

Research on the Development of Tourism Industry from the Perspective of Internet + Tourism

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Abstract: Research on the development of tourism industry from the perspective of Internet + tourism is conducted in this paper. The application of mobile information technology in tourist services meets the needs of consumers for mobility, location, personalization and self-service. It can be seen that the development of intelligent terminal equipment has enabled various applications to be used in the entire process of "smart tourism" and innovated tourism experience. Mobile Internet technology has expanded the market space for the travel industry, and is changing the way travel is planned, evaluated and experienced. travel planning, travel evaluation and travel experience, and mobile clients are gradually penetrating gradually penetrate into the whole process of travel. This paper gives the novel combinational model to enhance the traditional travel experience.

Keywords: Internet + tourism; tourism industry; general perspective; general development; industry enhancement

1. INTRODUCTION

With the acceleration of the tourism marketization and the successive introduction of general macro-control policies, the reconfiguration of factors in various industrial sectors, that is, changes in industrial structure, may also be an important reason for promoting the development of China's tourism economy. In particular, when the flow of factors from low-productivity sectors to high-productivity sectors promotes the improvement of the productivity level of the entire society, the resulting "structural dividend" will maintain sustained economic growth, we focus on listed aspects.

(1) The immovability of tourism core products. The core of the tourism production is the tourist attractions that meet the tourism needs, and the immovability of the tourist attractions determines that tourists must move to the place where the attractions are located, that is, the tourist destination for consumption. Most of the tourism industry can only appear in the tourist destination.

(2) The core tourism enterprises that provide direct support services for the scenic spot gather in the periphery of the scenic spot, forming the inner layer of the tourism industry cluster and the outermost layer is tourism-related auxiliary enterprises.

(3) Correctly planning the general development of the tourism industry in a scientific way, thereby promoting the sustainable and healthy development of the tourism industry, is of great significance to the economic development of the tourism area.

In the traditional industry chain, it is often the advantageous enterprises with better market prospect, higher technological and product correlation are relatively strong. The nucleus of the chain is the nucleus of the chain, and the chain is formed through the back and forth linkage of these nuclei. The chain is formed through the back and forth linkage of these chain nuclei. In the tourism industry chain, those in the nucleus of the chain are not is not the producer of tourism products or services, but large travel agencies with a lot of organizational and coordination work and in the nucleus of the chain, it is not

the producer of tourism products or services, but the large travel agency, which is still responsible for organizing and coordinating a lot of work, and the tourism operation platform, which holds the information about the customers.

At present, there are few achievements in the research of tourism industry cluster types at home and abroad. The representative results are as the follows: According to the hierarchy of tourism industry clusters with dominant factors to promote cluster development.

Enterprise linkages and organizational structure within the cluster. The cluster depends on the environment and the other aspects to be divided. In the figure 1, the sample is presented and in the next sections, the ideas will be considered.



Figure. 1 The Internet + Tourism Sample
(<https://www.esearchlogix.com/esblog/2019/10/21/how-the-internet-of-things-iot-is-transforming-the-tourism-industry/>)

2. THE PROPOSED METHODOLOGY

2.1 The Overview of Tourism Industry

The rationalization of the tourism industry structure is to keep the proportion of the tourism industry in line with the laws of industrial development and internal connections, and it is recommended to use the supply-demand balance evaluation method and the structural benefit evaluation method to then measure it. In the lemma 1, accordingly to the related study, the Industrial Structure Rationalization Index is defined.

$$T_{it} = \sum_{i=1}^n \left(\frac{Y_i}{Y} \right) \sqrt{\left(\frac{Y_i/L_i}{Y/L} - 1 \right)^2} \quad (1)$$

The tourism industry chain in the narrow sense refers to a dynamic chain formed by enterprises in related industries, with tourism products or services as the object, with the flow of tourists as the link, to meet the needs of tourists or to create customer value, and based on the specific logical relationships and the space-time layout organization. The above-mentioned characteristics of the tourism industry determine that tourism enterprises must provide tourism products for tourists at the same time, that is, tourism enterprises must be distributed in a centralized manner, so that the tourism industry has natural agglomeration characteristics, which is further fundamentally different from the manufacturing industry. Correspondingly, the vertical expansion of the industrial chain includes vertical integration and vertical constraints. Vertical integration refers to the expansion of an enterprise to its upstream or downstream industries, including forward integration and backward-integration.

In the figure 2, the industry components are demonstrated.



Figure. 2 The Tourism Industry
 (https://www.researchgate.net/figure/Tourism-industry-in-the-global-market_fig5_319304150)

2.2 The Perspective of Internet + Tourism

The mobile Internet is not limited by time and space, and it accompanies the whole process of tourists' travel itinerary, providing tourists with rich information, such as routes and scenic spots. The application of mobile Internet in the tourism industry is the inevitable result of the driving of the tourism demand, the promotion of Internet development technology and the competition in the tourism industry.

The mobile Internet, with its portability, anytime, anywhere accessibility, and numerous applications, the mobile Internet has greatly changed the the traditional tourism industry, bringing new growth opportunities for the modern tourism industry bringing new growth opportunities for the modern tourism.

The application scenarios can be then summarized into the following aspects.

- (1) In terms of the mobile information services, the mobile Internet can provide tourists with more mobile, autonomous, interactive and real-time services. Through terminals such as the smartphones, tourists can log on to the mobile information platform to inquire about relevant tourism information.
- (2) Smart tourism is the product of the flexible integration of the tourism and technology and information industry, which promotes the transformation of the tourism from traditional tourism consumption to modern tourism consumption, and also completely changes the consumption concept of tourists.
- (3) The dynamic demand for travel information by tourists has forced the travel industry to take advantage of the advanced Internet technology. The time lag in tourism information due

to the exotic nature of tourism can This affects the experience of tourists. The mobile Internet can meet the needs of tourists for up-to-date information. It then helps tourists to know the weather, traffic and attractions of tourist destinations, so that The mobile Internet can meet the demand of tourists for the latest information, help tourists to know the weather, traffic and scenic spots of tourist destinations, so that tourists can get accurate and fresh information of the tourist destinations, and reduce the anxiety of traveling.

3. CONCLUSION AND SUMMARY

Research on the development of the tourism industry from the perspective of Internet + tourism is conducted in this paper. The combination of the Internet of Things and smart tourism enables tourists to experience the convenience brought by modern technology in the whole process of tourism. "Eating, living, traveling, and playing" are full of the "wisdom" and improve the quality of tourism. Hence, this paper gives the novel combinational model to enhance the traditional methods.

4. REFERENCES

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