

Research and Analysis of Rural Tourism Apps under the Background of the Internet

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Abstract

In recent years, the development of rural tourism in my country has been greatly improved. This is because in the context of building a moderately prosperous society in an all-round way, science and technology have promoted the development of productive forces. People's leisure time is constantly increasing. At present, China's working class enjoys 114 days of holidays throughout the year, which means that Chinese citizens have more opportunities to travel. At the same time, some domestic scholars have proposed that China has entered the era of dual-health tourism, that is, well-off and healthy. In the well-off era, people pay more attention to the issue of healthy tourism, and health has become one of the main motivations for modern people's tourism activities. Leisure and health are closely related. Modern people's understanding of health is no longer limited to physical skills and health. Physical fitness, energy level, but also emotional health. Mental, health, mental health and social health and other health indicators, people can achieve the purpose of resting their minds and bodies in the process of leisure, relaxing their minds and keeping their bodies healthy. This improvement of health awareness is embodied in the fact that tourists expect to get physical and mental pleasure through participating in tourism activities, and they also put forward higher-level requirements for tourism environment, tourism activities, and tourism services, and rural tourism, as a kind of modern leisure tourism. It is an important form that can meet tourists' needs for various functions such as pleasure, recreation, and fitness by taking short-term holidays. It is also the needs of the majority of tourists that stimulates the rapid development of China's rural tourism economy.

Keywords

Tourism APP; Internet; GIS Technology.

1. An Overview of the Rural Tourism Industry

The National Tourism Administration identified the tourism theme of 2007 as China's Harmonious Countryside Tour, and proposed the slogan of Charming Countryside, Vibrant City and Harmonious China. Director of the National Tourism Administration. It is proposed that the development of rural tourism is an important measure to coordinate urban and rural development, and the development of rural tourism is an important carrier to build a harmonious socialist society. The development of rural tourism activities has become a link for the harmonious development of urban and rural areas, which can better highlight good mountains, rivers and resources, which is conducive to creating a rural tourism environment, carrying out activities to create ecologically civilized and prosperous villages, and breaking the urban and rural two-dimensional economic structure. , narrow the gap between urban and rural areas, and realize the coordinated development of regional economy.

At present, there are four main types of leisure agriculture in our country, farmhouses and folk villages, agricultural parks and leisure farms. Combined with the development of my country's

urbanization process at this stage, the countryside has experienced various forms of rural tourism and has become an important type of rural tourism. In recent years, my country has actively To promote the development of rural tourism, the first batch of national rural tourism key villages list was announced by the Ministry of Culture, Ministry of Tourism and National Development and Reform Commission, including Beijing Gubeikou Village, Zhejiang Yu Village, Guizhou Yunshe Village, Sichuan Zhanqi Village, etc. Rural tourism is one of the hotspots of tourism investment in my country. In recent years, investment in homestays, characteristic towns, and rural leisure real estate has grown rapidly.

2. Background Analysis of Travel App Application

2.1. Economic Background Analysis

The rapid development of the Internet, the end of the demographic dividend, the emergence of mobile Internet, the rapid development of video, the increasing competition in big data mining, and the accelerated integration of physical and virtual reality. The Internet can be regarded as an industry or industry, but almost no industry or industry in history has the power to promote all traditional forms and models like the Internet, resulting in the distribution and reorganization of a large number of social resources, giving all those who are committed to innovation. Individuals or enterprises have brought opportunities to change the world. The Internet is like a new continent, absorbing various elements that are transforming the old continent, and shaping the ever-changing economic landscape and business ecology. [1]

2.2. Analysis of Policy Background

On June 13, 2019, the 2019 National Mass Entrepreneurship and Innovation Week was grandly opened in Hangzhou. During the event week, the main venue in Hangzhou will hold key activities such as launching ceremony, theme exhibition, conference forum, dream building service station, small town living room, "new species" every day, and characteristic town experience tour. Among them, the project of characteristic tourist town provides a paradigm for the establishment of software.

2.3. Market Demand Analysis

In response to the policy call that green water and green mountains are invaluable assets, more and more rural scenic spots have emerged as the times require, and the development of rural tourism is also booming. Many urban residents like to come to the countryside during holidays or leisure time to experience the primitive Yes, simple leisure time, but in the process, most urban residents will only choose some famous rural tourist attractions, but in fact, these attractions are not the only choice for tourism, some unique, unique style Rural tourist attractions have not been developed and are not well known to the general public.

While integrating rural tourism information resources, it also focuses on the development of undeveloped excellent scenic spots in the countryside, bringing tourists more choices of tourist attractions. While integrating rural tourism information resources, it is committed to the development of rural basic reality, and is committed to creating excellent rural scenic spots, which is conducive to conforming to the new trend of rural tourism industry development, and also indirectly promotes the development of rural infrastructure and promotes poverty alleviation. With the development of the application software, the employment positions provided by the application software are also diversified, not only the rural infrastructure positions, but also the rural tourism guide positions. These can recruit laborers from the countryside and have a comparative advantage in driving the development of the local economy. big boost.

At the same time, as a software with the role of a travel guide, Xiangyou can also provide a lot of tourism resource information, and at the same time, it also takes into account the collection

and provision of information on food, drink, accommodation, and travel in rural tourism, and even provides travel guides for travelers. Choice, these services can enhance the traveler's travel experience. It can be seen that the audience of a travel software is not only tourists and leisure people, but also has huge benefits for developers and merchants of tourist attractions resources.

3. Introduction, Innovation Points and Project Characteristics

3.1. Introduction

This project is based on modern Internet technology and big data analysis technology. By establishing a database containing characteristic rural tourism all over the country, it provides a large number of rural tourist attractions and other information near the city where they live, and provides tourism for people in the city who want to experience rural life. Serve. Then it gradually developed into a group-style integrated service for rural tourism.

For the feasibility of the project, a "three-step" strategy was chosen. The first stage is that we mainly build a rural tourism information website to make it easier for groups who need to know about rural tourism to find the places they want to play; the second stage is to build an APP to provide integrated tourism services. Cooperate with many villages that are developing and constructing tourism, and promote the concept of rural tourism, such as allowing tourists to truly experience rural life. Passengers can join groups online and connect with various local resources in the countryside. Experience the fun of rural life, and at the same time, you can understand life and relax from the stressful life. The third stage is to expand the influence, improve the popularity of the APP, and drive more people to rural tourism on the basis of the original. This will not only revitalize the countryside, but also increase many jobs, such as tour guides and service personnel with rural tourism, It can attract young people who go out to work in the villages to return to their hometowns for development, and further solve the problems of left-behind children and lonely and widowed elderly.

3.2. Innovation Point

1. The construction adapts to the trend of the urban leisure circle's consumption concept of leisure agricultural tourism from sightseeing, experience, entertainment and leisure to fashionable and avant-garde creative leisure, creating an elegant atmosphere of high-quality life in leisure agriculture, reflecting the fashionable atmosphere of leisure agriculture, experiencing novelty, Stimulate, fashion and other modern leisure and entertainment elements to create a new fashion highland for creative leisure agricultural tourism in Yangping.

2. Highlighting the rural character Fully analyze the natural environment, development history, living and working methods, festival customs, villagers' spiritual outlook and other elements of each rural area, and accurately refine the tourism characteristics of the village, so that each village can find its own The shining point, thus forming a different characteristic from other villages.

3. Form a positive interaction between cities and villages. On the one hand, through the development of rural tourism, the countryside sells fresh air, beautiful environment, and fresh and healthy food to urban residents. Various elements in the countryside have been turned into consumable tourism products, and the rural community has obtained economic benefits from it. On the other hand, urban residents also get a relaxed and comfortable mood, novel and unique experiences in the countryside, and gain health and happiness.

Promote the rational adjustment of rural industrial structure. Rural tourism is also a model that combines the primary and tertiary industries, which is conducive to the adjustment of the rural industrial structure and the harmonious development of the rural economy. The construction of characteristic tourist villages should be a process of forming a rational rural industrial

structure and should be actively promoted Economic added value, social added value and ecological added value of agricultural products and local culture in the context of tourism.

3.3. Project Features

3.3.1. The Target Audience is Clear

According to the background and requirements of the current market, the target group is mainly targeted at middle-aged people with successful careers. These groups are usually very tired from work in big cities, but they want to relax in their spare time. Then rural tourism is a good option. s Choice. And through a questionnaire survey, middle-aged people are more eager to travel in rural areas than young people.

3.3.2. A New Way to Play

On the basis of traditional rural tourism, the experience of rural life is increased for tourists. Local villagers take our tourists to experience planting, picking, fishing, cattle herding, wine making, etc. In unique villages, you can also experience local customs. Free time, watching the countryside, and understanding life by yourself, this is a very good experience for people who have been busy all the time.

3.3.3. Convenient Travel Mode

Many people will look for "travel guides" everywhere before traveling, and then find relatives and friends to play with, sometimes it is very troublesome. The tourism category just integrates a lot of rural tourism information, allowing users who want to play to quickly obtain the information they want.

4. Software Marketing Principles and Operational Strategies

4.1. Marketing Principles

4.1.1. The Principle of Responding to the Call of the State

Although the hearts of people all over the country are twitching at the moment of the epidemic, the goal of our country and people to realize the great Chinese dream has not been stranded, and economic recovery and return to development are even more important tasks. This app is expected to revive new impetus after the end of the epidemic, and it is of great significance to promote the harmonious development of urban and rural areas. The country actively advocates innovation and entrepreneurship, and this app keeps up with the trend of innovation and contributes to the country's poverty alleviation.

4.1.2. Advocate the Principle that People Care for the Natural Environment

Advocating people to have the opportunity to get in touch with the countryside and feel the unique charm of nature not only stimulates people's curiosity and infinite imagination to explore, but also makes them feel awe of nature. "It is everyone's responsibility to take care of the environment." Some people may not realize the importance of this awareness. In rural areas, farmers and guides will strictly supervise tourists, and try not to let malicious acts to pollute the environment occur, such as Failure to comply will be punished.

4.1.3. The Principle of Charging

Integrity is an important part of the traditional culture of the Chinese nation, and tourist areas will also set up staff to supervise and prevent malicious charges from happening. Tourists can form a team by themselves and pick up and drop off by special car, and the cost is low. If tourists want to buy some souvenirs or other commodities along the way, the price will not be too high, and the price offered by the seller will not be much different from the standard price. It is also our original intention to allow tourists to buy affordable items with satisfaction and play with a good mood. Dedicated to promoting and promoting some naturally produced agricultural

products, hoping that these people (especially urban people) can eat them with less money, and advocate healthy eating habits. In addition to these charges, some people may choose to stay for a period of time, and they will also charge a certain reasonable fee. In addition, tourists will dine in local hotels, and the fees are lower, and there will be no additional charges in other aspects. If there are some necessary charging links or new charging items added in the later stage of the industry, internal discussions and adjustments will be made to stipulate appropriate TOLL. Tourists can also bring back some agricultural products for free at the end of their trip, without any charge.

4.1.4. The Principles of Integrity and Openness

The planning of the rural ecological park will start from the overall layout, with special emphasis on the organic combination of the sightseeing area and the service area with the surrounding environment. Starting from the ecological park, although each functional area has its own characteristics, it is not an organic scattered structure, but an open organic combination; at the same time, the ecological park itself connects and integrates the surrounding environment.

4.1.5. Ecological Principles

The production and life of the rural eco-park itself will pay more attention to ecological requirements. As of citing alien species, the protection and development of native species will not have adverse effects on the farm itself and surrounding villages.

4.1.6. The Principle of Economy

The ecological park will give full play to the advantages of high-tech companies, emphasize the use of the least labor and capital investment to improve the natural ecological process, emphasize the effective use of limited land resources, and the ecological park itself will not only develop ecological agricultural products, but also carry out picking. Sightseeing, etc. will bring more economic benefits to the mentality, and people will have a virtuous circle. Therefore, the content of economic production will be fully considered in the planning of the ecological park.

4.1.7. The Principle of Participation

It has become the current tourism fashion to directly participate in the experience and entertain yourself. In the setting of sightseeing projects, the ecological park will fully consider the sense of participation and experience, combined with the characteristics of the ecological park itself, such as its vast space and rich landforms, attracting a wide range of urban tourists. Participate in all aspects of ecology and people's production and life, experience the fun of farm life at multiple levels, and enjoy the authentic rural cultural atmosphere.

4.1.8. Diversity Principle

In view of today's leisure and entertainment, people will eventually fully display the individual ecological park. In arranging the sightseeing route, method, time and consumption level in the sightseeing planning, a variety of plans will be comprehensively considered, and various leisure projects and routes will be organized for sightseeing. In the process, there are also various competitions, record rankings, and those who sprint to the top five can get souvenirs and other awards, and there will be various discounts.

4.1.9. Suitability Principle

Land capacity refers to the productive potential of land, which is inherent to a certain land. Making decisions on the land use of the eco-park is an important part of its planning and design. The basis of land evaluation of ecological tourism parks is the comparison between land use and plots, that is to say, it is necessary to evaluate the suitability of various uses of different land types in the ecological park to achieve the most rational use of land.

4.1.10. Constructive Principles for Short-term and Long-term Planning

The planning and construction of ecological parks are not achieved overnight. It is necessary to plan the construction in phases. In order to achieve a reasonable layout, it is necessary to achieve overall planning, planned phased implementation, and gradual construction. In order to ensure its healthy development, it is necessary to do a good job of planning, and organize and implement it according to the plan. Second, the construction should be carried out in stages according to the reasonable allocation of investment funds.

4.2. Operation Strategy

4.2.1. Try Not to Destroy the Original Natural Landscape and Rural Flavor in Construction

The overall design of the ecological park will fully reflect the concept of harmonious coexistence between man and nature. It is the economic benefit of the ecological park. The combination of ecological and social benefits. therefore. The construction of the ecological park will try to respect the original land resources. It blends in with the natural landscape and surrounding countryside.

4.2.2. Taking into Account the Landscape Ecology and Entertainment

During the on-site planning of the ecological garden, the diversity and interest of sightseeing and picking will be increased through reasonable layout, taking measures such as separating breeding areas from planting areas and sightseeing and entertainment areas, planting crops among fruit trees, and rich plant landscape communities.

4.2.3. Develop "Experience Economy"

Through the construction of rural ecological parks, tourists can experience the feeling of "returning to nature and health-oriented". Attract urban tourists to participate in the production and life of the ecological park, and enhance the experience of farming and folk customs.

4.2.4. Service Facility Planning, with Modernity

In the planning of service facilities such as office area, service reception area, exhibition area, and toilet, modern materials and design plans will be adopted. Especially for tourists, the layout of toilets and sinks concerned must break the traditional farmhouse style.

4.2.5. The Government Where the Project is Located Will go All Out to Improve the Environment

Strengthen internal coordination of resource integration implementation projects. In order to ensure the compactness and effectiveness of the project construction, the surrounding counties and cities are used as the market and the characteristics of active participation are used to make use of the vast space in the countryside and the characteristics of agricultural production activities. Unleash the versatility of specialty agriculture. Through investment and transformation, it has been comprehensively improved. It can meet the multi-level needs of tourists as much as possible, such as viewing (agricultural viewing), tasting (tasting agricultural products), entertainment (fishing farmhouses), labor (self-picking and self-picking), education (agricultural knowledge explanation), and purchasing (purchasing agricultural products). And take advantage of local advantageous resources and environment to focus on development. Nature conservation projects. Adhere to the development of agricultural projects with a high starting point to achieve the simultaneous development of ""tourism + agriculture".

4.2.6. Project Investment can be Carried out in the Way of Whoever Invests and Who Gets the Benefit

Sightseeing agricultural projects require less investment and high returns. Local materials can be obtained, the construction cost is relatively small, and because the project is invested in

stages and developed piece by piece, the start-up capital is not large, and the construction period is short, which can quickly generate economic benefits, including agricultural income and tourism income. The combination of the two makes its benefits superior to traditional agriculture. For example, agricultural products are directly sold to tourists in tourism activities such as picking and fishing, and the price is higher than the market price, and the related costs of transportation and sales are saved.

5. Future Technology Competition and Prospects of Travel APP

Network Opportunities: The Internet era has arrived in today's society. With the development of society, 3G, 4G, and 5G will follow. The development of these networks allows us to understand things around the world at home. Seize the opportunity of the Internet, use the Internet to promote our products, let our customers know about our products first, and then let them consume. The development of the Internet is undoubtedly the biggest opportunity for new companies to break into the market.

Mainly with the help of big data technology. Big data technology is a collection of data characterized by large capacity, various types, fast access speed and high application value. , A new generation of information technology and service formats that enhance new capabilities. Big data must adopt a distributed architecture and perform distributed data mining on massive data. Therefore, it must rely on distributed processing, distributed databases, cloud storage, and virtualization technologies of cloud computing. Analyze user preferences to better serve users.

5.1. VR and Tourism Supported by 5G

VR (Virtual Reality, VR), translated as virtual reality, virtual reality technology is a computer simulation technology that can create and experience virtual worlds. It uses computers to create a virtual three-dimensional world by simulating various human senses, thereby Make users immersive . Therefore, virtual reality technology has the outstanding characteristics of timeliness, stability, safety and interactivity for tourists' experience. In recent years, all countries have highly supported the development of VR industry frontiers and applications, coupled with the gradual application of 5G technology, the development prospects of 5G+VR will be further expanded. In recent years, VR technology has been regarded as a major starting point for further expanding the development of tourist attractions. Scenic spots around the world are actively building VR experience projects to expand the tourist experience of tourists and increase the popularity of scenic spots.

5.2. The Combination of GIS Technology and Tourism

Geographic Information System (Geographic Information System or Geo-Information system, GIS), sometimes called "Geographic Information System". It is a specific and very important spatial information system. Environmental prediction and simulation technology: a method for predicting and simulating changes in the environment under different circumstances; visualization technology: a technology for displaying and expressing geographic information in the form of numbers, images, and tables. Combining Web GIS technology and virtual reality technology, the use of Web technology can better expand and improve the geographic information system, and the Web GIS system also has the main technical characteristics of distributed, object-oriented and interoperable, mainly based on geographic information. It can realize massive data management, visual experience, query and analysis of tourism spatial information, and can also provide people with the technical characteristics of perceiving tourism spatial geographic information more efficiently. [2]

5.3. Technical Prospect

Expand the sharing experience of tourists: With the development of network technology and various new media forms, tourists use social media to process their own travel experience, and beautification and sharing have gradually become an indispensable part of the travel experience. At present, various social media travel experience sharing such as short videos, Weibo, etc. has the problems of lack of expressiveness, single form, and lack of interaction. Therefore, 5G + travel social sharing will have broad prospects. Under the empowerment of 5G, traditional short photos Video and text sharing will be replaced by mobile immersive interactive experience sharing based on VR/AR technology. Visitors can learn about it online and are not limited by opening hours. In addition, multi-directional high-definition photography can bring visitors the ultimate experience beyond offline viewing.

Optimize the operation of scenic spots and reduce the operating costs of scenic spots: Under the impact of the new crown epidemic, the biggest problem exposed by tourist scenic spots is the backward management ability and insufficient profitability of scenic spots. In the 5G era, technical applications such as non-inductive ticket checking, 5G+ drone inspection and rescue, 5G+ robot tour guides, tours, broadcasts, and intelligent sales have improved the management capabilities of scenic spots in various aspects, reduced the operating costs of scenic spots, and improved their profitability.

6. Conclusion

At present, the Internet is developing rapidly and actively, and the construction of new countryside also provides opportunities for the development of tourism. The development of rural tourism is a concrete manifestation of actively cooperating with the construction of new socialist countryside. It is an effective measure to take advantage of national policy orientation, seize opportunities, and promote urban and rural economic development. It is to increase farmers' income, demonstrate new countryside, promote new tourism and advocate new experiences, establish a new fashion.

Tourism products should be rural-oriented, focus on simplicity, travel faster and save money, and make more friends while traveling. Break away from the busy and tiring city life, experience the quiet and leisure life in the countryside, let the tourists relax, appreciate the idyllic landscapes written by ancient poets, and also feel the philosophy of life and inspire themselves.

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