

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

Hong Liu¹, Yan Ji²

¹ School of Business Administration, University of Science and Technology Liaoning, Anshan 114051, China

² School of Applied Technology, University of Science and Technology Liaoning, Anshan 114051, China

Abstract

By analyzing the background of regional tourism and introducing the role of "Internet +" in tourism, we systematically analyze the current status of tourism resources in Liaoning Province as an example, and carry out research on the industrial integration mode of "Internet + Tourism". Research. "Internet+Tourism" is the new direction of modern tourism development, marking the successful transformation of China's tourism industry from single scenic spot development to regional coordinated development, making tourism destinations an open space shared by local residents and tourists, and the new development mode of "Internet+Tourism" will generate great economic benefits. The new development model of "Internet + Tourism" will generate huge economic and social benefits.

Keywords

Regional Tourism; Internet+; Integration Mode; Liaoning Province.

1. Background Analysis of Territorial Tourism

1.1. The Emergence and Development of Regional Tourism

In 2008, Shaoxing City, Zhejiang Province, prepared the "Shaoxing Citywide Tourism District Master Plan", which firstly put forward the citywide tourism development strategy of "city tourism as one", and in 2010, the tourism plan of Dalian City, which firstly put forward the development strategy of whole-area tourism. Since then, some counties and cities in China have put forward the development of regional tourism, such as Hangzhou City, Zhejiang Province, Qionghai City, Hainan Province, etc. In 2013, Li Xinjian and others in the study of the development of Beijing's tourism industry comprehensively and systematically elaborated on the concept of the development of the whole tourism, marking the formation of a more complete theoretical system of the whole area of tourism in the field of academic research. In August 2015, the director of the National Tourism Administration in the National Tourism Work Seminar for the first time clearly put forward a comprehensive promotion of the strategic deployment of the development of regional tourism, soon, the National Tourism Administration issued the "on the implementation of the "national demonstration area of regional tourism" to create the work of the "notice". 2016 February, the National Tourism Administration announced the first batch of the creation of the "National Demonstration Area of Regional Tourism " list, and in November of the same year, the National Tourism Administration announced the creation of the second batch of 238 national demonstration zones of regional tourism, from then on, regional tourism in the country from theory to practice, China is gradually entering the era of regional tourism.

1.2. Definition of the Concept of Territorial Tourism

Territorial tourism refers to the tourism development mode that tourism time is extremely extended, tourism space is extremely broadened and tourism services are extremely rich, which is a dynamic, three-dimensional and humanized view of tourism development[1]. Territorial tourism refers to a certain administrative region, with tourism as the pillar industry of regional development, in the region through the Internet and modern communication technology will be different kinds of resources for organic integration, to promote the development of related industries of the whole elements of the integration of the development of the region through the joint collaboration of regional personnel, so that the tourism industry has driven the region's economic and social development of the leading role of a new regional tourism development concepts and mode.

1.3. The Core, Essence and Key of Territorial Tourism

The core of regional tourism is to form clusters of tourism products or industries with different characteristics in each spatial segment through the reintegration of resources, breaking the reception pattern of urban (or single scenic spot) tourism, and creating their own tourism attractions and service industries in different regions. The essence of regional tourism is the differential development and agglomeration of pan-tourism industries. In the development of whole-area tourism, it is necessary to achieve the development goal of being able to develop alongside urban tourism and comprehensively, promote the market-oriented development of local tourism resources and characteristic industries through the catalyst of tourism, promote the modern transformation and upgrading of local agriculture and industry, promote the rapid development of the tertiary industry, and ultimately form the agglomeration, scale and construction of characteristics of the pan-tourism industry. The key to regional tourism is the reintegration of tourism resources and the reshuffling of tourism functions and industrial distribution.

2. The Role of "Internet Plus" in Tourism

With the development of the economy and the concept of regional tourism, the integration of tourism and related industries has become an inevitable trend. Nowadays, with the rapid development of mobile Internet technology, the Internet not only provides a large amount of tourism travel information for travelers, but also provides rich data support for tourism researchers[2]. "Internet +" is a new feature and trend of Internet development in the era of knowledge innovation 2.0, the central concept of which is Internet technology, emphasizing the use of information technology to innovate and develop the traditional industry, and drive a new round of development of the real economy. At present, many industries need to utilize "Internet +" technology for industrial upgrading.

2.1. "Internet +" Gives Rise to Intelligent Tourism

As the development of the Internet + tourism industry continues to advance, smart tourism is attracting more and more attention. As a whole, smart tourism should be constructed at four levels: tourism experience, tourism management, tourism service and tourism marketing, but from the perspective of tourists alone, smart tourism makes it possible to get a better tourism experience and more efficient tourism information service. The development of the Internet has made it possible for the full coverage of smart tourism construction in major scenic spots and smart village pilots across the country, and tens of thousands of smart scenic spots and smart tourism villages will be added across the country, and the scale of smart tourism will continue to expand.

2.2. "Internet +" Helps Share the Tourism Experience

"Internet +" as an open platform space, can let tourism consumers timely tourism experience sharing, through the Internet as a platform for people who do not know each other to share interesting tourism projects as well as reasonable travel itinerary, from the six elements of tourism to eat, live, travel, travel, shopping, entertainment six aspects of the tourism consumption experience exchanges, this way of sharing to promote the formation of the subsequent market experience effect, resulting in a certain circular effect, this way of sharing tourism experience to make tourism destinations to form the Matthew effect.

2.3. "Internet Plus" Breaks Down Information Barriers

In the traditional era, all kinds of resources, information dissemination speed, time and region have typical exclusivity, many resources and information can not be shared, restricting people's thinking and behavior, resulting in all kinds of resources and information idle and waste Internet era is the era of the Internet of everything, especially "Internet + Tourism" industry integration model With the emergence of "Internet + Tourism" industry integration mode, any place and individual can take advantage of the Internet to obtain tourism resources and information of any other place, and the huge amount of information provides sufficient data and information for the development of various industries and industries, which can help solve the problems in the process of "Internet + Tourism" industry integration in a timely manner and promote the "Internet + Regional Tourism" industry integration. The development of "Internet + Regional Tourism" industry integration.

3. Liaoning Province "Internet + Tourism" Industry Integration Mode

3.1. Liaoning Province Tourism Resources Overview

Liaoning Province is an important province in China in terms of tourism resources, heavy industry base and education. Located in the southernmost part of Northeast China, it is endowed with rich natural resources and unique geography, and is an important pillar of economic development in Northeast China, as well as the core of the Beijing-Tianjin-Hebei Synergy Zone. Liaoning is bordered by the Yellow Bohai Sea to the south, and backed by the mountains of Medical Wulu and the remnants of Changbai Mountain. It is separated from North Korea by the Yalu River in the east, bordered by Jilin Province in the north, and adjoined by eastern Mengdong and northern Hebei in the west, connecting Beijing, Tianjin and Hebei. Liaoning Province is rich in natural and humanistic landscapes, with famous Phoenix Mountains, Thousand Mountains, Benxi Water Cave, Jinshi Beach, Shenyang Imperial Palace and other characteristic tourist landscapes, with 6 5A-level tourist attractions, 142 4A-level scenic spots, 158 3A-level scenic spots, 49 2A-level scenic spots, and 454 scenic spots in total of A-level or above. These scenic spots are located in Shenyang, Dalian, Fushun, Benxi, Dandong, Jinzhou, Yingkou, Fuxin, Liaoyang, Panjin, Tieling and other cities. The unique development conditions and rich resource endowment have laid a good development foundation and cultural heritage for the development of tourism industry in Liaoning Province. As far as industrial development is concerned, Liaoning is a leading industrial city in China, with several nationally recognized old industrial bases in the province. At the same time, Liaoning Province's agriculture is also more developed, is China's fruit, oilseeds and cotton production base, of which the fruit is the most popular, cherries, pears, apples, peaches and other fruits are exported to domestic and foreign markets, and corresponding to the development of fruit picking as the theme of rural tourism also has a broad market. To sum up, the development of tourism in Liaoning Province has favorable conditions of timing, geographical advantage and human harmony, rich tourism resources development advantages, and broad prospects for the development of tourism market.

3.2. Problems and Reasons of "Internet+Tourism" Industry Integration Mode in Liaoning Province

3.2.1. Insufficient Depth of Exploration of Tourism Resources

With the continuous development and change of the tourism market, the traditional view of tourism resources is no longer suitable for the needs of modern tourism planning, tourism resources not only include tourism natural resources and local cultural resources, but also market location resources, transportation resources, urban carrier resources and local characteristics of the industrial resources are the important resource base for the development of tourism industry. Although Liaoning Province has rich natural landscape resources, due to its short development history and relatively remote geographical location, it has limited space for the development of ethnic and historical cultural resources, and a relative lack of humanistic tourism resources, so tourists do not have many opportunities to experience humanistic tourism resources with local characteristics. At present, most of the tourism resources in the region are still in the stage of low-level duplication of development, the tourism resources are fragmented, the cultural value is not deeply excavated, and the creative development and design around the core resources are relatively insufficient. The research results of tourism resources development are more reflected in the field of scientific research, theoretical research has not been transformed into practical results, the lack of relevant cultural creative products, resulting in tourists experiencing the cultural content is too singular, and has been developed in the spirit of the cultural and creative products at the level of the connotation of the more simple, resulting in the phenomenon of disconnection between culture and tourism.

3.2.2. Lack of Awareness of Overall Tourism, "Internet + Tourism" Integration and Development of a Narrow Field of Vision

Although all cities in Liaoning Province are vigorously developing the tourism industry, there is still a lack of awareness of regional tourism. Various regions have not broken the administrative boundaries, lack of systematic and linkage in the development process, although a large number of development of various tourism projects, but these isolated development of tourism projects only focus on the development of the project itself, the lack of linkage between the tourism project and the project, resulting in low operational efficiency of the tourism project, the phenomenon of homogenization of the competition is serious, and did not form a regional overall brand image advantage; relying on the Internet technology platform of tourism information network construction is not yet perfect. The construction of tourism information network based on the Internet technology platform is still not perfect, in the era of big data, to build an interconnected and open model of regional tourism, should also build the information system platform to support it, so that the cultural and tourism industry digitization, the government, tourists and tourism industry to share data resources. By taking advantage of the information technology fusion of "Internet + Tourism", and through the construction of tourism transportation trunk lines and data sharing, we can build an interconnected and open municipal-area-wide tourism development pattern.

3.2.3. Insufficient Extension of Cultural and Tourism Industry Chain, Innovation to be Improved

At present, Liaoning culture and tourism industry is still dominated by traditional tourism development ideas, tourism is mainly concentrated in scenic spots, with insufficient interaction and cooperation with neighboring industries, and less industry chain extension. For example, in brand awareness and marketing and publicity, although some attempts have been made, including webcasting, festival publicity, etc., but the follow-up network publicity and exposure still needs to be followed up. In cultural tourism commodities, Liaoning has fewer cultural and creative products with cultural characteristics, the existing products in the design of the lack of innovative consciousness, businessmen are often in a hurry, the product packaging design is

simple, the product grade is low, and can not stimulate people's desire to buy. In terms of technological innovation, VR and other immersive experience, cloud travel and other innovative forms of tourism experience are still less in the local tourism. In terms of team building, there are still fewer professional cultural and tourism talents. The construction of regional tourism needs to be built from the whole field and society, and the lack of industrial chain will make it difficult to combine the development of culture and tourism industry with other industries in the region.

3.3. Recommendations for Corresponding Responses

3.3.1. Developing a New Type of Marine Cultural Tourism based on Dual Tourism Resources on Land and Sea

Liaoning Province's unique geographical position of "three sides by the land, one side to the sea" makes it have both land and sea tourism resources. Dandong, Dalian, Yingkou, Panjin, Jinzhou and Huludao, as the six coastal cities of Liaoning Province, take advantage of their proximity to the sea to combine fishermen's culture, port culture and coastal tourism. Tourists not only seek spiritual relaxation during sightseeing, but also want to experience the local culture. Therefore, the coastal tourist places in Liaoning Province should retain the fishermen's culture, so that tourists can experience the fishermen's life of eating, living, fishing and leisure sea fishing, and feel the fishermen's culture. As six important port cities in the Liaoning coastal economic belt, the single port transportation industry can be extended to create port culture tourism, where tourists can visit marine equipment manufacturing technology, seafood processing technology, etc., so that tourists can increase their knowledge while sightseeing.

3.3.2. Actively Create "Internet + Tourism" Development Model

There are interrelated cultural spaces in Liaoning province, which can be developed as a tourism subject in synergy with other cities. In the context of regional tourism, Liaoning should be used as a whole to build a special cultural platform for tourism development, and should accelerate the development of all elements of tourism, promote the deep integration of culture and tourism industry by leveraging the influence of the characteristics of the northeast region's culture, realize the construction and sharing of tourism in the whole region, and promote the rapid development of Liaoning's tourism economy[3]. In the future, Liaoning should start from the perspective of regional tourism, and first build a number of basic tourism information resource databases, and set up diversified databases such as the Liaoning tourism resources database, the Liaoning geographic information system database, and the Liaoning tourists database[4]. Through the mobile Internet, virtual reality, augmented reality and other computer science and technology to carry out in-depth mining of data in the database, and through artificial intelligence algorithms to analyze, and then carry out the appropriate management and application of data. Secondly, it is necessary to carry out regional tourism throughout the whole process of the cultural tourism system in Liaoning Province, build a tourism management information system at the technical level, create a support platform for the intelligent tourism system, and track in real time the system of monitoring tourist destinations, analyzing tourism data, management of tourist attractions, tourist services, trading of tourism and cultural products, and early warning of tourism disasters, etc. The database can be constantly updated on the needs of tourists and fed back to the various stakeholders, effectively reducing operating costs while satisfying the integration of culture and tourism industries.

3.3.3. Innovative Forms of Cultural and Tourism Development, Extending and Upgrading the Cultural and Tourism Industry Chain

Regional tourism involves the all-round development of the region, and thus the integration of regional tourism with the cultural and tourism industry needs to continuously extend the

cultural and tourism industry chain in order to better cover the content and scope of cultural and tourism to the whole region. First, innovation in approach. Promote attempts to try new forms of tourism experience such as immersive experience, cloud tours, one-machine tours, etc., to enhance the visitor experience through innovative ways. The second is to strengthen publicity. Strengthen the publicity of non-heritage activities, such as increasing the publicity of traditional non-heritage culture such as Gaizhou shadow puppetry, Liaoxi stilts, Fushun rice-planting songs and other traditional non-heritage culture, to promote people's understanding of Liaoning; to create a network of red attractions, to strengthen the publicity of the network through the platform of Xiaohongshu, Weibo and other hot spots, and increase the network heat, and so on. Third, create products. Create IP, cultural and creative products and other characteristics of cultural and tourism products, the development of cultural and tourism IP with local characteristics, and through the IP to create a series of products, to create a brand image of Liaoning cultural and tourism; the development of cultural and creative products with characteristics of young tourists can have a greater attraction, through the process of understanding, purchase experience to the local characteristics of culture. Fourth, perfect management. The development of tourism requires a good operation and management mechanism and talent team, focusing on the introduction and cultivation of talent team, the introduction of high-quality organizations to manage, do a good job in the operation and management of cultural and tourism projects etc[5].

4. Conclusion

Territorial tourism is not attraction tourism in the traditional sense, it turns the destination city into a big scenic spot without admission fee, enriches the connotation of tourism, and opens up the bottleneck of tourism industry development. As a new concept of regional coordination under the policy of social and economic supply-side reform, regional tourism emphasizes the cooperation and sharing of the whole region, aiming at giving full play to the role of the core tourist areas and driving the common development of the marginal tourist areas. The development of "Internet + Tourism" is an industrial upgrading, first of all, should be based on tourism resources, to create a scenic spot to satisfy tourists and provide safe tourism facilities to protect, and at the same time, to seize the development trend of "Internet +", the use of Internet technology, convenience and high efficiency, change the thinking, and to make tourism more convenient and efficient. At the same time, seize the trend of development of "Internet +", use the Internet technology, convenience and efficiency, change the thinking, realize the deep integration of the Internet industry and the tourism industry, to achieve the effect of "1+1>2", so as to promote the development of the regional economy.

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