

Research on Innovation and Entrepreneurship Programme of College Students in China: Taking Wuming Cloud Project as a Case Study

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The innovation and entrepreneurship of college students is a new type of education and research model that takes cultivating students' innovative spirit and ability as the primary value orientation and takes the particular group of college students and graduated college students as the central part of entrepreneurship. In order to comply with the national innovation-driven development strategy, colleges and universities also cultivate innovative talents in line with the talent market through innovation and entrepreneurship training. Under the vital innovation and entrepreneurship atmosphere in the country and universities, we fully understand the regional situation of Nanning and Wuming in Guangxi Province and put forward the "Wuming Cloud Project". The Wuming Cloud Project aims to create a comprehensive international ethnic and cultural park that integrates Southeast Asian flavours, traditional architecture, and ethnic cultures and attracts tourists through diversified cultural experiences, convenient transportation services, and a variety of promotional tools, which will not only promote the tourism and economic development of Wuming but also bring tourists an immersive experience of Southeast Asian ethnic cultures. The Cultural Park is significant to Nanning in absorbing resources from various parties, displaying particular cultures, and promoting tourism and economic development.

Keywords: ethnic culture, Southeast Asian style, tourism and culture park, VR cloud tour, production, learning and research, internationalisation

The Ministry of Education pointed out in the "Opinions on Vigorously Promoting Innovation and Entrepreneurship Education in Colleges and Universities and Independent Entrepreneurship of College Students" that carrying out innovation and entrepreneurship education in colleges and universities is a meaningful way to deepen the reform of teaching in higher education and to cultivate the spirit of innovation and practical ability of students. It is an important measure to implement entrepreneurship-driven employment and to promote the full

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employment of college and university graduates. Conducting innovation and entrepreneurship training aims to stimulate and top students' enthusiasm for innovation and entrepreneurship, thus enabling students to understand the new dynamics of scientific and technological development and new opportunities for entrepreneurship in society and pointing out the way forward for their future study and entrepreneurship. Based on the research background of innovation and entrepreneurship, the Wuming Cloud Project explores how to give full play to the unique advantages of ethnic culture, better inherit and promote the rich and colourful ethnic cultural resources, and realise the organic combination of international ethnic culture and Nanning's tourism industry through the analysis of the social demand and tourism market. Guangxi is close to Southeast Asia, has more communications with Southeast Asian countries, and is more familiar with Southeast Asian culture than other regions in China. The geographical and cultural advantages are undoubtedly the fastest and most effective platform for China, and even the world, to understand Southeast Asia. In addition, Southeast Asian culture is conducive to increasing the cultural diversity and international inclusiveness of ethnic cultural parks, which plays an essential role in visitor experience, park visibility and market openness.

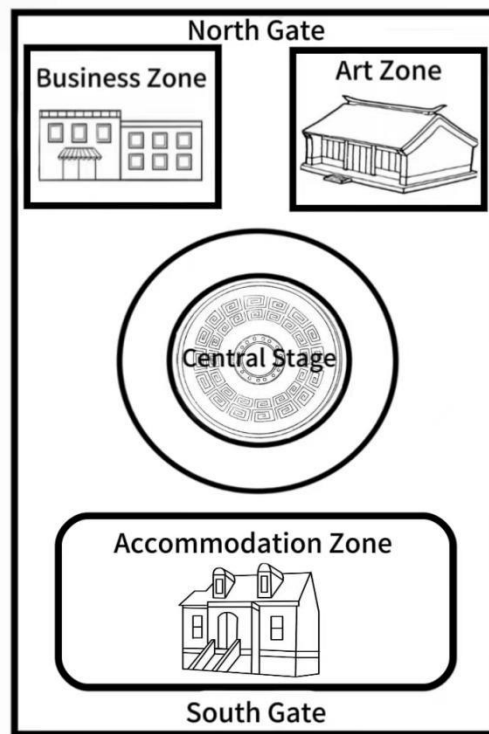


Figure 1. Schematic diagram of the Park.

The Wuming Cloud Project will create a large-scale ethnic and cultural park in Wuming, Nanning, integrating the distinctive cultures, traditional architecture and ethnic customs of various ethnic groups, with a planned site area of about 80 hectares. It will include a modernised central stage with ethnic characteristics; an art zone that adopts the “curatorial thinking” and “art + business” model to bring art closer to the public; located in the core area, a business zone includes commercial, consulting, live broadcasting, duty-free and investment promotion areas; an accommodation zone that can provide Southeast Asian-style accommodation and services to

meet the needs of tourists in different themes of tourism. Profits are made through regular commercial activities such as organising ethnic arts and culture exhibitions, university art festivals, inviting particular merchants to move in, and setting up tax-free zones.

The four zones are centred on the central stage, surrounded by small artisans's gathering areas and notable ethnic buildings for cultural and creative sales and special service experience activities, which are distributed around the central stage in a ring shape, with a total planned area of 25 hectares. The art zone and business zone are distributed in the northern part of the main stage on the east and west sides of the park, and tourists can choose the two zones for themselves when they arrive at the park's main entrance by special buses. The business zone gathers large-scale businesses, and the art zone focuses on thematic exhibitions, each covering 15 hectares. Located in the southernmost part of the park, covering 20 hectares, the accommodation Zone is the last station on the bus route. It is far from other zones, so tourists can enter the park through the south gate after settling into their accommodations and visiting other zones. There is also a sightseeing bus in the business zone, which allows tourists to arrive at different zones by bus.

Central Stage

The park's centre lies a large stage, which blends modernity and ethnicity. Its architectural style incorporates colourful ethnic elements. The stage's exterior and interior decorations are filled with a solid national cultural atmosphere. The stage is designed to provide a unique and multi-functional venue for all kinds of events, and it is an excellent choice for organising ethnic culture festivals, college season events, renting and hosting all kinds of events. The stage is not only a building but can also be regarded as an integration of culture and art, bringing visitors an unparalleled audio-visual feast.

The Structure of the Central Stage

The Central Stage is designed with a Zhuang bronze drum as the idea is full of unique cultural elements and artistic charm:

External structure

The external structure of the stage is one of its most remarkable features. The architecture is inspired by the bronze drums of the Zhuang nationality and adopts the shape and ornamentation of the drums as a design element. The main facade of the stage may take on a circular or oval shape, mimicking the shape of a copper drum. It has a copper-coloured metal shell to mimic the texture of a copper drum, while the shell is finely engraved with traditional Zhuang ornamental patterns to add artistic ambience.

Main stage area

The main stage area is located in the centre of the stage and incorporates elements of the copper drum in its design. The stage shape is similar to the bronze drum, and the patterns and colours are used to decorate the stage floor. This design emphasises the significance of copper drums in the Zhuang culture.

The auditoriums

The layout and design of the auditoriums reflect the traditional Zhuang culture. The seats are arranged semi-enclosed, allowing the audience to appreciate the performances better. The decoration of the seating area includes traditional cultural elements of the Zhuang, such as tattoo patterns and the traditional colours of Zhuang costumes.

Stage decorations

In order to demonstrate cultural diversity, the stage decorations integrate characteristic elements of each ethnic group. Various colourful curtains, decorative items and stage props are used to present the cultural characteristics of different ethnic groups. These decorations include traditional costumes, artefacts and symbolic patterns to enrich the visual effect of the performance.

Areas around the stage

With the central stage as the core, in a comprehensive presentation of traditional architectural forms, 56 miniature buildings will be constructed around it, representing the dwellings, religious buildings and landscape architecture of each ethnic group in China. These buildings will realistically restore the residential buildings and living environments of each ethnic group so that visitors can vividly understand the cultural characteristics and customs of each ethnic group and enhance the fun and educational nature of the visit.

The ethnic stage will present a unique cultural atmosphere, bringing the audiences into diverse ethnic cultures while providing modern performance equipment to meet the needs of various cultural activities. This design combines tradition and modernity to create a performing arts venue with a deep cultural heritage.

The Functions of the Central Stage*The ethnic cultural month*

The stage is an ideal venue for organising the Ethnic Cultural Month. The “Ethnic Theme Month” will be held every month and will organise various activities focusing on the customs and cultural characteristics of an ethnic group. 56 “Ethnic Theme Month” events for each ethnic group will be held in turn, inviting artists, performers, and artisans from all ethnic groups to visitors so that they are available to experience different ethnic cultures. Performances of each ethnic group include traditional songs and dances, instrument playing, dramatic and acrobatic performances, and song and dance dramas Adapted from their national mythologies. Moreover, clothing shows of national costumes and other programs will be shown. Through innovative and diversified forms, visitors can enjoy the music, dance, handicrafts and cuisine of different ethnic groups, gain a deeper understanding of the essence of various cultures, and promote unity and cultural exchanges among ethnic groups.

College seasonal events

College seasonal events usually include concerts, theatre performances and dance competitions, attracting many students and audiences to participate enthusiastically. The stage welcomes college students and their beautiful performances and allows them to make outstanding performances. In addition, the park will cooperate with colleges and universities to provide venues and equipment. During the freshman season, the park will provide the Central Stage as an event venue to help colleges and universities organise freshman welcome parties and events; during the graduation season, colleges and universities can rent the Central Stage for their graduation ceremonies. The central stage’s professional lighting and sound equipment ensure that each event is optimised to create an unforgettable stage experience for young artists. These collaborative initiatives also help enliven the campus’s cultural life and provide students and the community with various cultural entertainment and event options.

Renting out

When the park is not hosting large-scale performances, the stage will be willing to tent out to visitors who want to rent the stage for private or commercial events. Whether it is a corporate conference, product launch, wedding celebration or social evening, the Central Stage is a perfect choice for them. Companies and organisations can also rent it for competitions, concerts, outdoor music festivals and other events, and the professional team of the park will assist visitors in arranging all the details to ensure that their events run smoothly.

Facilities

The facilities of the Central Stage should be modernised to meet the needs of all types of performances. This includes advanced sound systems, lighting equipment and projection equipment to ensure that music, dance and other forms of performance are optimally presented. To ensure the success of each event, our Central Stage is equipped with a range of high-tech facilities and provides attentive services, including:

- ① Large LED displays for projection and real-time presentations.
- ② Advanced sound systems, which provide excellent acoustics.

Stage backstage facilities, including dressing rooms and lounges, where performers can prepare and rest before their performances.

- ④ A professional stage management team that will assist visitors in planning and executing their events.
- ⑤ A wide range of catering options to satisfy different tastes of banquets.

The Central Stage is an excellent place for enjoying culture, art and entertainment, providing a unique venue for ethnic and cultural festivals, college seasonal events and various activities. No matter whether visitors are cultural enthusiasts, young artists or event planners. This place will meet the needs of them. The Central Stage is looking forward to visitors' presence and creating beautiful memories with the visitors.

Art Zone

With the improvement of living standards and the rise of art museums and contemporary art, the distance between the public and art is shrinking, and culture and art leisure places have become the third space that people desire in their hearts. In order to better create the unique characteristics of the Art Zone of the Cultural Park and to maintain its operation, the Art Zone will adopt "curatorial thinking" and utilise the "art + business" model.

The use of "curatorial thinking" in the Art Zone will not change the essence of its role in the museum: to design the art exhibits and experience services with the same particular topic, providing a comprehensive interpretation in a specific space simultaneously. In other words, the Art Zone will merge the decoration and art display with the branded stores to tell a story that creates an emotional experience for the viewer. Under the guidance of Curatorial Thinking, the Art Zone will be characterised by the following features:

Flexibility

In order to ensure the scene in Art Zone is appealing continuously, the themes and curated content in Art Zone will be based on current hot topics and will show the internationalisation and nationalisation in the character of the Cultural Park. On ethnic minority festivals, Chinese legal holidays and when popular trends emerge, the Art Zone will re-theme and publicise them in advance. All of the above shows the flexibility of the Art Zone,

which will attract different groups of consumers. In addition, the diversity of themes will stimulate people to think deeply about art and culture, thus promoting the development of ethnic minority cultures at home and abroad and the reproduction of art.

Storytelling

Except for satisfying the functionality of the space, a fascinating storyline is the key to attracting the public. Therefore, it is essential to choose the story theme. Considering that the Cultural Park is located in Guangxi, a region close to Southeast Asia and full of ethnic minorities, the Art Zone has taken into account several factors, such as market trends, target group needs and presentation effects, then decided to have various ethnic minorities in China and Southeast Asia culture as the background of the story to show consumers a diversified and three-dimensional humanistic culture, which will make the minority cultures no longer limited to oral, written and movie expressions, but with vitality and strength.

Experiential

The essence of curation is to provide a diversified shopping experience for customers by creating a particular atmosphere. Dynamic content, such as interactive public space and constantly updated activities, will enable consumers to create an emotional experience beyond shopping. The art zone will be divided into three sub-areas: selling cultural and creative products, providing exceptional service experiences, and themed exhibitions. In a specific atmosphere, these products, experiences, services, and services will be themed on the cultures of ethnic minorities at home and abroad, including the small bags of the Zhuang people, the refrigerator stickers of the angel's dance pattern, and so on. Merchants will also provide experience services of domestic and foreign ethnic minority skills, such as ancient tie-dyeing in intangible cultural heritage, momie movie (a kind of mascot of Zhuang people) making, Dong embroidery, etc. In addition, experiences of modern popular culture, such as coffee pulling, wine mixing, and aroma making, will be offered.

Business Zone

The business zone includes the commercial zone, consultation zone, live streaming zone, duty-free zone, and investment promotion zone, located in a convenient area away from the accommodation zone.

Commercial Zone

The commercial Zone is designed as a pedestrian malls, providing venues for large businesses while supporting artisans to set up stalls for sales. The area for large businesses mainly features characteristic architecture to ensure a unified style on the business street. It also encourages brands with distinctive features from different countries and regions to settle in, creating a cultural hub showcasing ethnic characteristics worldwide. The gathering area for artisans will be located within characteristic arched buildings, with indoor shade and rain protection. The precise functional area divisions make it convenient for visitors to explore independently. In addition, there will be a DIY place where artists and artisans from various places come together for teaching, allowing visitors to experience distinctive ethnic cultures such as embroidery, artistry, and wood carving. Those interested in it can also sign up for long-term courses.

Consultation Zone

The consultation zone includes consultancy services for universities and customer feedback and inquiries. This area will collaborate with major universities in the Guangxi Zhuang Autonomous Region and renowned Southeast Asian schools to provide consultancy services for students considering university majors and studying abroad. Additionally, customers can seek relevant staff members to address issues such as price manipulation by businesses. Moreover, the tour guide maps and staff members are available for visitors to get the information and inquire.

Live Streaming Zone

Considering the rapid development of e-commerce, the business zone will set up a live-streaming venue for hosts to conduct live broadcasts, which can be done while touring. The live-streaming venue in the business zone has professional equipment to assist hosts with better sound recording and filming. As an offline communication platform, the business zone encourages collaboration between hosts and businesses to promote consumption.

Duty-free Zone

The duty-free zone is for goods in Southeast Asian countries to promote economic cooperation between China and Southeast Asian countries, which will provide enterprises in duty-free zones with a convenient trade environment and achieve economic complementation and win-win results.

Attract business

In order to attract enterprises and investors from Southeast Asia to settle in the duty-free zone, the project provides preferential policies such as tax concessions and land use rights to attract more capital and technology into the duty-free zone.

Set up small zones

The project will make a plan to set up different small zones for industry and commerce, including electronics products zone, food processing zone, logistics and warehousing zone and large duty-free shop zone, and then attract enterprises from related industries to settle in, thus forming the industrial chain and value chain.

Electronic products zone

The project will set up an electronic products zone specialising in producing and selling electronic products to attract electronic enterprises from Southeast Asia. This zone will include the manufacture of electronic components, the assembly of electronic equipment and the research and development of electronic products, forming a complete industrial chain. In addition, the project will introduce cutting-edge production technology and efficient management experience to improve the level of the local electronics industry.

Food processing zone

The project will set up food processing zone specialising in food processing and trade to attract food enterprises from Southeast Asia. This zone will include food processing, packaging, storage and distribution, forming a complete industrial chain. In addition, the project will introduce high-quality food raw materials and advanced processing technology to improve the level of the local food industry.

Logistics and warehousing zone

The project will set up a logistics and warehousing zone to provide efficient and fast logistics and warehousing services, thus reducing operating costs for enterprises in the duty-free zone.

Large duty-free shop zone

- ①Thailand: featured silk products, handicrafts, spices, curry sauces and seasonings.
- ②Vietnam: featured products such as silk, textiles, ceramics, coconut wood products and handicrafts.
- ③Indonesia: featured products such as handicrafts, wood carvings and spices from Bali.
- ④Malaysia: featured products such as pearl, gem jewellery, wood carving, handicrafts, plant essential oils and herbal tea.
- ⑤Singapore: featured products such as electronic products, digital equipment, premium products, fashion designer clothing, perfume, cosmetics and skincare products.

Establishing these small zones will bring diversity and attraction to the duty-free zone, attracting more enterprises and consumers and promoting economic cooperation between China and Southeast Asian countries. Besides, developing these industrial chains will also enhance the local industrial level and lay a solid foundation for the sustained growth of the duty-free zone.

Infrastructure construction

The project will increase investment in transportation, communications, energy sources and other infrastructure to improve the duty-free zone's operational efficiency and service level and ensure enterprises can carry out production and trade activities smoothly.

Regulations

The project will establish a sound system of regulations to provide a stable and reliable environment for enterprises in duty-free areas and protect their legitimate rights and interests.

Publicity

The project will actively publicise the advantages and opportunities of the duty-free zone to attract more attention and understanding from enterprises and investors and improve the popularity and influence of the duty-free zone.

Accommodation Zone: Hotel in Southeast Asian Style

Introduction

Nowadays, ordinary tourism can no longer meet the needs of tourism consumers, who gradually prefer distinctive themes, such as "folk tourism", "ecotourism", "sports tourism", "photography tourism", "study tours" and so on. They need to relax and long for experience novelty and increased experience; they need good tourism services and unique tourism services. Therefore, this hotel provides accommodation and services in Southeast Asian style.

Design

The design of the hotel focuses on Southeast Asian style, combining the characteristics of Southeast Asian national islands and extensively making use of wood and other natural raw materials, such as rattan, columns, stone, bronze, brass, and dark wood-coloured furniture. Some local gold wallpaper, silk texture fabrics and changing lighting reflect the sense of stability and luxury.

Taking natural materials

The materials are mainly solid wood, the original rattan and logs of the original wood colour tones, or more brown and other dark colours, with rattan furniture and cloth decoration (embellishment). The earthy rustic logs

of natural materials with the proper embellishment of cloth on the vision are less monotonous and make the atmosphere quite active.

Color matching

In terms of line expression, it is closer to the modern style, with straight lines as the primary focus. The main difference is in the soft accessories and materials. Modern style designs are often metal products, machine products, etc.; in the soft accessories, modern style curtains are more intuitive, while Southeast Asian style curtains are fuscous but colourful, which can change with the light. In terms of colour scheme, it is closer to nature, using some primitive materials. These designs often abandon the complex decorative lines and replace them with simple and neat designs to create a relaxed and comfortable feeling for the furniture. Soft accessories use neutral or medium contrasting colours, which are more simple and natural. For large rooms, it is recommended to pair dark colours with light-coloured accessories, colourful curtains, and Thai pillows; the colour scheme for small rooms is to pair light colours with soft, colourful decorations.

Zen style

Southeast Asian accessories are full of Zen, containing a more profound Thai classical culture, so its characteristics are Zen, nature, and freshness. Most are made of pure natural rattan, bamboo, and teak wood, all handmade. For example, the bamboo frame photo holder with exposed bamboo joints carries a somewhat crude and authentic Thai flavour.

Green nature

We use more broad-leaved plants; if conditions permit, we can combine pond lotus flowers close to nature. Build green buildings with natural ventilation and use pollution-free or renewable building materials. The hotel's entrance landscape reflects the hotel's quality and culture, requiring the overall sense of grandeur to be coordinated with the warmth of the reception, providing guests with a sense of being at home. Decorated with floor paving elements of a commercial street, the hotel is complemented by multi-layer landscape marble. The plants at the entrance are mainly fashionable, modern, and enthusiastic, using mostly tropical tree species. The upper layer is a tropical forest, and brightly coloured flowers supplement the lower layer. Some tall palm plants can be planted. The back floor's central theme is leisure and elegance, tasting the fine wine in the glass, listening to the wind blowing and the rustling of leaves around, and concentrating on the hotel landscape. Bamboo, traveller's banana, and seasonal flowers can be planted, and the sound of bamboo "jointing" is high, and it is as graceful as a sparrow opening its screen. In addition, surrounded by sunny lawns and small shrubs to match climbing plants, frangipani and phoenix trees can be planted in the landscape area.

Planning

Hotel lobby

1F is the hotel lobby, covering an area of 300 square meters, with a reception desk, rest area, and the luggage office.

Restaurants

The 2F-3F of the hotel are restaurants; the 2F is a lobby where multiple scattered platforms are planned. The 3F has 30 private rooms. The hotel offers a wide range of cuisine, incorporating various cuisines and focusing on Southeast Asian cuisine, but guests can also enjoy some Chinese cuisine.

Guest rooms

The guest rooms are distributed in the front building 4F-8F and the rear building 4F-7F. There are 85 business rooms in the front building, including ten business suites and 75 luxury standard rooms. The rear building has 42 standard rooms and 20 suites, totalling 60 guest rooms. The guest rooms have a large area and a comprehensive view of the space. Each room reflects a solid Southeast Asian style, with different flowers and movies. We strive to create a comfortable and warm rest environment for guests to enjoy tranquillity and nature in a fresh and elegant environment.

Meeting facilities

The hotel will have meeting rooms and multi-functional halls; the meeting rooms, which can accommodate about 120 people, are on the top floor.

4.4. Service Facilities*Healthy and comfortable sleeping services*

According to the different preferences of guests, we provide healthy pillows to meet the needs of guests from different regions with different sleeping habits. In addition, the mattresses are also carefully selected to relieve guests' fatigue and discomfort throughout the day.

Parking

For self-driving customers, we provide free parking lots. Meanwhile, we provide school bus drivers with a resting place.

Entertainment

- ①A tea bar is set up on the east side of 1F in the rear building, where guests can enjoy tea and chat, temporarily staying away from the hustle and bustle.
- ②The roof garden is set up on the top floor of the rear building so that customers can immerse themselves in the emotions of nature while dining. On the other side is a tavern, where three or five friends enjoy drinking and chatting. How wonderful it is. The rooftop garden is planted with landscape trees, flowers, etc., to provide guests with an excellent resting environment. There are four seasons: osmanthus ball, egg flowers, Zhu Jin, etc.
- ③A cinema is set up on the south side of 1F in the rear building. Guests can choose an old movie to watch at the cinema after enjoying coffee leisurely.
- ④On the 2F-3F of the rear building, there is a sauna centre and a bath centre which provide SPA and massage services. Guests can enjoy Thai massage and other unique massage services in Southeast Asian style here.
- ⑤There is a swimming pool in the rear of the building.

4.5. Estimated Pricing of Housing Types

Table 1

Housing Programmes

Bed types	Area/m ²	Broadband	Price/yuan
Standard room	25	Free Wi-Fi	240
Double room	30	Free Wi-Fi	263
Deluxe king-size room	30	Free Wi-Fi	287

Deluxe double room	30	Free Wi-Fi	307
Business room	40	Free Wi-Fi	330
Business double room	40	Free Wi-Fi	350
Family room	40	Free Wi-Fi	449

Note: The room types above do not include two breakfasts.

If you need breakfast, pay separately, please, and you can ring for the attendant.

4.6. Promotion

Planning

In the initial stage of the market, we will adopt targeted and efficient promotion strategies while exploring unique promotional methods. As the market matures, we will gradually expand the scope of our promotional strategies and reduce advertising investment to lower costs. These promotional strategies will help ensure our success in the market and be flexible enough to be adapted to the market at different stages.

Steps

Firstly, we will adopt promotional strategies for particular periods. For example, opening promotions to build a good brand image by offering cost-effective prices. We will also utilise hot events such as holidays and large-scale activities as promotional opportunities to attract more consumers' attention. Secondly, we will implement promotional strategies targeting specific groups of people. For first-time customers, we will offer value-added experience prices to attract them to become loyal repeat customers. We will also emphasise enhancing our existing customers' loyalty by retaining them through regular promotional activities while actively expanding the market. Finally, we will introduce a membership program to stabilise our customer base. By attracting long-term team customers and offering membership privileges, we will build a stable customer base and lay a solid foundation for the long-term development of the hotel.

Transport

With the gradual emergence of tourism, people pay more attention to spiritual life, so travelling has become one of the ways to pursue a good quality of life. In order to better adapt to the new changes in economic and social development and people's tourism needs, the integrated development of transport and tourism should be deepened, and the service quality of tourism transport should be improved. As an essential factor for tourists choosing tourism activities, transport is an important channel to create tourism income and a key factor for tourism development. Through questionnaire surveys and willingness interviews with different groups, we found that people's demand for tourism transport aspects is increasing, the lack of direct access to vehicles, the road is too long, and the road cost exceeds the budget, and other factors may make tourists lose interest and give up travelling and exploring.

Tourist Charter Services

Passenger transport plays an essential role in the overall transport. Tourist chartered bus passenger transport aims to transport tourists, and bus passenger transport enterprises or travel agencies contract the use of vehicles to customers and provide driving services. Customers can customise their travel routes and departure times, and a specific fee is charged to customers by day or mileage. This form of passenger transport can meet the needs of different travellers and provide more flexible travel options.

Advantages of Tourist Charter

Compared with fixed-line shuttle buses, tourism passenger transport, especially chartered buses, significantly differs from cultural parks regarding operating time, driving and parking places, pick-up and drop-off mode, and so on. Tourist charter buses are arranged entirely according to the needs of tourists, with a higher degree of flexibility. In contrast, rental tourist transport also has advantages, such as more model choices, free use of time, and convenient car use. Dedicated chartered bus service effectively saves operating costs and improves tourism services' quality and operation level. By rationally arranging vehicle scheduling it not only improves the utilisation rate of vehicles but also provides tourists with a better touring experience and stimulates their interest.

Tourist Charter Planning

In order to meet the travelling needs of many tourists and give full play to the benefits of the cultural park in all aspects, we propose a point-to-point tourist charter service according to the current situation of tourist traffic in Wuming of Nanning, especially the route from Nanning to the cultural park. We will make reasonable route arrangements and bus charter delivery plans according to the needs of different groups. We will negotiate with bus passenger transport companies to open an exceptional line service from Nanning to the cultural park, and the following is the specific plan:

Table 2
Transportation Rental Programmes

Bus	Size	Time
ordinary tourist buses	small buses (suitable for family travel)	①reservation in advance (a phone call/bus company app or website) ②Appointment at the company as you go
	large buses (suitable for casual passengers)	a regular bus every Friday at 3:00 pm and Saturday at 7:00 am
college buses	large buses (for college students participating in the college season)	day before the college season, students will be picked up from colleges and universities at a time to be agreed upon by the person in charge and the company.

Advertising Methods

Emerging Technology - VR Technology

In order to showcase the characteristics of each zone of the cultural park, the project will create an interactive VR panorama online tour map, similar to the model of the Forbidden City of virtual vacations. Through VR technology, consumers can interact with objects in the virtual environment, gaining a multi-sensory immersive experience and a deeper understanding of the Cultural Park, thus attracting consumers of different ages, especially young people.

Ambassadors - Celebrity Effect

The project will invite celebrities with specific social influence, such as internet celebrities, international supermodel Lu Xianren and business people from the famous enterprise Huangshi Group in Guangxi as the spokespersons. They will shoot promotional posters and videos, live streaming and offline activities, increasing the event's popularity.

Infrastructure-Transportation

Public transportation is a mobile advertising platform. The project plans to cooperate with public transportation companies, such as metro and bus companies, and then place promotional posters and videos on metro and buses to strengthen the publicity effect.

Online Platform - Live Streaming + Social Media Account

The project will utilise online live broadcasting platforms, such as TikTok, Kuaishou, Weibo and WeChat, to break the geographic limitations and enhance the publicity effect through interactive activities such as live broadcasting bullet comments interactions and lucky bags. In addition, it is also essential in the post-project publicity. We will create Culture Park accounts on platforms such as Xiaohongshu, Weibo and Bilibili and carry out comprehensive management, including activities to attract customers, publicity and promotion, and results display. These publicity methods will help enhance the visibility and attractiveness of the Cultural Park.

Conclusion

The proposal of the Wuming Cloud Project marks a new era of tourism in Wuming, Nanning. At this moment of opportunity, we are deeply aware of the unique charm of ethnic culture and the infinite possibilities of integrating it into the tourism industry. By creating a comprehensive ethnic cultural park, we are realising a diverse cultural experience and providing convenient transport services and various promotional tools to attract tourists to explore, taste and feel. This will boost the tourism and economic development of Wuming and provide visitors with an immersive experience of Southeast Asian ethnic culture.

During continuous socio-economic and technological development, travelling is no longer a rush to hit the sights but a deeper and more fulfilling cultural journey. With its unique curatorial thinking and art-commercial combination model, the Wuming Cloud Project is dedicated to the inheritance and promotion of ethnic cultural resources, as well as the organic integration of ethnic culture and the tourism industry of Nanning. This large-scale ethnic cultural park will become a unique place that combines the particular culture, traditional architecture and ethnic customs of various ethnic groups, attracting Chinese and foreign tourists to visit, taste and experience.

In the future, the Wuming Cloud Project will continue to grow and develop, becoming a bright pearl in Nanning, attracting more tourists to come and experience the rich and colourful ethnic culture and adding more cultural charm and tourism vitality to our city.

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