sustainability

Author Response Form

Dear Reviewer,

Thank you for your comments concerning our manuscript entitled “Does the Digital Economy Improve Urban Tourism Development? An Examination of the Chinese Case” (Manuscript ID sustainability-2022027). Those comments are all valuable and very helpful for revising and improving our paper. Many of your comments have been very good, and I'd be happy to make detailed revisions to the article based on your comments. We have studied comments carefully and have made correction which we hope meet with approval. **Revised portion are marked highlight in the paper**. The main corrections in the paper and the responds to the reviewer's comments are as following:

Question:

1. The paper is very good and the subject is topical treated with significant information and statistics. Probably, just further implications for stakeholders, private an public ones, should be defined in the conclusions.

Response:

We are very honored to receive your praise of this study. In addition, your suggestions are very good and helpful for this study, and we make the following explanations and modifications.

(We revise the **6.2.2 Practical implications** based on your comments)

The specific explanation is as follows:

In Practical implications, we mainly make recommendations for two stakeholders, government and enterprise. Stakeholder is a broad concept, which includes enterprises, government, creditors, consumers and so on. However, in the development of the urban digital economy or the tourism industry, the government and enterprises often play the two most critical roles. The former is mainly responsible for policy formulation, and the latter is mainly responsible for project investment and operation. **Therefore, this paper mainly puts forward relevant suggestions from the government and enterprises.**

Specifically:

From the government side, tourism government departments should promote the deep integration of digital technologies, such as the internet, 5G, cloud technology, AI technology, and tourism, as an essential task in current tourism development to expand the application scenarios in tourism in the digital economy. Moreover, it is essential to establish a better policy system and legal environment that matches the digitalization of the tourism industry to ensure the effectiveness of the digital economy in promoting tourism, avoiding transaction risks and product infringements caused by the disorderly application of digital technology.

From the enterprise side, tourism enterprises should fully seize the development opportunities brought by the digital economy and transform traditional business strategies and models. Moreover, it is crucial to use digital production factors and build digital platforms to allow consumers to participate in tourism product production processes to realize the value cocreation of tourism products. Specifically, travel agencies and starred hotels should fully utilize the digital platform to broaden their sales channels, accurately grasping the changes in consumer demand and industry operation to realize the transformation of the business model from "supply-oriented" to "demand-oriented". Tourist attractions should also actively promote digital transformation to allow for digital reservations, paperless tickets, and intelligent travel experiences. Moreover, building a tourism big data platform is essential to realizing real-time traffic monitoring and resource deployment and warnings related to tourism.

In addition, considering that tourists and media are also an important part of stakeholders, **we also put forward some suggestions for them for further discussion.**

Specifically:

Tourists and media are important parts of stakeholders who can also contribute to the tourism digitalization. The former can participate in the creation of tourism digital products through the consumer co-creation platform built by enterprises, and the latter is an important disseminator of digital economy tourism information and a bridge for communication between various subjects.

Finally, we would like to express our sincere thanks to you again.