

Research on the Intervention of Smart Tourism in the Sustainable Development of Poor Rural Areas in Sichuan Province after 2020

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Abstract

In the period of poverty alleviation, smart tourism plays an important role in helping poor rural areas and poor people get rid of poverty. With the perfect end of the task of poverty alleviation, how to practice "poverty alleviation is not the end, but the starting point of a new struggle", and realize the sustainable development of smart tourism in poor rural areas after 2020 has become an urgent problem to be solved. According to the current situation of smart tourism involvement in poor rural areas in Sichuan, the reasons were analyzed, and four suggestions were put forward: increasing special fund investment, building an intelligent supervision platform, strengthening personalized marketing, and improving the service quality of tourists.

Keywords

Smart Tourism; Poor Rural Areas; Sustainable Development.

1. Research Background

Smart tourism is a product of deeply integrating tourism physical resources with information technology, and serving the government, the industry and the public. Smart tourism is an important branch of digital modernization construction, with the characteristics of intelligence, convenience and personalization[1]. In 2010, smart tourism took root and germinated in Zhenjiang City, Jiangsu Province for the first time, realizing the touch era of tourism[2].

With the decisive victory of the task of poverty alleviation, the 2020 Government Work Report proposed to "further consolidate and upgrade the achievements of poverty alleviation, prevent the return of poverty; continue to promote the comprehensive rural revitalization strategy, and make every effort to make the people out of poverty move towards prosperity". The development of rural tourism is an important starting point to promote the development of the rural economy, and also an important force to realize the rural revitalization strategy[3]. The poor rural areas of Sichuan contain rich tourism physical resources and cultural resources, which have extremely high development value and development potential. Smart tourism has the role of promoting the self-development ability of poor areas and poor people, stimulating the endogenous power of the helpers, and promoting the income increase of poor farmers. On the one hand, smart tourism involvement in poor rural areas can not only improve the achievements of poverty alleviation but also alleviate the relative poverty gap and realize the coordinated development of urban and rural areas; on the other hand, it can attract funds into poor rural areas, expand rural industrial innovation and promote the adjustment of rural industrial structure[4].

The involvement of smart tourism in poor rural areas is not only the key point to adapt to the new challenges and demands of the market and improve the competitiveness of poor rural areas but also the breakthrough point of poverty alleviation, enriching the people and

increasing income. The cultural tourism industry and rural tourism have played a huge role in promoting the stage of poverty alleviation. After 2020, how to promote the integrated development of new forms of rural tourism and poor rural areas has become an urgent problem to be solved.

2. Analysis of the Basic Situation of Smart Tourism Involvement in Poor Rural Areas in Sichuan Province

Under the background of the rapid development of mobile Internet and the transformation of tourism consumption mode, the tourism administrative units at all levels in Sichuan Province need to solve the problem of using information technology to build smart tourism. To this end, all units and tourism enterprises actively connect with the "Internet +" to promote the construction of smart tourism. Without mature experience, they have carried out a lot of exploration work, and the construction of smart tourism has achieved certain results. With the advancement of poverty crucial task, Sichuan province in the case of no mature experience, the wisdom tourism in poor rural sustainable development for a lot of exploration work, wisdom tourism and poverty rural poverty alleviation, consolidate poverty began to penetrate, formed a "work, practical, use" the wisdom of the tourism industry and services, wisdom tourism intervention in poor rural sustainable development achieved certain results.

2.1. A Smart Tourism System in Poor Rural Areas has Taken Shape

First, expand the involvement of smart tourism in the sustainable development of poor rural areas. Sichuan University of Light Chemical Technology conducted a comprehensive investigation on Nanjiang County, Bazhong City, a state-level poverty-poverty-stricken county, and combined with the existing smart tourism development literature, it has formed the theoretical system and path planning of smart tourism involved in the sustainable development of poor rural areas. Second, the construction of Sichuan Province's "intelligent tour Tianfu" public service platform. Based on full coverage of the Internet, we will make full use of cloud computing, big data, the Internet of Things and other new generations of digital technologies to build a digital public service platform for culture and tourism that is smart, interconnected, convenient and open. Third, to strengthen the cooperation with Ctrip Travel and other tourism e-commerce companies. Cooperate closely with Ctrip to integrate poor rural tourism resources, and realize the information interconnection of rural homestay, vehicle services, scenic spot guidance and other aspects. Some tourism agencies also actively combine the actual characteristics of local rural conditions to comprehensively promote rural smart tourism products with Internet characteristics.

2.2. Smart Tourism Will Boost Poor Rural Agriculture

The online tourism consumption brought by the intervention of smart tourism not only drives the traditional online order consumption such as rural homestay and transportation, but also drives the sales of related industries and products such as local characteristic agricultural products and poverty alleviation products. Based on consolidating the foundation of traditional fishery and using Internet tools, Nanjiang County of Bazhong City has developed modern smart tourism by relying on the natural advantages of the Yutang reservoir, and built two fine villages for tourism poverty alleviation and six demonstration villages for tourism poverty alleviation[5]. Smart tourism can intervene in poor rural areas and promote the simultaneous development of poor rural culture and agriculture with the Internet, which has an alleviating effect on alleviating relative poverty.

3. Smart Tourism is Involved in the Sustainable Development of Poor Rural Areas in Sichuan Province

3.1. Infrastructure Construction is Not Sound, and the Degree of Resource Informatization is Low

Most of the poor rural tourist spots in Sichuan province has basic implementation wifi network coverage and part of the surveillance camera installation, but are affected by geographical location, social and economic factors, some related information infrastructure (such as all kinds of environment sensor, scenic spot display screen, intelligent guide device, emergency alarm rescue system, park entrance gate channel, parking signs, etc.) layout situation is not optimistic. Most of the poor rural tourism resources in Sichuan province are distributed in relatively remote areas. The Internet broadband and communication infrastructure are far from the cities, and incomplete information infrastructure (such as network delay, communication obstruction, parking lot disorder, damaged safety of tourists' property, etc.) will appear during the peak tourist season.

In addition, although many poor rural tourist spots have set up some basic equipment (such as surveillance cameras), it is difficult to have sufficient funds to ensure the timely maintenance of facilities due to the low attraction of rural areas to tourists and low economic benefits[6]. There are also questions about the information on tourism resources, At present, the information about rural tourism in Sichuan on the major network platforms and tourism platforms generally only includes modern agricultural demonstration parks, ancient villages, famous mountains and water scenic spots, relatively famous and influential read scenic spots in various regions, etc., After all, the well-known and influential poor rural tourist spots are a minority, So most of the ordinary poor rural areas, farmhouse, picking garden resources also need to be transformed into data resources through information means, To spread it out on the Internet, Therefore, such digitization of individual resources is more prominent in Sichuan Province, The overall digitalization degree of resources is not high, Without a strong degree of wisdom it has caused great obstacles to the intelligent development of poor rural tourism in Sichuan, Need to pay attention to and solve.

3.2. Shortage of Technical Talents and Weak Supervision of Market

The talents in the rural smart tourism industry are not only tour guides and other tourism service personnel but also include exploring the rural characteristics, industrial planning and other aspects. With the continuous advancement of the construction of wisdom tourism, as well as the state and the competent units at all levels of attention and support, rural wisdom tourism talent training is increasingly specification, but only relying on theoretical talent is not enough, also to learn to technical talents from the use of satellite remote sensing data of poor rural tourism area scope of scientific and accurate planning, crop growth cycle and condition monitoring, wireless network layout, surveillance camera equipment maintenance, monitoring, to poor rural tourism resources information collection, upload, promotion, to use the Internet e-commerce platform sales of poor rural speciality products. Although the poor rural villagers support the entry of smart tourism, few village cadres are familiar with the smart tourism resources of the village, and the smart tourism infrastructure is relatively limited[7]. If a poor rural area wants to develop smart tourism, it needs not only the support of various forces but also the support of a large number of professional and technical talents. Therefore, it is not only necessary to train a group of smart tourism professionals to ensure the basic informatization of poor rural tourism, but also to conduct information technology training for poor rural employees to ensure the sustainability of poor rural tourism, and ultimately jointly promote smart tourism involved in the sustainable development of poor rural areas in Sichuan.

According to the collection and collation of data, it is found that although Sichuan Province has established a unified public service platform for smart tourism, there is no platform to integrate poor rural tourism resources at all levels in Sichuan Province, which is not conducive to the unified planning and management of government departments. In the process of smart tourism construction in poor rural areas, there is still a lack of unity among relevant departments and a lag in information synchronization among various departments. The problems are not solved the first time, but playing ball with each other, which is not conducive to development and management and scheduling.

Subject to poor rural own geographical environment and economic and cultural problems, wisdom tourism, on the road of poor rural development, scale, standardized management of the wisdom of the tourist attractions only a few, widespread or use of local existing cultural characteristics, tourist sites, etc., the use of simple Internet facilities for intelligent construction. It can be seen that smart tourism in poor rural areas has a broad market and bright prospects, but the existing construction problems are hidden dangers for the tourism experience of tourists and the government's management planning. Government departments at all levels encourage wisdom tourism intervention in poor rural areas, solve absolute poverty, and slow the relative poverty at the same time, also need to start the technology, the way of low cost and high efficiency of poor rural tourism resources to parts and management, maintain the quality of poor rural wisdom tourism, improve the intelligent supervision ability.

3.3. Information Asymmetry of Various Subjects and Blocked Product Marketing Channels

The theme of smart tourism involvement in poor rural areas is mainly divided into managers, operators and consumers, and the common information among the three is very important. For example, the more tourism information consumers need to obtain from the countryside, the greater the probability of consumers travelling to the area; the more information the managers have, the more targeted policies; the more the participants of poor rural tourism mainly include the managers, the operators and tourists, the information between managers, for example, the managers should obtain the relevant government policies and the purchase information of tourists. Now in the process of poor rural tourism obvious problem is difficult for tourists to the real and reliable poor rural tourist information, tourists in the poor rural tourist spots destination information, are more recommended to take friends and relatives, although word of mouth information is not completely accurate, also has a lot of subjectivity, but because of the network information mass and complex, make ordinary tourists cannot accurate judgment to the authenticity and reliability of the information, so they would rather believe more friends judgment, it is not conducive to tourists to make reasonable decisions[8].

In addition, When sorting out the list of poor rural tourism resources brands in Sichuan Province, The statistics of the poor rural tourism resources in each region are collected by the government departments step by step, The timeliness and accuracy of information delivery in this process is particularly important, However, there is no platform on the official website of Sichuan province to collect and publicize all the poor rural resources in the province, For example, Sichuan Province provincial (5A) / municipal (4A) poor rural tourism spots annual evaluation list only has some news reports to explain, Some of the lists don't even remain, County-level (3A) poor rural tourist spots are also very messy publicity, Many districts and counties don't even have the information, This for government managers and tourists to obtain local poor rural tourism information caused the wisdom of poor rural tourism in Sichuan Province, Consumers are unable to know the name and basic information of the tourist site, It's even harder to talk about going to the destination, Managers will also encounter difficulties in their management. In addition to some places of poor rural tourism products due to its regional, small (family) management, small cost limitations, the characteristic is not enough, attractive

to tourists, most of the poor rural tourism operators themselves Internet consciousness is weak, and there is no relevant technical support and training, they for e-commerce platform, live sales these emerging Internet marketing understanding, so agricultural and sideline products, tourism products promotion sales road is greatly hindered. In addition, the development of the logistics industry in many remote areas is relatively backward, which is also a factor affecting Internet marketing.

3.4. The Existing Platforms are Less Attractive and the Service Quality Cannot Be Guaranteed

Most poor rural tourist spots in Sichuan province have no geographical fence information push service, and the destination of tourism communication call service also mostly stays on the radio facilities, the wisdom of the self-checkout may be reflected in no longer just cash, can also through pay treasure, WeChat qr code transfer, etc., can provide virtual tourism service attractions are very few. Comprehensive tourism platforms generally show more famous scenic spot information, poor rural tourism resources because of the remote location, resource information process is difficult, and larger, cost recovery cycle, so most platforms will choose to get more economic benefits scenic resources information and promotion, and most of Sichuan tourism resources are concentrated distribution in poor rural areas, their size and economic strength is not strong, may be difficult to afford the cost of advertising marketing on a big platform, so the influence is not strong. The construction of local smart tourism platforms in Sichuan Province is in its infancy with uneven development. Some platforms are well functional and used, but limited to some local resources, which is unfavourable to the use of tourists, ignored after acceptance, and tourism product information is updated slowly or even stagnant; Many platforms are copied or fabricated from online, not recognized and verified by merchants, thus having great potential problems of authenticity and reliability.

4. Policy Suggestions for Smart Tourism Involvement in the Sustainable Development of Poor Rural Areas in Sichuan Province

4.1. Increase Investment in Special Funds for Information Technology Facilities in Poor Rural Areas

The improvement of information infrastructure in Sichuan Province is the first step in the intelligent development of poor rural tourism, because the process of wisdom is to collect data first, and the data collection of poor rural tourism resources cannot be separated from the role of information infrastructure. Governments at all levels should increase the investment of special funds in the construction of poor rural tourism information infrastructure.

First, on the basis of the original construction of roads at all levels and poor rural roads, Install video cameras along the route at a reasonable distance, And use technology to collect road information at all levels (mainly poor rural road information), After collecting the road information, Construction of a road information database, Develop an electronic map exclusive to poor rural tourism in Sichuan Province, In order to provide accurate navigation services for tourists; Secondly, through the quantitative assessment, A pilot project to add information facilities in some poor rural tourist sites in Sichuan Province, Such as the installation of various kinds of environmental sensors, scenic spot display screen, intelligent guidance device, emergency alarm and rescue system, park access gate channel, parking lot parking signs and other information equipment, Or we can we not only rely on the government to fully shoulder these funds, Adjacent or similar poor rural areas can discuss the layout of public facilities; 11 And, therefore, Also need to increase scientific research funds for information equipment and technology, Invite provincial and domestic outstanding scientific research teams to jointly study related equipment and technology, As as low-cost and efficient equipment as possible,

For the use of most poor rural tourist spots; Through the layout and use of these facilities, Try to collect all the resource information (name, location, brief introduction, pictures, videos, products, etc.), Then digitize the information of these poor rural tourism resources, Develop a safe and reliable big data platform for poor rural tourism, Store, fuse, and process the collected data, And, in any way needed, For the administrative department, operators, practitioners, tourists and other personnel.

4.2. Cultivate Information Professionals and Build an Intelligent Supervision Platform

Offline centralized training is a way to improve talent skills, but because of the current will be coronavirus, online course technology and level of rapid improvement, also provides a new idea for poor rural tourism talents, the government organizations in offline training courses, cost a lot of manpower and financial resources, now only need to have a network and intelligent terminal equipment, can participate in learning anytime and anywhere, now as long as there is a network and intelligent terminal equipment, can realize online training and other forms of training. Talent training mode of informatization, digital in essence is also a poor rural wisdom tourism intervention process, the content of online teaching is given priority to with the application of information technology, in the teaching mode broke the limitation of time, and space, can make the poor rural tourism industry management and the masses of farmers are friends to learn the advanced wisdom of tourism knowledge and information technology, enhance your wisdom, digital consciousness, improve the level of tourism services.

Of course, in the early stage of the intelligent development of tourism, the poor villages still need talents with excellent professional skills and understanding of tourism theories to lead the progress of the industry. Data formed after the informatization of the poor rural tourism resources in Sichuan Province, Need to be stored and managed by different categories, At the same time, the feedback from operators and tourists should also be included by the government-managed poor rural tourism in Sichuan Province, So it's also very important to build a big data management platform, Such management can manage the resource information of poor rural tourism, It can also obtain the behavior data of each tourism subject in real time, After cleaning and sorting out these massive data with intelligent technology, Performed the analysis and the summary, Will have an important impact on the government administration, Will also have an important impact on the decision-making of the government authorities, before, Government supervision of poor rural tourism resources and markets is always going from top to bottom, And due to the limited number of managers, Unable to find problems in every corner in real time, Not only does this hurt the interests of consumers, It has also seriously affected the image of poor rural tourism in Sichuan, therefore, To meet the needs of all the consumers, Need to build a multi-party linkage, supervision and management platform, Let participate in all link of the process of poor rural tourism personnel have a "voice" platform and opportunity, Truly implement the supervision of all links in the process of poor rural tourism, Really let each link of the supervision really let each link of the supervision

4.3. Expand Information Communication Channels and Strengthen the Individuation of Precision Marketing

The first is to achieve data sharing, This mainly refers to the data sharing between poor rural tourism operators and consumers, Mainly, the operators will show their information to consumers, so that consumers can easily and quickly find the poor rural tourism information they need, Design of a resource information acquisition system, Led by each operator, Report their tourism resources to the management department, The management departments shall verify and publish the information on the platform as soon as possible through technical means, Visitors can feedback supervision on this basis, Create a virtuous cycle constantly, In this way, managers can easily collect and manage the information of poor rural tourism resources, Can

also provide a product display platform for operators, At the same time, it can also provide tourists with real and reliable poor rural tourism information, To alleviate the problem of information circulation among poor rural tourism subjects. In addition, an e-commerce platform, based on the historical data of consumer browsing and consumption, expand the development of financial payment, intelligent recommendation, using deep learning, cloud computing, big data, and other new technologies, develop intelligent recommendation algorithm, designed to push more fit inner demand of product information, planning meet their own needs travel route, realize personalized precision marketing[9].

4.4. Integrate the High-quality Resources of the Platform to Improve the Service Quality of Tourists

Summarize the advantages and disadvantages of domestic and Sichuan smart tourism platforms, learn from each other's strengths, and build a special tourism service platform for poor villages. For example, you can learn from domestic self-help travel, peripheral tour, and parent-child travel OTA leading "where travel network", this platform includes landscape, ancient villages, warm hot springs, blessing worship, photography trip, wild vacation, camping, parent-child, weekend play, happy vacation... a kinds of poor rural tourism resources and types, you can also learn the ways and methods of this platform to collect tourism products, such as Ctrip, etc. We can also learn from the Sichuan local platform "Smart Jiuzhai" design scheme. The functional design of the platform is very rich in content, and the interface display is clear. For example, the "home page" has scenic spots, tourism accommodations, travel agencies, boutique strategy, cultural and cultural information, sharing live broadcasts, cultural consumption, volunteer services, tour guide, gold commentary, customized itinerary, intelligent question and answer, I want to complain and other functional modules, There are other modules on the drop-down page, Such as popular recommendation, virtual experience, landscape exploration, selected farmhouse music, strategy guide and other promotion, The "Destination" page will list all the sections of Jiuzhaigou respectively, Enter each area to see the special food assistant, rural tourism strategy, etc. Poor rural tourism in Sichuan Province, By learning to integrate quality resources and good business models in these platforms, Is very beneficial.

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