

On the Development Path of Hangzhou Urban Tourism under the Background of Modern History

Hongqing Tang

School of Tourism in Hangzhou Polytechnic (Hzpt), Hangzhou, 311402, China

Tanglvyou321@163.com

Keywords: Global Tourism, Tourists, Hangzhou, Path

Abstract: in the Context of Intelligent Tourism, All Kinds of Mobile Terminals and Intelligent Devices Play an Important Role in the Process of Tourism and Improve the Experience of Tourism. as a Pilot City of Smart Tourism, Hangzhou Actively Explores the Integration Path of Smart Tourism and Global Tourism, Enhances Tourism Experience, and Realizes Transformation and Upgrading. the Global Development of Hangzhou Tourism Consumption Experience Must Be Managed Online and Offline to Ensure the Timely Disclosure of Tourism Information. Explore a Shared Tourism Model.

1. Introduction

On February 15, At the National Tourism Conference, the Development of World Tourism Was Promoted for the First Time, Which Greatly Affected the Development of Tourism Industry and Gradually Formed the Concept of Tourism[1]. in the 2017 Government Report, Premier Li Keqiang Said, “It is Necessary to Improve Tourism Facilities and Services and Actively Develop Rural, Leisure and Global Tourism.”

The Development of Global Tourism is a New Concept of the Transformation and Innovation of Tourism Development Mode, the Realization of Coordination, Green and Open, and the Development of Tourism Industry. the Basic Characteristics of Global Tourism Service Are the Service Coverage and the Whole Process of Tourists' Consumption Experience. Improving the Function of Tourism Service is to Create a Good Consumption Environment for Tourists and the Ultimate Goal of Globalization of Tourism Consumption Experience. from the Perspective of the Current Development of Global Tourism, Although Good Results Have Been Achieved, on the Whole, Tourists Have Not Done Enough to Gain Comprehensive Experience and Improve Experience[2]. Hangzhou is One of the First Batch of “15 Best Tourist Cities” Released by the United Nations World Tourism Organization and World Famous Tourist Attractions. in Recent Years, with the Rise of Intelligent Tourism, Hangzhou Aims to Improve the Comprehensive Experience of Tourism, Integrate Resources, Expand Tourism Products and Guide Tourism. in the Context of Smart Tourism, the Development of Hangzhou's Global Tourism and the Promotion of the Globalization of Tourism Experience Are of Great Significance to Other Tourism Cities.

2. The Current Situation of Tourism Consumption Experience in Hangzhou

2.1 Integrate Resources to Form a Rich and Diverse Tourism Resource Information Base

In order to realize the globalization of tourist consumption experience, tourism resources are the basis. The consortium covers all aspects of food, accommodation, tourism and entertainment. Hangzhou pays attention to human and natural landscape, highlights its uniqueness, and constructs the central city tourist attractions around the three core blocks of West Lake, Xianxi and canal[3]. The resources in the outskirts and the excavation of four cities in the west, three rivers and one lake in the tourism development axis, are the development zones for the establishment of seven important layouts, forming a variety of product systems in tourism, competition, exhibition and leisure travel. With the support of huge tourism demand, in order to ensure tourism facilities, hotels

and 77 meals in Hangzhou above 9 are mainly natural animal and plant industries, so hotels and meals of both sides are mainly natural animal and plant industries. Tourists provide a variety of choices, rich world-class tourism charm and fit. Aviation, high-speed railway, expressway, subway, BRT, water bus, public bicycle, shared bicycle and other comprehensive and convenient transportation systems inside and outside the city ensure the sustainability of tourists' overall tourism experience. Hangzhou's various high, middle and low-level shopping centers, unique commodity markets and special locations have become important consumption destinations for Hangzhou tourists. “

2.2 The Government Builds a Tourism Data Application Platform to Guide Tourists to Experience

Before and during the travel, it has become a travel standard for asking questions about travel information and ordering travel products through various online travel platforms. However, online tourism platform basically adopts business operation mode[4]. The recommended recreational facilities are mainly general paid tourist attractions, and the recommended accommodation facilities are mainly commercial cooperative units. Visitors can order products on the online platform. If you want to experience in-depth sightseeing, it's impossible. Hangzhou enjoys convenient transportation, and the proportion of free tourists to Hangzhou is growing, 80% of the tourists are “post-80s” and younger generation. Tourists can travel freely, freely, autonomously and freely, and can choose to travel freely, so as to play by chance and experience tourist attractions in depth. Therefore, Hangzhou Municipal Tourism Committee shares the application of big data of surrounding tourism in the open, promotes the “Hangzhou Tourism” intelligent application, officially launches the “Hangzhou” wechat platform, and provides tourists suitable for mobile phones with tour guide visits in order to adapt. Comfortable and inclusive Hangzhou.



Fig.1 Number of Tourists in Hangzhou

“Hangzhou smart tourism” app is a comprehensive software to introduce Hangzhou. It has six functional parts: Hangzhou style, tourism guide, happy Hangzhou, tourism information, tourism planning, tourism tools. Compared with other similar software, “Hangzhou smart tourism” app has the following characteristics: first, the globalization of tourist attractions is not limited to hot spots, it deeply excavates the tourism resources of Hangzhou. Tourists are allowed to experience regular tourist routes in Hangzhou and encourage in-depth tourism, which not only extends the living time of tourists in one place, but also plays a good role in the transfer of tourists[5]. Second, integrate all kinds of tourism infrastructure information in Hangzhou. Tourists can investigate all kinds of tourism related information. Even if they want to go to the bathroom, they can use the app to see the most commonly used toilets for tourists. Third, Hangzhou tourism information will be updated in a timely manner, so that tourists can maintain the new development momentum of Hangzhou tourism and make tourism decisions. Fourth, according to the travel time, traffic and travel type of tourists, set the travel plan function, and make personalized self guided travel.

The official wechat platform of “in Hangzhou” is the official wechat of Hangzhou tourism. It recommends the latest tourism and leisure products from the top 10 potential industries in Hangzhou. This is a portable guide, covering all aspects of shopping and entertainment in Hangzhou. Wechat platform now has three main menus. “Hangzhou Tourism” intelligent

application and comparison, similarly, wechat platform also has a variety of information has always been displayed in all directions of personalization and function, the difference of Hangzhou “tourism I” intelligent voice consultation is for the statistical information function of tourism data, with wechat platform, is a public statistical result of various Hangzhou tourism data. In addition, wechat platform also includes Hangzhou tourism data online applet. Citizens can see the number of real-time tourists in a day and the comfort of real-time tourist attractions in that day. Combined with search ranking, they can better plan your travel time and itinerary to avoid peak hours and regions and improve the comfort of their travel experience. Similarly, tourists can make personalized itinerary according to their personal needs.

2.3 All Parties Cooperate to Improve the Network Service Guarantee

Now, the mobile phone has been closely connected to all aspects of people's life, people can enjoy a place with a mobile phone. In Hangzhou, food, accommodation, tourism and entertainment can be paid by mobile phone[6]. Tourists can basically use Hangzhou to enjoy it. In the process of tourism, tourists take photos slowly, which becomes the routine of walking, watching and walking. During the “11th Golden Week” in 2017, the average traffic volume of China Mobile 4G in the West Lake scenic spot increased by more than 207% compared with the normal day, 223% higher than that in 2016. In order to let the tourists freely travel in the Internet ocean, the network cost and network speed of scenic spots are the key. The “speed increase and cost reduction” of the regulatory authorities of electric communication plays an active role in promoting “mobile travel”. At the same time, in order to do a good job in the golden week emergency protection plan of major tourist attractions, telecom operators cooperated with Hangzhou municipal government and relevant departments of scenic spot management agents. Bus stops and other transport hubs and commercial centers. The area's base station, capacity expansion, the implementation of new base station and other sudden increase in baggage handling, visitors can enjoy beautiful scenery and food at peak hours, the West Lake's broken bridge and music fountain as concentrated tourist areas set up emergency vehicles.

3. Countermeasures to Improve the Overall Development of Hangzhou's Tourism Consumption Experience

3.1 Jointly Manage Online and Offline to Ensure Timely Disclosure of Tourism Information

The official wechat platform of Hangzhou, an application program to strengthen the promotion of intelligent tourism information platform, is two very practical intelligent tourism information platforms. When downloading from a variety of software application stores, it is almost not widely recognized and used by Hangzhou citizens and foreign tourists. Hangzhou, the entrance of Hangzhou City, the main traffic circulation center, public transport institutions, various tourist attractions, the main tourism e-commerce trading platform advertising and other two intelligent tourism information platforms are necessary to strengthen the promotion, so people have a detailed understanding of where to travel and the logistics distribution of passengers[6]. At the same time, please consciously use smart means to avoid peak passenger flow.

The virgin volunteer service. It's not enough to rely on scenic area staff to manage scenic areas. Therefore, offline tourism construction, Hangzhou's world-class tourism resources, their training, Hangzhou's two intelligent training tourism information platform need to use your skills. The volunteers in the scenic area are not only the managers of the order of the scenic area. They are also the promoters of global experience in tourism consumption, specialized as tourism consultants for tourists, becoming tourists' understanding and help tourism schedule to reasonably organize and learn Intelligent Tourism tools to use reasonable guides for tourists, as well as supporting offline tourists.

3.2 Integrate Tourism Resources and Improve the Service Function of Intelligent Tourism Information Platform

In the context of multi-channel exploration and comprehensive global tourism of Hangzhou tourism resources, tourism is attractive. Resources that can be used to develop and produce value can become tourism resources. After 10 years of exploration and the implementation of global tourism, Hangzhou has made great achievements in tourism infrastructure construction, tourism resources development, protection and repair[7]. One street, one lane, one room, one river, one yard, one museum, one thing. It may be a scene, but many high-quality tourism resources are unknown. Therefore, from the point of view of the incompleteness and imperfection of the tourism resources in the tourism resources database, we should strengthen the construction of the tourism resources database and diversify the tourism resources. Hangzhou has the Hangzhou tourism resources library. In addition to a special tourism research team, government agencies can also mobilize non-governmental forces to participate in the construction of tourism resource pool. At the same time, through relevant scientific research projects and social public welfare projects, let the school teachers and students actively participate. In addition, it is necessary to combine tourism resources and design diversified multi-functional tourism routes for independent tourists. For example, by category, the blocks of brocade tour, parent-child tour, natural landscape tour, spring, summer, autumn, winter four seasons tour, celebrity hunting tour, Hangzhou night tour, Hangzhou food tour, Hangzhou g tour 20 summit tour, famous schools, characteristic street tour, etc. are West Lake Southeast, southbound Tour, canal plate tour and plate riverside tour, etc., which are divided into free tourists More choices are provided. Not only that, the tourism schedule is not only rich, but also to a certain extent to achieve the purpose of circuitous tourists.

The increase of technology investment and the improvement of service level of intelligent tourism information platform are the general trend of tourism development in the future[8]. Therefore, the government should increase technology investment and improve the service level of the two intelligent tourism information platforms. One is the information exchange between the content of tourism information database and the information disclosure of two intelligent tourism information platforms. Second, improve the function of intelligent circuit planning based on resource infrastructure. The parameter setting of route planning should be practiced to ensure the recommended route according to the needs of tourists. For example, a simple travel time, a good resource type and tourism mode, coupled with geographical blocking, the number of tourists, the parameters of tourism traffic and the avoidance of congestion are intelligent tourism information platforms, and the permission to make better use of knowledge navigation can be set. Third, with the continuous progress of the construction of Hangzhou intelligent tourist attractions, the intelligence level of some major tourist attractions is also improving. In order to maximize the use of resources and simplify the channels for tourists to receive tourism information, two intelligent tourism information platforms and tourism links are provided. The independent network information platform of scenic area realizes the communication and complementation of information, so that one platform can complete the query of resource information in different fields. Fourth, the lack of function of language service platform, in order to solve the problem of function development of government agencies, intelligent voice guide, scenery self-help voice guide tools and other language services, the organization of technical force must be. Tourists can feel it automatically when they go to the important scenic spots. At the same time, providing voice interpretation can also reduce the service pressure of voice translation in tourist attractions to a certain extent. Fifthly, add additional explanations in English and other languages to attract foreign language tourists, realize the globalization of foreign tourists' tourism consumption experience, and promote the construction of international tourism cities.

3.3 Establish Mutual Assistance Mechanism between Residents and Tourists and Explore Sharing Tourism Mode

In the information age, tourists and tourists can choose their favorite tourist destinations or hotels, and travel directly at the tourist service station for free, self-sufficiency and appointment[9]. Warm

up. When they are here, people like detailed sightseeing tours and take part in the life of local people. The residents of the destination are the most familiar with the local tourist attractions, tourist attractions and various folk customs. Tourists can reasonably arrange local outings and try to avoid peak periods and hot spots. Foreign tourists can pair up with local residents, and if they are employed as tour guides, they can get the most authentic tourist experience. With the development of sharing economy, sharing tourism appears quietly. Now, sharing tourism is still under investigation. Problems such as inadequate management and supervision bring certain risks to the sharing tourism. However, in the context of intelligent tourism, the trend of globalization of tourism experience will be strengthened, and the new development will become sharing tourism. To this end, the government agencies, as a platform for mutual support of residents and tourists, actively formulate and build information to meet the needs of both sides, supply and demand protection programs, build integrated areas, relevant tourism policies and restrictions, and continue to improve. We need to adjust the surplus, reduce transaction costs and improve the security of shared travel.

4. Conclusion

In the background of “network +” and “tourism +” era, the national pilots of Hangzhou and intelligent tourism, as the passing song and tour experience of the integration of urban active Intelligent Tourism and global tourism, strengthen the realization of transformation and upgrading of existing tourism. The Intelligent Tourism ratio, the systematic and centralized sharing and effective use of Hangzhou's tourism and social resources, and the promotion of the upgrading of service industry and infrastructure, the improvement of Hangzhou's overall viewing level, enable the development and Realization of Hangzhou's tourism industry. In the context of smart tourism, global tourism can not only enhance the consumption experience of foreign tourists, but also enrich the life of Hangzhou people.

References

- [1] Yin, Z., Luo, W., University, H.N., et al. (2018). Empirical Analysis of the Relationship among Tourists' Urban Perception of Nontourism Aspects, Tourist Satisfaction and Loyalty: Taking Changsha as an Example.
- [2] Cheng, Zhanhong., Cheng, Jinhong., Zhang, Aojia. (2018). Study on Tourists' Cognition of Low-carbon Tourism and the Impacting Factors in the Wutai Mountain Scenic Area. Tourism Tribune.
- [3] Pongwiritton, R., Pakvipas, P., Chiang. (2017). Mai's identity that influence traveling of Thai tourists in Chiang Mai tourism promotion.
- [4] Pongwiritton, R., Pakvipas, P. (2017). Chiang Mai's identity that influence traveling of Thai tourists in Chiang Mai tourism promotion.
- [5] Aisling, Campbell, Force., David, Manuel-Navarrete., Karina, Benessaiah. (2017). Tourism and transitions toward sustainability: Developing tourists' pro-sustainability agency. Sustainability Science, vol. 13, no. 2, pp. 1-15.
- [6] Girish, Prayag., Wantanee, Suntikul., Elizabeth, Agyeiwaah. (2018). Domestic tourists to Elmina Castle, Ghana: motivation, tourism impacts, place attachment, and satisfaction. Journal of Sustainable Tourism, no. 8.
- [7] Chee-Hua, Chin., Chee-Ling, Chin., Winnie, Poh-Ming, Wong. (2017). The Implementation of Green Marketing Tools in Rural Tourism: The Readiness of Tourists?. Journal of Hospitality Marketing & Management, no. 1, 1-20.
- [8] Faruk, Ahmed., Ahasanul, Haque., Kalthom, Abdullah. (2017). Customer-Based Brand Equity Model for the Shariah -Compliant Tourism: A Conceptual Model from the Muslim Tourists' Perspective. Journal of Computational & Theoretical Nanoscience, vol. 23, no. 9, pp. 8541-8546.
- [9] Nina, K., Prebensen, Jinghua, Xie. (2017). Efficacy of co-creation and mastering on perceived value and satisfaction in tourists' consumption. Tourism Management, no. 60, pp. 166-176.