

Influencing Factors and Mechanism of Development of Rv Camps Based on Tourists'network Comments

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Abstract: With the development and progress of modern economy, people's living standards and spiritual needs are getting higher and higher. Tourism has become one of the pillars of national economic development. But the development of tourism needs new factors to activate the whole tourism industry. At present, the new direction of the development of tourism industry, infrastructure, public service construction, environmental protection and development is the development of RV camps. However, there are some problems in the development of RV camps in China, such as inappropriate location, inadequate infrastructure, poor operation methods and less functions of RV camps, which hinder the smooth development of RV camps. On the basis of tourists'network comments, this paper evaluates and analyses tourists' attitudes and perceptions of RV camps, and finds out the influencing factors of RV camps'development.

1. Introduction

The emergence of self-driving and RV can effectively reflect its convenience and protect the environment. Therefore, it is welcomed by many travellers. Currently, self-driving tour has become one of the main ways for many Chinese residents to travel on holidays, but self-driving tour cannot be The effective connection between the RV camps still has a relatively large number of camps with poor economic returns, which cannot effectively transform the source market into an economic benefit. For tourists, the most important influence of travel choice camps is geographical transportation factors, such as the proximity of tourist attractions, the convenience of transportation, etc., followed by suggestions and opinions from family members and friends, and more on the influence of personal ideas on choice. . However, the market for RV tours in China is not large. The current self-driving caravan camps are for self-driving tourists on weekends, but in general, most of the construction and future planning of domestic campsites are still in place. The lowest level of development, and the more professional camping bases are not many, the location of the distribution is uneven and the degree of development is low, so that the tourist experience of tourists will be greatly reduced. This paper is on the background of the rapid development of the Internet. Under the tourism information, habits and comments of tourists, and the analysis of consumption after the tourism analysis, will finally affect the impact mechanism of the RV camp, which is of theoretical significance for the development of RV camps.

2. Influencing Factors of Rv Camp Development Based on Visitor Network Reviews

Current visitors are mainly focusing on the following aspects in the process of conducting a network review of the RV camp: natural environment and weather, the sensory experience of the RV hotel launched by the RV camp, the soundness of the RV camp equipment, and leisure and entertainment. And management services and other aspects. These are the most important factors that can make visitors feel different about the RV camp. To varying degrees, visitors can be satisfied with the RV camp. These factors prompt visitors to pay attention to and comment on the network reviews.

The review will affect whether the follow-up tourists go to the camp for tourism, which will have an important impact on the survival and development of the RV camp.

2.1 Factors Affecting the Natural Environment and Weather

Visitors pay attention to the natural environment and weather conditions in the reviews in a RV camp because their outdoor leisure sports are to enhance people's perception and experience of nature. The RV camp is in a beautiful natural environment, and the number of visitors in the online review will increase, but the environment is good to breed mosquitoes. For example, the beautiful camp environment often has many mosquitoes in the night, which greatly reduces the tourists' The level of comfort and the level of satisfaction of visitors will also change from praise to bad reviews. Such comments will affect the follow-up visitor's choice of the camp and thus affect the development of the camp. The tourist atmosphere is also one of the factors that passengers have to comment on the camp. If there are too few tourists and no tourist atmosphere, the experience of tourists will be reduced. After the visitors have seen the online reviews, they are not willing to go to such a poor tourist atmosphere. Travel to the RV camp. The camping activities will be affected by the weather. If there are weathers such as rain and snow that are not conducive to travel, it will have an adverse impact on the travel plans of the tourists. If the weather is fine, the travel experience of the tourists can be effectively improved. The number of tourists is increased. It will also increase, and the economic benefits of the RV will increase greatly. Therefore, the natural environment and weather in the environment where the RV camp is located can have an important impact on its development.

2.2 Factors Affecting the Rv Hotel

Among the tourists' comments, there are quite a lot of evaluations for the RV hotels launched by the RV camps. Visitors can feel the impact of the RV hotel. Visitors' comments focus on the intuitive experience of the RV hotel, the comfort of the room and the complete facilities. Since the functions of the RV hotel are similar to those of the hotel, the general visitors will compare the construction, sanitation and product features of the RV with the ordinary hotels, but from the evaluation, it can be found that there are currently tourists for RV hotels. The main dissatisfaction is that the air conditioning and cooling function is poor, there is noise, the inconvenience of the use of the bathroom, etc., and if the odor in the RV is serious or the daily necessities are insufficient or not clean, the experience of the tourists will be reduced, so the network reviews The evaluation of the RV hotel will easily affect the choice of the RV camp.

2.3 Infrastructure Supporting Factors

Current visitors in the RV camp's online reviews have a high degree of concern about their parking and catering. If there is a lack of parking spaces and can not meet the basic needs of people, it will allow visitors to choose other RV camps because Passengers traveling by car have a need for "parking". In the infrastructure package, the highest rating of the visitor network is the setting of equipment, transportation and food. First of all, in terms of transportation, the traffic resistance of remote and medium-range tourists is far greater than that of short-distance tourists. In the network review, some middle and long-distance tourists are not very satisfied with the location of the RV camp. According to the network review, some tourists may The RV camp, which is closer to home, will be selected, resulting in the loss of the tourist market in the remote RV camp. In terms of equipment settings, the level of satisfaction in the visitor network reviews is not particularly high, mainly in the simple facilities, lack of showers and inadequate street lighting settings. Finally, most of the reviews in the diet feel that the types of ordering are insufficient, and the price is unreasonable. Such a visitor network comment will allow other tourists who are ready to travel to choose a caravan camp with better dining conditions, thus for some dining and transportation. The location and the development of the RV camps with poor facilities have a rather adverse impact.

2.4 Factors Influencing Leisure and Entertainment

Current tourists are dissatisfied with the leisure and entertainment of RV camps in the online

reviews. The main places where bad reviews are mainly in entertainment projects are different, there are different marketing advertising content and actual entertainment project activities, and the phenomenon of deceptive consumption is serious. The entertainment activities, poor preparation in the early stage, led to the rough production of the venue, the incomplete service and hardware facilities of the audience during the actual performances or entertainment activities, and the praise was mainly to enable people to have more natural environment. Let people relax and relax in such an environment and enjoy this life further.

2.5 Management Service Factors

Visitors' online reviews focus on management order, service level and attitude, and price. The safety order management in the RV camp and the operation of the normative visitors' network comments are relatively good and bad. The safe RV camp environment allows visitors to travel in a safe environment and improve the travel experience of tourists. However, for the service level and price, most tourists are not satisfied with the price, mainly because the price is too high, the price paid is not proportional to the actual travel experience, and the price is not high. The service dissatisfaction mainly focuses on the service staff's own poor service attitude, some tourism projects are not open, etc. The service level of the camp and the handling of complaints against tourists will lead to the loyalty of the camp and the re-playing of the camp. Willingness has a considerable impact.

3. The Impact Mechanism of Rv Camp Development Based on the Visitor Network Comment

Visitors' network reviews mainly focus on the quality of the RV hotel and the natural environment, the satisfaction level of leisure and entertainment, the completeness of supporting facilities and the level of management services. The most important tourism products in the RV camps are the distinctive RV hotel, the refreshing natural environment and the extremely interesting leisure and entertainment projects, which are also the supply factors in the RV camp. The prerequisites for meeting the needs of tourists must improve the infrastructure and improve the management service level. This is also a potential factor that can affect the future development and progress of the camp.

3.1 The Development of Camps is Inseparable from the Diversified and Characteristic Product Supply

Through the visitors' online reviews, visitors can find important attention to the various entertainment activities and special RV hotels launched in the camp. The most distinctive tourism product in the current camp is the RV hotel. Through the RV hotel, the awareness of the RV can be further deepened and the experience of the RV can be effectively improved. In addition, the camp provides a business location for self-driving RVs, which will attract more visitors who want to be able to park their car in the RV camp for a long time. In addition, the camp's outdoor quality development project and the project to promote family family activities will ensure that visitors can get physical and mental health, promote physical and mental development, improve their ability to interact with others, and change their abilities. . If the environment around the camp is good and the venue is wide, visitors can carry out barbecues, camping or campfires and other entertainment projects to further enhance the enthusiasm and participation of tourists. In addition, the construction of children's play areas can be used as the main direction for camps to expand leisure and entertainment projects. One of them can attract family tourists.

3.2 Camp Development is Hindered by Equipment Facilities and Management Services

What is unsatisfactory for visitors to make online reviews is the low level of service and management of RV camps and the lack of equipment. The current construction standards for RV camps have not yet been completely unified, resulting in the construction quality and final results of the actual RV camps being unsatisfactory. It is reflected in the discharge of camp sewage, the basic power supply and the lack of facilities such as bathing. The management service level of the camp needs to be improved. As an emerging tourism project and form, the construction of its supervision

and supervision system also has imperfect and unsystematic places. These are also the major obstacles in the development of the camp. .

3.3 The Sustainable Development of the Camp Needs to Be Promoted by Differentiated Markets.

According to the comments of online tourists, the main competitive advantage of RV camps is that they are novel in their way of travel and can bring different experiences to tourists. The current camp can satisfy visitors' curiosity about nature and unknown things, and can also be associated with the emotional needs of visitors and the demands of physical fitness. The tour of the RV camp comes from the outdoor education organized by the school. Through outdoor camping, young people can get good skills training, knowledge and cultural influence. The tourists in the RV camp find through the online reviews. You can also master these aspects of caravan travel. In such a process, it is often effective to release the pressure of the tourists themselves, and can gradually become a good social lifestyle in the process of future development.

4. Development Path of Rv Camp Based on Visitors'network Comments

First of all, we must carry out the supply of diversified specialty products in the camp. In this way, more tourists can be attracted to the travel modes such as the RV camp, such as holding barbecues, campfires and camping activities. For families with children, they are building handmade houses and children's play facilities. In this way, children can also participate in outdoor leisure and adventure activities, which can effectively improve the satisfaction level of visitors and the level of physical and mental pleasure, attract more tourists, and improve the satisfaction of visitors' online reviews. Inspire more people to choose the RV camp.

In addition, it is necessary to strengthen the construction of facilities and equipment and improve the management and service level of the camp. The current level of construction of RV camps is not high, so it is necessary to upgrade its construction level. By setting uniform construction standards, the minimum standards for setting up facilities for sewage treatment, power supply and bathing facilities in camps will be set. In the process, we must meet such standards, and at the same time, we must establish them in the form of law, so that we can effectively carry out supervision and protection. In addition, we must standardize the management system and management forms in the camps to ensure It can improve its management level, and train service personnel before service personnel can be employed to reduce the phenomenon of low service level and non-standard service, so as to enhance the tourists' housing prices in the RV camp and ultimately promote the camp. Pre-development and progress.

Finally, it is necessary to enhance the attraction of the RV camp to tourists, and to expand the characteristics and advantages of the camp itself, so that tourists can be attracted to it on this basis, and transforming such tourism methods into lifestyles requires the camp to strengthen publicity. Let more tourists learn about the tourism mode of the RV camp from various channels, and also ensure the authenticity of the propaganda and reduce the possibility of propaganda and falsehood in the tourist camp.

5. Conclusion

The emergence of RV camps will further enrich and diversify the urban leisure industry structure, effectively protecting the environment and bringing economic and social benefits. The types of self-driving RV camps are quite rich and diverse, and can be effectively integrated with natural environment resources. The main market target of the camp is self-driving RV tourists, but the number of real RV tourists is small, so in order to be able to pass the RV to achieve smooth development, it is necessary to diversify the supply of its products, standardize equipment settings, and develop management services to a higher level.

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