

# Research on Industry Integration Development under the Background of "Internet + Regional Tourism" in Liaoning Province

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## Abstract

The purpose of this paper is to discuss the development of industrial integration in Liaoning Province under the background of "Internet + Regional Tourism" and analyze the existing problems. Firstly, the integration of traditional tourism and Internet technology is not deep enough, which limits the innovation and development of tourism; secondly, the integration of regional tourism resources is not sufficient, which leads to the unsatisfactory utilization rate and value realization of the resources; finally, the lack of industrial chain makes the efficiency of industrial integration lower. By studying and analyzing these problems in depth and putting forward corresponding countermeasures and suggestions, the development of tourism in Liaoning Province can be promoted and the development process of industrial integration can be promoted.

## Keywords

Regional Tourism; Internet+; Liaoning; Industrial Integration.

## 1. Preface

With the wide application of Internet technology so far, the concept of Internet+ has become an important engine for promoting innovation in various industries around the world. As one of the key development areas in the era of Internet+, it has become an urgent task for the tourism industry to explore how to deeply integrate with the Internet and promote the comprehensive upgrading and sustainable development of the industry. Liaoning Province, as the economic center and important tourist destination in Northeast China, is actively responding to the call of "Internet + Regional Tourism" to promote the leapfrog development of tourism through industrial integration. Industry integration development refers to the in-depth integration of the traditional tourism industry with the information technology industry and other related industries, realizing the synergistic innovation of resource allocation and value chain, and improving the quality and efficiency of tourism development. The purpose of this thesis is to explore the key elements and countermeasures for the development of industry integration in Liaoning Province under the background of "Internet + Regional Tourism", and to provide theoretical and practical references for the sustainable development of tourism in Liaoning Province. The development and popularization of Internet technology has brought unprecedented opportunities and challenges to the tourism industry. With the development of "Internet + Tourism", regional tourism has become a new trend in the development of tourism industry, which brings great development opportunities to the tourism industry in Liaoning Province. Territorial tourism requires the integration of industries, the organic integration of different tourism resources, the provision of better tourism services, and the enhancement of the overall tourism experience, which in turn promotes the growth of tourism consumption,

and promotes the sustainable development of Liaoning Province's regional tourism. However, in the actual development process, it is found that there are some problems in the development of Liaoning Province. At the same time, this thesis proposes a series of effective policies and strategies to promote the process of integrated development of the tourism industry in Liaoning Province, in an attempt to accurately grasp the overall trend of the integrated development of the industry in the context of "Internet + Regional Tourism" in Liaoning Province and the direction of future development. Through the research of this thesis, we hope to provide useful opinions and suggestions for the development of the tourism industry in Liaoning Province, to promote the integrated development of the tourism industry in Liaoning Province to a new level, and to make positive contributions to the economic growth and social progress of Liaoning Province[1].

## **2. Problems of Industrial Integration Development under the Background of "Internet + Regional Tourism" in Liaoning Province**

In the context of Internet + regional tourism, the integrated development of tourism industry in Liaoning Province is an important topic. However, there are still some problems in the integrated development of tourism industry in Liaoning Province under the background of Internet + regional tourism.

(1) Insufficient integration of traditional tourism with Internet technology. In the context of the era of Internet popularization, the traditional tourism industry faces the pressure of digital transformation. However, due to the traditional tourism industry's insufficient understanding of Internet technology, many enterprises are still deficient in the application of Internet technology. For example, traditional tourism enterprises offline services and online channels are not effectively integrated, resulting in inefficient information transfer and experience is not smooth enough, some travelers have to book air tickets, hotels and other hotels through traditional means, resulting in a waste of resources and a reduction in efficiency at the same time, bringing travelers to see the decline in travel experience and thus affecting the attractions generated by the economic benefits. Therefore, it is necessary to strengthen the training and application of Internet technology in tourism enterprises, and promote the organic integration of traditional tourism and Internet technology.

(2) Insufficient integration of resources for total tourism. The core concept of whole-area tourism is to integrate tourism resources and provide an all-round, full-cycle tourism experience. However, there are still certain deficiencies and shortcomings in the current efforts to integrate tourism resources across Liaoning Province. First, there is a lack of synergy in the development and promotion of tourism resources in different regions, leading to resource fragmentation and duplication. Some local governments and enterprises tend to operate independently when developing local tourism resources, resulting in fragmentation of resources, the emergence of more similar tourist attractions in various places, which reduces the characteristics of attractions and improves the difficulty of travelers to choose, and too much fragmentation of resources also reduces the traveler's transportation costs increase costs, reduce the sense of experience, and reduce the return flow. Secondly, the degree of innovation and diversification of regional tourism products is not high, lack of attractiveness and competitiveness [2]. On the one hand too homogeneous content is rare to stand out in the tourism market, lack of market uniqueness and personalization. On the other hand, lack of innovation and diversification, Liaoning tourism has been dominated by natural resources and historical and cultural heritage, local governments and enterprises may be bound by traditional concepts of market demand can not be accurately grasp, do not understand the preferences and needs of the target customers, and therefore would be more inclined to rely on the traditional mode of tourism, more stable and at the same time reduce the vitality of the attractions.

Therefore, there is a need to strengthen province-wide resource integration efforts, establish a unified resource management and promotion mechanism, and improve the overall effectiveness of regional tourism.

(3) The lack of industrial chain reduces the efficiency of industrial integration. In the context of Internet + Regional Tourism, industrial integration is the key to realizing the sustainable development of tourism. However, in the process of industrial integration in Liaoning Province, there is a lack of industrial chain. The lack of in-depth cooperation and resource sharing between various industrial segments, coupled with the lack of effective cooperation mechanisms and synergistic management, has led to a limited effect of industrial integration, and all parties are unable to give full play to their advantages. For example, the cooperation mechanism between tourist attractions and travel agencies is not sound and perfect, and the technology is not matched, making it difficult to improve efficiency and resource allocation, which affects the synergistic effect of the whole industry chain. Therefore, it is necessary to strengthen the synergistic cooperation between different industries, break the barriers between each link, and realize the complete closed loop of the industrial chain, so as to improve the efficiency and competitiveness of industrial integration in Liaoning Province.

### **3. The Reasons for the Problems of Industrial Integration and Development in the Context of "Internet + Regional Tourism" in Liaoning Province**

When exploring the research on the development of industrial integration in the context of Liaoning Province's "Internet + Regional Tourism", we are bound to give in-depth consideration to the problems, which are caused by a number of factors.

(1) Imperfect Internet infrastructure and insufficient resource integration. There is still a certain lag in the construction of Internet infrastructure in Liaoning province, with insufficiently wide network coverage and unstable network speed, which affects the implementation of Internet + Tourism. Wide access to information not only brings convenience, choice and satisfaction for travelers to obtain information, but also provides a better platform for tourism service providers, facilitating better docking between the two sides and realizing a win-win situation for both sides. The core concept of regional tourism is to integrate the tourism resources of a region to provide an all-around tourism experience, but in practice, there are still deficiencies in the integration of regional tourism resources in Liaoning Province. This problem is mainly manifested in the insufficiently close cooperation and resource sharing among tourist attractions, and the poor integration of tourism products and services, which results in the inability to effectively improve the experience and satisfaction of tourists. Secondly, the insufficient integration of tourism resources in the whole region of Liaoning Province is also a bottleneck that restricts the development of industrial integration. Territorial tourism refers to the overall planning and effective integration of tourism resources in the entire geographic area, realizing the interconnection and shared use of resources. However, at present, there are deficiencies in the integration of tourism resources in the whole region of Liaoning Province, which leads to the restriction of the development of the tourism industry. In order to solve this problem, the sharing mechanism and cooperation platform of the whole region tourism resources can be established by strengthening the cooperation and communication between different regions to promote the integration and optimal allocation of resources [3].

(2) Lack of Internet awareness in tourism enterprises. Some traditional tourism enterprises have insufficient knowledge of Internet technology, lack Internet thinking and are unwilling to change the traditional business model, resulting in the slow development of Internet + tourism. With the rapid development of Internet technology, the traditional tourism industry can no

longer adapt to the needs of the modern tourism market by relying only on traditional marketing and booking methods. But now the information age, the traditional model is obviously not suitable for the ever-changing society, "Southern small potatoes" and Harbin's two-way run enough to verify that the local government in Harbin for tourists to make concessions as well as publicity, cut the plate of frozen pears, free rides ... .. the Harbin government is precisely the use of the Internet will be local! Characteristics and warmth to pass out, will attract more and more "southern guests". On the contrary, in Liaoning Province, there is still the problem of insufficient application of Internet technology, resulting in the tourism industry and the Internet can not be effectively integrated, can not realize the sharing of information and the provision of innovative services in the use of new media still need to learn from Harbin.

(3) Information security issues. The Internet + tourism model involves a large amount of users' personal information, and information security has become a major problem that restricts the integration of the industry. At present, the application of Internet technology in the tourism industry is mainly reflected in online travel platforms, online booking and payment, but the combination of all aspects of the traditional tourism industry with the Internet is not close enough. This has led to certain risks in the traditional tourism industry in terms of information security, such as the security of online payment, leakage of personal privacy and other issues, and there is an urgent need to strengthen the relevant information security protection measures.

(4) Lack of government support and guidance. The government has deficiencies in policy making and resource deployment, and does not provide sufficient support and guidance, which restricts the promotion of the Internet + tourism industry integration model. Because of the lack of government support and guidance, there is a lack of effective cooperation models and mechanisms between the traditional tourism industry and Internet technology enterprises, resulting in an incomplete industrial chain, and the flow of information, capital and talent cannot be smoothly connected. At the same time, the lack of government guidance and support has led to the lack of attention from all parties to the development of industrial integration, and the lack of unified policies and standards and norms. Therefore, it is necessary to play an exemplary leading role of the government, fully support the promotion of the Internet + tourism industry integration mode, strengthen the importance of all parties to the development of industry integration, and strictly regulate the implementation of policies.

#### **4. Countermeasures for Industrial Integration Development in Liaoning Province under the Background of "Internet + Regional Tourism"**

Liaoning Province faces many problems in the process of implementing the "Internet + Tourism" industry integration mode. Only by strengthening the infrastructure construction, enhancing the Internet awareness of tourism enterprises, strengthening the protection of information security and strengthening the support and guidance of the government can Liaoning Province's "Internet + Tourism" industry integration mode be promoted to a higher level. Only by strengthening the infrastructure construction, enhancing the Internet awareness of tourism enterprises, strengthening the information security protection and strengthening the government support and guidance can we promote the "Internet + Tourism" industry integration mode in Liaoning Province to a higher level. The development of the "Internet + tourism" industry integration mode requires the combined efforts of many parties, and governments at all levels, enterprises and all walks of life need to work together to form a synergy to jointly promote the development of this mode, improve the vitality of the tourism industry in Liaoning Province, and contribute to the development and prosperity of the tourism industry in Liaoning Province.

(1) Strengthen infrastructure construction. Increase investment to improve the Internet infrastructure, enhance network coverage and optimize network speed to provide good technical support for Internet + tourism. At the same time, the construction of a regional tourism information service platform, through the construction of a collection of tourism information release, online booking, tour guide services, tourism consulting and other functions in one of the information service platform, to provide convenient and comprehensive tourism service information, to meet the diversified needs of tourists, and to improve the satisfaction of tourists and the sense of experience. At the same time, it is necessary to strengthen the supervision of supporting facilities in scenic spots to avoid the chaos of "dirty and poor", improve the quality and quantity of supporting facilities in tourist hotspots, and utilize Internet technology to reasonably allocate the layout.

(2) Enhance the Internet awareness of tourism enterprises. Increase training efforts to enhance the awareness and application of Internet technology among tourism employees and promote the transformation and upgrading of traditional tourism enterprises. With the continuous development of Internet technology, it is very important to cultivate a group of professionals who understand the tourism industry and Internet technology. The government and colleges and universities can increase the enrollment of Internet technology-related majors and provide corresponding incentive policies to attract more high-tech talents to engage in research and innovation in related fields. In addition, enterprises should strengthen the digital transformation of tourism enterprises. Tourism enterprises should be fully aware of the changes in the Internet era, actively carry out digital transformation, change the traditional tourism model, and actively carry out marketing strategies in new areas. Utilize Internet technology to improve the quality of products and services, expand market channels, innovate marketing models, and use a variety of channels and platforms to expand the exposure of local tourism resources and enhance the competitiveness and profitability of enterprises [4][5].

(3) Strengthening information security protection. With the wide application of Internet technology in the tourism industry, the issue of information security is becoming increasingly prominent. It is necessary to strengthen the security protection during the collection, storage and transmission of tourism information, establish a sound information security management system, strengthen the education and training of tourism enterprises and users, improve the awareness of information security and protection capabilities, ensure the information security of the tourism industry, and provide a strong guarantee for the integrated development of the industry. The government and tourism enterprises should establish a sound information security management system, strengthen data protection, establish a credit system, and improve users' trust in Internet + tourism. Meanwhile, they should strengthen Internet security protection and supervision, and improve the Internet security awareness and technical level of tourism enterprises.

(4) Strengthen government support and guidance. Formulate relevant policies and regulations, provide special financial support, and strengthen cooperation between the government and enterprises to jointly promote the development of Internet + tourism industry integration. The government should promote and guide the cooperation between Internet enterprises and tourism enterprises. By cooperating with Internet enterprises, tourism enterprises can improve their market competitiveness and service quality by taking advantage of their powerful technology and platform. The two sides can work together to develop new tourism products and services and realize resource sharing and complementarity[6]. In addition, the government can establish a unified platform for the integration of tourism resources in the whole region to promote the sharing of resources such as tourist attractions and scenic spots around the world. At the same time, it can also encourage relevant enterprises and organizations to participate in resource integration and provide cross-regional tourism products and services to enhance tourists' tourism experience and satisfaction.

## 5. Conclusion

As a new mode of industrial integration, Internet+tourism is of great significance to the development of Liaoning Province's regional tourism. However, in the study of the development of industrial integration in the context of "Internet + Regional Tourism" in Liaoning Province, we found the following problems: insufficient integration of traditional tourism and Internet technology, insufficient integration of regional tourism resources, and reduced efficiency of industrial integration due to the lack of industrial chain. The reasons for these problems are mainly the lack of perfect Internet infrastructure, insufficient resource integration, the lack of Internet awareness in tourism enterprises, the existence of information security problems, and the lack of government support and guidance. A series of problems are still faced in the process of implementation, requiring the joint efforts of the government, enterprises and society. By strengthening infrastructure construction, enhancing the Internet awareness of tourism enterprises, strengthening information security protection and strengthening government support and guidance, we can promote the further development of the Internet + Tourism Industry Integration Mode and facilitate the prosperity of Liaoning Province's regional tourism. By taking these measures, we can promote the in-depth integration of Liaoning Province's all-region tourism industry with the Internet, promote the healthy development of tourism, and enhance the competitiveness and attractiveness of Liaoning Province's tourism industry.

## Acknowledgments

LiaoNing Social Science Planning Foundation in 2018 Project.

Title: Research on Integration Model of "Internet +Tourism" Industry in Liaoning Province under the Background of Holistic Tourism Destination.

Project Number: L18BGL002.

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