Research on the influencing factors of tourist attractions selection based on ISM method from the perspective of Intelligent Tourism

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Abstract. With the rapid development of "Internet +", intelligent tourism has become the main way, which requires the research on the influencing factors of scenic spot selection. Ism is the most widely used method in modern system engineering, which is a structural modeling technique. By decomposing it into several subsystem elements, we can use computer to analyze practical experience and knowledge, which will better form a multi-level hierarchical structure model of complex system. Among them, we can regard Intelligent Tourism as a complex system, which will better decompose various influencing factors. Through the analysis of the influencing factors of tourist attraction selection, the scenic spot can be better publicized and planned, which will improve the popularity of the scenic spot. Firstly, this paper analyzes the method of ISM. Then, based on ISM method, this paper analyzes the influencing factors of tourist attraction selection. Then, some suggestions are put forward.

Keywords: Intelligent Tourism Perspective, ISM Method, Influencing Factors

1. Introduction
The interpretative structural model method is called ISM for short, which is a systematic analysis method developed by Professor wolffield of the United States to analyze complex socio-economic system problems. By decomposing into several subsystem elements, we can analyze the relationship between subsystems of complex system, which will form a directed graph. Through ISM method, we can visualize problems according to experience, which will help us to carry out scientific "learning path" and "learning map". Over the years, smart tourism has become the main form of tourism, which will help tourists to screen out their biggest needs. When traveling, tourists will select their own scenic spots according to various factors, such as service, transportation, scenic spots, convenience, etc. Therefore, through intelligent tourism, scenic spots can implement scientific and unified tourism planning and integration, which will enhance the convenience of customers' choice. However, at present, many scenic spots lack of scientific and reasonable tourism route design, which depends on the subjective experience of tourists. Foreign countries mainly focus on the study of economic value, space and quantity model of tourism, while China mainly focuses on geography, economics, operational research and tourism planning. Therefore, through the way of abstraction, this paper analyzes the choice behavior of tourism line consumers from the perspective of product attributes,
which is a new field. Therefore, this study is of great significance[1].

2. Influencing factors of scenic spot selection
This paper is based on the field survey. 800 formal questionnaires were sent out, 782 effective questionnaires were sent out, and the effective rate was 97.5%.

2.1. Classification of influencing factors of scenic spot selection
Through relevant research, this paper holds that the influencing factors of scenic spot selection can be divided into the following contents: scenic spot density, basic service, traffic convenience, booking convenience, payment convenience, scenic spot type, per capita consumption of scenic spot, popularity, access to information, safety, accommodation, catering, shopping consumption, best travel time, congestion, history Evaluation. Through the ISM method, this paper develops a model of influencing factors of scenic spot selection, as shown in Figure 1.

![Figure 1. Classification of influencing factors of scenic spot selection](image)

2.2. Investigation on influencing factors of scenic spot selection
After the questionnaire data, we can develop a radar map, as shown in Figure 2. Through the data analysis, we found that the travel of employees is more like a card playing tour, and they do not show too much preference for scenic spots and services around them. This may be related to the limited leisure time of on-the-job personnel. Because the rest days of on-the-job personnel are fixed, and there are only fixed small and long holidays, the vast majority of on-the-job personnel will choose to travel in various holidays, at the same time, they will visit as many places as possible with less time, and there is not much demand for service-oriented influencing factors[2].
3. Suggestions on scenic spot route planning based on the perspective of Intelligent Tourism

3.1. Pay attention to the landscape along the tour line
For most tourists, the landscape along the tour route is the primary reason for them to choose the tour route. The flow of tourists in the scenic spot is not only to achieve the transfer between scenic spots. Good landscape construction in the process of spatial movement can enhance the comprehensive experience value of tourists. In the process of moving between tourist attractions, the scenic spot needs to realize the integration of three lines. Therefore, tourists will reduce the boredom and fatigue on the way, which will increase the time and interest of tourists. In the process of planning and construction of scenic spots, we must assume the conditions of topography, ecology, construction difficulty, capital and so on. By abandoning the planning and construction of "direct to nearby" scenic spots, scenic spots can attach importance to the landscape space of the scenic spots. In tourist attractions, the effect of time-consuming on tourists is low, which shows that tourists are willing to spend a long time in exchange for a better sensory experience on the way. Therefore, the scenic spots should be arranged around high-level landscape resources as much as possible. By creating the road changing with the scenery, the scenic spot can introduce the natural and cultural landscape with high ornamental value into the horizon of the tour line, which will show the mood of people in the painting. Such as the construction of forest, flowers as the main body, small-scale landscaping structures such as hedges, flower beds, pavilions, spray pools and other ancillary ribbon landscape[3,4].

3.2. Differential tour route design
The scenic spot can consider designing different tour routes for tourists of different ages. Tourists under 30 years old are highly sensitive to consumption, not paying special attention to physical expenditure, time-consuming on the way and landscape along the way. Therefore, the scenic spot can design the general landscape route as a less expensive pedestrian path for young tourists to choose. For the 40-60 year old tourists, who pay attention to the landscape, time-consuming and physical expenditure along the way, and have low sensitivity to the traffic expenditure, the route with better landscape is designed as a special traffic experience channel, which can save the elderly tourists' travel time and physical strength by means of transportation. For 30-40 year old tourists, because they pay
special attention to traffic experience, they can design some experiential and stimulating vehicles that need physical support, such as sleds, canoes, gliders, kayaks, etc. The design of differentiated routes can not only meet the needs of different levels of tourists, but also help to realize the tourist diversion in the scenic spot during the peak period of tourism. The capacity of the scenic spot must be early-warning, which will realize the diversion of tourists. Therefore, the scenic spot should design as many differential routes as possible to meet the needs of tourists and optimize the management of the scenic spot.

3.3. Increase the experience effect of vehicles in the scenic spot
In the modern scenic spot, various kinds of modern transportation technologies are frequently used. The transportation modes such as cableway, battery car and electric boat provide convenience for tourists to visit and save time. However, it is worth noting that, in addition to the basic functions of tourists' flow in the scenic spot, the means of transportation also have multiple special functions to meet the needs of tourists' experience, tour and entertainment. It is found that the traffic experience is the second factor that affects the selection of tourist routes in the scenic spot. The traffic mode that tourists hope to use when moving between scenic spots in the scenic spot has a good experience value. Therefore, in the planning and management of scenic spots, it is necessary to increase the experience of traffic modes in scenic spots. From the further investigation, tourists believe that the experience value of modern transportation modes, such as trams, battery boats, elevators and so on, is low; some traditional transportation modes, such as rowing boats, bicycles and special vehicles, such as animal drawn vehicles and hot air balloons, are high. Therefore, the scenic spot should introduce some interesting modes of transportation that reflect folk customs and customs according to the local cultural characteristics and geographical conditions within the affordable economic and environmental scope to meet the traffic experience needs of tourists[5,6].

4. Conclusions
Through the ISM method, the scenic spot will visualize the tourism, which will help tourists to carry out scientific "learning path" and "learning map". Therefore, through intelligent tourism, scenic spots can implement scientific and unified tourism planning and integration, which will enhance the convenience of customers' choice. Therefore, the scenic spot must choose a reasonable planning plan according to the influencing factors, which will increase the number of tourists in the scenic spot.

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