

Study on the Construction of Public Service System of Rural Tourism in Guangdong from the Perspective of Global Tourism

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Abstract: At present, China's tourism development has entered the stage of industrial promotion. The most important means to improve the efficiency of tourism industry is to strengthen the public service function of tourism. However, there are still problems in the construction of tourism public services in rural areas of Guangdong in terms of information, transportation, supporting facilities, and security. Therefore, this paper studies main characteristics of tourism public services from the perspective of global tourism, and puts forward countermeasures and suggestions in light of the lack of subjects such as market, transportation, and government in the construction of Guangdong rural tourism public service system.

1. Introduction

At present, the level of basic services in rural Guangdong has not yet reached the level of first-line tourist cities. The derived value of tourism has not been excavated. The developed tourism cities are inseparable from sound public service resources, such as perfect tourist information, advanced transportation networks, and high-standard infrastructure. The hardware and software must be up to standard. These are the hard and quantitative measuring poles of the tourism industry, and they are the most important element in meeting the market demand. Global tourism refers to the active integration of various industries. All departments are involved in joint management. All residents in the city participate in the project and make full use of all the attraction elements of the destination to provide visitors with full-time, full-time and space-based experience products for tourists. To meet the full range of visitor experience needs.

2. Theory Related to Tourism Public Service System

2.1 Influencing factors of tourism public service system

2.1.1 Tourism public service needs

Starting from a broad perspective, cities and regions have transformed from traditional industries to modern ones. Tourism has also become the best way for many cities to transform. Information promotion and environmental protection construction are the most fundamental and necessary public tourism services. Starting from a narrow sense, it is necessary to provide humane and personalized public services according to the different needs of consumers.

2.1.2 Economic development level of tourism destination

The provision of tourism public resources is directly proportional to the level of urban construction. The level of urban construction is proportional to the degree of urban development. Therefore, the degree of tourism public resources provided is proportional to the level of urban development. Of course, the development of the economy means that the government's tax revenue has increased. As a result, the government can provide more diverse and more sound public services and promote the leapfrog development of the tourism industry.

2.1.3 Tourism Industry Structure

The level of transportation, information, reception capacity, and scientific development level are all the basic conditions for the development of tourism. The collection of these elements can promote the formation of the industrial chain. A sound industrial chain can guarantee public services provided by the government, enrich service methods, and meet the needs of tourists.

2.2 Construction principles of tourism public service system

2.2.1 Visitor-oriented, demand-oriented

The scientific concept of tourism development is human-oriented. It is to provide the best services and guarantee the comfort of tourists from the immediate needs of tourists. Basically, all service products and public resources are for tourists. Therefore, the tourist needs and subjective perceptions of tourists should be taken as the basic starting point for improving the service system, guided by the scientific concept of tourism development, and the individual needs should be taken as the starting point. The tourism public service system builds a distinctive brand.

2.2.2 Government-led, multi-stakeholder participation

In general, the government is the provider of all public services. The provision of public services is also the main means by which taxes are used by the people. Therefore, the provision of tourism-related public services is their duty and obligation. However, subject to the material and manpower resources, the selection and construction of the entire service system, the government will not be able to participate in the whole process, and it will not benefit the improvement of efficiency. With reference to foreign developed countries, a flexible market system can be established and partners can be introduced using bidding, contracting, special approval, etc. to achieve a government-led, multi-party participation.

2.2.3 Classification responsibility, classification guidance

According to the level of division of the main body, the functions and responsibilities can be clarified. For example, the responsibility and goal of the central government are to formulate major policies, local governments are responsible for specific policy provisions, and provide public service resources, while the scenic spots are combined with their own characteristics to provide flexible and diverse services. The systemization of the service ensures the humanity and intelligence of the service tourists. In addition, through the refinement of the content of services, the classification determines the subject and object and the operating system, which is conducive to management, and the efficiency and diversification of services.

2.2.4 Comprehensive system and enhanced specifications

The establishment and improvement of a tourism public service system shall include all aspects involved in the tourism industry, combine the different characteristics of the tourist spots, and understand the most important needs of tourists through field surveys, questionnaire surveys, etc., and then build them. In addition, it is necessary to proceed from a global perspective and comprehensively study the links between each link and tourism services, and sum up the mutual-relationships between all links and elements so as to be able to achieve results that are less effective. Combined with the models of foreign developed countries, we can develop public services by means of a point-and-face approach, that is, create demonstration sites, sample areas, etc., and provide blueprints for other regions.

2.3 Requirement of global tourism on tourism public service system

The development of the global tourism cannot be separated from a sound tourism public service system. In terms of transportation, information, it can meet the needs of tourists for the entire process. Information and communication must be barrier-free, the entire transportation area can be easily accessible, which the whole world can be provided for convenience and security. Security and administrative global linkage can be based on.

2.3.1 Information coverage

When you are away from home, all aspects of food, clothing, housing and transportation need to be taken into consideration. Where there are shops, there are supermarkets. The location, size and service of hotels information are required to allow visitors to anticipate and make choices. In the context of global tourism, tourism information consulting services must meet the requirements for real-time queries across the entire world, all time, and the entire region. The tourism industry programmatic document "Planning" is the basic link of information transfer as a global service, using the concept of "Internet+" to promote relevant information, the establishment of a unified and standardized logo system and the construction of a self-guided tour guide system, and expanding information release and acquisition. Channels, strengthen information communication with relevant departments, and form a unified management, hierarchical responsibility, information sharing mechanism.

2.3.2 Convenient transportation

Convenient transportation service system as an important support system for global tourism, its construction ideas should be based on tourist services as a core, convenient to reach the destination, while meeting the dual needs of urban development and tourism, with the three-dimensional principle of host-guest sharing, smart transportation. In the "planning", the global tourism convenient transportation system cuts in from five aspects: the construction of the intelligent tourism transportation system; the optimization of the tourism transportation road system; the construction of the characteristic tourism transportation system; the construction of the tourism transportation collection and distribution center.

2.3.3 Complete global facilities

Because global tourism involves a larger scope, greater investment, and greater impact, it is necessary to ensure a good reputation and reputation comes from tourists. Therefore, it is necessary to provide convenient services for local or foreign tourists. The "Planning" constructs a comprehensive tourism supporting facilities system from the public rest environment, sanitation facilities, post and telecommunications, commercial facilities, special population service facilities, convenient citizen benefit policies, and volunteer service mechanisms.

2.3.4 Security global protection

Security is the bottom line and the red line. It provides the tourists with the protection of the whole world and the security is the most basic requirement for public services. It is necessary to proceed from the construction of global tourism safety facilities and environment, the construction of tourism consumption environment, the construction of a balanced, shared, and fully covered medical assistance system and the establishment of a timely, rapid, and accurate safety warning system. The "Planning" has formulated detailed plans for the planning of tourism safety facilities construction, tourism safety and environment construction, tourism and medical assistance and construction, and tourism safety early-warning system construction.

2.3.5 Administrative global linkage

The global administrative service system should link all levels of governments and departments, build a service-oriented government, and establish institutions and systems as the foundation, strengthen the linkage and coordination of various departments, and coordinate regional cooperation to give full play to the services and public-benefit objectives of tourism services and change the style of work. Enhance efficiency, focus on market demand, base on tourist needs, continuously explore service content, innovate service methods, promote environmental promotion, and build a tourism integrated public service system. "Planning" emphasizes perfecting the tourism administrative service system from the following five aspects: perfect institutions, standardization and cooperation, standard and norm formulation, practitioner training, service quality supervision, visitor complaints and opinions handling.

3. Current Situation of Public Service Construction of Rural Tourism in Guangdong

3.1 General situation of Guangdong rural tourism public service system

In order to further improve the level of public services in rural tourism in Guangdong, and promote the construction of tourism quality routes, Guangdong Province has officially launched the “Four Special Actions” for public tourism services, focusing on promoting optimization of tourism traffic signs, optimization of toilets, and parking management capabilities of tourist attractions. It is to promote the construction of a tourism public service system with promotion and wireless communication coverage as the core.

3.1.1 Tourism public information service

Guangdong Rural Scenic Area has built a special tourism consulting center, an electronic ticket control ticketing system to replace the manual ticket management mode, and an LED information dissemination platform. These tourism public information service facilities have greatly facilitated visitors to this area.

3.1.2 Tourism assistance services

The Guangdong rural scenic spot has implemented the “people-oriented” work requirements, gradually established a tour guide security system for the scenic spot, and set up a related guidebook security rescue fund, which greatly reduced the work risk of tour guides.

3.1.3 Consumer protection

The relevant systems introduced in rural scenic spots in Guangdong are aimed at the needs of tourists and strictly protect the rights and interests of tourists.

3.1.4 Urban transport service

Guangdong rural government departments have improved the construction of public bicycles so that citizens can travel more conveniently and quickly. Moreover, the development of the city’s BRT has also reached its peak, and the congestion of the commuters has also improved.

3.2 Problems in the development of public services in rural tourism in Guangdong

3.2.1 Low coverage and insufficient publicity of travel public information

Although Guangdong is a tourist area in rural areas, China has been considered a small popularity. However, for the rural areas in Guangdong, there is still a big outstanding problem. That is, the promotion work in the rural areas of Guangdong is not very effective. As far as China is concerned, it originally devoted less resources to tourism construction. Therefore, despite the many scenic spots in China, there are still many scenic spots that are unknown to people. Therefore, in order to accelerate the development of rural tourism in Guangdong, it is necessary to rely on the effectiveness of the mass media to thoroughly promote tourism in rural Guangdong to the people of the country. Let the people of the country know about Guangdong and rural areas and understand Guangdong's rural areas.

3.2.2 The insufficient construction of service system

The tremendous development of Guangdong's rural areas is obvious to all. The reason for this is not only the strong support of the rural government of Guangdong, but also because of the joint efforts of the people of the city. Due to the development of tourism in the rural areas of Guangdong, the physical and spiritual levels of rural residents in Guangdong have been continuously improved. However, the current number of cultural centers in rural Guangdong is still relatively small, it is difficult to meet the spiritual and cultural needs of rural residents in Guangdong. The service facilities for special populations are still not perfect and the overall situation is lagging behind. Therefore, rural areas in Guangdong need to strengthen the construction of facilities in this area.

3.2.3 The less scale of security service system

In recent years, the development of tourism in China has also made remarkable achievements. However, for the existing tourist cities, their internal security facilities are still relatively poor. For the security self-help tools in the scenic area, it only serves as a decoration and does not exert its actual utility. The travel insurance system is not sound enough. Through the query of official information, the original tourists have different attitudes towards travel insurance. For tourists participating in the group, the number of people who bought travel insurance accounted for 90% or more of the total number. For tourists traveling by car, only a very small number of people would choose to purchase travel insurance. This is mainly because tourists are not clear on the specific issues of travel insurance, and the insurance company's target user groups are those who participate in the group of tourists and exclude self-driving tourists.

3.2.4 Inadequate capacity of government tourism public management and supervision department

Nothing is perfect, there will be flaws anyway. People do not pursue perfection unrealistically but can only constantly pursue perfection. The development of tourism in rural Guangdong has gained momentum in recent years. However, from a sustainable perspective, there is obviously not enough stamina. To remedy this problem, the government decided to develop a new type of tourism model and promote regional tourism. However, due to the unclear division of authority and responsibility of the tourism management departments in rural areas in Guangdong, certain disputes have occurred in many cases. Therefore, the current priority is to make the government's supervision work scientific and effective.

4. Corresponding Countermeasures for the Construction of Public Services in Rural Tourism in Guangdong

4.1 Strengthen publicity and raise awareness

For the Chinese people, it knows very little about tourism. Although the government's official website of the tourism bureau has been introduced, there are relatively few people visiting such websites among ordinary tourists, while other mass media such as newspapers, television, radio rarely broadcast PSAs and other publicity of the tourism consulting service center. Therefore, we must first enrich the means of publicity and promotion. Produce promotional videos on site tourist attractions. Regularly organized special tourism promotion meetings in various places; carried out various activities related to tourism and mobilized people to participate. Then, strengthen cooperation with online e-commerce. The proliferation of tourism resources to attract tourists to travel to achieve the purpose of a win-win situation for both parties.

4.2 Promote tourism to benefit people

Due to the rapid development of tourism in China, tourist attractions all over the country have entered the public eye. In order to increase local fiscal revenue, local governments continue to impose high fees on tickets for tourist attractions. Because the number of tourist attractions is too complicated, it is difficult for the state to control them one by one. As a responsible tourist area, it is necessary to set a good example for Lu attractions around the country and launch a service system that is convenient for the people and benefits the people. Appropriately, it is free to open up for certain tourist attractions on certain days. At the same time, for special groups of people, they should also be given a certain degree of relief, such as the elderly, children, students, the disabled, and so on. The key points that need to be strengthened in rural Guangdong are: First, for some special people, such as the old people mentioned in the previous article. Students, etc., can provide some travel cards for them, and can enjoy free viewing activities within the attractions during special periods of time. This reflects a humanitarian feeling in our country. Then, some facilities within the sights can be further improved. Due to the fact that current tourists have reflected the incomplete service facilities within the scenic spots, there are very low-end issues. Therefore, the

opinions put forward by the masses must be absorbed. Then take some measures to correct the problems that have arisen.

4.3 Foster tourism responsibility

In the current Chinese society, the people's material life is very rich. They are more enthusiastic and chasing the enjoyment-type commodities in life. A group of people who feel pressured to work because of work in the city will often travel around the company and relax their mind and body. This has to be said to be an excellent method of self-regulation. The most serious one is the situation that endangers personal safety. In order to solve this problem, we must vigorously promote China's tourism safety protection mechanism. The key points that need to be strengthened in rural Guangdong are: First, the tourism industry as a special service industry. In order to facilitate its management, it must formulate a practical law and regulations. Then, tourists often suffer certain accidental injuries while on the road. Therefore, special medical teams must be equipped in the spots to avoid accidents. Finally, during the low season of tourism, the joint local government exercises to find out the inadequacies of the attractions from the process and then make up for them. To protect the safety of tourists.

5. Summary

With the development of tourism, not only in-depth development, but also supporting public service facilities should continue to strengthen. For the current tourism industry in China, its overall development is at a relatively fast level. However, the huge potential for development has not yet been tapped. This requires the support and assistance of the people of the entire society and gives the tourism industry a flourishing future. This paper analyzes the favorable conditions and obstacles in the development of rural public services in Guangdong and proposes strategies for improving the construction of rural public services in Guangdong. Some of the countermeasures in this article may not be very mature. They still need to be further verified in the actual process and continue to be improved.

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