Research on the Development of Tourism Resources Based on Big Data Analysis

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Abstract

With the rapid development of economy and the improvement of material living standards, a more convenient, efficient and environmentally friendly life has become the new pursuit of people at present, and people's demand for tourism and other spiritual and cultural aspects is also increasing. The traditional tourism platform is lack of information, which is difficult to meet the needs of people. Based on the background of big data, combined with the overall situation of smart tourism development in China, this project summarizes the development mode and existing problems of new tourism formats, and proposes to design a tourism smart platform based on big data analysis technology, so as to realize the efficient development and utilization of tourism resources on the basis of reducing the damage to the local environment.

Keywords


1. Summary of Background

1.1. Tourism Situation Analysis

In recent years, with the development of the economy and the improvement of material living standards, the tourism industry has developed rapidly.

Case of Anhui Province, the "Thirteenth Five-Year Plan" period, Anhui Province has vigorously promoted the construction of "five batches" of key projects in a strong tourism province, and built a number of tourist attractions, boutique routes, emerging formats, specialty commodities and leading enterprises. There were 65 new A-level tourist attractions in the province, bringing the total to 625, of which 5A-level scenic spots increased from 9 to 12.

In 2018, the province attracted 720 million domestic tourists, an increase of 15.2% compared to 2017; the total tourism revenue was 724.1 billion yuan, an increase of 16.8% compared to 2017. In 2019, the province's domestic tourists reached 820 million, an increase of 13.6%; the total tourism revenue of Anhui in 2019 was 852.56 billion yuan, an increase of 17.7%. From the data point of view, in recent years, the total tourism revenue has maintained a growth rate of 15%. In 2021, due to the novel coronavirus pneumonia epidemic and other factors, people's long-standing consumption desire and high travel enthusiasm have made the tourism economy a strong recovery. During the Spring Festival holiday, Anhui Province received 20,968,600 domestic tourists and realized domestic tourism income of 130.71. 100 million yuan, the scale of the tourism industry is growing day by day, and the strength is obviously enhanced. [1]
1.2. New Form of Tourism Development in the "Internet + " Background

"Smart Tourism" is a new form of tourism serving the government, enterprises, and the public. Through the application of various smart technologies including data and information technology in industry development, route integration, tourist services, etc. The highly systematic integration and in-depth development of resources and information resources can achieve the goal of resource sharing and realize a convenient, efficient and environmentally friendly travel mode.

Big data technology is the core content in the construction of smart tourism, and the richness and completeness of its data play a vital role in the development of smart tourism. In other words, the development of smart tourism is based on the advancement of technological means. The development and transformation of technological means have continuously improved the system of smart tourism. In the context of today's "Internet + ", smart tourism is built on the basis of all tourism individuals as the center, improving tourism services and tourism management in tourist destinations, and enhancing tourists' travel experience. Relying on smart technology, it meets the individual needs of tourism individuals, and realizes that tourists can obtain comprehensive information services at any time, any place, and through any medium.

Recently, the National "Internet + Tourism" Development Forum and 2021 Henan Smart Tourism Conference was held in Zhengzhou. The "National "Internet + Tourism" Development Report" released at the conference showed that 60% of scenic spots across the country received reservations during the Spring Festival. Reaching 40% to 50%, the total online travel consumption has reached trillions.

The report pointed out that "Internet +" has become a new scene of mass tourism and a new driving force for smart tourism. The digital age of the Internet of Everything will accelerate the ecological integration and business innovation of the tourism industry, bringing more possibilities and opportunities for smart tourism management and marketing. More opportunities.

2. Existing Tourism Situation and Countermeasures

2.1. Existing Problems

At present, the scale of the tourism industry is growing day by day, and the tourism industry is developing rapidly. However, due to the insufficient depth of scientific and technological research and development in smart tourism-related aspects, the characteristics of the scenic area cannot be well displayed; and the scenic area managers are not clear about the concept of smart tourism and have not grasped the connotation of smart tourism. In the actual implementation process of smart tourism, the relevant persons in charge did not proceed from the reality of local tourism and economic level, blindly follow the trend, leading to tourist attractions, in order to meet the needs of tourists, pursue immediate benefits, and rapidly expand and develop. In order to attract tourists, various popular humanities and amusement projects in various places were reproduced without combining local characteristics to develop their own advantages. At present, the domestic scenic spots have serious product homogeneity competition and the style of scenic spots tends to become facial makeup. Even as the development of fast, hosted many visitors also have an impact on the local environment, the loss of a large number of potential tourism resources.

2.2. Corresponding Strategy

2.2.1 Strengthen the Construction of Tourism Infrastructure

In addition to the cultural and natural advantages of the scenic spots, the development of tourist attractions is indispensable to the addition of various public facilities around the scenic spots.
The construction of tourist infrastructure can be said to be a very important link. Infrastructure in a broad sense includes not only public facilities such as parking lots in scenic spots, but also indispensable services and facilities such as catering, accommodation and shopping provided by local residents to tourists. In the new format period of development of tourism in the "Internet +" background, should not only strengthen the scenic infrastructure construction sites, traffic, communal facilities, hotel accommodation and other tourism, but also to enhance adaptive infrastructure tourist information related to big data requirements of the times, create conditions for promoting tourism intelligence platform.

2.2.2 Promote the Construction of Wisdom Tourism Platform

Wisdom tourism platform is to deal with the current focus and key new form of tourism development summarized the existing problems, but also to promote regional tourism industry to upgrade and promote important initiatives for sustainable development of tourism economy. The construction of smart tourism must center on tourists, keep abreast of changes in their needs, and continue to innovate. At the same time, we should follow the historical background for the latest information on the completion of the excellent scenic, analysis of weaknesses, play to the characteristics, offers visitors a wide range of travel services. [4][5]

3. Construction of Wisdom Tourism Services Platform is based on Big Data

Wisdom tourism management framework (Figure 1) based on big data, from the perspective of tourists and tourist attractions executives start respectively. Scenic managers need to provide resources to the system on tourist attractions, the device configuration and scenic surroundings, such as information on public infrastructure parking, public toilets, calculate the optimal algorithm by the system, the formation of tourist information for tourists such as basic information scenic area, planning the best trip travel, lodging, and dining and shopping around, and ultimately generating the best travel information and quotes by providing the most reasonable travel recommendations, and formed in accordance with the user's selection of the most detailed appropriate personalized tours.

Figure. 1 Wisdom tourism management framework based on big data
3.1. Oriented Tourist Attractions Management Subsystem

3.1.1 Upload Travel Services
First, the system can achieve scenic resource information and information gathering surrounding the case, the reality from the local tourism and economic level, analysis scenic features and advantages, combined with the local environmental information to generate preliminary investigation and evaluation.

3.1.2 Scenic Resource Evaluation Plan
System After generating the pre-investigation and evaluation of scenic resources, according to data obtained from the analysis, drawing on experience in the development of other tourism resources, build composite indicator, integrated analysis of the data determined to develop an integrated level status and surrounding areas of regional economic development of scenic spots, discuss merger scenic surrounding, as well as the feasibility of the tourism resources of the region. Meanwhile, the proposed scenic next development plan proposed in reducing damage to the local environment, based on the proposed resource development path, will integrate tourism resources to the local tourism industry chain in the region to achieve efficient utilization of resources.

3.2. Subsystem for Tourists

3.2.1 Basic Information Inquiry
Visitors can use the system to check their understanding of the specific circumstances of scenic, scenic spots such as telephone number, location, travel routes, car parks and other public facilities, as well as related images, audio and other information, can be better understood before departure The specific scenic spots and advantages of the scenic area. Through personalized assessment tourists, provide catering, accommodation, medical care, entertainment and shopping information for tourists, as well as the latest tourist attractions dynamics, such as the introduction of attractions and tourism-related preferential policies, the new tourism activities.

3.2.2 Travel Route Planning
After the basic system to obtain information of the visitors needed, the system is calculated by the optimization algorithm to generate the optimal trip route planning, to provide a reference stroke information to visitors. For example, visitors can use the system query you want to visit attractions, required travel route, the system by extracting statistical information on the number of tourist routes, facilities and specific nature of quality takes a long time, route, etc., to provide users with a reasonable targeted Tourist routes and best reference information. [6]

4. Conclusion
This article is based on big data analysis technology, combined with the overall trend of my country's current smart tourism development, design a tourism smart platform based on big data analysis technology. Tourism platform should be based on the wisdom of building big data technology, and must be based on the needs of tourists as the center of its contents, including the construction of the main application, platform service projects. With the further deepening of the further development of tourism and regional new format of tourism, should further improve the large data storage and data sharing platform for smart tourism exchange mechanism, based on reducing the impact on the local natural environment, scenic avoid product homogeneity competition phenomenon, diversify scenic style in order to achieve efficient development of tourism resources and make full use of such large data tourist information resources has become one of the lasting driving force of economic development of tourism.
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