these aesthetic needs and enhance the visual quality of attractions, existing landscape designs should be optimized. This includes incorporating futuristic and high-tech elements, using advanced lighting technology to create more magical effects, and ensuring the attraction itself presents a distinct cyberpunk style without excessive post-processing.

5.3. Optimize the service environment and shape the emotional experience

Tourists prefer a relaxing and pleasant mood at cyberpunk attractions. To enhance their satisfaction, scenic staff training and management should be strengthened to improve service awareness and professional skills. Attractions should be planned to include enough rest areas and facilities, creating comfortable spaces and ensuring smooth, convenient tour routes to avoid discomfort from crowded or cumbersome environments.

5.4. Increase interactive projects to enhance the participation experience

Tourists prefer high-tech interactive projects and cultural activities in cyberpunk attractions. Combining cyberpunk style with modern technology can provide a variety of interactive experiences. For example, cyberpunk-style interactive devices can be set up, allowing visitors to interact with the landscape through touch and sound. Virtual cyber characters could be incorporated, enabling tourists to engage with them using intelligent voice interaction systems to learn about the attractions. This convenient and technological interaction can enhance tourists' interactive experiences. Additionally, a creative bazaar featuring cyberpunk-related goods and interactive experiences can be established, increasing the fun and interactivity of the events.

5.5. Combine tourism elements and innovate tourism experience

Tourism's six elements – eating, living, traveling, touring, shopping, and entertainment – constitute a complete tourism experience. According to the survey, tourists want improvements in accommodation, traveling, touring, and entertainment in Chongqing's cyberpunk cultural tourism. Chongqing can innovate these elements by incorporating cyberpunk themes. For example, cyberpunk-style hotels can feature neon lights, metallic decorations, and high-tech facilities to create a futuristic ambiance. The light rail system, which already has a magical quality, can be enhanced with cyberpunk aesthetics, such as dark blue and purple colors, neon lights, and oriental cultural elements. Cyberpunk-themed excursion routes can be designed with interactive games and puzzle-solving tasks to engage tourists and increase their enjoyment during excursions.

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