

Research on the Integration of "Internet Tourism" Industry in Liaoning Province under Global Tourism

Hong Liu¹, Yan Ji²

¹College of Business Administration, University of Science and technology, Liaoning, China

²College of Applied Technology, University of Science and technology, Liaoning, China

Abstract

This paper explains and demonstrates Liaoning how to comply with the new development mode of the country's overall tourism industry, clearly understand the reality of its own development, and combine various conditions to seek new development direction, so as to realize the innovation and transformation of Liaoning tourism industry under the background of "Internet + tourism" industry integration. Based on the current situation, necessity and significance of tourism industry integration in Liaoning Province, this paper briefly studies the penetration of tourism industry in Liaoning Province under the background of global tourism, and puts forward new ideas for its development.

Keywords

Comprehensive tourism, Industrial Convergence, "Internet+ tourism".

1. Introduction

Internationally Global Tourism is translated as comprehensive tourism. So far, the concept of "global tourism" has not been discussed in foreign countries. However, there are more and more studies on the concepts related to global tourism. Based on the analysis of a series of problems such as the integration of tourism resources in Liaoning Province, combined with the related theories such as "global tourism" and "Internet", this paper tries to put forward how Liaoning Province should realize the organic infiltration and integration of related industries and tourism industries in Liaoning Province in the era of "Internet", and put forward some suggestions for the efficient infiltration and integration of "Internet tourism" in Liaoning Province in the future.

2. Current Situation of Integration of Tourism and Cultural Industry in Liaoning Province

2.1. Analysis of Current Situation of Tourism Industry Integration

Liaoning province is rich in historical and cultural resources., Yangko dance and Er'renzhuang have been active on the historical stage for several years and are still full of vitality. There are many cultural heritages and relics in Liaoning Shenyang imperial palace, Xinle ruins, Qingzhaoling mausoleum, Qingfu mausoleum, QingYongLing Mausoleum, Shitaizi mountain city, the former site of Dalian Guandong hall museum, Xinmingaotaishan ruins., Fushun ruins of Sino-russian war, etc. Tourism resources are also extremely rich Mudan river, Yalu river, phoenix mountain. Dagu mountain, snake island, Jinzhou red bench Benxi water tunnel, Anshan Qianshan, Dalian harbor and so on. Therefore, in terms of cultural and tourism resources and other conditions. Liaoning's own advantages are still huge, and its superior position of resources should not be underestimated. But even so, the current Liaoning province tourism industry in the development is still unable to become the national leader. the

reason is that among many tourist attractions, only a few truly integrate cultural elements into them. Although there are many scenic spots that can be propagandized and constructed, the outstanding features are not bright enough. For tourists, it is the most important thing in the construction and development of tourism resources to have sufficient attraction of resource projects. In addition, among the numerous tourism resources, there are only a few tourist attractions and projects that can be passed on by tourists' word of mouth in terms of popularity and tourist satisfaction, and the word of mouth tourism industry brand with Liaoning characteristics has not yet been formed.

Therefore, it can be seen that the tourism development of Liaoning province is still in a relatively immature stage in the organic integration of tourism industry and cultural elements. On the one hand, while the number of cultural and tourism enterprises in Liaoning province is very much, and most have realized the necessity of the integration between the two industries and particularity, but these companies looking for its only the shallow surface of cooperation in the "how to achieve a win-win goal of further cooperation" that task hasn't reached a consensus on effectively. And "how to culture element bearing into the characteristic of Liaoning tourism projects" section of the research is still a blank. On the other hand, governments at all levels also failed to grasp the basis of policies well and launch some corresponding encouragement policies with lifetimes. The government's consideration and discussion on the integration of cultural elements and tourism industry are still at standstill. The effective integration of culture and tourism resources has not been well implemented.

2.2. Integration of Tourism Industry and Agriculture

Agri-tourism, as its name implies, is a new type of industry in which agriculture and tourism industry realize organic and integrated development according to their own development needs. Because its oneself superimposed a variety of attributes such as society, zoology, economy to advance quickly development once put forward implementation. Liaoning province has formed a certain scale in the development of agricultural tourism and achieved a significant percentage. After the basic development of Peasant Tours, many agricultural tourism scenic spots and tour routes appeared in Liaoning province and were launched, including a series of agricultural tourism projects. In 2004, nine agricultural tourism projects including Shenyang agricultural expo and Dalian JinKe ecological horticulture farm were declared as the first batch of agricultural tourism demonstration sites in China, and all of them were approved. The great honor enables us to feel the great efforts made by the governments at all levels of Liaoning province in agricultural tourism. It also shows that Liaoning province attaches great importance to the organic integration of the two industries, and the degree of integration of the two industries will increase year by year.

2.3. Tourism Industry and Industrial Integration

Industrial tourism, as its name implies, is a new special tourism industry that integrates tourism and industrial industries according to their own development needs. Tourists can deepen their understanding of the process of engineering operation and industrial production and learn relevant scientific knowledge, which can not only meet the basic tourism needs of tourists like food, housing, transportation and tourism, but also meet some spiritual needs of tourists. This integrated, comprehensive new tourism products can provide tourists with knowledge, shopping, sightseeing and other multiple needs. Liaoning province's industrial tourism, combined with their natural advantages, the development is very rapid, now Liaoning province approved industrial tourism demonstration point has more than ten. Among them, Fushun has open-pit coal mine, Fuxin's Haizhou open-pit coal mine and other demonstration sites of industrial tourism have become the backing of the development of industrial tourism in Liaoning province.

2.4. Liaoning Tourism Industry Alliance was Established to Promote Integrated Development

Beautiful Liaoning, and harmony win-win. On April 26, Liaoning tourism industry alliance was formally established in Shenyang. This alliance is a non-corporate tourism alliance organization, which is composed of provincial state-owned tourism group companies, provincial well-known private tourism enterprises, financial investment institutions, brand planning institutions and institutions of higher learning with tourism related majors.

Alliance is a comprehensive, professional and representative non-community tourism alliance organization, aiming at integrating the tourism resources of the whole province, expanding and strengthening the tourism industry of Liaoning province, and promoting the cooperation and development of tourism enterprises in the province.

3. Research on Integrated Development of "Internet + Tourism" Industry in Liaoning Province under Region-Wide Tourism

3.1. Development Status of "Internet + Tourism" in Liaoning Province

3.1.1. Under the Integration of "Internet + Tourism", the Number of e-Tourism Websites Increases Year by Year

In recent years, the number of electronic tourism consulting websites in China is further increasing. It first appeared in 1996. Up to now, thousands of websites with certain tourism consulting ability have appeared in China, and there are more than 400 websites with professional qualities and abilities, some of which started from Liaoning province.

Although the Internet has been involved in the tourism industry for a short time and the penetration of the Internet into the tourism industry has not been thoroughly deepened, its future development still has great potential and momentum. Now, tourism enterprises with the help of electronic tourism consulting website to promote and marketing their own brand and products has become a new means.

3.1.2. E-Tourism Market is Expanding Rapidly

In recent years, China's tourism industry has been developing rapidly, and the economy has been growing rapidly, and the e-tourism market is also expanding its scale at a fast pace according to the trend. According to statistics, the size of China's online travel trading market has been growing steadily and rapidly in 2018.

According to rough statistics, in the first quarter of 2018, the scale of China's online tourism transaction market still exceeded 23.35 billion yuan, with a year-on-year growth rate of 7.1%.

According to the data, its transaction structure is extremely clear, with the best known Tuniu taking the crown with 28.4%. Ctrip and ctrip ranked second and third with 25.0% and 13.4% respectively. The mothers were only second in the race, with 13.1 percent coming in fourth.

At present, China has far surpassed the United States and the United Kingdom to become the world's largest tourism market. In the future, the scale and development space of China's online tourism trading market will expand again and move forward steadily.

3.1.3. Development and Construction of e-Tourism Consulting Website Tends to be Diversified

Nowadays, the development of e-tourism consulting website is in full swing. Its construction and development are diversified.

These e-travel consulting sites can be classified into three functional categories:

The first category: the website provides tourists with comprehensive tourism information, and on this basis, provides tourists with a variety of valuable, cost-effective, high experience of the relevant products, fully meet the needs of tourists. The second category: providing tourists

with unique and attractive information or products. The third category: Support service websites.

3.2. Development Advantage of "Internet+Tourism" Industry Integration in Liaoning Province

As early as 2015, and the development of "Internet+" has been clearly recognized as a national war. Therefore, for traditional tourism, the application of the Internet to participate in the tourism industry, and gradually realize the integration of high degree of conformity is very necessary, the integration of the two will become an important link of the construction and planning of tourism industry in China. The Internet has a powerful promoting role, merging it with tourism industry, forming complementary conditions, which is bound to promote the rapid development of tourism. Under this condition, Liaoning Province should follow the new development model of the whole tourism industry of the country, clearly understand the reality of its own development, actively utilize its own advantages and combine all aspects of conditions to seek new development direction, so as to realize the innovation and transformation of Liaoning tourism industry under the background of "Internet+ tourism" industry integration.

In order to conform to the global development and welcome the complementary promotion of the Internet big data to the tourism industry, China has issued a series of policies and laws and regulations to build and develop the new industry of "Internet tourism" to gradually promote and upgrade the operation and development mode of China's tourism industry. In August 2015, the State Council proposed that we should actively carry out the "Internet tourism" integrated industry. Let China's tourism industry walk in the forefront of the world. In September of the same year, the Tourism Administration of China made it clear that the Internet will become an important carrier for the construction and development of tourism in the future. With the support and assistance of these policies, Liaoning Province actively carried out seminars and complied with the policies. Liaoning Provincial Tourism Administration has said: in order to respond to the call of the state, to build, promote and develop a new tourism industry, it is bound to use the assistance of governments at all levels in the province to use practical actions to improve the disharmonious factors in the tourism network; In addition, in order to ensure the safety and order of the tourism market is not affected by uncertain factors in the network, Liaoning Province will also formulate some rules and regulations to gradually improve the speed of tourism development in the Internet.

Resource advantages in Liaoning Province can be said to have a long history of tourism development, rich in tourism resources, numerous natural landscapes, beautiful scenery, fascinating, people forget to return. At the same time, its minority culture is also booming with the promotion of history. The unique tourism resources with Liaoning characteristics constitute a unique tourist shrine. It can be said that Liaoning Province has its own advantages in terms of culture and tourism resources, and its own resource advantage position should not be underestimated. In the Internet, because all kinds of propaganda information of tourism resources can be displayed intuitively on the user side of tourists, and their ornamental value is fully and intelligently publicized, tourists can quickly learn the relevant tourism information under unknown circumstances. Therefore, the dissemination and assistance of Internet data has greatly enhanced the appreciation and value of these unique tourism landscapes. In addition, the developed information technology is the basic attribute of the Internet, the use of this attribute will give birth to more tourism resources and products to be developed. This will create unprecedented economic support for the development of tourism in Liaoning Province, breeding more space for development.

Compared with the traditional tourism industry information exchange, the information exchange under the background of the Internet era is lower cost and higher efficiency, which

will be the biggest advantage of the healthy development of the tourism industry in Liaoning Province. On the one hand, the application and dissemination of Internet information data can effectively reduce the high cost of transmitting information in the province. In the past industrial chain of Liaoning Province, in order to improve the value of its tourism products and services, most of them rely more on the coordination and cooperation of tourism related departments because there are not too many access channels to information. On the contrary, the Internet is characterized by accurate and rapid dissemination of information, so the use and participation of the Internet can directly and quickly transmit information between enterprises and departments, without the need to consume unnecessary manpower, material resources, financial resources, highly orderly reduction of repeated and invalid links in the industrial chain, thus saving a large number of social capital investment. On the other hand, the application and dissemination of Internet information data can greatly improve the efficiency of information exchange and transmission, and reduce the error of information in the process of multiple transmission. The tourism production and promotion mode in Liaoning Province in the past is extremely complex, with the Internet, this model can be changed, tourists can more conveniently, quickly and efficiently obtain any tourism-related information they want to know in Liaoning Province. Whether it is to search for Liaoning scenic spots, in order to do a good job in advance tourism strategy, or booking tickets and hotels, its efficiency has been greatly improved. For tourism-related enterprises, with the assistance of the Internet, Liaoning tourism in the past traditional business model can be changed and promoted, in the past can only provide offline services one-on-one, tedious and time-consuming, and the combination of the Internet, yes, the current business model for online consumption, offline experience, not only improve the efficiency of services, but also make the services of tourism-related enterprises more targeted.

3.3. Problem of "Internet+Tourism" Industry Integration in Liaoning Province

In the era of Internet data, Liaoning has been following in the footsteps of the country, focusing on the development of "Internet tourism", a new industrial integration industry, actively seeking innovation in the tourism industry, its production, operation and marketing model is being changed imperceptibly, and its reform of tourism information has achieved remarkable results. However, there are still some problems, hindering the pace of its development. .

3.3.1. At Present, the Traditional Tourism Industry Not Fully in Line with the Internet

Under the propaganda and emphasis of our government, the strategy of "Internet" is vigorously carrying forward and developing. Most tourism-related enterprises in the province still have a keen grasp of the market. They can seize this good opportunity to explore new directions and new ideas for the development of online tourism. However, due to the differences in economic conditions between different regions in the province, its development is not balanced, and the advantages and disadvantages of many tourism websites themselves are uneven, so from the overall point of view, it is difficult to ensure its quality and quality. It can be said that the management and development of the tourism network is still in a low tide. In other words, the tourism industry in the province and the Internet have not yet been fully in line with each other. The main reason is that enterprises lack sufficient understanding of Internet tourism, a new industry.

3.3.2. Imperfect and Comprehensive Functions of Tourism Information System

This characteristic determines that tourism information must be multi-faceted and multi-level. Therefore, whether it has a high degree of information processing function and perfect integration function is a necessary standard to evaluate a tourism information system. However, as far as the current form is concerned, the tourism information system of Liaoning Province is not perfect.

On the one hand, in setting up specific information and so on, there are many imperfections in the tourism information system of Liaoning Province. In the process of specific operation, it is not difficult to find that many tourism websites are presented to online tourists, such as the introduction of tourist attractions, travel notes and other very simple information, the structure of the website machine function is very simple, the positioning is very vague, and narrow, it is difficult for tourists to provide multi-level high-end services in many directions, and its services are unitary, for different tourists and different needs, there is no target.

On the other hand, Liaoning Province can provide tourists with tourism information resources sharing service platform is not many. However, it is not easy to establish a tourism information sharing system. First of all, if every enterprise wants to develop steadily, it must have its core competitiveness. Resource sharing means that some of its own resource information should be made public, and it is difficult for enterprises to achieve such a high degree of trust.

Secondly, the tourism industry lacks an effective supervision and management system. Different enterprises attach different importance to the development of information technology, and the means of information processing are also different. Therefore, it is difficult to achieve a clear idea and organize and develop this kind of shared service in the absence of a truly effective system of supervision and management.

3.3.3. Advantages of Low Security of Internet Transactions

It is undeniable that there are also great drawbacks. The Internet environment is open and complex, it is difficult to achieve high-intensity physical supervision, the authenticity of its information is difficult to verify, the personal privacy information of users is easy to divulge, and the security coefficient of transactions is very low. "Internet tourism" realizes the organic integration of the two, then the development of network tourism with the help of the advantages of the Internet, it is inevitable to be restricted by its disadvantages.

In the transactions of the Internet, users inevitably need to fill in a large number of personal privacy information, and these privacy information which should be protected is often easily obtained by the current tourism trading website, and it is also easy to cause widespread disclosure, obtained by other websites or illegal elements, so it is not uncommon for users to disclose information and cause bad effects. So many online users reject online business transactions. Secondly, the low payment safety factor also seriously affects its development, which makes it more difficult for the business on the tourism line. In addition, the authenticity of the information presented on the Internet can not be guaranteed, and it is difficult for users to distinguish whether it is true or false.

The development of "Internet tourism" in Liaoning Province is not strengthened enough, its development is still in its initial stage, and all kinds of protection and supervision mechanisms are still not perfect. Therefore, in the virtual network transactions, it is easy to be exploited by some illegal elements to make improper benefits. In addition, virtual network transactions not only cause trouble to the users of the client, but also cause trouble to the terminal of the tourism website at the same time. This makes it difficult for websites and users to build security trust in each other because of these unstable factors.

3.3.4. Lack of "Internet Tourism" by Tourism Information

Professionals has its own comprehensive attributes, so it also involves many aspects of knowledge, multilevel comprehensive and mixed knowledge, including tourism, geography, astronomy, management, marketing and so on. This puts forward higher requirements for tourism practitioners, first of all, they are required to have a large number of knowledge reserves and become comprehensive talents. Although the tourism education system in Liaoning Province has been continuously constructed and improved in recent years, the quality of employees is also greatly improved, but there is still a serious shortage of special comprehensive talents, and there are still very few professionals who can master all aspects of

tourism business and highly master Internet technology and other multilevel technologies. The shortage of talents seriously hinders the construction and development of network tourism in the province, and also hinders the improvement of the service quality of tourism itself. Without the support of professionals, it is difficult to further build and develop tourism websites, and it will also affect the reputation and reputation of tourism enterprises.

Acknowledgments

Foundation of Liaoning Social Science Planning Foundation in 2018. Project Title: Research on Integration Model of "Internet +Tourism" Industry in Liaoning Province under the Background of Holistic Tourism Destination. Project Number: L18BGL002.

References

- [1] Huang Rui, Zhang Jingjing, Zhang su: The necessity of the integration of cultural industry and tourism industry in Northeast China. *Modern Commercial Industry*, Vol.03 (2018) No.39, p.126-128.
- [2] Liu Lei, Wang Hui: The evaluation of the correlation effect of tourism industry in Liaoning Province and the way to improve it, *Financial Circles (Academic Edition)*, Vol.10 (2015) No.23, p.37-39.
- [3] Wang Hui, Guo Xinxing: Innovation and development strategy of tourism products in Liaoning Province Based on industrial integration -- Taking Agricultural tourism products in Liaoning Province as an example agricultural economy, Vol.10 (2015) No.07, p.71-73.
- [4] Ma qiaohui, Dai Lei: Study on the transformation and upgrading of cross-border integration of tourism industry in Liaoning Province, *Theorists*, Vol.12 (2016) No.07, p.36-43.
- [5] Liu Wenwen, Bao Cailian: Research on Development Strategies of global tourism experience under the background of "Internet +", Vol.10 (2018) No.35, p.43-44.
- [6] Meng lingguo: Research on industrial tourism development in the perspective of global tourism --a literature review and research ideas, *Academic Theory*, Vol.10 (2017) No.307, p.126-128.
- [7] Liu Xin: Study on the development of tourism in Heilongjiang reclamation area. *Farm Economic Management*, Vol.01 (2018) No.37, p.19-26.
- [8] Jiang Zuoming: A study on the Countermeasures of tourism development in Huaibei City. *Journal of Suzhou University*, Vol.11 (2017) No.32, p. 29-34.
- [9] Wang Yanyong: Global tourism needs new thinking, *Tourism Journal*, Vol.12 (2016) No.31, p. 9-11.