

REVIEW ARTICLE

Developing the wisdom of rural tourism and promoting the transformation and upgrading of Shangluo rural tourism industry

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ABSTRACT

Tourism industry is one of the industries that promote the development of modern economy. Shangluo rural tourism is also developing slowly. Rural tourism improves the employment rate of farmers and drives the economic development of various places. With the rapid development of information technology in China, tourists travel in a variety of ways, and the needs of tourists are becoming more and more differentiated. Traditional rural tourism is difficult to meet the personalized needs of tourists. In such a social environment, Shangluo rural tourism should develop in the direction of smart tourism, so that we can quickly complete the intelligent development of Shangluo rural tourism and improve the development level of Shangluo rural tourism. Based on the background of the intelligent growth of rural tourism, this paper studies the current situation and problems of the intelligent development of rural tourism in Shangluo. It is concluded that there are still some problems in the intelligent development of Shangluo rural tourism, such as backward infrastructure, single website content, lack of talents related to Shangluo intelligent tourism, backward information technology and poor service quality of scenic spots. We should speed up the construction of Shangluo smart rural tourism and the industrial upgrading of Shangluo rural tourism from the aspects of government departments, tourism management departments, rural tourism communities and other departments.

Keywords: intellectualization; rural tourism; Shangluo; development countermeasures

1. Introduction

With the growth of China's economic level, people's quality of life is also gradually improving. People begin to pay attention to their leisure and entertainment activities. In this context, tourism activities focusing on entertainment and leisure have

developed more rapidly, which has promoted the rapid development of rural tourism industry. The beautiful natural landscape, elegant environment and suitable climate in the countryside are deeply loved by urban residents and attract more and more urban

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residents for sightseeing. With more and more tourists, the demand becomes diversified, which also makes rural tourism face great challenges and need to change in order to keep pace with the times. With the rapid development of modern science and technology, rural tourism must adapt to the modern tourism industry, to better promote the development of rural tourism in Shangluo.

In recent years, with the rapid development of Internet, Internet of things, cloud computing, mobile, 4G and other technologies, the concept of smart city has been gradually known, and the concept of smart tourism also came into being. With the continuous implementation of the concept of smart earth, smart cities, education and transportation will soon emerge. In 2013, the National Tourism Administration officially announced “beautiful China - 2014 smart tourism year”. Zhenjiang City, Jiangsu Province, was the first to propose the construction of “smart tourism”, which is also one of the “China smart tourism service centers”^[1]. After that, Hangzhou, Suzhou, Huangshan, Guizhou and other provinces and cities began to promote the construction of smart tourism. Guiyang set up a special smart tourism experience area in its own scenic spot to bring tourists a different experience and let tourists enjoy smart tourism^[2].

The construction of rural tourism in Shangluo is also gradually on track. In 2014, Guilin village in Yangsi Town, Yanwan village in Yungaisi Town, Fengshou village in Tongguan Town, Maoping village in Maoping town and other villages attracted many tourists because of their beautiful natural scenery and simple folk customs. In 2014, the National Tourism Administration announced that seven villages in Shangluo City were selected into the national rural tourism brand list, four national forest parks and two national geoparks. Shangluo has also been rated as one of the “top 100 tourist cities” and “the best tourist destination city in China”, and has gradually become the tourism focus of Shaanxi and even the whole country^[3]. Tourism has become an important industry to promote the economic and

social development of Shangluo. Under the background of rural tourism development, Shangluo is also actively building smart tourism scenic spots. Tianzhu Mountain in Shanyang County and Jinsi Grand Canyon in Shangnan have been carrying out intelligent construction, and intelligent infrastructure construction has taken place in Zhashui buffalo Beiliang nature reserve and Zhashui karst cave. The construction of these smart tourism scenic spots shows that Shangluo is no longer just a traditional tourism, and the era of smart tourism has come^[4].

2. Basic theory of intelligent rural tourism

2.1. Basic theory of rural tourism

Concept of rural tourism

Rural tourism refers to the goal of urban residents and the purpose of tourism and vacation. Enjoy the unique natural scenery of the countryside in the rural pastoral scenery, taste the rural dishes and local specialties with rural characteristics, and participate in the experience of rural life. Understanding rural customs and folk customs is an activity way to meet tourists' leisure and entertainment.

Characteristics of rural tourism

Rural. Rural development is relatively slow, retaining the rural flavor and field scenery. Rural tourism has mountains, water, lakes, fields, forests and other unique landscapes endowed by nature. Organically combine the development of cultural landscape, natural landscape and agricultural industry^[5], increase the advantages of rural tourism and attract more urban residents to rural tourism.

Regional differences. Due to China's vast area, great regional differences between the north and the south, and different natural conditions and landforms, they have formed a different national flavor. Rural areas have flat land, Plateau Basin and different

climate types of warm, hot and cold zones, which makes regional differences very obvious^[6].

Uniqueness. The unique local human feelings, local style, folk customs and original natural landscape of the countryside, and the ancient villages have created different visual effects for rural tourism^[7].

Diversity. Rural tourism, including catering, entertainment, folk customs, ancestor worship and many other characteristics, is unique and diversified, providing tourists with a new feeling.

Participation. In rural tourism, tourists can participate in picking activities in rural activities and enjoy the joy of tasting by themselves. Tourists can participate in field work and farm life, experience the hardships of farmers and let them cherish their hard-won life.

2.2. Connotation of intellectualization

Intellectualization refers to the use of a series of high-tech technologies and scientific and advanced methods to any life, study and place^[8]. The scope of intellectualization is very wide, which can involve all aspects of life, such as education, transportation, learning, tourism, catering, architecture and so on. The essence of intellectualization is to use people's thinking space to create a simulated system environment for people. It is to abstract an actual and concrete thing^[9]. Intellectualization can also be understood as a caring service system established to meet people's physical and psychological needs in modern society. Intellectualization is embodied in the management of managers, the service of service personnel, the marketing strategy of operators, the methods of technicians and so on. Intellectualization includes all aspects of life and provides convenient services for our modern life.

2.3. Wisdom of rural tourism

The intellectualization of rural tourism refers to the management of rural tourism by rural tourism

managers using modern science and technology. Under the management of rural tourism managers, the integration of tourism resources to complete the intelligent construction of rural infrastructure. We should also carry out modern science and technology training for practitioners of rural tourism, to realize the integrated intelligent operation of rural tourism. People make the whole operation process of rural tourism from consultation, management, service, marketing and development intelligent^[2]. The goal of intelligent tourism is to provide tourists with the most convenient and best service, provide convenience for tourists, and maximize the satisfaction of tourists' physical and psychological needs. It should enable tourists to experience an unprecedented happiness and accompanying. Let tourists have a kind of travel experience that they can go and return, so that they can get the greatest satisfaction in their hearts and provide them with good services. The intellectualization of rural tourism can bring a new scene to the scenic spot, bring a set of innovative operation modes to the scenic spot operators, and bring considerable profits^[10].

3. Current situation and existing problems of intelligent development of rural tourism in Shangluo

3.1. Intelligent development status of rural tourism in Shangluo

2014 is China's "year of smart tourism". Taking the opportunity of smart tourism, Shanyang Tianzhu Mountain has started its own creation and development of smart tourism. Taking advantage of this opportunity, Shanyang County began to build its own internal tourism system, which has made new changes from smart tourism infrastructure construction to software equipment. More importantly, it is the improvement of smart services and the creation of smart tourism in the region from multiple angles and in an all-round way. With the

help of modern science and technology, Shanyang County has created a series of information service modes and operation modes. From website design, it is reflected in online booking, online consultation, online ticketing, providing scanning service from tourist accommodation, catering, transportation and so on, showing information amount. Meanwhile, Shanyang county is also building wechat official account for tourists to push new tourism information.

In 2015, Zhashui County regarded “smart Tour” as an important industrial reform. At present, Zhashui County has reached a cooperation agreement with relevant tourism companies. The purpose is to give Zhashui a good space and support to realize the intelligent service of Zhashui tourism. Some scenic spots in Zhashui, such as Niubeiliang and karst cave scenic spots, have preliminarily realized the infrastructure construction of smart scenic spots, and some scenic spots have completed the full coverage of wireless networks. The scenic spot has realized informatization, has regulations and plans in management, and can be managed efficiently. In terms of network consulting services, it has opened an online consulting platform^[11]. If you need to know the situation of the scenic spot, you only need to open the computer and look for the web page to get the information of the scenic spot. Zhashui scenic spot has also opened a wechat client, so that you can buy tickets on wechat for tourists, realize online transactions, and prevent offline congestion and inconvenience. Zhashui County arranges tourist consultation service personnel. If you have any unclear situation, you can ask them for help if you want to know more information. Set the wechat QR code so that tourists can scan the code when entering the scenic spot. No more service personnel can check tickets one by one at the door, which is convenient for tourists and saves time and cost. Efficient service and orderly management are the model representative scenic spots of primary smart tourism, and other scenic spots can follow suit. In order to meet the needs of tourists, scenic spots

can also provide high-quality services to tourists, such as hotels, restaurants, etc., and cooperate with each other. The scenic spots can reduce those behaviors of arbitrary charges, high fees and cheating tourists. Only tourists are satisfied, will more scenic spots be introduced, and Zhashui County has achieved the perfect construction of Intelligent Tourism under the background of Internet plus tourism development^[12].

In 2017, Shangluo will vigorously develop smart tourism and use information technology to promote the development of tourism industry. Accelerate the establishment of Shangluo tourism network marketing team, and further improve the marketing ability and level of Shangluo tourism network and Shangluo tourism wechat, microblog and other network platforms. Accelerate the construction of Shangluo rural tourism intelligent network platform, improve intelligent services, strengthen the training of employees and cultivate high-tech talents. Establish a sound environmental health guarantee system for smart tourism, actively promote the construction of smart scenic spots and beautiful villages, speed up the opening of public wifi for tourist gathering and dispersion places such as scenic spots above 3A level in the city, beautiful villages in Qinling, urban tourist service centers and passenger transport stations, and realize the promotion of tourism information network^[13].

Through the construction and development of smart tourism in the above areas, Tianzhu Mountain in Shanyang, Jinsi Grand Canyon in Shangnan, karst caves in Zhashui, Manchuan ancient town and other places have preliminarily established smart tourism^[14]. Shangluo rural tourism should seize this opportunity to carry out intelligent tourism in Shangluo rural areas. With the opening of intelligent tourism, Shangluo villagers will have more income and better life^[15].

3.2. Problems in the intelligent development of rural tourism in Shangluo

Lack of funds and poor infrastructure construction

The intelligent construction needs enough funds. The lack of funds makes it difficult for the rural infrastructure in Shangluo to be in place as soon as possible, so funds are the guarantee of development. After years of development, the basic equipment configuration of rural tourism in Shangluo is still very poor, which hinders the development of rural tourism in Shangluo. Shangluo has mountainous terrain, many villages have low Internet access conditions, inadequate network construction, and slow transmission speed of information, pictures and audio^[16]. The roads in Shangluo village are from roads to rural scenic spots, with poor smoothness, incomplete health facilities and poor safety facilities. These factors affect the intelligent hypothesis of Shangluo rural tourism.

The content of rural tourism websites is less

The content of Shangluo rural tourism website is too few. The website construction does not have an overall introduction and design on Tourism necessities. The website found by tourists is only a simple introduction to scenic spots and a simple hotel reservation. For example, Shangluo Ma honeycomb network briefly introduced Shangluo scenic spot and booked hotels online, but there was no food introduction and no traffic route navigation index, which was not conducive to the convenience of tourists^[17]. The wechat subscription number of “Shangluo tourism” will push tourism information every day to introduce the human history, customs and customs of Shangluo, but the content is still simple. There is no unified design for online ticket booking, hotel booking and route query. Shangluo tourism website is an invariable tourism model. The website lacks the design of putting tourists in their own shoes, which can not let tourists deeply experience the information website^[18].

Lack of talents related to smart tourism in Shangluo

If rural tourism in Shangluo wants to develop intelligently, it must understand informatization, but there are few talents who understand information technology, and fewer talents who understand both information technology and tourism. Shangluo rural tourism staff have a low level of education. Many low-level workers have low education and less acceptance of information technology. There is less understanding of the development of intelligent rural tourism, which can not meet the service needs of tourists^[19]. From the perspective of intelligent development, we must improve the quality and technology of rural tourism practitioners. This requires strengthening the technical training and information training of personnel and accelerating the development of smart tourism in Shangluo.

Low utilization rate of modern science and technology

In the era of informatization, information technology is particularly important. If it cannot keep pace with the times, it will be eliminated. All walks of life are using modern science and technology. Information technology is a sharp weapon to ensure the smooth growth of intelligence, but we haven't made good use of it. The website design is old and does not follow the design of modern information technology. The management concept is backward and does not innovate^[20]. The service personnel in the scenic spot have little information contact, do not use electronic products, and do not master the use of card swiping. These ways have hindered the development of tourism. It is difficult to adapt to the development of the new era if we can not make rational use of new technologies and master new skills. In terms of marketing, there is no rational use of WeChat, television and web publicity, and the resources of the scenic spot can not be publicized in a large area.

Low service quality of rural tourist attractions

The service quality of the scenic spot determines the demand of tourists for sightseeing. A good service attitude can attract more tourists. Tourists in a good mood are naturally willing to publicize the scenic spot. However, there are few service personnel in Shangluo rural tourism scenic spot, and the information level of service personnel is low. For example, some rural scenic spots do not have card swiping services, and no service personnel can swipe cards. Many villages have no website payment function. Tourists can't buy tickets without cash. Some people are difficult to adapt and won't use wechat to pay. Tourist attractions can not even provide basic wireless service equipment, which makes it impossible for tourists to quickly transfer and share their tourism information and contact the outside world^[21]. The marked scenery in the scenic spot is not clear, and some hidden landscapes are missed by tourists. The catering price in the scenic spot is high, but the environmental sanitation conditions are poor, and the catering does not highlight the local characteristics, which makes the tourists feel very disappointed.

Lack of innovation in tourism products

Shangluo rural tourism products are old, single, old and lack of novelty. Most tourism resources are original ecological tourism resources, including mountains, water, forests and grass. However, these resources are very empty without any modification and processing. The sense of emptiness makes tourists less curious about the resources of the scenic spot. They will feel very monotonous, lack of highlights and new ideas, and make tourists feel no freshness. If tourists are not satisfied, they will not play a better role in publicity. Tourists will feel that there are no outstanding scenic spots except jungle landscapes when taking photos. Therefore, they should add innovative thinking to build new scenic spot resources.

4. Developing the wisdom of rural tourism and promoting the transformation and upgrading of Shangluo rural tourism industry

4.1. The government should attract enterprises to invest in infrastructure construction

The intelligent construction of rural tourism needs a high cost. The economic development level of Shangluo is backward and the government investment is limited. The government should issue relevant policies to attract domestic and foreign enterprises, private enterprises, collectives and individuals to inject capital. Only with sufficient funds can we build networks and infrastructure. Focusing the invested funds on infrastructure, network equipment and tourism transportation construction is the basic guarantee for realizing intellectualization^[22].

4.2. Establish rural tourism information resource database

Shangluo rural tourism resources are numerous and scattered, which makes it difficult to form tourism clusters and meet the modern and personalized needs of tourists. In this case, we need to integrate resources, improve management methods, enhance service quality, collect rural resources in Shangluo on a large scale, and create the most complete rural resource information database in Shangluo. First of all, due to the wide variety of Shangluo tourism resources, scattered, large number of collection and great difficulty, to accurately collect these rural resource information, it is necessary to establish Shangluo rural tourism resource information database to classify and encode Shangluo tourism resources, including natural resources, human resources, historical resources, material culture and intangible culture, which can be divided into large categories first, and then classified in detail. Secondly, it is necessary to make an overall

plan for each person in charge, collect and sort out the resource information accepted by themselves in a timely manner. After sorting, it shall be sent to the management specialist of the information collection database on time. Then the information management specialist collects, summarizes, classifies, archives and saves the information data. It is also necessary to establish a special investigation information collection mechanism to re investigate and collect the information that is not collected in place by the personnel of relevant departments, to ensure the integrity of the information. Finally, we should also set up a service website for tourists' complaints and suggestions, so that tourists can truly reflect their inner feelings, reflect the real information of the scenic spot, make the scenic spot transparent, and make the scenic spot serve tourists sincerely.

4.3. Establish characteristic tourism websites

The establishment of characteristic rural tourism website should show the wisdom and uniqueness of the website. Firstly, we should establish the basic information of tourists and consumption records on this website. Tourists can enjoy the website discount next time they consume on the website. Secondly, we should build a communication platform between enterprises and tourists to understand the personal needs of tourists at any time, so as to improve the website. The tourism website should establish an integrated service. The website not only includes online tourism information inquiry service, online reservation, ticket purchase, comment and integrated service, but also should communicate and share information with hotels, travel agencies and scenic spots, so as to provide tourists with fast and convenient services, so as to truly make the website available to tourists.

4.4. Establish an intelligent management system for rural tourism

The intelligent management of government and rural tourism enterprises is an important guarantee

for the construction of intelligent management platform. For Shangluo rural tourism, the government department should formulate relevant policies, regulations and standardize the tourism management market. In order to make the intelligent development of rural tourism in Shangluo more smooth, we must keep pace with the times and use modern science and technology. We should learn information management technology and carry out intelligent management of tourism resources. Use high technology to detect rural tourism resources in real time. In the process of management, tourism enterprises should cultivate intelligent tourism talents as the basis, and cultivate comprehensive talents with innovative ideas, understanding of information technology and specialty. Make overall planning and hierarchical management, assign tasks to tourism practitioners, and let them actively learn modern science and technology^[23]. Master information-based and intelligent methods to provide advice for the management of rural communities.

4.5. Strengthen the training and introduction of informatization talents

In order to meet the needs of the intelligent development of rural tourism, we must cultivate and introduce information talents. Rural tourism management enterprises should first hire university teachers related to tourism informatization. After that, the managers of each scenic spot will be called together to conduct systematic training on information technology and professional knowledge for the managers of the scenic spot, so that the managers can learn how to use informatization to manage the scenic spot. After the managers understand it, they will convey the learning content to tourism practitioners, so that they have received information-based training. Introduce tourism talents from major colleges and universities and talents of high-tech informatization. Find their advantages, understand their common cognition and

different views on the development of rural tourism, and extract their essence to discard their dross.

4.6. Develop new rural tourism products

According to the unique rural resources in Shangluo, understand the social market demand for tourism resources, and then develop and create new rural tourism products according to the market demand. These rural tourism products should meet the characteristics of market demand and show the unique characteristics of Shangluo village, long history and culture, unique village signs and unique natural scenery. The brand-new rural tourism products attract the attention of tourists and bring tourists a different visual sense. Bring opportunities for the development of rural tourism and bring economy to the village. Therefore, developing and designing new rural tourism products is the key to the development of tourism^[24].

4.7. Innovate rural tourism marketing system

According to the situation of tourism enterprises, accurately locate the market and actively carry out network marketing. All relevant departments should unite to make marketing activities in the communication channels between tourism enterprises, tourists, scenic spots and travel agencies. Tourism should be managed and developed in cooperation with leisure and entertainment industry and cultural industry, to meet the personalized and diversified needs of modern tourists. Government departments can cooperate with the websites such as TV stations, Tencent, Sina, etc., and publicize the tourism resources. They can also use the official account of Shangluo rural tourism, wechat public mobile phone, official microblog, mobile phone APP, etc. To establish Shangluo intelligent rural tourism marketing platform. Accelerate the establishment of Shangluo tourism network marketing team, and further improve the marketing ability and level of Shangluo tourism

network and Shangluo tourism wechat, microblog and other network platforms. Fully publicize Shangluo's characteristic tourism resources, ACE scenic spots and characteristic farm snacks. The farm yard should also update the website information in time, ensure network security, ensure the safety of tourists' online transactions and data confidentiality^[25].

4.8. Establish brand image and provide characteristic services

Compared with traditional rural tourism, smart tourism has its own characteristics. Global, diversified, personalized, fast and convenient services have become the characteristics of smart tourism. Establish a unique intelligent service system to bring personalized and professional experience to tourists. Shangluo rural tourism should establish its own unique website service and train website service personnel to integrate information consultation, reservation service, subscription service and network.

Conflict of interest

The author declares no conflict of interest.

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