

Research on the Influence Mechanism of Tourism Consumer Behavior Based on Smart Tourism

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Abstract: The current improvement of people's living standards has effectively changed people's consumption concepts and lifestyles. Tourism has also become one of the important leisure methods that people choose in their leisure time. The development of the tourism industry has become more mature in the current development mode. At the same time, the arrival of the era of smart tourism has prompted consumers to transform their consumption behaviors. People use their mobile terminals and rely on the Internet to arrange their own itineraries. Traditional tourism way has been unable to meet the demand of Xu Weifei for tourism consumers. Therefore, from the perspective of smart tourism generated by the development of network information technology, this paper studies the influence mechanism of tourists' consumption behavior changes, summarizes the current situation of smart tourism and reveals the existing status, and also needs wisdom. Tourism management methods, service methods and marketing channels analyze the influence degree of tourism consumers' consumption behaviors, and summarize their causes, which promotes the theoretical content of smart tourism to be enriched, and ultimately guarantees the smooth tourism industry under the era of smart tourism.

1. Introduction

At present, China's tourism industry is in constant development. As the development of the tourism industry has driven other industries to make forward progress, it has an important role and value in promoting national economic development. However, there are quite a few problems in the current tourism industry, such as poor competition in the tourism industry, low service quality, unsound market order, and major problems in management. The current tourism industry has received the attention of the state and relevant people, and has determined that the future development direction of the tourism industry is mainly combined with modern information technology, transforming traditional tourism into "smart tourism" based on information technology. Effectively bring considerable driving force and booster to the development of the tourism industry. Under this background, the tourism industry has been continuously upgrading its industry. Therefore, it studies the characteristics and laws of consumer behavior machines generated by consumers in tourism, and finds that it is necessary to effectively balance the good supply and consumption behavior of consumer goods. Ultimately, it will effectively promote the smooth development of the tourism industry.

2. Consumer behavior characteristics based on smart tourism

2.1 Enhance the desire to travel and increase the number of trips

At present, due to the emergence of smart tourism, people's willingness to travel has become more active. Since smart tourism relies on Internet technology and allows people to use it through the mobile terminal platform, people can effectively obtain travel information through the Internet, and the accuracy of the obtained travel information is greatly improved, which is also greatly improved.

People's cognition of tourism behavior, and at the same time prompt people to generate more intense travel desires. In addition, due to the development of smart tourism, people get more travel information on the Internet, do a good job in travel strategies, and enhance people's desire to travel, but also greatly increase the number of people traveling, which is also due to the prevalence of mobile terminals. It is the best way to make people discover the best way to travel with the support of the Internet.

2.2 A small increase in the budget of tourism consumers

At present, due to the development of smart tourism, people's travel has become more and more portable and convenient. These two characteristics have led to an increase in the level of consumption. This is because the current tourism consumers are also pursuing fashion and quality, which is also due to the convenience brought by mobile payment, so that people can pay whenever and wherever they have the network, and whether it is in transportation, accommodation and tourism. The consumption of souvenirs has been pursued, further enhancing the travel budget of travel consumers.

2.3 Diversification of travel methods and a reduction in travel distance

The development of smart tourism has prompted people to influence the choice of travel methods. People's main travel methods are trains, high-speed trains or motor trains, and finally airplanes. After the combination of tourism and information technology, the way of smart travel, tourists can make reservations, cancel and exchange tickets on the mobile phone or computer terminal in the way of transportation. This can enhance the tourism consumers' transportation. The convenience of selection, while the sensitivity to the distance of the distance is greatly reduced. At the same time, because mobile phone mobile terminals and computer terminals are linked to the Internet, tourism consumers can obtain travel-related product prices, high-cost tickets, transportation modes, and accommodations, and because mobile terminals can let people carry them, only With the network, you can get the best way to travel in the local area or choose the most suitable means of transportation, which can greatly reduce the time of travel and bring higher spiritual and material enjoyment to the travel consumers.

2.4 The continuous development of personalized self-help travel methods

With the development of smart tourism, people get more travel information through the network for travel destinations, so many people are more inclined to self-help travel. Moreover, due to the continuous diversification of transportation modes, the powerful Internet functions and the popularity of mobile terminals, more tourists are more inclined to choose their own way of traveling, rather than choosing to travel with the group. Through mobile terminals, tourists can find more cost-effective travel products, reservation tickets and accommodations on the Internet, which can be realized through smart tourism and become one of the main trends in the development of tourism consumption in the future.

2.5 Mobile payment and advance booking become one of the main trends of tourism consumption

At present, people are habitually making advance reservations on the Internet before going on a trip. This is because the way of booking online is fast and convenient, and it can effectively arrange travel plans for travel consumers. At the same time, due to the prevalence of mobile payment in mobile phones, people are now more inclined to use mobile phones to pay for travel products in the process of tourism consumption. This has become one of the favorite consumer payment methods for people to make travel consumption. Moreover, in the payment of tourism projects, transportation consumption and visits are the mainstays, followed by accommodation consumption, entertainment consumption and shopping consumption. Most people value the comfort during the journey.

3. The impact mechanism of tourism consumer behavior based on smart tourism

3.1 The impact of travel modes on tourism consumer behavior

Due to the combination of the Internet and tourism, many tourists and consumers will use the Internet to arrange their own travel modes before they travel, so that people's travel modes are diversified, and travel information is also due to the continuous development of the network. In a transparent state, people can get relevant information about tourism in the first time, so that people's desire for self-help travel is getting stronger and stronger, which leads people to tend to arrange travel and travel when they are traveling. route.

3.2 The influence of travel consumers' travel companions and time on consumer behavior

At present, travel consumers generally choose to travel with their peers in the process of travel. Peer travel is the most important choice for travel consumers. In the tourism consumer market, individual consumption has also become one of the main driving forces for tourism consumption. . Different travel time will also affect the consumption behavior of tourism consumers. The travel time of travel consumers is basically concentrated in three days to seven days. During this time period, tourism consumers pay more attention to the experience and feelings during the travel process. It is bound to carry out higher consumption to enhance the comfort of travel and the feeling of travel.

3.3 Impact of tourism destinations and travel demand on consumer behavior of tourism consumers

Since the acquisition of smart tourism information is quite easy, many current travel consumers basically rely on smart tourism for their choice. Basically, the choice of destination consumers in the choice of destination is also the tourist city with shorter travel time around the trip or Attractions, and in the process of travel, the main places for tourists to consume are: accommodation, transportation, tickets, insurance and other services on the road. At present, with the development of information technology, the perfection of smart tourism is constantly improving, but there is still a problem of some information fraud, which makes some consumers' demand for insurance purchases rise greatly, and the existence of smart tourism is provided to tourism consumers. More travel information and access to travel routes and methods. At the same time, people's requirements for personalized and humanized travel services are constantly improving. Therefore, this is also one of the items consumed by tourism consumers. Some people travel for the relaxation of mind and body, and therefore have considerable consumer demand for the quality of services.

4. The countermeasures of the influence mechanism of tourism consumers based on smart tourism

First of all, for consumers to be able to fully grasp the ability to operate the phone. At present, in the development stage of smart tourism, mobile phones have become one of the ways of smart travel information travel and assisted travel. Currently, in the process of traveling, screening and searching for tourism products, information and other product reviews are all required to have a more skilled operation on mobile phones. In addition, it is necessary to be able to pay attention to tourist information through multiple channels. Through the Internet relying on smart tourism, tourism consumers can effectively find a large number of information sources, and can also find other travel consumer evaluations, through these evaluations and information sources to integrate their own travel routes and plans. In addition, with the help of the Internet terminal, you should be prepared for the preparation and strategy of travel in advance, and complete the implementation plan according to the travel strategy, and enjoy this process to further enhance the satisfaction of tourism consumers.

In addition, tourism-related units should be able to seek cooperation, improve the functions of smart tourism, and further enhance the performance of smart tourism. There are more and more consumers traveling at present, and the development of the carrier mobile phone or the computer terminal software of smart tourism further ensures the individualized needs of tourism consumers. At

the same time, it is necessary to be able to strengthen the construction of tourism platforms, to ensure that consumers can directly contact the tourism consumer market, to meet the needs of the entire tourism process on one platform, and at the same time according to the specific conditions of the use of tourism consumers, and according to consumption. The different consumption situations and income levels of the people are used to push the tourism consumption information. At the same time, it is necessary to grasp the consumption needs of different consumer groups, and focus on developing products that consumers need according to consumer demand.

Once again, it is necessary to be able to improve the relevant facilities of the tourism and effectively maintain the network security. The improvement of current tourism-related facilities is a prerequisite for effective development and development of the tourism industry. At the same time, transportation conditions are also very important for the development of the tourism industry. Therefore, it is necessary to effectively construct and improve various transportations. On the agenda, and to be able to improve the logo of the road and the signs within the scenic spot, to ensure the accuracy and real-time update of the transmission of tourism information, but also to ensure the full coverage of signals and networks, while also reducing tourism consumption. The safety hazards of the people and the safety precautions and mechanisms.

In addition, it is necessary to be able to improve the precise positioning service, locate it according to the different positions of the travel consumers through the mobile phone, and then log in to the travel platform, and then be able to discover the catering, accommodation and attractions around the tourist consumers according to the positioning, and at the same time, through positioning Service and map navigation services allow visitors to choose the best travel solution, and effectively improve the efficiency and experience of travel through positioning services and navigation services during the game.

Moreover, enterprises in the tourism industry should be able to update and release the information of tourism in a timely manner, which can effectively enable tourists to obtain relatively complete tourism dynamics in this process, and the relevant scenic spots should be able to make an online communication and consultation platform. It can effectively carry out information interaction before travel consumers travel. Moreover, tourism units and enterprises should be able to effectively enhance tourism services, ensure that personalized tourism can be smoothly implemented among consumers, and enhance consumer satisfaction. And effectively use the social media platform to make full use of it, effectively carry out the publicity and marketing strategy, and enhance its reputation and credibility on the network. Before people travel, they will investigate the destination of the tourism. If the evaluation of the destination is not good or the propaganda strategy is not in place, the travel consumers' desire to travel will be reduced, so the relevant tourism enterprises and units must pass. Comments on websites, apps, social platforms, etc. to promote tourism projects, and enhance the strength of their own tourist attractions, and promote more good reviews on the website, and further create an excellent tourist destination on the Internet.

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