

Research on the Development Strategy of Lijiang Ancient City from the Perspective of Smart Tourism

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Abstract: Smart tourism is an inevitable trend in the current tourism development, and the combination of scenic spots and big data is a hot spot. Lijiang Ancient City seized the development opportunity and took the lead in starting the construction of smart scenic spots and achieved outstanding results. Taking Lijiang Ancient City as the main research object, this paper discusses the existing problems of Lijiang Ancient City from the perspective of smart tourism, and makes targeted suggestions for the next step of scenic spots to form competitive advantages and obtain new development.

Keywords: Smart Tourism; Scenic Spot Construction; The Ancient City of Lijiang.

1. The Concept of Smart Tourism

Smart tourism [1] refers to the comprehensive application of modern information technology means such as information technology and the Internet, with the improvement of tourism management, enterprise operation, service quality and tourist experience as the core, and provides tourists with all-round and personalized tourism products and services. Smart tourism can provide tourism enterprises with more accurate decision-making support and management capabilities through big data, cloud computing, artificial intelligence and other technical means, and through the analysis of tourism behavior, preferences, needs and other data, and realize the digitalization and intelligence of scenic spot management, service and marketing. The purpose of the construction is to improve the management efficiency, service quality and tourist satisfaction of the scenic spot, and realize sustainable development and innovative operation.

2. Development Status of Smart Tourism in Lijiang Ancient City

In 2017, Lijiang City, Yunnan Province launched the Lijiang Ancient City Smart Scenic Area Construction Project. In 2019, Lijiang Ancient City carried out active exploration and practice on the construction of information infrastructure for heritage sites and scenic spots based on the actual situation, and comprehensively carried out the construction of smart towns. In 2020, Lijiang Ancient Town built a 5G digital town [2], which comprehensively improves work efficiency, innovates tourist experience, promotes cultural and tourism integration through 5G technology, cloud computing, big data, Internet of Things, AI and other new generation information technologies, and improves the modern management and service level of scenic spots.

A number of information service points and intelligent guide systems have been set up in the ancient city of Lijiang, allowing tourists to easily obtain relevant information such as food, accommodation, travel, travel, shopping, entertainment and so on. Visitors can also experience functions such as map guides, audio explanations, online ticket purchase and reservation through intelligent customer service robots, smart bracelets, mobile clients, etc. [3], making it more convenient and efficient to complete tour activities and avoid wasting

time caused by waiting in line.

Through digital display, VR technology, cultural marketing and other means, the historical culture and humanistic characteristics of Lijiang ancient city are presented to tourists in a new way. Visitors can travel through time and space through VR technology to feel the historical vicissitudes and cultural heritage of Lijiang's ancient city. Through data analysis and positioning technology, we can understand the needs and behaviors of tourists, and provide more accurate recommendations and services for tourists.

3. Problems in the Development of Lijiang Ancient City from the Perspective of Smart Tourism

The interactive experience facilities in Lijiang Old Town are not customized for different tourists' interests, cultural backgrounds and needs. Some interactive experience facilities are too monotonous and simple to attract the attention and interest of tourists, and lack fun and interactivity. There are also cases where information feedback is not timely, resulting in an interactive experience that lacks authenticity and engagement. Although there are many intelligent technologies applied to scenic spot smart tourism, the focus of scenic spots is on introduction, not from the perspective of tourists, resulting in the application experience is not smooth and convenient.

Lack of sufficient promotion channels, Lijiang ancient town tourism marketing publicity is only released through the official website of the scenic spot and WeChat public account, ignoring other important communication channels, such as relying on Weibo, WeChat, blogs, Q&A platforms, video websites of new media, resulting in some tourists do not know enough about the scenic spot smart tourism, unable to enjoy the complete smart tourism services, affecting the publicity effect of the scenic spot. At the same time, the marketing promotion content lacks attractive highlights and interesting information, which is difficult to arouse the interest and curiosity of tourists.

4. Development Strategy of Smart Scenic Spot in Lijiang Ancient City in the New Era

First of all, the ancient city of Lijiang should broaden the means of publicity and carry out publicity and promotion through various channels such as new media and traditional media. In addition, activities such as promotion meetings and cultural festivals can be carried out to attract more tourists to Lijiang Old Town. Lijiang Old Town is a famous historical ancient city in China, and strengthening publicity and promotion can increase the popularity and attractiveness of Lijiang Old City. At the same time, the tourism resources of Lijiang Old Town are not only Lijiang Old Town itself, but also include surrounding natural and cultural attractions, so Lijiang Old Town should establish closer cooperation with surrounding tourist attractions to jointly promote and develop tourism.

The intelligent construction of Lijiang ancient city needs high-quality and professional talents. In the new era, we will promote the construction of smart scenic spots, absorb relevant talents, absorb new ideas and ideas, and inject new vitality into the development of Lijiang Ancient City. In

addition, scenic spots should actively carry out staff training and skill improvement activities to help scenic area employees continuously improve their own quality and level. In addition, the scenic spot also cooperates with local universities and educational institutions to jointly carry out tourism professional talent training and scientific research projects to provide high-quality talent supply for the scenic spot.

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