Tangshan hot spring resort area “Internet +” experience tour research and development

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Abstract

Internet " +" as a new kinetic energy is an important part of economic development, is an important strategy for China's development in the new period, have a profound impact on all walks of life are. The tourism industry as an important component of the tertiary industry, through Internet “+” connection to achieve internal integration and external resources in order to adapt to the new era of economic development. In this paper, "Internet +" background, describes the resort area "Internet + experience tourism" development practice, discusses the Hot Springs Resort "Internet + experience tourism "development model, and finally to Tangshan hot spring resort area” Internet + experience tour "the development of relevant recommendations.

Keywords: Hot Springs Resort, Internet +, experience tourism, development mode

1. INTRODUCTION

Spa tourism as following the natural scenery, parks, sightseeing after, large Casino and a burgeoning tourism industry, the rapid development, known as "rising sun". "The Internet +" represents the future, is a new way of life, production, or even a trend of social changes. In a recreation of the popular leisure travel demand, driven by hot spring tourism all over the country are entering the development boom (Liu et al., 2015).) Spa tourism through the Internet "+" internal integration can be achieved, and connections to external resources, adapting to the new era of economic development (Weiermair et al., 2006; Yang and Wu, 2017; Qiao and Wang, 2017). "Internet + Tourism experience "is through new technologies, through innovative methods, make the travel experience smoother, high quality.

2. SPA RESORT AREA "INTERNET+EXPERIENCE TOUR" THE PRACTICAL SIGNIFICANCE OF DEVELOPING

2.1 Tourism supply and demand, conducive to spa resort experience in real time with precision docking.

Experience tour is "provides visitors with participatory activities and experience, allowing visitors to feel happy," a way to travel. Tourism experience requires not only information passing between the tourists and visitors, but also between managers and tourist information interactions. "The Internet + experience tour" via the Internet broke through time and geographical constraints, implementation experiences of tourism supply and demand information in real time and accurate docking, can bring to the traditional spa tourism industry information and data and intelligent directional change. "The Internet + experience tour" through cloud computing, big data, mobile Internet and other new technologies to achieve the traditional tourism industry relies on Internet technology, large data platform for data sharing between industry, changed the situation of asymmetric information in the past, tourists through the Internet will be able for the first time with travel information in order to develop the necessary tourism services. Through the "Internet + experience tour” innovative developments, the traditional hot spring tourism industrial structure adjustment, formation based on tourist products, tourism and market-oriented business model, in order to provide consumers with accurate service is beneficial to a hot springs resort experiences of tourism supply and demand in real time and precise docking.

2.2 Contribute to promoting Hot Springs Resort tourist experience product innovation and development.
"The experience economy" is a higher level of service economy, mainly through the creation of personal life experience and business profits, is the agricultural economy, manufacturing economy and service economy after economy (Toffler,1971). Prominent are the people in the economic life in the era of experience economy whether it is created or enjoy, put great emphasis on "experience" satisfaction (Bennett Schmidt, Schmidt, Feng Ling, Qiu Li,2004). In development of tourism products in experience economy era into more targeted experience factors can enhance the market value of the tourist product. "The Internet + experience tour" has not only changed the traditional view of tourism resources and effectively promote the tourism theme, product innovation, these new tourist products, tourism has a better travel experience, faster rate of expansion, are more likely to grow into new economic growth point of tourism. "The Internet + experience tour" contribute to homeopathy and related supply of hot spring tourism product development experience, continuous innovation, and effectively meet the needs of consumers.

2.3 Contribute to promoting Hot Springs Resort operation and management of the digital transition.

Supported by information resources database, with smart services platform at its core, build public information platform, network payment platform, intelligent services platform, security and detection platform, a variety of services, can contribute to traditional business management to the development of self-help and digital transformation. Hot Springs Resort tourism operation and management optimization of Internet technology, full use of the Internet, mobile communications, information technology, Internet of things technologies as well as the role of the, to the tourists ´ individual needs-oriented, using Internet technologies, can provide new, personalized experience. For example, in the hot spring resort in scenic road signs and intelligent network services platform, can provide new resort tourism and leisure experience using intelligent video technology, sensor technology, positioning and real-time monitoring of tourism staff and visitors, you can get tourism information, strengthen the management of staff ; For information such as weather, disasters, traffic awareness and recognition, and can provide Hot Springs Resort offers visitors a more comprehensive service, establishing and optimizing the resort and travel information platform, website design online services and complaints can enhance the interaction between tourists and tourism managers and staff exchanges, continue to improve the management of spa resort and services Improve visitor satisfaction.

3. THE SPA RESORT "INTERNET+EXPERIENCE TOURISM" DEVELOPMENT MODE

3.1 Hot Springs Resort management application system data model.

Resort and tourism management is heading towards the intelligent development of application system, including system, supervision and management of information service system and emergency command system, the prevention system(Zhu,2007). Establishment of resort and tourism management application platform, use of the Internet, Internet of things, such as cloud computing, RFID, timely release of resort and tourist resources in activities such as information, tourism management, marketing, automation and intelligence services, offers visitors a more pleasant travel experience. Through dynamic monitoring data within the resort area visitors can not only provide scenic flow data to guide tourists scattered travel, can also provide structure for the area data,
such as where visitors come from, how is consumption, and so on, through data analysis, to the scenic spot management decisions, and marketing provide the scientific basis for decision-making. Via the Internet, to provide a variety of travel information, such as accommodation, transport, food, entertainment and other information, provide visitors with smart shopping guide, frequently asked questions advisory services; use of Internet technology, optimize the hot spring resorts in supervision and management system, accept their report and evaluation, Tourists reflect problems in time to make adjustments and corrections; establishment of emergency command system and disaster prevention system using large data technology to monitor the resort and tourist attractions, a real-time understanding of changes in the number of visitors of a resort area, traffic conditions, parking around the changes in the number of parking spaces, entertainment and dining search, Local specialty information search and so on, and was based on tourist carrying capacity, to control the number of visitors, protect the safety of tourist attractions. Set up alerts to configure and connect police, fire, medical and other sectors, set up a disaster prevention and control systems before they happen, reduce the damage caused by disasters, accidents and so on.

3.2 Hot Springs Resort visitor behavior analysis data model.

Spa experience travel pattern through a number of large data analysis and precise grab visitors information, data extraction characteristics of visitors or complete new tourism product development, or further combined with the social platform, invited the participants to experience further open channels. Also, this model through social platforms enable tour value delivered directly to users, for accurate analysis of customer value and image description, user needs and tour matches the value of a more direct, fast and accurate. During this process, data, marketing, consumption, effect of composition and consumption of a data stream into the standard model of closed-loop marketing, this mode not only targeted marketing, and in the presence of data makes marketing campaigns can be optimized and measurable, traceable, All our marketing and consumer behavior data. Grounding analysis of visitor behavior data model hot spring resort area public service platform, allowing more tourism resources and tourism information is shared, let tourists experience sharing, review, groups that don't know each other hot spring tourism projects through this platform we are interested in sharing travel experiences, Formation of follow-up marketing experience the effects of the tourism consumer experience, have some cycling experience, thereby affecting tourism consumption in the resort area.

3.3 Hot springs resorts, "five in one" network platform promotion mode.

Construction of "PC -end integrated promotional site + mobile o2o service APP Platform + Third-party e-commerce platforms + new online media + online travel agencies to promote "five-in-one network platform for the promotion of models of spa experience travel through Internet technology online seamlessly, leisure tourism resources in the spa experience into one network platform. Through the platform of influence, create Hot Springs Resort "Internet + experience tour" tourist "custom tours menu", enhancing the personal experience that can meet the needs of different consumer willingness to tourists and reduce investment risk for tourists, increase the rate of travel, and provide management with information in advance. To grasp the dynamic visitors, reduce operating costs, will ultimately enhance the visitor experience evaluation, increase tourism destination value, promoting the development of spa tourism industry. PC -side site mainly for Hot Springs Resort Tourism publicity, resort and tourist attractions and highlights of advocacy, combined with features such as travel reservations, online transactions; mobile APP platform with o2o Service functions, including attraction tickets booking, hotel booking, catering and entertainment, such as booking, car service reservation and third-party e-commerce platform to conduct joint promotions, such as planned "Spring Festival" activities such as, Sales-related quality traveling routes; applications make full use of new media and new official APP, official micro-blog, official letters, the official cat shop for a range of applications, such as software and local Hot Springs Resort tour promotion, product marketing for depth fusion ; Spa experience in cooperation with online travel agency tours, building a complete system of spa resort "Internet + experience tour" network platform extension system.
3.4 Hot springs resorts "VR+ hot springs tour" experiential marketing mode.

VR (Virtual Reality, virtual reality, known as VR), is full use of computer graphics system and a variety of interfaces such as reality and control equipment, computer-generated, Interactive immersion technology in a three dimensional environment. Traditional Hot Springs Resort tourist was "television and the Internet platform advertising + fair + presentation" are Visual cues on the plane. Using VR technology can enhance the visitor experience, giving visitors full access to destinations in the Visual, auditory, tourism destinations of the products before buying a virtual experience. "VR+ hot springs tour" of experiential marketing mode of sales presentations, picture, video information on the transformation from traditional hot spring tourism product recommended for a more direct emotional experience, in front of the holiday choice for hot spring tourists provides a better way. "VR+ hot springs tour" of experiential marketing mode of, on the one hand to cooperate with local travel agencies, opened a spa experience in all major travel agents tourism VR Exhibition Hall, visitors can purchase spa experience tourist products through VR Technology before tourism experience can be mentioned on the other hand the APP add VR display function.

4. TANGSHAN HOT SPRING RESORT AREA "INTERNET+EXPERIENCE TOURISM" DEVELOPMENT COUNTERMEASURES

4.1 Vigorously strengthen the Internet infrastructure construction in Tangshan hot spring resort.

Speed up the spa experience tourism regional Internet infrastructure construction, speed up the Hot Springs Resort surrounding airports, stations, ports, hotels, scenic spots, tourist shops, major spa tourism and other tourist areas and key tourism routes in wireless networks, 3G/4G Infrastructure such as coverage, guarantee spa resort " Internet + experience tour " Infrastructure conditions are met; speed upromoting spa experience in tourism-related devices such as interactive information terminal system, airports, stations, ports, hotels, scenic spots, tourist shopping, visitors center and other major tourist areas PC, Tablet, touch screen, SOS Telephone and other tourist information terminal so tourists easier access to and use of Internet information services, and online interactive; accelerate spa experience tour of Internet infrastructure, passenger traffic at the hot springs resort area hazardous facilities and areas, environmentally sensitive areas, tourism, the implementation of video surveillance, humanFlow monitoring, monitoring and environmental monitoring facilities for a reasonable layout, travel services, traffic grooming, safety regulation into the Internet category; accelerating the construction of hot spring scenic experience wisdom, reference wise tourist standards, implementation WIFI, WisdomInstruction guide, electronic, online reservations, information push full coverage.

4.2 Vigorously deepen cooperation in Tangshan hot spring resorts and Internet companies.

To promote " Internet + experience tour "financing innovation, positivePromote raised, PPP financing mode, induct capital into " Internet + experience tour " The field, speeding up " Internet + inspection tours " Innovation and development, and encouraging tourism enterprises and Internet enterprise through strategic investments, market integration, build online and offline combination, brand and investment combination model of development strongly Support the online travel business innovation and encourage innovation to make full use of the Internet, with online travel business, tourism demand-oriented innovations, actively support the tourism...
innovation platform, hackspace, innovation base for interesting new space development, and encourage qualified enterprises to establish "Internet + experience tour" Business Park, financial and policy support, Hot Springs Resort can be found each year a number of "Internet + Experience tour " Creating a customer base, launched a number of demonstration projects supporting qualified tourism enterprises to create third party payment platform of online travel, broaden the application of mobile payments in the travel industry; financial cooperation to promote tourism and the Internet, offering real name Travel Card to implement relevant preferential policies to upgrade "Internet + Experience tour" Innovation, encourages building business-led, University-business cooperation "Internet +Experience tour " Industrial technology innovation Alliance and its support for China "Internet + Experience tour " Alliance-building; government involvement in the Internet new products, new formats, new models of innovations, such as intellectual property protection, crack down on infringement of counterfeiting.

4.3 Promoting Tangshan Hot Springs Resort developer of Internet applications.

Using the Internet and mobile Internet, to enhance the management of Tangshan hot spring tourism experience, service, and marketing level, actively support social capital, Tangshan hot spring tourism experience and enterprise development e-commerce platform, supports spa experience travel APP, and Micro letter network new media promotion, such as Tangshan hot spring experience special tourism products encourage construction consulting, display, reservation, Tangshan hot spring experience wisdom tours of trading in one platform, positive development of Tangshan hot spring tourism e-commerce platform experience, encourages Tangshan hot spring tourism experience using the Internet marketing information, Spa experience travel products online reservation and payment transactions actively using data mining analysis of tourism means, established radio, television, newspapers, multimedia and traditional channels, such as mobile Internet, Twitter, micro-letter combination of new media channels such as Tangshan hot spring experience tourist destination marketing system supporting tourism enterprises and spa experience OTA platform, platform, and expand the scale of enterprise product sales; encourage Tangshan hot spring experience tourism enterprises and portals, search engines, UGC travel sites, such as the cooperation Products and services marketing encourages Tangshan hot spring tourism experience through micro-blogging, micro-networks such as new media, fostering cohesive customer, enhance enterprise's marketing ability, stimulating consumer demand; increased Tangshan hot spring tourism experience in public information collection and use of the Internet, promote the Tangshan hot spring tourism experience of public information open to the public; Tourism public service platform construction in Tangshan, wisdom, building a unified complaint handling platform for receiving, grading, sound tourism products and facilities, public complaint and tourism rescue and other public information network service. Using Internet to develop civilized tourist guide, regularly publish uncivil behavior record; actively used the Internet to develop tourism in emergency rescue.

4.4 Innovate Tangshan hot spring resort experience tour.

Tourism development under experienced economy's main task is to create a unique and wonderful experience, make the tourists `travel experience and daily life, and to experience another culture(Zhang, 2008). Introduction of experience in tourism, is the complete business concept innovation, it can guide the managers of tourism, with a clear sense of awareness to develop new tourism products(Long, 2005). Current development of hot spring tourism should change their traditional business model, focuses not only on laboratory development also should be moved to the outside, so visitors can experience being natural, into the beauty of hot springs (Yu,2008). Tangshan, the development of hot spring tourism experience, not only depends on the Spa itself more as carriers for its hot springs, rich to enhance the visitor experience at the core, effectively grafted on the joint industry, such as "hot spring + health", "hot springs + Joy leisure ", "hot spring +human experience ". Tangshan hot springs resort to focus on creating high quality holiday environment, provide diversification, high quality recreation and tourism products to achieve core scenic spot management, setting up market-oriented management system, on the other hand grasping the pilot of urbanization in Tangshan new opportunities, with a focus on town street renovation, accelerate the construction of cultural tourism in health spa town, And thinking and active integration into the Internet "e Spa" concept, to create Internet features the spa town, the development of "Internet + Experience tour " A new model.

4.5 Vigorously promoting the integration of tourism industry of Tangshan hot spring resort area.

Tourists in experience economy era, the pursuit of high performance and high quality lifestyle is becoming increasingly clear, compound increased the value of tourist demand, tourism or tourism companies in response to the changes in market demand and needs from their own resources, technology, management, product of
reality based on the Push industry boundaries, industry convergence through the construction value innovation capacity of tourism industrial integration in order to create more value, more interest. Tangshan hot spring resort area by changing the traditional travel resource, promoting hot springs experience tour theme, spa experience product innovation to accelerate the pace of resort and tourism industry convergence. Through industry integration of tourist resources and innovation support for the spa experience, spa experience the innovation and development of tourism products based on innovation based on industrial fusion based on tourism resources. Meanwhile, tourism product innovation and development also require attention to the changing characteristics of the visitor experience has been, visitors experience the need of and the integration of tourism resources based on industry views to be considered. Tangshan hot spring resort of many industries in the district resources, resource consolidation and restructuring of the region, innovative construction management philosophy, and complementary industry resources and make full use, Tangshan Hot Springs Resort of tourism industrial integration "1+1>2 " the multiplier effect, so as to enhance the tourism experience satisfaction, develop and expand the tourism industry as a whole in the region.

5. CONCLUSION

In short, Tangshan Hot Springs Resort development should rapid integration of Internet "+", find the right spa tourism combined with important forms and carrier of, building Hot Springs Resort tourism network infrastructure, to create Hot Springs Resort tourism e-commerce platform, building, Spa Resorts travel Internet business ecosystem, At top speed the spa experience of travel products to market, and increase economic efficiency.

REFERENCES