

Discussion on Smart Tourism City Construction in the Era of Big Data

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Abstract:

With the high development of China's social economy, tourism has gradually become a sunrise industry in the new century, and also an important pillar of the development of the tertiary industry. Characteristic tourism drives regional economic development, can further promote the supply and demand matching at the industry level, and stimulate the rapid growth of the local economic index. Especially in the era of big data, the construction of tourist city gradually in the direction of wisdom, digital, with modern science and technology as the main means, driving the development of tourism industry, including mobile communications, cloud computing, artificial intelligence and virtual reality and other core technology application, so as to better build wisdom system, for tourists all over the country to provide efficient and convenient tourism information services and products, rapid regional economic development.

Keywords:

Big Data Era, Smart Tourism City, Construction Way

1. Introduction

The rise of big data has promoted the construction of smart cities to a certain extent. Smart tourism can improve the tourism experience of tourists, so as to provide tourists with higher quality, more tourism choices and personalized services. In this process, through the tourism data collection and analysis report, visual display, data technology platform building, mining tourism big data construction and application of potential, to promote the wisdom tourism city construction at the same time, better to tourism industry upgrading transformation, driving regional economy to achieve sustainable development. Based on this, this paper explores the construction approach of smart tourism city in the era of big data, and takes it as a reference.

2. Overview of Smart City Construction in the Era of Big Data

In the era of big data, through the integration, mining, analysis and application of massive data, the data advantages can be infiltrated into various industries and become an important production factor. And big data technology applied to urban construction, can provide data support for wisdom city construction, through the city

data dynamic monitoring, analysis and utilization, so as to better thoroughly perceive urban living environment, and the city resources comprehensive regulation, ensure that the urban development process can coordinate, in order to in the urban construction and form a new type of urban form. And wisdom tourism depends on the wisdom of city construction, belongs to the city tourism information development to a certain stage, is also the important direction of the future tourism industry development, through the formation of regional tourism industry sharing ring, realize information sharing, and to provide reliable information for wisdom city tourism, analysis and conform to the tourist consumption demand, tourism consumption drives the development of the city economy [1].

3. The Construction of Smart Tourism Cities in the Era of Big Data Faces Challenges

In the era of big data, in the process of smart tourism city construction, it are faced with personal privacy protection, data integration and processing, and the combination of online and offline, which are urgent problems to be solved in the construction of smart tourism city to a certain extent.

3.1. Personal privacy protection challenges

Wisdom in the process of tourism city construction, more need to rely on the Internet platform, including like wisdom tourism system will collect tourists consumption ability, tourism preference, mobile phone number and id number, etc., tourist information resources highly concentrated, it involves the tourists personal privacy protection, if criminals to visitors information fake “legitimate users”, obtain the rights and interests of tourists, is bound to cause huge economic losses to tourists. Therefore, in the era of big data, how to protect the personal privacy and security of tourists has become the focus of the construction of smart tourism city, which needs to be paid great attention to by the governments and enterprises related to the construction of smart tourism city.

3.2. Data integration and processing challenges

Smart tourism city construction, when visitors make a visit to the background, the background will automatically collect data about visitors, including browsing websites, travel orders (flight information, hotel information and service reviews). The amount of data is huge, These data are mostly in the form of video, pictures, text, etc.. huge amount of data but not much actual useful data. For the later platform service review data, as an example, different customers have different needs for travel services, large amount of review data, often leaves the tourism industry confused, and the characteristics of the fast dissemination of Internet data and information, it will also increase the impact of the bad reviews, relevant enterprises are required to timely integrate and process the data and information. In order to avoid causing greater image and economic losses to enterprises [2]. In the face of big data challenges, how to efficiently optimize the data and provide accurate data analysis results is the key to the construction and development of smart tourism cities in the future.

3.3. Combining online and offline challenges

With the development of the Internet to a certain extent, online promotion and offline marketing have become a common mode of Internet operation. However, in the process of combining online and offline development, there are often problems

inconsistent between online description and offline products and services, which makes tourists low tourism satisfaction and the problem of disconnection between online and offline. But in the process of offline operation, through the face to face communication with tourists, often according to the real feedback of tourists data statistics and screening, and extract the core demand of customers, can better clear the direction of wisdom tourism development, close the distance of online promotion and offline services, to ensure the authenticity of the propaganda.

4. In The Era of Big Data, Smart Tourism Industry Related Supporting Upgrading

In the process of the construction of smart tourism city, the advantages of big data can help the upgrading of tourism-related supporting facilities, including access to tourist information, tourist information processing, and the formation of information sharing ring, which can provide better assistance for the construction of smart tourism city.

4.1. Visitor information acquisition

Tourist information including personal basic information, demand information, behavior information and preference information, etc., in the recent online fire of Harbin wisdom tourism city construction, an example, in the analysis of tourist demand at the same time, is “what will you because to experience ice and snow tourism” data information analysis, including appreciate the natural landscape, characteristic experience (hot springs, food, ice accommodation, etc.), watching snow, ice play snow, normal learning skiing demand, data integration, analysis, so as to visual data information, understand the needs of tourists information, preference information, behavior information, etc., specific data analysis see Figure 1.

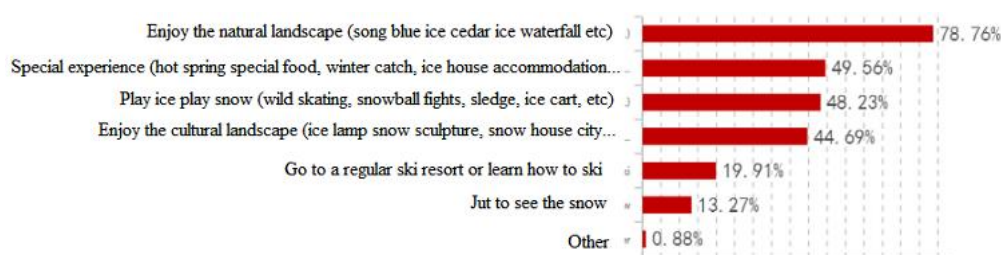


Figure 1. The purpose of experiencing ice and snow tourism.

4.2. Visitor information processing

Access to tourists related information at the same time, in the basic information security at the same time, need to process the information of tourists, the government agencies hold tourist traffic, travel trajectory, tourist consumption, and various tourism platform, travel agency data summary and analysis, so as to summary for the development of tourism data, to the tourism industry drive the surrounding industry development, extend the industrial chain. Like in the process of tourist data processing, tourism platform of information processing, for example, through the big data processing technology, businesses have the opportunity to better understand the tourist demand, like based on LBS (location service) and the characteristics of tourists data analysis in the form of travel information push, can on the basis of the tourist information, better to similar tourists group modeling, in order to push tourist

information, the tourist information processing, mining its potential demand and value information [3].

4.3. Form an information-sharing ring

Wisdom tourism city construction, through the application of big data technology, but also can form the corresponding information sharing ring, from tourists travel before the data collection, to travel tourism behavior, to the evaluation after the evaluation, the tripartite data summary at the same time, to establish clear model for different tourists, so as to realize information sharing at the same time, understand the real needs of different tourists, to better from the real needs of tourists, to provide tourists with more efficient and convenient services.

5. The Construction Way of Smart Tourism City in the Era of Big Data

5.1. Get through the information transmission chain

In the construction of smart tourism city in the era of big data, it is first necessary to open up the information transmission chain, comprehensively consider the information transmission ability of the whole chain of smart tourism, and attach importance to the construction of information sharing ring, so as to better convey information according to needs [4]. In this process, you need to build front-end sensing equipment, cloud computing data center with communication operators, system integration service cooperation, in order to better promote the wisdom of tourism development information data acquisition ability, transmission ability, processing ability and comprehensive rendering ability, better through information barriers, through information transmission chain at the same time, strengthen the information data, provide data support for the construction of wisdom tourism city.

5.2. Increase service linkage

Through information transmission chain at the same time, also need to increase the effective linkage of management services, change has been unilateral management mode, in the construction of wisdom tourism city, data information integration, analysis, in the complete information and information real-time release at the same time, with the help of intelligent marketing, intelligent hardware tools such as, better marketing and service tourists, improve internal resources application value maximization, not only can improve tourist service experience, can also give the tourism enterprise construction development to create greater benefits. For example, the effective linkage between scenic spot management and tourists, as well as the management of tourist traffic and passenger flow and the optimal allocation of tourism resources, can better improve the precision of tourism management.

5.3. Clarify the construction of key areas

In the era of big data, in the construction of smart tourism city, it is also necessary to clarify the focus of construction and follow the construction principle of "highlighting the key points, first urgent, then slow". While improving the utilization rate of funds, it can continue to move close to the expected effect and improve the effectiveness of operation and management. In scenic spot construction, for example, in strengthening the big data technology introduction, need to combine their own operation, develop feasible scenic wisdom tourism construction plan, in the process of

small investment, quick effect construction of project construction, choose reliable and moderate advanced technology, avoid management risk, caused by immature technology application to promote the tourism industry upgrade at the same time, for tourists to provide comprehensive, fine service [5]. Of Yunnan wisdom tourism case analysis, is with the aid of the Internet of things, cloud computing, big data, artificial intelligence technology, for the user to create intelligent tourism experience, make tourists after entering Yunnan, through the APP, the public, and small program applications, can enjoy “eat, live, line, swim, shopping, entertainment” each link “a key order” “yard” a traffic “a key” a complaint service, in order to better provide visitors with the whole process, comprehensive, panoramic service.

5.4. Introducing high-end technical and management talents

In the era of big data, for the construction of smart tourism city, it is also necessary to pay more attention to the construction of talent introduction mechanism, so as to give full play to the advantages of talents and fully explore and apply the utilization value of big data in the tourism industry. In this process, the need for local government with colleges and universities, industry associations and other organizations, clear wisdom tourism city construction demand for talent, and for the tourism industry development industry department key post personnel regular training, thus to in the form of internal training, foreign talents, for urban construction development to foster a batch of marketing, tourism services and management talents, power wisdom tourism city construction to achieve sustainable development [6].

6. Conclusions

To sum up, the era of big data wisdom tourism city construction, more need to get through information transmission chain, increase service linkage, clear key area construction and the introduction of high-end technology and management personnel, so as to be better able to promote the traditional industrial structure upgrade at the same time, the effective use of large data technology, integration, analysis and utilization of regional tourism resources, realize the goal of promoting regional economic development, a deeper mining growth point of local economic development, better for tourists to provide all-round, the whole process of service experience, maximize the application value of big data technology.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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