A Study on the Development of Small Tourist Towns under the “Internet Plus” Background

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Abstract. With the development of the times, people's pursuit of personalized and unique tourism has also spawned the product of a small tourist town. The combination of the Internet and the small tourist towns is a collision of the new era, the tourism industry is actively seeking market positioning, and reshaping the competitive advantage and realizing the transformation and development in the Internet era. The article mainly studies the current situation and countermeasures of the development of small tourist towns under the background of "Internet Plus". Firstly, it introduces the status quo of the construction of small tourist towns, and then analyses the main problems in the development of the small tourist towns, and from the "Internet Plus" perspective of these problems, the corresponding solutions are proposed. It found that the Internet would become the main driving force and support for the innovation and development of tourism.

1. Introduction
With the further acceleration of the globalization process, the outbreak of a new round of scientific and technological revolutions and industrial changes, which had a profound impact on China's economic and social development. While Internet technology has enhanced the flow of information and knowledge, to the development trend of the times the generation of characteristic small towns conforms, and is in line with the requirements of deepening the supply-side structural reform strategy, which is conducive to optimizing the spatial allocation of resources and achieving coordinated development of population, resources and ecology. Under the guidance of the Ministry of Housing and Urban-Rural Development of “cultivating about 1,000 characteristic towns by 2020” and the government work report of 2017 to support the development of characteristic small towns, the construction of characteristic towns in various regions has been in full swing and has achieved remarkable results 403 national-level towns.

From the perspective of development, the characteristic town should also have the economic and social service functions of the city. The small tourist towns mainly include historical and cultural, urban and rural leisure, emerging industries, characteristic industries, transportation locations, resource endowments, ecotourism, etc. The town should choose different development paths according to its own type.
2. Background
Zhejiang Province will promote the industrial clusters, industrial innovation and industrial upgrading through the concept of “new ideas”, “new mechanisms” and “new carriers” of the small tourist town. For the first time, through combining the Internet, making the town tourism became a relatively independent urban area, which combined with its own characteristics. The small tourism town has become a platform for clear industrial positioning, cultural connotation, tourism and certain community functions. In 2016, Wuzhen was used as a model for building an “Internet Plus” characteristic town. For the first time, it combined tourism with big data, realized sharing the basic data through the internet technologies. More famous are: Yuhang Dream Town, West Lake Yunqi Town. It can be seen that the development of tourism-specific towns is not only to tap the local characteristics to realize the original ecological development, but also to learn to use modern network technology to help the tourism-specific towns better adapt to the modern tourism needs.

3. Problem

3.1. The Functional Integration is not Enough and the Function Superposition is Insufficient
Industry is the foundation of the town, culture is the soul of the town, tourism is the beauty of the town, the community is the foundation of the town, and the convergence of the four functions is the only way for the development of the town. "Combination" means that simply added the four functions together, but cannot be hard-fought. We must extend and excavate the cultural, tourism and community functions of the small tourist towns in close to the industry positioning and as the core of industry.

3.2. The High-End Elements Aggregation is Insufficiently and the Industrial Level is not High
The characteristic towns rely on the most basic, most characteristic and most promising leading industries in the province, and strives to occupy the industrial commanding heights through the high-end promotion of the industrial structure. However, some characteristic towns based on the industrial cluster area and various development zones (parks) have not been able to easily getting rid of the original production and operation mode for many years. Some small town enterprise has strong OEM capabilities, but lack core technology, innovative design and resounding brands. The company's profitability is low, and it is still at the low end of the "smile curve". The industrial transformation cannot keep up with the speed of market and consumption upgrades, resulting in insufficient supply and consumption spill overs. These long-standing problems cannot solved in a short time. Other characteristic towns without industrial bases, due to weak industrial base, lack of industry model leaders, lack of high-skilled talents, etc., led to a lack of high-end elements and a low level of industry.

3.3. Lack of Internal and External Linkage Development Platforms, and There are Obstacles in the Exchange between Towns
Based on the same development goals, information sharing and talent flow between towns are very necessary to achieve linkage development. However, there is currently no integrated and integrated town inside and outside linkage development platform to enable talents from the same and related industries. Exchanges and cooperation have inhibited the replication and expansion, information sharing and talent flow of innovative and entrepreneurial platforms in small tourist towns. Although the development path of the town may be different due to different industries and different towns, the development path of the town can referenced. Therefore, it is necessary to establish a town-level or even provincial-level linkage development platform.

3.4. Support Facilities Constraints, and the Introduction of Talents is Difficult
As the core strength of town development, talents are one of the important foundations. Therefore, attracting high-level talents to settle in and long-term settlement is an urgent goal and desire of the town. However, the talents introduced by the town are mainly college students, returnees, business executives and high tech talents. These people have higher requirements for work and living environment, because most of the small tourist towns are in the suburbs. The location advantage is not obvious enough, and
the living and working environment needs to be improved. The level of supporting infrastructure needs to be improved. Therefore, the leading talents and leading teams are seriously insufficient.

3.5. The Town Has Insufficient Publicity and the Public Participation is not High
The construction of small tourist towns has aroused widespread concern in the society, but most towns have not made publicity about their own towns in time. The public's understanding of the town is not deep enough, which directly affects the realization of the town's tourism and other functions. At present, "Internet Plus" has penetrated into all aspects of life, and mobile marketing has become popular. However, the small tourist towns are not enough to pay attention to mobile marketing. For example, some small tourist towns do not have their own Weibo account and WeChat public account; some have related accounts, but the account not authenticated, users may have doubts about their authenticity; others are not perfect platform construction, user stickiness is too low. Most of the towns are remote, almost all in the suburbs, and the traffic is inconvenient. If the public does not understand the town, they rarely take the initiative to visit the town. Therefore, town propaganda is necessary, not only to attract public tourism, but also to attract high-end talents to pay attention to the town, and then enter the town.

4. Future Development and Proposals
"Internet Plus" is a dynamic evolutionary process that drives economic and social systems to approach Pareto optimality. In order to better promote the development of small tourist towns, promote industrial transformation and upgrading, and accelerate regional economic and social development, we must make full use of the "Internet Plus" change and subvert the sharp weapons of traditional industries. The advantage of the Internet Plus" solves the problems existing in the development of small tourist towns and drives the rapid and healthy development of small tourist towns.

4.1. Improve the Infrastructure Construction of “Internet Plus” and Better Realize the Superposition of the Functions of the Town
With the official publication of "Internet Plus" in the government work report, all localities attach great importance to it, constantly improve the mode and work efficiency of the construction of small tourist towns, and attract more top domestic and even international companies to settle in. Improve the "Internet Plus" infrastructure, consolidate the network foundation, promote the integration of cloud computing, big data with the small tourist towns, and provide users with real-time information such as intelligent line navigation, intelligent voice guides, interactive systems, and catering accommodation. The wireless network can be connected anywhere in the town to facilitate tourists' shopping and entertainment and enhance the customer's travel experience.

4.2. Make Full Use of the Wisdom and Technology Means of the "Internet Plus" Era, Enhance the High-End Elements Such as Brand, Core Technology and Capital
Brands are intangible assets with economic value, which can bring premium and value to owners. Small town enterprises should make full use of "Internet Plus" advanced technologies such as Internet, Big Data, cloud computing, and smart city. The combination of industries will enhance the independent innovation capability of the town, solve core technical problems, build their own brands, and promote industrial upgrading. The town should also make use of the "Internet Plus" wisdom and technology, focus on connecting with universities and research institutes, research and develop core technologies, and enhance the research and development capabilities of small town enterprises. The technical means of the "Internet Plus" can largely solve the problems of high-end factors such as brand, core technology and capital faced by the small tourist towns, improve the degree of high-end factor aggregation, and gradually realize the reform of the supply side of the industry. Make the town develop gradually towards the ends of the "smile curve."

4.3. Establish an Internal and External Open Platform for Linkage Development and Strengthen Exchanges between Towns
The government should guide to build a joint development platform for internal and external communicate between towns. In the early stage, it is possible to guide exchanges and cooperation
between regional towns. In the later stage, it can extend to provinces, cities and even the whole country. It is convenient for talents in small town-related industries to exchange and interact frequently, and to promote the information replication and dissemination of entrepreneurial innovation platforms in different industrial towns and promote linkage development.

4.4. Using the “Internet Plus” to Publicize and Attract Talents and Tourists

The town should pay attention to Weibo, WeChat, WeChat small program and other platforms to open up the public to understand the town. For example, the establishment of the town's own website, the opening of the Weibo official public number and the WeChat public number, etc., to provide the public with opportunities and ways to understand the town. Establish a special module to publish the recruitment information related to the town, and find a way for talents. At the same time, small-scale enterprises should take the initiative to find suitable entrepreneurs and managers through the Internet, combining passive and active to solve the shortage of talents in small-scale enterprises.

In the era of "Internet Plus", the town also needs to pay attention to the use of mobile marketing. After establishing its own Weibo and WeChat official platform, the town is best to carry out certification to improve the conviction of the account. At the same time, in line with the habit of mass fragmentation reading, you can also use some typesetting tools to beautify the pushed articles, improve the fun, practicality and readability of push messages, and realize marketing by the way. The town should use the live broadcast, self-media, community marketing and other means to invite industry experts to recommend to the town. Provide a good service experience for talents and tourists, and promote their active sharing. Organize entrepreneurial activities, introduce space creation, improve the exposure of small towns, convey the characteristics of the town, enhance the brand and influence of the town, introduce the town-related industry talents into the town, understand the town, and then introduce talents and introduce tourists. A micro-movie, an advertisement, and a slogan can all spread the popularity of the town through the spread of Weibo and WeChat platforms.

4.5. Strengthen Cooperation with Third-Party E-Commerce Platforms

While using the "Internet Plus" micro-economic means to promote the town, it should also pay attention to the cooperation with the third-party e-commerce platform, clarify the differences and advantages and disadvantages of its own platform and third-party platform, and give full play to its e-commerce platform. In addition, the advantages of third-party e-commerce platform, and strive to achieve the best publicity sales results. For example, the town can cooperate with third-party platforms such as Ali Travel to purchase search engine keywords, video advertisements, web advertisements, and sponsor portals to strengthen brand awareness and help promote the attraction and products of the town. Make the town and third-party platforms benefit together.

5. Conclusion

Nowadays, the social Internet has driven the tourism industry to develop from the industrial age to the socialized era and become a new bloodstream of the tourism industry. Similarly, with the development of the times, people's pursuit of personalized and unique tourism has also spawned the product of a tourist town. The combination of the Internet and the tourist towns is a collision of the new era. It is the tourism industry actively seeking market positioning in the Internet era, reshaping the competitive advantage and realizing the transformation and development in the Internet era. The tourism characteristic town chooses its own development model and combines with the Internet to promote the local characteristic regional culture, and at the same time, it can promote the surrounding economic development and realize the double harvest of economic development and national promotion.

6. References

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