The Integration of Tourism Resources of Qinhuangdao in the Whole Area of Tourism OTA Model Study

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Abstract

Through spss method analysis, the traditional travel model has demand deficiencies in tourism model personalization, initiative and novelty. Based on this background, this team uses theoretical innovation, social research and questionnaire analysis to explore the new development mode of Qinhuangdao tourism industry, integrating the tourism resources of Qinhuangdao city based on the concept of all-area tourism, combining with OTA mode to promote the organic integration of regional resources and effectively occupy the mobile Internet entrance. With the high-speed development of 5G technology and the Internet of Things era, giving full play to the role of comprehensive information of the whole area tourism and big data analysis linkage, and drawing on the existing experience of OTA, it will definitely bring greater possibilities to the development of Qinhuangdao tourism industry, while assisting Qinhuangdao's multi-industry recovery development, and providing new ideas for economic recovery in the post-epidemic era.

Keywords

Territorial Tourism; Qinhuangdao; OTA Model; Tourism.

1. Data Analysis

Our group conducted questionnaire survey through two ways: online and offline, offline field research, interview and consultation with some travelers, a total of 300 questionnaires were distributed, 300 valid questionnaires were collected, with a 100% pass rate; online 732 questionnaires were distributed, 689 questionnaires were collected, with a 94.1% pass rate; online and offline 989 questionnaires were collected, with a total pass rate of 95.8%.
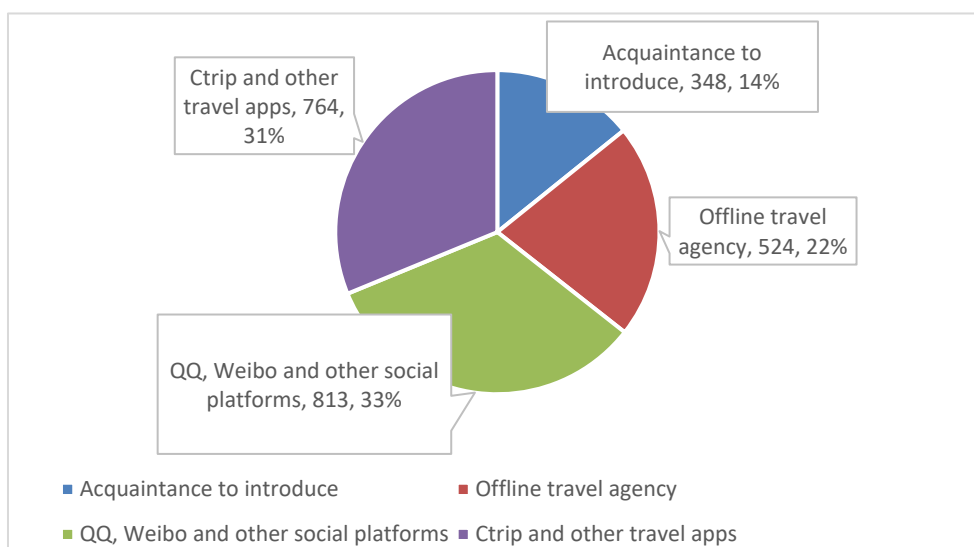

Fig 1. Access to tourism resource information

After collecting the questionnaires, our group consolidated the information. Analyzing the relevant data, we found that nowadays, travelers' access to tourism information is more inclined to the Internet, but only 3.2% of travelers think they can get sufficient information before traveling, and 96.8% of travelers think they have difficulties in obtaining information. For the survey on the convenience of information access for Qinhuangdao travelers, 95.9% of travelers think they are in the middle range, indicating that there is still room for improvement in the integration and provision of tourism information resources in Qinhuangdao, and 71.5% of travelers think there is a need to establish a resource integration platform.

Table 1. Degree of information understanding of tourism resources in Qinhuangdao

Understanding the situation	Data	Percentage of
Basic Understanding	32	3.2%
General information	425	43%
A little understanding	523	52.9%
No understanding at all	9	0.9%

Table 2. Satisfaction with the ease of access to tourism information (1 is dissatisfied, 5 is satisfied)

Satisfaction	Data	Percentage of
1	17	1.7%
2	204	20.6%
3	451	45.6%
4	293	29.7%
5	24	2.4%

Table 3. Travel APP problem analysis (1 is dissatisfied, 5 is satisfied)

Satisfaction / Question	1	2	3	4	5
exaggerated, false propaganda.	6 0.6%	9 0.9%	74 7.5%	359 36.3%	541 54.7%
Missing content	4 0.4%	37 3.7%	146 14.8%	468 47.3%	334 33.8%
Lack of personalized service	13 1.3%	89 9%	414 41.9%	258 26.1%	215 21.7%
Serious homogenization	9 0.9%	43 4.3%	381 38.5%	276 28%	280 28.3%
Low trust in online travel products	22 2.2%	173 17.5%	589 59.6%	159 16%	46 4.7%

Compared with online travel agencies, travelers prefer offline travel agencies. 62% of travelers in our survey prefer offline travel agencies, and only 38% of travelers choose online travel

agencies. According to this situation, our group conducted a research on the problems existing in online travel APPs, and the results are shown in Table 3.
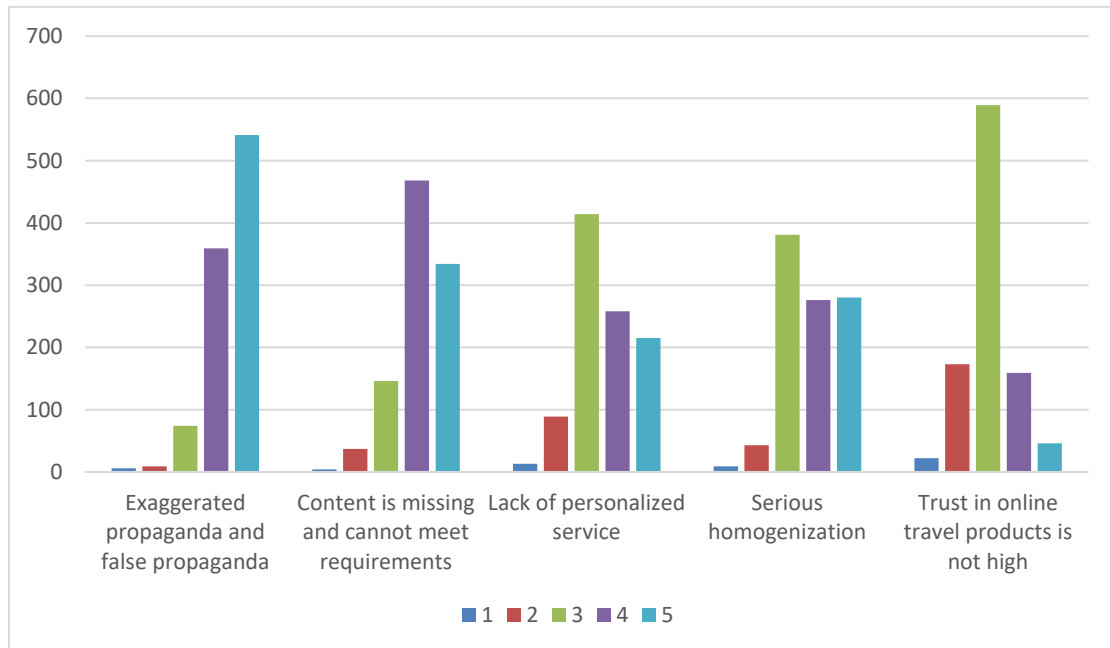
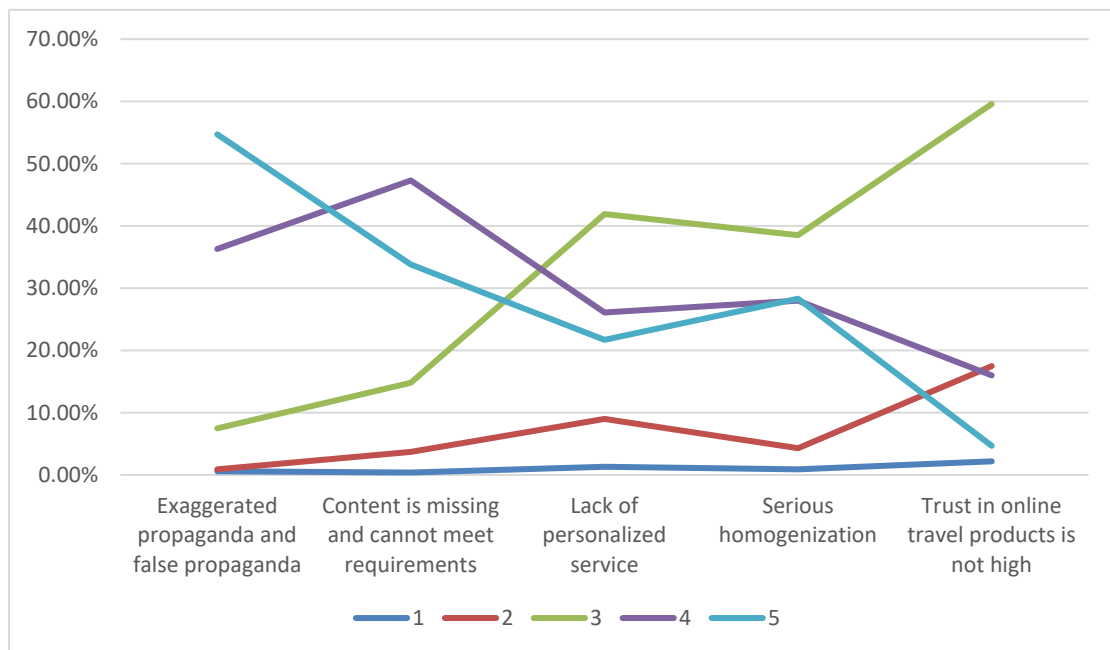**Fig 2**. Problem Analysis Data Chart

Fig 3. Problem Analysis Line Chart

As a result, we arrive at the following questions.

2. Existing Problems

2.1. The New Development of the Whole Area of Tourism is not Enough

There is a dilemma in the development of all-area tourism. Traditional tourist attractions itself resources are more outstanding, has a humanistic color, in fact, belong to their own traffic, such

as Beidaihe of Qinhuangdao, interactive pressure is relatively small at present; while the whole area tourism area is not, part of the tourist area seniority is shallow, not much incentive, still in the groping stage, such as the Shanhaiguan District national whole area tourism demonstration area.

The other problem is the promotional dilemma of scenic spots. According to the current development situation, we must make full use of the "Internet +" model and intelligent terminals for interaction, in order to form a "Netflix catalyst" role, from the national scope to see, the current domestic tourism promotion is still the main way to use external platforms, such as microblogging The main way to promote domestic tourism is still through external platforms, such as microblogging, WeChat public number, etc. However, the release of timely articles, event promotion, spending a lot of money on publicity to obtain traffic - online publicity with preferential means, it seems to achieve short-term traffic, but in fact will not achieve long-term development, and, leaving the dominant power to other subjects, will also lead to the disappearance of their own data assets[1] . In a benign interactive system, the overall solution to where to visit, what to visit, where to stay, what to buy, as well as building a benign interactive platform between customers, government, and businesses, is a pressing problem to be solved.

2.2. How to Break through the OTA Model

Established in the context of the Internet, the OTA industry's competitive landscape is mainly characterized by the dominance of the industry's top brands, including Ctrip, Flying Pig and others in the first tier. In recent years, due to the increasing popularity of various mobile devices, the gradual formation of industry regulations by government departments and the establishment of the online travel industry's own industry operation mechanism, its internal competition has gradually increased.

Continued reliance on the traditional OTA model of hotel catering, airline reservations, and tour transfers cannot continue to promote the continued development of tourism and scenic resource integration. On the one hand, because since the establishment of the first domestic online travel brand Dragon in 1999, the industry has gradually matured and the market competition has become white-hot, the remaining market share is no longer enough to support the entry of new platforms[2] ; on the other hand, online shopping platforms have performed strongly in the field of travel booking, Jingdong has opened airline ticket business, and various hotels and airlines have improved their own direct sales platforms in order to maximize benefits, and Platform commissions are high and do not dominate the market competition, so the importance of exploring and upgrading the OTA model is increasingly prominent.

2.3. Qinhuangdao Tourism Faces a Dilemma

The government of Qinhuangdao has clearly proposed that it will create a whole area tourism pattern with distinctive features and mountains and seas, and take tourism as the basic industry and pillar industry for the development of Qinhuangdao, and connect the high-quality tourism resources of Qinhuangdao in series. Under this background, Qinhuangdao tourism planning system is being improved, the construction of tourism projects is being strongly launched, tourism service facilities are being gradually improved, and the tourism industry is developing rapidly, but potential problems have also been exposed.

First of all, the lack of comprehensive planning, did not form a perfect tourism pattern. At present, tourism resources development, infrastructure construction and supporting services linkage is not scientific and uncoordinated, some scenic spots are overdeveloped, environmental pollution problems are serious; some attractions have been idle, wasting tourism resources. The traffic network between scenic spots is confusing, and the relevant service supporting facilities in scenic spots are relatively backward, which reduces the tourists'

sense of travel experience and adversely affects the overall image of Qinhuangdao. Secondly, a good brand image is not established, the enterprise is only spreading tourism information, which is a low-level marketing means, unable to establish the brand image of Qinhuangdao tourism. Finally, the lack of tourism professionals and backward management system. In the tourism industry of Qinhuangdao, the number of service personnel is very rich, but a simple number cannot meet the needs of today's tourism industry. In fact, there are not many service personnel who really have the professional knowledge and skills to ensure high-quality tourism services. In addition, Qinhuangdao has a perfect mechanism for introducing and training talents, and the training of tourism talents cannot meet the market demand, and the overall quality of practitioners is not high, which becomes one of the obstacles to the sustainable development of tourism.

3. Solution Measures

3.1. The New Development of the Whole Area of Tourism is not Enough

Explore and deepen the OTA model on the basis of the integration of tourism resources in the whole area, and continuously optimize the intelligent tourism service platform. At the level of wisdom service, promote online booking, reservation service, online payment, intelligent tour guide, real-time information pushing and other functions to be constantly improved for the convenience of customers. Docking to the government level, synchronize and follow up the intelligent monitoring functions such as passenger flow monitoring, security monitoring, emergency command, prediction and early warning, and analyze the valuable data assets of the intelligent platform for the purpose of intelligent marketing and data analysis. Strengthen the cooperation between the platform and the government, promote the construction of tourism information infrastructure, open up the vertical, integrated horizontal, and constitute the tourism data complex. Deepen the "Internet + tourism", use emerging technologies and information means such as 5G, artificial intelligence AI, big data, cloud computing, meta-universe and other "new infrastructure" and new technologies to realize digitalized and personalized tourism OTA mode; use VR virtual reality, AR augmented reality, MR mixed reality, etc. AR augmented reality, MR mixed reality and other technological means to give a panoramic new experience of the whole area of tourism, so that tourists can experience tourism activities more clearly, more realistically and more efficiently, enhance the perception and experience of the tourism process, and realize the interaction of online and offline tourism experience[3] , and eventually build Qinhuangdao City into a high-level national smart tourism city.

3.2. New OTA Model Extension

Depending on the growth path and operation model, there are four main types of smart tourism-related business models in China: the traditional travel agency model for online business, the mature online channel and offline store model, the vertical search engine model that emerges using the price comparison model, and the social platform model where users generate their own travel needs[4] .

Based on the advantages and disadvantages of the existing model and the research situation, the following improvement suggestions are made for the transformation and upgrading of the OTA model.

1.Transformation and upgrading of business segments, positive interaction with local scenic spots and harmonious development

Improve the product supply chain. In the major Internet giants have been involved in the traditional business areas such as air ticket booking, hotel booking, OTA industry head brand development mature situation, and then join the market more difficult, and in the composition of the online tourism industry chain, the upstream product supply not only the above-

mentioned parts, but also scenic spots, attractions, etc.. Corresponding to this business, there are such as attraction promotion, personalized travel route planning, etc.

2.Lightweight service platform.

With all kinds of vertical and ultra-fine travel scenes being discovered, especially with the emergence of offline sweeping, offline travel photography and other functions with high frequency of use and lightweight demand, it is difficult for the traditional online travel industry APP to effectively integrate the huge number of segmented scenes and form a fixed scene entrance, which requires a lightweight platform with no download, no installation and use-and-go features to provide services[5] .

3.3. Qinhuangdao Tourism Resources Development

In view of the existing problems in Qinhuangdao's tourism industry, based on full research, the following recommendations are made.

1. Reasonable planning and orderly development of tourism resources

The overall layout and development direction of Qinhuangdao's tourism resources are clearly defined, and on this basis, multi-angle and all-round planning is carried out according to the actual situation. In addition, the development of tourism resources must be moderate and graded to avoid environmental pollution and waste of resources.

2. Strengthen brand building and promotion

On the one hand, concentrate the advantageous resources, create influential and competitive scenic spots, give full play to their radiation-driven role, and drive the development of the surrounding tourism industry[6] ; on the other hand, reasonably use the marketing concept to operate tourism products, use both traditional and emerging types of media to promote Qinhuangdao City tourism, improve the competitiveness of Qinhuangdao tourism, and open up a wide space for the development of Qinhuangdao City tourism.

3. Focus on training tourism talents, improve and perfect the tourism talent market mechanism

Qinhuangdao government and related enterprises should focus on building tourism training bases, gradually building a perfect tourism training system, creating an atmosphere that attaches importance to tourism talents, and establishing a sound mechanism for the introduction, flow and reward of talents.

4. Innovation Points

4.1. Establish a Reasonable Incentive Mechanism and Improve the Supply Chain of Online Tourism Services

The construction of incentive mechanism plays a key role in the stable and coordinated development of tourism service supply chain, which is divided into two main parts[7] .

Mutual incentive between OTA and travelers: Travelers will rate the travel products provided by different OTA platforms as well as the reputation and evaluation of that OTA, which is the incentive from travelers to OTA platforms. In turn, OTAs will provide reverse incentives to travelers in order to improve their reputation level, such as offering discounts, personalized services, etc.

Mutual incentive between OTA and scenic spots: Before cooperating with a scenic spot, OTA will evaluate the reputation and quality of the spot, and then judge whether and how to cooperate with it. In turn, in order to improve their own reputation level and quality, scenic spots will often improve their own conditions, innovate attractions, and put more efforts in receiving tourists, while also giving some reputation feedback to OTAs.

4.2. Increase the Emotional Social Elements

Traditional OTAs only achieve information symmetry between users and enterprises, but do not meet the interoperability between users and users, and only achieve the platform transaction function, while with the transformation of OTA platform business direction, the demand for social segment also comes. Therefore, it is necessary to increase emotional social elements, form a "content + community" form[8] , establish an information distribution center, cultivate a sense of belonging to the group, attract users' participation and improve their stickiness, position the community as a crowd creation platform, provide users with more high-quality tourism products, and promote the renewal of products.

4.3. Lightweight Service Platform

OTA model aims to build a personalized, vertical tourism services characterized by the scene era, the pursuit of effective continuity and matching with people and content, services, advocating the analysis of various types of user data to obtain the user's purchase preferences and targeted travel service recommendations, forming a unique and complete travel network[9] , relying on big data analysis, personalized customization, to recommend to users from the departure to the return journey throughout the most detailed We can recommend the most detailed and suitable travel plan from departure to return. It eliminates the tedious procedures of downloading, installing and collecting information from various APPs, and is ready to go after use.

4.4. Online + Offline Scene Integration

With the development of new media, the concept of online cloud tour and VR experience has long been no stranger, but the online travel industry is naturally dependent on physical space. Users complete consumption decisions online and experience products and services offline. Consumption and experiences conducted offline are not solely aimed at functional satisfaction, but also require the cultural and emotional experiences gained through the cultural communication function that offline spaces have[10] . As a tourism service provider, it is key to improve the link and synergy between online and offline scenes.

Considering the overall development trend of the Internet industry, the demographic dividend and horizontal industrial layout as the characteristics of the Internet wave easing, complemented by the possibility of a massive travel wave after the epidemic, the focus of future Internet traffic development will certainly be offline[11] . The team is planning ahead and intends to better integrate the online and offline scenes, repositioning the Qinhuangdao travel model with the OTA model as the traditional offline advantageous industry, and accelerating the double-barreled promotion of online and offline scenes.

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