

## **Analysis on the Management of Cultural Tourism Areas in the Development Period of Smart City**

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**Abstract:** As the carrier and core factor of tourism development, tourism scenic spots are an extremely important part of the tourism industry chain. In the process of developing smart cities, cultural tourism areas are not only the business cards for urban development, but also the city power and urban cultural image. Based on the discussion of the relationship between smart tourism city development and cultural tourism, this paper puts forward the insufficiency of the management of modern cultural tourism area, and proposes to strengthen the smart tourism construction of cultural tourism area based on the smart city platform, and to carry out effective multi-data integration, opening and excavating improvements in three areas of projects with local characteristics.

### **1. Introduction**

With the continuous improvement of people's consumption level, the requirements of the tourist area and their sense of leisure are constantly improving. The development of the tourism industry must also continuously meet the needs of tourists. How to enhance the tourist experience and feelings of tourists, create a more cultural and attractive tourism culture impression, and improve the competitiveness of the tourist area depends to a large extent on the management level of the tourist area. Strengthening the management and innovation of tourism areas and building business cards for urban cultural tourism are also important issues that tourism industry workers need to consider and solve.

### **2. Smart City Development and Cultural Tourism Management**

In 2008, IBM proposed the concept of "smart planet". Later, many countries and cities put forward development strategies for smart countries and smart city construction. In the development of information technology, smart tourism has also emerged. Smart tourism is an important part of a smart city. Many cities have some historical monuments, former residences of historical figures, etc., which have the significance of visiting tourism, making rational use of these historical celebrities, creating a cultural atmosphere of the city, and using modern scientific information systems to combine urban cultural construction and tourism. Many cities are an important part of development.

Many cities have tourism functions. Although they are within the city, they can also become the window of the city's image display with the city's tourism culture. They can also enhance the popularity and influence of cultural tourism in the process of building a smart city. To make smart cities and smart tourism complement each other.

In many scenic spots, the construction mode of smart scenic spots has been gradually adopted to enhance the influence of the tourist areas. Through the intelligent network, comprehensive, thorough and timely perception of scenic geographical things, natural resources, tourist behavior, scenic staff trails, scenic infrastructure and service facilities. The popular point is that science changes life. When playing in the scenic area, you can use the one-touch operation mode of the mobile phone, which not only helps the increase of passenger traffic, but also facilitates the management of the scenic spot. For example, the scenic spot can know relevant passenger flow information, visitor evaluation and experience information in real time, and facilitate the modern management of the scenic spot. At the same time, the network booking, convenient for tourists, do not use the window to queue, improve efficiency, the scenic spot is also aware of the passenger flow.

The integration of accommodation and catering can only be solved by one mobile phone, including the online shopping mall in the scenic spot, the special products of the scenic spot and the like, which are more convenient and quicker. The essence of smart tourism is to promote the rational allocation and integration of tourism industry elements through the application of a new generation of information technology, and to realize the structural upgrading of the tourism industry.

### **3. The Problems and Shortcomings in the Management of Cultural Tourism Areas**

Based on the development of the Internet and the continuous construction of urbanization, many tourist cities have their own attractions on the network, there are detailed opening hours, the network can check whether it is free, and how much the fare is, even in many reviews. On the website, there may be reviews of attractions, services, food, etc. in the tourist area. These reviews also affect the development of the tourist area and passenger traffic information to a certain extent. However, in the development of smart cities, there are still some problems and deficiencies in the management of these cultural tourism. Further improvement is needed to fully play its role and promote the development of tourism economy.

The management of cultural tourism areas is a refined management work. The tourist area should not only consider how to attract tourists, but also how to serve tourists well. However, there are many tourist areas that have insufficient attention to tourists, and the services are not in place. The complaints against tourists are not seriously treated and properly solved. . For example, in some tourist areas, the attractions are scattered, the tourism service does not set relevant service points for the needs of tourists, but based on cost thinking, only set the service content in the relevant attractions, and do not care about other tourists' needs. At the same time, many tourists have encountered during the tour, it is difficult to determine their location in a timely and accurate manner, and determine the location of the next destination. This is extremely inconvenient for tourists, and the construction of smart spots needs to solve these problems, and it is not just to hang the travel information and ticket information online.

At the same time, in some scenic spots, there is also a situation in which the management of the service industry is not in place. Every year, news such as “high-priced food and beverage”, “sales smugglers”, “guides and bullies”, “fake fake and shoddy products” are published. It's not uncommon. These related facilities and management are not in place, which seriously affects the tourist experience of the tourists, and also affects the cultural construction and brand building of the scenic spot. In the long run, it will seriously affect the sustainable development of the scenic spot.

There are many tourist areas to be built, mostly for the promotion of individual projects, lack of market factors and complete project planning. The construction of smart tourism is a multi-party data and information sharing construction and the construction of cultural tourism areas lacks sufficient attention to tourists. For example, in the early stage of development, there is no research on tourists, and there is also a lack of research on the needs of tourists. There is a lack of overall planning and clear direction for the cultural display of the scenic spots, highlights of the features, and tourism brands. Many travel workers even say that it is not clear where the uniqueness of an attraction is. These are not conducive to the construction and management of cultural tourism scenic spots. When the ancient town tourism rises, many cities in China can build a “street of ancient towns”. These antique buildings lack the accumulation of history and culture, lacking a kind of cultivation and charm. Their similarity and lack of personality make it possible to get tourists at one time. The visit, but the "cultural construction" without cultural characteristics, heritage and individuality is bound to be intelligent and short-lived, and will soon be abandoned and forgotten by tourists.

### **4. The Management Work Strategy and Improvement Measures of Cultural Tourism Areas**

The construction of smart cities requires a lot of resources. Smart tourism construction is a complex system engineering, an advanced stage of tourism information development, and an innovative application of new generation technologies such as Internet of Things and cloud

computing in tourism. It relies on the construction of urban informatization. With the help of urban information construction, it provides more data and service platforms for tourism data and information. This has a large investment in the early stage. Therefore, it is necessary to improve the management of cultural scenic spots. To build smart tourism, it is necessary to combine tourism with urban construction, so that smart tourism can become a part of smart cities, and each other can share relevant data and information, including tourism information, Internet of Things construction, tourist safety protection work, scenic environment protection, security, Related law enforcement work, etc. These contents are an important part of the construction of smart spots.

In the process of building a smart city, we should not rely solely on the traditional scenic area management work mode, but must be brave in the analysis of big data and do the relevant details. The management of cultural tourism involves culture, scenic spots, transportation, accommodation, catering, shopping, entertainment, weather, exchange rates, tourism evaluation and other related content. The management of these contents and materials does not exist separately, but is closely related. At the same time, to understand the relevant big data for analysis, you need to integrate this information, implement unified standards and share data. At the same time, the principle of “customer demand-oriented” needs to be established. In developed countries, the construction of tourist areas is a series of projects, and the content involved should be guided by the needs of tourists. Visitors can easily obtain relevant information wherever they go, such as tourists can be in the electronic map. Check out the current location, where you want to visit, and determine your own transportation route. In many tourist areas in China, visitors can only check their location through signage, but they can check their position at any time and determine the next route and place to visit. This is extremely inconvenient for tourists. Therefore, in the construction process of smart cities, the scenic spot management of smart tourism also needs to establish data supply work based on multi-data integration oriented by tourists.

At present, in the process of urban cultural tourism management and construction, there has been a phenomenon of homogenization, including the characteristic snacks, the antique buildings in the ancient town, and the tourist souvenirs are almost all from Yiwu, which makes everyone lack of tourism. Experience, it is also difficult to feel the unique charm and uniqueness of the city. In the setting of tourist area projects, it is necessary to fully consider the local ethnic characteristics and cultural characteristics. In the introduction of food stalls, priority should be given to and encourage snack products with local characteristics. These small details actually affect tourists for a city. At the same time, developers of tourist routes should also fully consider the local special resources and urban cultural atmosphere, so that the city gives visitors a unique charm and attraction, rather than the same, see what others have succeeded, and they will follow the cottage. Only in this way can visitors experience the charm of the city and the culture.

In the development and management of smart tourism, in the introduction of equipment and intelligent information construction, while investing in the early stage, we must also consider the laws of naturalization and rigor of the intelligent and tourism industry, recognize the value of cultural tourism, and strengthen the wisdom of tourism and urban tradition. The deep integration of culture and local traditional features will promote the upgrading of the tourism industry and strengthen the local cultural atmosphere.

In short, to create the characteristics of cultural tourism projects, enhance the ability to serve tourists and provide a sense of convenience, to create cultural attractions, in order to enhance the competitiveness of tourist attractions. In the process of building smart cities and smart tourism, it is necessary to truly establish the principle of “customer demand-oriented” to create tourist business cards with tourists' satisfaction and local charm and cultural charm.

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