

Research on the strategy for tourism industry upgrading in Yichang based on smart tourism

Zhang Jiangcheng

Hubei Three Gorges Polytechnic, Hubei Yichang, 443000, China

Keywords: smart tourism, Yichang, upgrading

Abstract: Currently, tourism informatization has realized rapid development in our country, while smart tourism is a higher stage. Based on smart tourism, traditional tourism industry can be deeply integrated with multiple industries thus to drive the development of multiple industries. This paper conducts analysis on the current difficulties existed in tourism industry in Yichang and proposes corresponding strategy for tourism industry upgrading in Yichang under the background of smart tourism in order to provide reference for sustainable development of tourism industry in Yichang.

1. Introduction

The Three Gorges Dam and Gezhouba Dam are all located in Yichang, therefore, Yichang is also called as “the capital of hydroelectric power in the world”. Up to now, Yichang has successively launched many key tourism projects and platforms such as tourism market in Three Gorges and Cut-off Garden in Three Gorges in order to promote tourism resources in Yichang to the whole world and expand the tourism channel, besides, it fully considers the difficulties existed in its tourism industry thus to accelerate development of its tourism industry based on smart tourism and promote its tourism industry upgrading.

2. Concept of smart tourism

Smart tourism sources from the fresh noun of “smart planet” which has emerged in recent years, and mainly applies the most advanced technologies in the current era, such as cloud computing, communication network and internet of things, which mainly aims at enhancing tourism industry management and tourist experience thus to develop and stimulate tourism resources in Yichang from a deeper level, integrate the tourism resources in Yichang and provide fresh tourism form for the public.

3. Necessity of tourism industry upgrading in Yichang based on smart tourism

3.1 Provide technical support and platform based on smart tourism

With the rapid development of the society and economy in our country, the tourism industry has presented a better development trend, wherein, the independent tour and personalized tourism has developed fast in recent years, and accordingly people have higher reliance and demand on public tourism information service, such as online booking and smart tourist attraction, as a result, various smart tourism application softwares are born at the right moment. Smart tourism can provide more perfect information technology support and high-application platform for the tourism industry in Yichang thus to realize organic integration of multiple-channel information, connect and drive the upstream enterprises and downstream enterprises in the industrial chain, such as technology development and application involved in travel agency and hotel.

3.2 Integrate tourism and other industries deeply

Developing smart tourism in Yichang makes a little contribution to smart city construction in Yichang. In the smart tourism development process, it can form a sharing mechanism with smart city construction thus to break through the traditional tourism industry situations of system

separation, independent construction and department division, form industrial cluster and realize deeper integration with multiple industries involving medical treatment, hydraulic engineering, public security, society, traffic and education in order to realize mutual benefit and complementary advantage of various industries.

3.3 Promote tourism industry transformation and upgrading in Yichang

Developing smart tourism in Yichang can not only promote tourism industry transformation and upgrading in Yichang but also can provide power and point out correct direction for enhancing its tourism industry level and increasing tourists' satisfaction. Yichang Municipal Party committee and Municipal Government should also make response to the guidance opinions on smart tourism development and formulate corresponding development objective thus to positively promote transformation of Yichang and make certain contribution to smart city construction. Meanwhile, the tourism industry in Yichang should positively develop multiple high-tech means such as tourism marketing, service and tourism enterprise management, administrative management and cloud computing to realize deep integration and innovation thus to complete tourism industry transformation and upgrading in Yichang.

4. Current situation of tourism industry transformation and upgrading in Yichang based on smart tourism and corresponding difficulties

4.1 Development lag of tourism traffic

According to the investigation of the author, there is no direct highway to the Three Gorges Dam, which restricts its development, besides, the width of the main channel in Guanju River, therefore, the buses will face large difficulty in meeting, which has adverse influence on the tourist attraction promotion and development.

4.2 Increase in public management pressure

At the beginning of highway traffic design for the Three Gorges Dam, the car traffic volume reached to 9,000 per day, but since 2017, the car traffic volume has reached to over 8,400 per day. During the period of minor vacations, the car traffic volume will far surpass the upper limit. Especially owing to the national policies of free ticket and openness to social vehicles in recent years, the tourist traffic has far surpassed the maximum bearing capacity of highway and facilities. In addition, many local residents have begun to engage in tourism or related industries in the Three Gorges Dam, however, uneven personnel quality has caused common occurrence of some bad behaviors such as false advertising and forced trade, which has brought continuous pressure to public tourism management in Yichang.

4.3 Insufficiency in tourism resource exploitation

Currently, the tourism in the Three Gorges Dam mainly centers on touring and sightseeing without participation and funniness, which is single in sightseeing contents and products, and fails to present the unique treasure characteristic of the Three Gorges Dam. What's more, there are not enough professional tourism personnel in Guanju River, which causes insufficient development and exploitation in it and its less influence.

4.4 Low “smartness” of tourism industry in Yichang

Since 2015, Yichang has enlarged its investment and policy support to smart city construction according to the requirements of social and economic development, however, it is insufficient in “smart” development owing to its weak economic strength. For example, some tourist attractions are not equipped with electronic ticket sales and perfect WIFI signal coverage, besides, there are few APP, software and WeChat official accounts for publicity of tourism industry in Yichang.

4.5 Lack of supervision and management mechanism for smart tourism construction

Under the background of smart tourism, many visitors will publish their personal feelings and

experiences on the internet, and make feedback to the tourist attractions and travel agency through the internet during the tour period, if the tourists make positive evaluations, it will certainly promote enterprise development, otherwise, it will certainly bring crisis for tourism enterprises and damage the enterprise image seriously. According to the investigation of the author, there are no special feedback management institutions and corresponding management personnel for some websites, platforms and client terminals of Yichang, which causes loopholes in smart tourism of Yichang and untimely answers for questions of tourists.

4.6 Lack of related talents for smart tourism

If it needs to develop smart tourism, it is needed to reserve related talents for smart tourism, who should not only possess professional tourism knowledge and skills but also have certain computer competency. The author finds that few tourism graduates from universities and secondary technical schools work in various-level administrative departments and tourist attractions in Yichang, the intermediate and high class management talents are in shortage. From an overall perspective, the tourism employees lack of professional quality and good service awareness, especially the talents related to cloud computing and internet of things are very few.

5. Countermeasures and suggestions for tourism industry transformation and upgrading in Yichang under the background of smart tourism

5.1 Mobilize multiple powers to strengthen infrastructure construction

The tourism management departments in Yichang should strengthen planning on tourism resources, facilities and layout thus to realize reasonable layout and optimization and avoid disperse development. Moreover, they should enlarge road construction in tourist attractions, provide more policy and capital support, attract multiple powers and more capitals and seek for multiple cooperation to moderate the road traffic pressure.

5.2 Strengthen tourism supervision to eliminate hidden risks

Firstly, the related government departments should strengthen macro control, enlarge security education and inspection and make full use of the technologies such as internet of things and cloud computing to conduct statistics, make feedback, make summary and conduct analysis on corresponding security problems, change the education and inspection mode, form systematic rescue and emergency measures.

Secondly, they should establish security early-warning system based on internet and data analysis, and perfect tourist attraction management system thus to intensify security facility, improve management and rescue equipment maintenance efficiency, enhance work capability and security awareness of related work personnel.

Finally, they should enhance the tourists' awareness in safe sightseeing through the public platform and the internet, prompt the tourists to have sightseeing according to related regulations and systems thus to avoid security accidents.

5.3 Establish the economic circle of smart tourism and promote integrated development of tourism industry in Yichang

Firstly, it is needed to rely on magnates to drive tourism development of surrounding places, form all-for-one tourism development in Yichang, base on smart tourism realize tourism resource integration, moderate the pressure of popular tourist attractions and drive the development of tourism economy in the whole city.

Secondly, it is needed to fully explore the connotation and value of tourist attractions, enlarge smart tourism construction, enhance the level of tourist attractions, integrate the tourism, culture, agriculture and technology through the internet and tourism platform, avoid appearance of homogeneous tourist attractions, and drive integration of tourism industry and other industries in Yichang.

Finally, it is needed to establish public tourism information service system, strengthen smart

tourism informatization infrastructure construction, enhance tourism information content and orthophoria density, drive and promote social and economic development.

5.4 Establish the tourism pattern of Yichang and promote infrastructure informatization transformation based on smart tourism

It should establish the concept of tourism insight, cooperate with surrounding tourism cities and strengthen network information construction, establish big data platform and bases on the overall perspective to lay a good foundation for tourist bus command system, intensify public tourism information service, establish network platforms based on 4G and 5G mobile broadband and internet of things, form more efficient information infrastructure system with security protection thus to realize the development requirements of smart tourism in service, marketing and management, provide more high-quality and comprehensive multiple smart services for tourists, involving online booking, consulting and positioning.

5.5 Establish smart tourism service platform system, realize smartness in tourism marketing, service and management

The related government management departments should positively establish public smart tourism service platform, integrate all tourism resources and related facilities in Yichang, such as hotels, tourist attractions and travel agencies, thus to establish more perfect tourism service platform and provide reference for corporate decision-making and government management.

5.6 Intensify supervision and maintain the benefits of tourists and enterprises

In the smart tourism construction and implementation processes, some problems involving tourist usage and enterprise operation will certainly appear. For instance, QR code is used illegally, which proves that smart tourism supervision faces serious problems, including information security and monitoring, therefore, related government departments should give play to their dominant role to apply mature technologies to obtain feedback information from tourists positively and realize basic work innovation, such as tourist prediction. Meanwhile, they should enhance supervision on informatization level of tourism enterprises, such as application of e-tourism itinerary sub-system, thus to enhance Tourism Quality Supervision Institute's inspection on itinerary of the tourist group and realize online inspection on liability insurance work of travel agency.

Conclusion: In summary, tourism industry transformation and upgrading in Yichang under the background of smart tourism has a long way to go, which relies on multiple participation and common construction of the government and the society. It is needed to persist in the basic guideline of developing smart tourism fully based on infrastructure construction thus to realize tourism industry transformation and upgrading in Yichang and realize sustainable development.

Acknowledgement

Foundation Project: Applied Basic Research Project in Yichang City(A18-302-b06).

References

- [1] Zou Tongqian. Tourism informatization process in China and corresponding prospect [N]. China Tourism News, 2019-06-04 (003).
- [2] Xiao Zhipeng. Analysis on top design for smart tourism city construction--Taking Guiyang as an example [J]. Journal of Tongren University. 2017 (02)
- [3] Hu Xiaoling. Preliminary exploration on smart tourism city construction in Yichang [J]. Tourism Overview (The second half of the month), 2015(11):111-112.