Research on rural tourism based on Intelligent Tourism

Information Service

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Abstract. In this paper, a series of researches are carried out on the development of rural tourism informatization under the concept of China's Intelligent Tourism at present. Firstly, the relationship between the development of Intelligent Tourism and tourism informatization is expounded, then the current situation of China's rural tourism informatization is analyzed, finally, the main factors affecting the development of rural tourism informatization are put forward, and the solutions are discussed.

Key words: smart tourism, rural tourism, informatization

With the development of China's economy and the improvement of people's social living standards, information technology has developed rapidly. Various industries have begun to change from the traditional mode to the modern management mode. Tourism information is the basic mode for the modernization strategy transformation of China's traditional tourism industry. With the further improvement of the application level of modern science and technology, the development of smart tourism has become an important strategy for the informatization development and upgrading of contemporary China's tourism industry [1]. Therefore, it is necessary to strengthen the research on the informatization development of rural tourism under the concept of smart tourism, so as to promote the effective economic development of rural areas.

1. The relationship between Intelligent Tourism and Tourism Information Development

The concept of Intelligent Tourism is gradually developed on the basis of the development of tourism information. It can implement more personalized and humanized application of tourism information, such as Internet of things technology, cloud computing technology, mobile communication technology and artificial intelligence technology [2]. The gradual development of tourism informatization into intelligent tourism is a process characterized by stages, regions and leaps. Among them, the phased characteristics refer to the upgrading of tourism industry mode, which is a gradual process, with different industry development points and modes in different periods. Nowadays, tourism industry still enters the full speed development stage under the promotion of information technology, which is also a new stage. Regional characteristics refer to the different stages of tourism informatization
development influenced by the differences of technology and economic development level in different regions [3]. The characteristic of leaping refers to the gradual development of tourism informatization in developed cities on the basis of certain technological innovation and capital accumulation. Under the leading role of developed areas and the support of the country, the underdeveloped areas can carry out the application and innovation of modern technology to achieve leaping development. Generally speaking, it can be said that intelligent tourism is the advanced stage of tourism information development.

2. The current situation of rural tourism informatization in China
At present, the informatization development of domestic rural tourism is mainly reflected in the construction of special websites, and the publicity content of traditional websites is mostly the publicity of national tourist attractions. In recent years, with the popularization of information technology in rural areas, the website with local rural tourist attractions as the main publicity content has been upgraded to an important part of the tourism website. In the informatization construction of the website, based on the major search engines, search pages are established to introduce and publicize the local rural characteristic scenic spots and the corresponding tourism modes. Some of the websites have cooperated with large famous tourism websites such as tuniu and Ctrip, so as to further improve the construction level of rural tourism informatization website. China's per capita tourism frequency in 2011-2018 refer to figure 1.

![Figure 1](image)

**Figure 1.** China's per capita tourism frequency in 2011-2018

2.1. Information construction of Rural Tourism Management
According to the current situation of the development of rural tourism industry in China, under the background of intelligent tourism, a scenic spot management system based on modern information technology has been gradually formed, such as the application of scenic spot electronic tickets, regional monitoring systems and protection electronic systems. Some rural areas with relatively rapid development of tourism management information have begun to apply advanced systems such as LED information release and satellite remote sensing positioning. In addition, some rural scenic spots use the information management means of entering the park with ID card, further improving the development level of rural tourism information.[4]

2.2 Informatization construction of rural tourism infrastructure
Influenced by the current concept of smart tourism, the rural tourism mode has gradually started the construction of regional rural tourism information facilities, such as adding self-service ticket vending machines and Snack Vending Machines in rural scenic spots, realizing the information construction of infrastructure, effectively controlling the input of human resources and reducing the operation and
management costs. In addition, the government also pointed out the importance of the construction of rural information public service platform and network engineering in the relevant strategic guidance, which also laid a certain foundation for the informatization construction of rural tourism infrastructure.

3. Problems in the development of rural tourism informatization in China at present

China's tourism industry has a short time to combine the development of rural tourism informatization with the concept of smart tourism. There are many links that need to be further explored and tried, so some problems will inevitably be faced in the actual work. 2003-2008 tourism revenue refer to figure 2.

![Figure 2. 2003-2008 tourism revenue](image)

3.1 Insufficient attention to website publicity

With the improvement of China's economic development level, people's life is more abundant. As a new form of tourism, rural tourism has gradually won more and more people's welcome. Therefore, more and more rural entrepreneurs are committed to the development and operation of local rural tourism projects. However, due to the limitation of the professional quality of the operators themselves, they lack a comprehensive understanding of the relevant contents, pursue the control of the project construction cost unilaterally without following the market situation in the era of "Internet +", and apply the traditional advertising means to carry out the publicity of rural tourism projects. The publicity effect of this method is quite limited. In addition, some rural areas set up their own special publicity website, which is less affected by the region, so the publicity effect of the project has strong limitations. The reason lies in the lack of enough attention to website publicity.

3.2 The level of rural tourism information management needs to be improved

With the gradual improvement of the research and application level of Internet information technology, the information age has come quietly. The use of rural tourism information management means can effectively improve the quality and speed of management, and achieve the optimal allocation of resources. However, due to the lack of correct and systematic cognition of information management, the implementation of rural tourism information management is more difficult. In the actual information management and construction work, there are often problems of data information missing and overlapping, which is not conducive to the construction of special data information sharing system. At the same time, some rural tourism practitioners have not participated in systematic professional technology learning and training, which aggravates the problem of insufficient information management level.

3.3 Lack of comprehensiveness in rural tourism informatization infrastructure construction

Informatization infrastructure construction is an important part of the development of rural tourism industry under the concept of intelligent tourism. Nowadays, the rural tourism industry should also strengthen the construction of special infrastructure with the overall informatization development and upgrading trend of the tourism industry, so as to provide the hardware foundation for the development
of tourism informatization. However, at present, the construction of rural tourism information infrastructure is lack of comprehensiveness. Although some rural tourist attractions have introduced computer equipment and can be used in normal networking, only a small part of rural areas have built their own websites, and these websites often have problems such as poor operation, many functions have not been fully developed, so when carrying out scenic spot information publicity, the effect is not satisfactory. In this regard, we must further strengthen the construction of rural tourism information infrastructure, ensure the comprehensiveness of infrastructure construction, and ensure the application effect of information technology.

4. The plan to improve the development of rural tourism informatization

Rural tourism provides intelligent tourism service, which is an important performance of upgrading tourism industry to intelligent tourism. It can promote the improvement of tourism service level and ensure the long-term development of rural tourism projects. Therefore, in the process of the development of rural tourism information, we need to pay full attention to the publicity work of the website, clearly understand the wide range and rapid speed of information dissemination of the website publicity, and give full play to the publicity role of the network platform, so as to introduce and publicize the rural tourism projects. At the same time, we can cooperate with popular public service websites to attract more audiences to book rural tourism projects through service websites, so as to complete the docking of e-government service system and e-commerce activities, and constantly improve the quality of rural tourism information service.

4.1 Improve the overall management quality of rural tourism information

The operators of rural tourism projects in China are mostly local rural entrepreneurs. Due to their own professional quality, first of all, they should improve their understanding of the project information construction. As the upgrading of tourism informatization, smart tourism construction focuses on the docking of tourism public services and management services, and the establishment of smart rural tourism projects with certain Internet information technology means to ensure the full application of relevant social resources. Secondly, the project manager should accurately grasp the future development trend and law of rural tourism industry, on this basis, build a scientific and effective talent management system, and formulate systematic and scientific development strategies to protect the long-term development of rural tourism industry.

Finally, we should actively introduce advanced special talents to give full play to their professional and technical advantages in daily work, improve the management level, promote the development of information technology, inject fresh blood into the operation of the project, drive the change of employees' overall mental outlook, enhance the cohesion of the enterprise, and lay the foundation for the development of intelligent rural tourism.

4.2 Building rural tourism information infrastructure in an all-round way

In order to ensure the development level of rural tourism informatization, it is necessary to recognize the importance of information technology facilities construction, and effectively ensure the improvement of information service and management efficiency through infrastructure construction, such as computer equipment, Internet of things, database and communication technology. As the basis of information construction of rural tourism projects, standardized database contains a large number of data and information of tourists and government, which can provide scientific basis for major decisions such as project construction and future planning. In addition, the construction of Internet of things facilities should be strengthened to realize the connection of things. With the upgrading of information technology, tourists with electronic intelligent terminals can now connect to the wireless network at any time and share the tourism experience in real time. In order to achieve this goal, we should strengthen the construction of wireless network communication, so as to provide tourists with Intelligent Tourism Services.
5. Conclusion

It is an inevitable development trend of China's tourism industry to realize the construction of intelligent rural tourism informatization. Through the construction of rural tourism informatization, the economic development of the rural areas and surrounding areas where the project is located can be driven, which is an activity beneficial to the country and the people. In this regard, relevant departments and personnel should deepen their thinking on project development and information construction, upgrade technology in practice, and promote the rapid and better development of smart rural tourism.

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