

Speeding up Smart Tourism Management And Construction Under the Background of "Internet + Tourism"

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Abstract: Tourism modernisation is an important part of China's strengthening and improving the modernisation of national governance. With the application and upgrading of Internet technology, China's tourism industry has gradually made use of the scalability of the Internet to establish an efficient, convenient and intelligent modern tourism management model that coexists with humanity. The management application of "Internet + digital" has also brought some problems and inconsistencies while changing the way people travel. How to establish and operate a modern tourism management system, how to change the role of the government to adapt to the changes of the times, how to keep up with the development trend of science and technology, and create a more scientific and reasonable environment for tourism experiences, how to better improve service capabilities of tour guides and practitioners, etc., are unavoidable problems in the process of tourism modernisation. This article intends to start from the background and reality of "Internet + tourism", analyse how to further improve the digital operation and management mode of "Internet + tourism" under the current environmental conditions, make this new model more suitable for the consumption needs of the new era and further promote convergence and progress between industries.

Keywords: Internet + Tourism; Smart Tourism; Management

Introduction

In recent years, "Internet + tourism" has provided tourists with diversified experiences and services. Online reservation of tickets, scanning codes to enter the scenic spots, intelligent tours of the scenic spot, optimisation of the route, 5G, big data, human intelligence, virtual reality and other new technologies are widely used in the tourism industry. The "National "Internet + Tourism" Development Report (2021)" released by the China Tourism Academy shows that "Internet +" has become a new scenario for mass tourism and a new driving force for smart tourism, and China's online tourism consumption has reached one trillion yuan. On November 30 2020, the "Opinions on Deepening "Internet + Tourism" to Promote the High-quality Development of the Tourism Industry" jointly issued by the Ministry of Culture and Tourism, the National Development and Reform Commission and other ten departments proposed that by 2022, a number of smart tourism scenic spots and holiday resorts will be built in district villages and cities. By 2025, national 4A-level and above tourist attractions and provincial-level and above tourist resorts will basically achieve intelligent transformation and upgrading [1]. The outline of the "14th Five-Year Plan" also clearly proposes to further develop mass tourism and smart tourism, innovate the tourism product system, and improve the tourism consumption experience. It is foreseeable that the smart tourism industry characterised by digitisation, networking and intelligence is ushering in new development opportunities.

1. The background of "Internet + tourism"

With the increasing improvement of people's living standards, the requirements for tourism quality also increase. The extensive application and development of digital technology has created conditions and opportunities for the development of the tourism industry. China's digital technology is developing rapidly, and the application of digital technology has changed the development direction and mode of many traditional industries. For the tourism industry, the application of digital technology has created a new model for the development, injected new vitality, and more importantly, promoted the integration, coordination and win-win between the tourism industry and other industries.

The continuous impact of the epidemic has accelerated the depth and breadth of the development of "Internet + tourism" [2]. Due to the epidemic, the global tourism industry has stagnated, and a considerable number of consumers have sufficient tourism

needs but cannot be satisfied. This poses a challenge to the effective supply industry of the traditional tourism industry, the digital transformation and iterative upgrading of the traditional cultural tourism industry.

2. The distinctive features of the tourism industry under the background of "Internet + tourism"

2.1 There is a symbiotic resonance among various elements in the "Internet + Tourism" industry

The resonance of "Internet + tourism" is manifested in the diversification of stakeholders in the tourism industry, which can easily produce resonance effects. In modern tourism operation and management, the development of the industry is not completely dominated by one of them, but a governance process that requires the joint efforts, active participation and promotion of all elements in the industry chain. Each enterprise is no longer limited to its own boundaries. Through the digital platform, it has established efficient connections with other industries and enterprises, forming a new industrial ecosystem in which different enterprises in different industries and fields participate, share, govern and maintain together. A symbiotic resonance effect is formed in the whole of society.

2.2 The optimisation and upgrading efficiency has been significantly improved

The application of network digital technology has comprehensively transformed the supply system of the traditional tourism industry. On the one hand, the shortcomings of poor information interaction in the industrial chain and supply chain in the traditional tourism industry have been made up. On the other hand, in operation and management, since the information technology replaces the traditional manual operation, the management and service standards are unified and the tourism operation order and management efficiency can be significantly improved.

3. Problems faced in the operation and management of the existing "Internet + tourism" industry.

3.1 The understanding of "Internet + tourism" is only superficial, resulting in the generalisation of intelligent means and insufficient content

The wide application of Internet technology has forced the combination of traditional tourism projects and digital technology [3]. However, in the tourism industry, information technology functions as a means and a medium, rather than as the fundamental content of the tourism experience. The fundamentals of the tourism industry lie in the development and utilisation of its own tourism resources, which is the truth of the so-called "digital technology is used, and the real industry is the foundation". In some areas, scenic spots have insufficient understanding of the application of Internet technology, and blindly superimpose Internet technology on the existing tourism landscape, thinking that this will realise the "Internet + tourism" business model. There is no detailed analysis of the technical means, implementation methods, implementation contents, business scope and market positioning that "Internet + tourism" should have, and there is no in-depth research on the connection and boundaries between tourism and the Internet, and the combination of the two. There is no accurate positioning of the method, and the product development ability is weak, which leads to too rigid technology application, poor customer experience, and the effect is often short-lived. It is impossible to truly realize the comprehensive effects and benefits brought by "Internet + tourism".

3.2 The "Internet + Tourism" business model is too simple, and the management model lacks innovation

The so-called smart tourism often emphasises that clients use mobile phones to browse independently, but this process is often limited to improving the consumer consumption process, emphasising only the change of service methods to allow consumers to experience digital service means. Without a real change in the way consumers experience the tour, the senses of intelligent tourism are not very touched. The rational application of "Internet + tourism" should emphasise that the tourism industry itself realises intelligent operation and management through network technology, Internet of Things information technology, and artificial intelligence technology, so as to highlight the characteristics and innovation of smart tourism. Therefore, whether it is a digital service or an intelligent service, the meaning and value to consumers are relatively small, and sometimes the consumer experience

is even more cumbersome and unchanged due to the client's own reasons. It also affects consumers' consumption interest and experience fun.

3.3 Insufficient brand power and difficult business integration

Although local governments have a strong will to develop the "Internet + tourism" industry, due to factors such as capital and technical talents, there are currently few leading enterprises and influential brands in the Internet + tourism industry. As a result, the influence of the "Internet + tourism" industry is insufficient, and the industrial market still has a lot of unexploited space.

3.4 The tourism information supervision and management mechanism needs to be further improved

Data is the main production factor of the digital economy. It is different from general production factors such as land, labor, and capital. The definition of its attributes and usage rights is not clear enough [3]. With the rapid growth of the scale of the digital economy and the digital transformation of traditional industries, legal norms and intellectual property issues related to the digital tourism industry have become increasingly prominent. At the same time, in the digital age, registration on the online platform also has hidden dangers and risks of leakage of consumers' personal information and privacy, and the issue of information security protection has become more and more prominent. How to effectively supervise the growing data scale involving citizens' personal privacy, and how to define the transaction in the market where the data is generated, the right to use, and the scope of use are all unavoidable and urgent issues in the post-digital economic development era. The lack of laws and regulations related to network security such as data use, as well as the lack of supervision in the data market will greatly restrict the integration between the "Internet + tourism" industries, and will also seriously affect the digital transformation and innovative development of the tourism industry. On the whole, the current policy basis involving "Internet + tourism" is relatively macro, and the relevant specific implementation rules are few.

4. The construction strategy of tourism modern management

Under the background of "Internet + tourism", if the tourism industry wants to realise modern intelligent management and operation, it should make great efforts in management, service, and marketing, and make overall efforts to build new technology through big data analysis, human intelligence, and other emerging technologies. Multi-stakeholder collaborative management systems establish a tourism modern management model of co-construction and governance, and realise the double improvement of the quality and efficiency of the tourism industry.

4.1 Based on practice, strengthen the design of top-level regulations and personnel training, and establish a sound policy and regulation supervision and guarantee system [4]

Legal policy is an important force to support the development of the industry. The rapid development of the digital tourism industry will inevitably require that corresponding regulations and policies can be followed up in a timely manner. Perfect laws and regulations should include the management and application of digital technology, the definition of industry norms, the protection of brand property rights, and the clarification of a series of key elements such as the supervision and management of the consumption process. On the one hand, the improvement of laws and regulations plays a role in regulating and supervising the existing growing industries, on the other hand, it plays a role in protecting and guiding consumers' consumption process. In addition, by giving full play to policy dividends, such as financial and taxation support, talent support, and support for new technology tourism companies, it can stimulate cooperation between technology companies and tourism companies, and comprehensively promote the breadth and depth of scientific and technological innovation in the tourism industry.

4.2 Pay attention to content development and establish "Internet + tourism" marketing methods and means with local characteristics

The application of the "Internet + tourism" model is essentially the use of technological means to transform tourism features into highlights that attract consumers. Therefore, the development of characteristic content is an important means to promote locality to openness, and the key to its development lies in product development and innovation. The local development of "Internet + tourism" should take the excellent traditional Chinese culture as the core, excavate and sort out the unique cultural

characteristics of the ethnic group in the region, and use Internet technology to meet the diverse experiences and psychological needs of different consumers. For example, Jingdezhen used the "number ten game" model. With the help of game programs, the ceramic archaeological documentary is presented to the public, and a Jingdezhen porcelain window facing the world is built with digital technology. The ceramic culture, which can only be presented in the form of "solid", has the opportunity to be displayed in a "live" form, making the archaeological cultural activities considered mysterious from "unknown" to "every household name". Another example is that the Yangzhou Municipal People's Government held the 15th China Yangzhou Tourism TV Week in Jiheng this year. They collected programs from the whole of local society about the construction of the Grand Canal Cultural Belt and the development of the tourism economy in summer, including the humanistic history, natural scenery, local customs, ecological culture and other programs. This promoted local characteristics and cultural customs through local special programs to attract and inject more tourism economic vitality.

4.3 Improve the digital level and convenience of smart tourism, and strengthen the quality and quality of services

In the final analysis, the development of Internet smart tourism is to improve service capabilities and service quality, and to enrich and meet people's consumption needs for tourism products. "Internet + tourism" implants digital technology into business management, which can build a more efficient, more comfortable and more comprehensive tourism service system [5]. For example, the integration of digital technology into tourism services has produced intelligent tourism services such as digital tour guides, tour guides, and shopping guides. Emergency defence and other aspects have achieved intelligent management. However, for some consumers, the consumption mode of "Internet + tourism" cannot drive their active consumption. The main reason is that consumers cannot directly feel the convenience and pleasure brought by "Internet + tourism" due to personal subjective reasons or external factors in the process of consumption, and even because they cannot quickly adapt to the intelligent environment of scenic spots, forcing intelligent operation to become tourism. For such groups, mainly middle-aged and elderly consumer groups, the design and application of intelligent management should be more suitable for group consumption habits. For example, can the operation on the mobile phone be turned into a simple and easy-to-use smart card? The customer only needs to face the scenic spot, the information will be completely entered into the smart card memory, and any information and services about the scenic spot during the tour can be passed through smart card implementation.

4.4 Attach importance to brand building, speed up the construction of industrial clusters, and improve the development of related industrial chains [6]

To speed up the overall strength of regional tourism, we should focus on the following aspects. First, it is necessary to speed up the research and development of characteristic tourism projects, carry out brand operation of advantageous projects, build leading enterprises, and promote the overall development speed of the industry. Second, it is necessary to accelerate the construction of industrial clusters. Driven by leading projects, develop a number of small smart tourism projects to form a competitive clustered industrial belt and enhance the overall strength of the regional tourism industry. Third, we must continue to promote the improvement of the industrial chain, do a good job in the construction and connection of upstream and downstream industries, and make the industrial chain more complete. The fourth is to strengthen the follow-up of infrastructure construction and supporting measures. For big data centres, new technology parks, product R&D centres, etc., it is necessary to complete and put into use as much as possible, so as to provide a basic guarantee for the development of digital cultural tourism. Encourage relevant institutions and enterprises to enter the park and product research and development centre, and provide relevant preferential policies in financing, land, taxes and other aspects to enhance their development momentum and improve their development level.

Conclusion

In the context of the Internet, the transformation of the tourism industry to digitisation, networking and intelligence has become the general trend. The realisation of intelligent tourism needs to be based on practice, making top-level design and rational judgment, and do a good job of the coordination of responsibilities in an all-round way. It is necessary to continuously expand the construction space of the intelligent tourism industry and realise the diversification of tourism activities, tourism experiences and tourism management methods. It is necessary to insist on giving play to the cultural function of tourism, constantly explore new models of regional cultural tourism, based on domestic market demand, face the international space with conditions, and constantly explore cultural representative products with local and national characteristics, so as to expand and strengthen the region. Leading enterprises, on the basis of forming industrial clusters, improve their own industrial chain development and maintain stability. The arrival of the digital age of tourism will surely push the tourism industry into the era of "big tourism" [7]. One is the rapid renewal

of the tourism industry, and the other is the severe challenge of innovation and practice. How to mobilise the power of all positive factors to promote the healthy development of China's tourism industry is not only the proper meaning of tourism development, but also the survival of every related party.

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