Intelligent Framework Design of Tourism Culture Development in Rural Construction Based on Intelligent Information Display Platform

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Abstract:Using Web 3D three-dimensional display, virtual reality and other technologies, an intelligent service hall information display and interaction platform based on scene-based services is designed and implemented. applications through the platform. The unique cultural tradition of the countryside is the main attraction of rural tourism and an important foundation for the development of rural tourism. In the process of rural tourism development, tourism development, especially the entry of tourists, will undoubtedly have a significant impact on rural culture. This paper puts forward the design concept of "three-in-one" beautiful countryside, and elaborates it from three aspects of planning, architecture and landscape, so as to provide more systematic technical ideas for the design of beautiful countryside, and to deal with a series of problems such as the protection of rural characteristics.

Keywords: Intelligent Framework Design, Tourism Culture Development, Rural Construction, Intelligent Information Display

1. INTRODUCTION

Rural tourism is a type of tourism that has emerged with the advancement of urbanization, originating in Europe, according to the definitions of the European Union (Eu) and the Organization for World Economic Cooperation and Development (OECD). Rural tourism is a tourism activity that takes place in the countryside [1], in which "rurality is the core and unique selling point of the overall marketing of rural tourism". Farming culture and rural economy have always been the foundation of China's economic development. China's historical process has shown that the alternation of village prosperity and decline is an inevitable law of social development, and the continuous derivation and development of villages have different driving forces due to different times. Factor [2].

For example, during the Ming and Qing Dynasties, the government restored the villages that were in decline during the war by formulating the land system; since the 18th National Congress of the Communist Party of China [3], it has gradually increased the emphasis on the construction of an ecologically civilized society, in order to alleviate the contradiction between economic development and the ecological environment, and Improve the effect of ecological protection and achieve [4] sustainable economic development. The rural ecological environment is an important part of the ecosystem, and the landscape design should be carried out rationally. On the one hand, it is necessary to vigorously promote the upgrading of popular rural tourism products such as farmhouses, fruit and vegetable picking, and characteristic homestays, learn from successful rural tourism concepts [5], and integrate scattered tourism themes such as agriculture, animal husbandry, and fishery into a system [6].

Wuling Mountain is an ecological protection development area among the five functional areas in Chongqing, and has a heavy responsibility for ecological protection [7]. At the same time, Wuling Mountain is also a concentrated area of continuous poverty in China. The Chongqing Municipal Party Committee and Government have deployed the Chongqing part of Wuling Mountain to get rid of poverty as a whole in

2017 [8], and the construction of beautiful villages is in full swing. Beautiful countryside refers to "sustainable development villages with scientific planning, production development, affluent living, civilized rural customs, clean village appearance, democratic management [9], and livable and business-friendly". General Secretary Xi Jinping said that even if urbanization reaches more than 70% in the future, there will still be 400 to 500 million people in rural areas [10].

The countryside must not become a barren countryside, a left-behind countryside, or a hometown in memory. In the informatization construction of government office halls, the information display and user interaction methods of administrative service agencies have transitioned from mouse, keyboard and other operations to simpler touch screen systems [11], inconvenient to use and other problems are also more prominent. Nostalgic for traditional culture and idyllic scenery, they want to know about the past and present life of the local area, do not like to accompany other tourists, and eagerly want to become a temporary member of the local area. It can be seen that the unique cultural traditions of villages are the main attraction of rural tourism and an important foundation for the development of rural tourism [12].

When Zhu Shengxuan said that in the next 20 years, China's national economic consumption will shift to leisure-based tourism products [13]; foreign experience in rural construction and development also shows that when urban economic development reaches a certain stage, the fierce competition atmosphere and the environmental problems brought about by industrialization [14], so that urban residents yearn for a quiet rural life and rural environment. It is conducive to integrating the relationship between economy, ecology, culture and aesthetics, and showing its multiple value functions [15]. Therefore, the rural tourism landscape design in the construction of beautiful countryside can not only meet people's spiritual and cultural needs, but also design tourism landscape products to meet people's material needs, so as to create a unique tourism experience for tourists [16].

The Quarterly Monitoring Report on China's Online Vacation Travel Market pointed out that the demand for travel

consumption has further increased. As the most popular travel product in the online travel market, the online vacation market has great development potential and room for development. It is expected that the growth rate will be in the coming will remain above 30.0% for three years. The scientific planning method is the key point to realize the integration of community development and tourism development. Donald G. Reid [17] and others wrote "Looking to the Future.

2. THE PROPOSED METHODOLOGY

2.1 The Intelligent Information Display Platform

A Community Approach to Rural Tourism Planning", which is a practical guide for community tourism planning. He proposed that the planning method must reflect the management function, and the community participation must be from the inside out. The construction of beautiful countryside brings new development opportunities to the countryside. It is mainly reflected in the following three aspects: (1) Protect the rural landscape ecology. The construction of beautiful villages is a great opportunity for villages to restore the environment and improve infrastructure. Through a series of measures, the villages have become poetic landscape homes. The development of rural tourism is conducive to encouraging farmers to strengthen the protection of rural culture and historical heritage. Numerous case studies abroad have shown that rural tourism can help enhance the pride of rural communities.

At present, the application of the scenario-based service mode of the government information interaction platform is still in its infancy. From the actual construction of the scenario-based service system of the government portal website in my country, there are still the following shortcomings: (1) Simple use of flash production or html pages to form scenario-based services, information Simultaneous updating cannot be achieved; the construction of beautiful countryside brings new development opportunities to the countryside.

It is mainly reflected in the following three aspects: (1) Protect the rural landscape ecology. The construction of beautiful villages is a great opportunity for the villages to restore the environment and improve the infrastructure. Through a series of measures, the villages have become a poetic landscape home. The enterprise information service is showing a vigorous development trend, covering almost all industries. Enterprise services can communicate with customers on the corporate website through network channels, or set up a suitable place to communicate directly with customers. my country's current enterprises are mainly small and medium-sized enterprises. Zhao's hometown is a typical poverty-stricken township, and Xiangfang Village is a first-class poverty-stricken village in Chongqing. The main industry type in Zhao's hometown is traditional agriculture. Although there are a few characteristic agriculture, in general, the internal structure of agriculture and the main forms of agriculture have not changed significantly, and the overall scale is small, which is a typical representative of the poor areas in the Wuling Mountains. The intelligent control system includes: gesture recognition control, body gesture recognition control and other modules.

2.2 The Development of Tourism Culture in Rural Construction

This comprehensive service building is a comprehensive service place that integrates information and consultation, management and coordination, complaints and supervision , is the main external service window of the enterprise and an important part of the construction of a service-oriented enterprise. Video performance refers to the video content played on the live large screens of all competition venues, and the design content of animations, icons and text displayed on the score screen.

For example, at the 2000 Sydney Olympic Games, the sports display team produced highlights of the day's games every day, and sent them to various venues for broadcast, which were highly praised by the audience. The skeleton data of the human body can be obtained by using the infrared somatosensory camera, and the skeleton tracking technology [3] establishes the coordinates of each joint of the human body by processing the depth of field data, and the skeleton tracking can determine each part of the human body.

Using the key modeling steps and fnal reductive model of GM (1,1), one may extract specifc local maximum values.

The development of rural tourism is conducive to encouraging farmers to strengthen the protection of rural culture and historical heritage. Many foreign case studies have shown that rural tourism can help enhance the pride of rural communities and protect rural cultural and historical heritage. These studies show that prior to the development of rural tourism, some unique cultural and historical heritage of rural communities were little known. For rural environments, "integrative thinking" is a system thinking mainly based on systems theory, and it is also a planning strategy.

The purpose of introducing the concept of integration is to re-understand the characteristics and connotations of the elements of the rural environmental system with integrated thinking, and through the ranking of the importance of the relationship between the elements. Community development and tourism development involve a multi-objective multi-subject relationship. Including environmental goals, social and cultural goals, economic goals and tourism demand goals, it involves both protection goals and development goals. The realization of each goal is based on meeting certain conditions. Taking a rural tourism base as the For example, with the support of the local government, the village has continuously intensified the construction of beautiful villages, and has made remarkable achievements in the construction of rural roads and communication facilities, providing a basic guarantee for the development of rural tourism activities.

The construction of rural tourism has updated the material form of the village, and the texture of the traditional village, the form of the traditional dwelling, the traditional agricultural landscape, and the rural ecological environment have also produced corresponding problems. The scale of traditional rural buildings and village spaces is generally adapted to the population density and activity behavior of local residents. In the process of rural tourism development, the cultural awareness of Sichuan farmers has gradually increased. And realize the importance of inheriting and protecting local cultural characteristics. The Tibetan, Qiang, Yi and other ethnic minorities pay more attention to protecting their own national culture. And in the development of rural tourism, pay attention to highlight the national cultural characteristics.

2.3 The Intelligent Framework Design of Tourism Culture Development in Rural Construction

The development of rural tourism helps farmers to form a healthy and hygienic lifestyle. Objectively speaking, the

original rural culture has infinite charm, but there are also many things in the traditional rural lifestyle and hygiene habits that are not conducive to social progress and human health. For example, with the increase of tourists in the village, the domestic garbage in the village has gradually increased, which not only exceeds the carrying capacity of the basic service facilities in the village, but even some rural scenic spots where some tourists discard domestic garbage at will, and some non-degradable garbage not only destroys the rural environment. The ecological environment also brings a lot of burden to clean up garbage for local residents far away from the urban area.

For rural tourism, the location is relatively remote and there are many tourism experience items, so it is difficult for tourists to experience all the tourism items in one day. Therefore, it is of great significance to do a good job in the landscape design of residential buildings, which can not only improve the landscape effect. The significance of the site originates from its positioning and self-identification in the environment, thereby pursuing the nature and characteristics of the site. The theory of the spirit of place divides the structure of the site into two points: "characteristic" and "spatial", and the characteristics include three basic categories: "natural", "human" and "spiritual". Summarize, extract, and learn from relevant research literature, under the guidance of many professors and associate professors in the field of tourism in the research group

This paper studies the key conflict performance of Zhao's hometown on multi-objective and multi-subject, and provides a factual basis for exploring the synergy between community development and tourism development. Provide 3D video display, guidance services and other functions. In order to more effectively improve the management level of the comprehensive service building and the efficiency of enterprise services, we have designed a set of architectural designs with multiple user interaction methods below. Achieving the revival of the countryside is not the only way to build small western-style buildings. The historical, artistic and scientific value of ancient buildings is the soul of beautiful rural construction. The protection and restoration design of traditional historical buildings does not mean to create or rebuild the original state at that time.

3. CONCLUSIONS

The practice of rural tourism development has proved that the government plays a very important role in protecting rural culture and ensuring the healthy development of rural tourism. First, protect rural civilization and adapt to update the physical environment of the village. Tourism is a service industry based on the consumption economy, but the updated design brought by rural tourism should be based on the principle of "adaptive design", and use modern technology and design concepts to restore the simplest rural life and agricultural production. With the current The popularization of intelligent information systems in all walks of life can effectively control the further development of the situation by providing early automatic alarms for events with major hazards such as fires.

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