The Intelligent Development of Five Rural Tourist Destinations in Chengdu

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Abstract: Chengdu is the first birthplace of Nongjiale (farm stay) in China. After more than 20 years' development, Chengdu rural tourism has formed a large industrial scale and diversified industrial types. In recent years, with the individual increasing demand of rural tourism, the construction of intelligent tourism villages in Chengdu has started. It has played a certain role to provide more convenient tourism information services and more effective tourism marketing to promote the development of agricultural industry chain and to implement more accurate tourism management, etc. Based on the actual investigation, through the empirical analysis of the present situation of the intelligent tourism construction in the five rural tourist destinations around Chengdu, aiming at the weak links of the informatization platform construction of the five tourist destinations, this paper puts forward basic ideas about aspects of the intelligent service, intelligent management and intelligent marketing optimization and upgrading of the rural tourism in Chengdu.

In 1987, Chengdu became the first birthplace of Nongjiale in China. In 2004, Chengdu owned the first national 4A class rural tourism scenic spot, San Sheng Flower Township Scenic spot. In 2017, Chengdu's rural tourism income was 32.77 billion yuan, which is 10.8 percent of the 303.342 billion yuan of Chengdu's 2017 tourism income. With the arrival of the mass tourism age, facing the multi-billion-level national leisure tourism market, Chengdu should vigorously promote the construction of intelligent tourism villages, enhance the level of rural tourism intelligent service, management and marketing, and adapt to the demand of individualized consumption of tourism, promote the upgrading of rural tourism supply mode.

1. Concept of Intelligent Rural Tourism

Intelligent tourism rural concept is a new concept put forward by our government in practice. In 2015, the General Office of the State Council issued Views on further Promotion of Tourism Investment and consumption, in which a clear call was made to focus on building public services such as information networks and the construction of public service facilities, pointing out that by 2020, 10,000 intelligent tourist villages will be built across the country.

On the whole, the academic research on intelligent tourism countryside lags behind practice. In

CNKI literature database, the theme words of "Intelligent Tourism Village" are input.,There are 140 related documents since 2015. There are different expressions in concept, such as "Intelligent Tourism Village", "Village Intelligent Tourism", "Intelligent Village Tourism" and so on. Many scholars agree that "Intelligent Tourism Countryside" is a new type of rural tourism mode after the effective grafting of the new technology used in the operation of intelligent tourism to rural tourism. It is a brand new upgrade to the future development of rural tourism [1]. However, some scholars hold different views that "Intelligent Tourism Villages" can in fact not be counted as tourism forms." Instead, the technology is embedded in the tourism rural industry to achieve the perfect integration of tourism information infrastructure and highly integrated tourism infrastructure "[2].

At present, there is no one consensus on the definition of intelligent tourism in academic circles, but it is generally believed that intelligent tourism is not a simple equivalent to tourism informatization. But only tourism informatization with serving tourists as the core is the intelligent tourism. From the technical aspect, the intelligent tourism, with the help of information technology and network platform, realizes the integration, optimization and promotion of the whole process, the whole space, the whole medium, the whole related interest groups in the whole tourism activity process. It has truly achieved information services of co-construction and sharing, a real-time interaction, a high-efficient use. From the aspect of application, intelligent tourism has three application objectives: one is to provide tourists with more convenient and intelligent tourism information service and experience, the other is to provide a more efficient and intelligent information management platform for industry management. The third is to promote the integration and utilization of tourism resources, and to create a high quality and high satisfaction system of new tourism products and tourist destination services [3].

According to the above analysis and understanding of the connotation of intelligent tourism, this paper thinks that the intelligent tourism countryside is the rural tourism development around the servicing tourists as the core goal. Through the internet, internet of things, cloud computing, big data, artificial intelligence and the other new generation of information technology, it creates intelligent service, marketing, management and experience system with high conveniences, high qualities and high satisfactions, and develops a batch of new products and new forms based on new technology to promote the transformation and development of rural tourism.

2. Present Situations and Problems of Intelligent Tourism Village Construction in Chengdu

On the whole, the development of rural tourism in Chengdu is still affected by geographical environments, infrastructure and culture. Its development is relatively slow. It is urgent to break the bottleneck of rural tourism development through information technology, intelligent service, marketing and management.

2.1 The Current Situation of Construction

Through survey and mapping of rural tourism in five counties of Jinjiang District, Longquanyi District, Qionglai City, Pujiang County and Pixian County in Chengdu City, we selected San Sheng Hua Township, Longquan Peach Blossom Hometown, Chinese Winery and Pixian Agricultural Science Village in Pixian, the five typical rural tourist sites village as the research object. It adopts methods of network data collection and telephone interview investigations. launching comprehensive investigations of intelligence construction level (table 1), Sina Weibo use survey (table 2), information systems and infrastructure constructions survey (table 3).

Table 1: In the survey of network data, only Longquan Peach Blossom hometown has fully built its official website, WeChat, Sina Weibo, APP, the online booking service, and has carried out

cooperation with Meituan and Ctrip;and Chinese Winery, Pujiang Mingyue Village, Pixian Agricultural Scientific Village construction have built five among them. In the telephone interview survey, the five tourist destinations did not complete the intelligent construction. In contrast, only Sansheng Flower Township and the Chinese Winery network are consistent with telephone interviews.

Table 1. Comprehensive Questionnaire on Intelligent Construction of Five Rural Tourist Destinations

Data collection mode	view spot	official website	Wechat	Sina Weibo	APP	Online reservation	Cooperation with tourism enterprises to carry out website promotion (Meituan, Ctrip)
Network telephone	Sansheng Flower Township	Built	Built	Not Built	Not Built	Built	Cooperation
Network telephone	Longquan Peach Blossom Hometown	Built	Built	Built	Built Not Built	Built	Cooperation
Network telephone	Chinese Winery	Built	Built	Built	Not Built	Built	Cooperation
Network telephone	Pujiang Mingyue Village	Built	Built	Built	Not Built	Built	Cooperation
Network telephone	Pixian Agricultural Science Village	Built	Not Built	Built	Built Not clear	Built	Cooperation

Data sources: Web collection and telephone interviews

Table 2 The investigation shows: Longquan Peach Blossom Hometown, Chinese Winery and Pixian Agricultural Scientific Village have built Sina Weibo. Till September 25, 2017, only Longquan Peach Blossom Hometown is still updating Weibo. According to the survey, the number of fans of Longquan Peach Blossom Hometown is 4.7 times of Pixian's Agricultural Scientific Village, and its number of news released is 56 times of Pixian's Agricultural Scientific Village.

Table 2. Sina Weibo Questionnaire of Five Rural Tourist Destinations

view spot	Fans	Micro-blog release (article)	Weibo start time	Weibo as at release time	Operating Unit
Sansheng Flower Township	Not Built	Not Built	Not Built	Not Built	Not Built
Longquan Peach Blossom Hometown	2862	5302	2011.12.01	2017.9.20	The Hometown of Peach Blossoms in Longquanyi District, Chengdu
Chinese Winery	1165	230	2013.10.16	2015.8.14	Chengdu Da Liang catering culture Co., Ltd.
Pujiang Mingyue Village	Not Built	Not Built	Not Built	Not Built	Not Built
Pixian Agricultural Science Village	609	94	2011.12.18	2014.2.20	Pixian Agricultural Science Village Scenic Area Administration Bureau

Source: Sina Weibo data as of September 25, 2017

Table 3 Except Longquan Peach Blossom Hometown, the operation management, consultation management and emergency management system construction of the other four tourist destinations

are not perfect. The infrastructure construction of toilets and parking lots at five tourist destinations has been completed. Longquan Peach Blossom Hometown and Pixian Agricultural Scientific Village have been fully covered by WiFi, and the remaining three tourist sites only built it in the tourist center. The five touch-screen sites of tour guides have been completed in five tourist destinations,, but the screen of Pujiang Mingyue Village has been damaged.

Table 3. Questionnaire on Information Systems and Infrastructure Constructions of five Rural Tourist Destinations

view spot	Tourism Operation Management system, Tourism Service Consulting Information Management system,Tourism Emergency Safety Management system	Tourist toilet	parking lot	Wifi construction	Scenic touch screen
Sansheng Flower Township	Partial construction	Built	Built	Tourist centre has been built	Built,
Longquan Peach Blossom Hometown	Built	Built	Built	Built	Built,
Chinese Winery	Partial construction	Built	Built	Tourist centre has been built Some scenic spots have been built	Built,
Pujiang Mingyue Village	Partial construction	Built	Built	Tourist centre has been built Some scenic spots have been built	Built, damaged
Pixian Agricultural Science Village	Partial construction	Built	Built	Built,	Built,

Data Source: Telephone Interviews

2.2 Mainly-existent Problems

2.2.1 The Imperfect Construction of Information Service Facilities

In 2017, the number of self-drive and self-guide tours in Chengdu accounted for more than 60 percent of the total number of tourists, which puts forward a higher request for the convenience of the rural tourist destination service facilities. Although all five tourist sites have constructed parking lots and tourist latrines, only the Peach Blossom Hometown has a comprehensive operating management, consulting management and emergency safety management system (Table 3). Even though all the tourist centers of five tourist destinations have free WiFi, but the speed of the network is slow. And the information between the tourist destinations and tourists is not smooth during the peak period of the tourist season, it results in the weak function of the distributed transfer regulation function of tourism vehicle, the long queue of tourists waiting for toilets and other problems seriously affect the experience and satisfaction of tourists.

2.2.2 The Imperfect Construction of New media and the Single Means of Marketing Promotion

The new media platform of diversification and digitization influences the content and way of travel. Of the five tourist destinations, only Peach Blossom Hometown has fully built the official website, WeChat, Sina Weibo and APP. Peach Blossom Hometown, Chinese Winery and Agricultural Scientific Village have the Sina Weibo account, and it is run by the scenic management department. In the daily management, developing the website, Weibo and WeChat soft text promotion, but the means are single. The content of Weibo releases mostly a reprint and pictures. Its attraction to the user is small, the marketing effect is weak. Currently, Chinese Wineries and Agricultural Scientific Villages have stopped updating Weibo (Table 2).

2.2.3 The Major Trend of Mobile Payments with Backward Rural tourism Products and Services

According to the 41st statistics of China Internet Network Information Center, till December 2017, the number of mobile phone users in China reached 753 million, accounting for 97.5 percent, the consumer using the mobile end to pay the expense has become the big trend.

All five tourist destinations can be booked online at Meituan and Ctrip, including booking hotels and travel routes (see table 1). But the online services of tourist destination are small in quantity and low in quality. It can not meet the personalized needs of tourists.

2.2.4 Poor Information Management of Rural Tourism Sites, and the Lower Quality of Tourism Talents

With the increasing number of rural tourists in Chengdu, higher requirements are put forward for the office automation, internal and spatial management process of rural tourism sites. In daily management, there are problems in the five tourist destinations, such as information release is not timely, staff members' professional knowledge is not solid. For example, the function of the official website of Peach Blossom Hometown is not complete, the information is not updated in time, and the construction of APP in Agricultural Scientific Village, telephone results are inconsistent with network survey. At the same time, when the tourist destination is confronted with unexpected events, it is easy to be inadequate staffing, and it does not deal with the emergency in time.

3. Promoting Countermeasures of Intelligent Tourism Countryside in Chengdu

3.1 Strengthen the Construction of Rural Informatization Infrastructure

First, the government should lead the acceleration of broadband, optical fiber, communication base stations and other network constructions in rural areas. It provides the basis for the collection and distribution of information on PC end and mobile end, and provides feasibility for tourists to obtain information, choose products, services and payment methods.

The second is it takes the aid of a new generation of information technology, such as internet, internet of things, cloud computing, large data, artificial intelligence and other new information technologies, to accelerate the construction of rural information collection and distribution system. It will realize the integration of information collection, processing and release. An emphasis should be placed on strengthening the construction of information collection systems such as humanistic information resources, rural products and market demands.

Third, it establishes the efficient operation mechanism to ensure the promotion of rural

information base. It will establish departmental collaborations, the government, rural enterprises and telecom departments at all levels should provide funds, hardware, software and technical support for rural informatization to realize resource sharing.

3.2 Strengthen the Application of New Media and Technology in the Marketing Strategy of Rural Informatization

When developing new media marketing, Chengdu rural tourism outsourcing business is easy to appear the problems of form batch and a low degree of innovation. In order to reduce the occurrence of these problems, tourist destinations should be more suitable for mobile interaction on content aggregation platforms such as official websites; original high quality content should be promoted as well as user promotion on integrated media clients such as APP; and on WeChat, Weibo and other interactive platforms to build a core original productivity to retain users. At the same time, it strengthens cooperation with Sina, Tencent and other well-known large-scale portal websites to enhance the visibility of tourist destinations. Introducing new technologies such as VR, wearable and holographic images, through interactive experience games, it mobilizes tourists participation is also a new bright spot of intelligent tourism rural marketing promotion.

3.3 Promote the Construction of Information Platform and Speed up the Construction Process of Intelligent Tourism Countryside

First, the construction of rural tourism intelligent service system. It realizes the online services of such as consulting services, booking services, the navigation guide, service comments, etc., and it provides a convenient payment method for tourists by opening such as WeChat, Alipay and other large domestic electronic payment channels.

Second, the construction of rural tourism management system. Through the network channel, it realizes the product network marketing, unifying the big data analysis and finding the tourist behavior and the demand correlation. It takes tourism products, prices, management, channels and sales operations in one. It has reduced costs, achieved product marketing and management efficiency maximization.

Third, construction of rural tourism emergency safety management system. Relying on Sichuan tourism emergency management system , docking related data interface , avoiding repeated construction , building entrance guard and parking system , improving the efficiency of tourist entering park and improving vehicle centralized management means ;Install the camera to realize real - time supervision and ensure the safety and order of tourists and scenic spots in the busy season .

3.4 A Preliminary Formulation of "Chengdu Intelligent Tourism Countryside Construction Standards"

Starting from the actual conditions of Chengdu's rural tourism ecology, business format and literature, and referring to the developed areas of coastal cities and intelligent tourist villages, the government has taken the lead in formulating the Chengdu Intelligent Tourism Rural Construction Standards, including the system, the path construction and basic standards of hardware and software.

We will strengthen the building of intelligent tourism talents in rural areas. Develop the professional knowledge training of Tourism Law, send out personnel to learn management experience, import high-quality tourism management personnel and so on.

4. Conclusion

Chengdu, as the birthplace of Nongjiale, had the prime development Location ambiguity and a fast development. Since the development of over 20 years, there gradually appear high homogeneity, single tourism products, a low grade, a slow market operation and other characteristics.

In the future, the development of rural tourism in Chengdu should take serving tourists as the core, with the help of the internet, internet of things, cloud computing, big data, artificial intelligence and other new generation information technology. It promotes the transformation and upgrading of rural tourism, so as to facilitate tourism services, industry supervision and marketing promotion innovations. It improves the quality of rural tourism, ensures the sustainable development of rural tourism in Chengdu, and finally realizes the construction of intelligent tourism villages.

Acknowledgments

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