Construction of "Quick Access and Slow Travel" Tourism System in Dujiangyan of Chengdu

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Abstract. Analysis the current situation of tourism traffic network in DuJiangYan city, large data technology is used to optimize the local tourist traffic resources and provide intelligent, personalized and diversified tourist routes. Under the support of fast travel travel framework, the aim of "slow travel" is achieved in combination with the local tourism infrastructure and cultural features of Dujiangyan. Finally, through the integration of the infrastructures and application services in "quick access" and "slow travel", the system of "quick access and slow travel" is formed.

Introduction

With the further strengthening of national infrastructure construction, tourism traffic network is further expanded, tourism transportation resources are further enriched and tourists can be more selective. Optimizing tourism traffic network resources allocation, creating personalized and diversified tourism routes are the new lessons to further realize the integration of tourism and traffic and the development of regional economy. Question. Through the large data technology, we collect and analyze the tourists' needs, the real time and dynamic information of transportation, and rationally configure the tourism resources to achieve "fast progress". At the same time, the tourists' individualization and diversified needs are changed from "tourist attractions" to "whole area tourism", and the conditions of "slow travel" are created.

The Fusion of Quick Access and Slow Travel

Besides the passengers themselves, tourism related stakeholders include transportation, accommodation, catering, scenic spots and local governments. On the one hand, tourists need to gain tourism benefits, that is, spiritual enjoyment and energy recovery, on the other hand, other stakeholders of tourism related interests need to develop economy through tourism and achieve economic benefits.

Therefore, it is necessary to achieve the balance between them so that stakeholders can win together.

When travelers make decisions on tourism, they tend to follow the basic principles of tourism decision-making unconsciously, that is, the maximum benefit principle, that is, to pursue the maximum tourism benefits in the condition of funds and leisure time. The connotation of tourism benefit mainly includes tourists' spiritual enjoyment and energy recovery.

The principle of maximum benefit is mainly embodied in the following two aspects. One is the minimum travel time ratio. The travel time ratio refers to the ratio of the time used to travel to and from the destination and the time consumed in the destination tourism in a complete tourism process. In short, this principle is to swim fast and slow. In order to pursue the travel time ratio, people often choose the fastest way of transportation after choosing a tourist destination, and often choose the nearest place when they are not selected. The second is the highest degree of satisfaction.

The degree of satisfaction is related to the whole process of tourism, and the whole destination is one aspect. The other is the experience of "travel" after the arrival. If the time is too short, it can not reflect the spiritual enjoyment of the passengers, or is not enough to achieve the purpose of restoring the energy to the passengers. From the point of view of passenger travel decision, only by combining quick access and slow travel can we promote the decision of tourists to promote local tourism.

The Construction of "Quick Access" System

Infrastructure Construction in the "quick access" System. With the continuous strengthening of economic strength throughout the country, traffic construction has been greatly developed. Take Chengdu as an example: by 2020, Chengdu will be the first city in China and the Midwest to have "one city and two" after Beijing and Shanghai. In 2020, Chengdu will be able to meet the demand for 40 million passengers, 700 thousand tons of cargo and mail throughput, and 320 thousand aircraft take-off and landing [1]；At the same time, with the high speed rail and intercity railway to improve the external contact and radiation capacity, build a high-speed rail hub city; in urban traffic, according to the new round of rail transit network planning in Chengdu, the total mileage of Chengdu rail transit will reach 2450 kilometers in the future, which can basically achieve 10-15 minutes of rail traffic station, that is, every 800 meters can find a station.

Dujiangyan is located in the half hour economic circle of Chengdu. According to the overall planning at the end of Dujiangyan transportation system, the concept of "three high, five tracks, five fast, two empty" is realized. The "three highs" refer to Dou Wen expressway, Chengdu high speed, Chengdu third round city high speed, the five rail refers to the high-speed rail, M-TR tourist passenger line, 37 City area express line, Chengwen railway, Dujiangyan Qingchengshan to Chengpu fast rail connection line; five quickly refers to the fast speed passage of IT Avenue, Sha Xi line, Chengqing Road, three round to two winding connection line, TianWenDu express roads;The two air are TuoFeng aviation and JuYuan aviation.

With the start of the M-TR passenger dedicated line project and the gradual strengthening of rural road construction, the infrastructure of Dujiangyan's quick access tourism and transportation network will be more and more perfect.

The tourism resources will be more and more abundant. It will be necessary to realize the "quick access" by taking the transportation resources to local life service and tourism service as a whole, avoiding unnecessary congestion and waste of traffic resources and optimizing the allocation of tourist traffic resources.

Quick Access Travel Traffic System Based on Large Data. Using the more mature large data hardware base platform, combined with the specific business system, collecting and storing the structured and unstructured data of tourism, and providing support for various business platforms after data bus and data processing, such as intelligent reminder, travel route planning, and real-time prediction of mobile terminal programs. And so on, so as to establish a quick access travel traffic framework based on big data.

First, build a basic server platform, including high performance processors, such as signature, HUAWEI, processor extension cabinet, hardware acceleration card and other hardware facilities, and operating systems such as Kirin or Linux. Secondly, large data collection, storage system, including structured data, such as structured data such as line traffic, passenger number, ticket purchase time, and the number of different scenic spots, and the collection and storage of unstructured data such as real-time traffic images, sound, video, scenic spots, weather conditions, etc. Including Oracle, Hadoop, GraphDB and so on. Third, data bus system; these structured, semi

structured and unstructured data acquisition will be exported to large data processing platforms through their respective bus systems. Migration methods include sensors, Internet routing, and so on. At the same time, it needs to be converted into more easily processed, more easy to use data in the business system. . Fourth, the data processing system; through the distributed processing system, the image, sound, video engine, search engine, text processing and data mining engine are constructed respectively. Finally, the business interface; the processed data will be more easily used by various business subsystems, such as visual interaction with scenic spots, automatic planning of traffic lines, intelligent prompts, automatic ticket purchase or refund, transaction query and other service subsystems.

The Establishment of the Slow Travel System in Dujiangyan

Promotion of Tourist Quantity to Promote the Establishment of Slow Travel System. The quality of tourism refers to a series of human service experience and the scenery or cultural experience of tourists themselves. These are very important for the sustainable development of scenic spots tourism. Good tourism quality can make tourists more immersive, and even linger on, and form a real slow tour, which has a great impetus to the economic development of scenic spots. Some people divide tourism services into two categories, one called "hard service", which are mainly embodied in urban transportation, hotel, catering, and the construction of scenic spots. The other is called "soft service", namely, the instant communication and interaction between people and people, including customer service, tour guide, driver, hotel waitress, and catering service. The attendants can communicate with tourists and interact with each other; the excellent service providers can bring tourists more than expected travel experience through personalized creative and intimate services, bring unexpected surprises to tourists, and stimulate the pleasure of tourists, which will greatly raise the satisfaction of tourists [2] .these two services have a great impact on the quality of tourism, especially the promotion of "soft service" has a more important significance for the establishment of slow travel system.

Improving the Quality of Tourism. The quality of tourism is the tourist experience generally felt by passengers [3]. From the economic point of view, the value of tourism to tourists is mainly embodied in the spiritual feeling, and these feelings are mainly from the six main aspects of eating, living, traveling, swimming, shopping and entertainment, and to improve the quality of tourism, it is just to start from the six aspects. . In the area of food, Dujiangyan's food is mainly distributed in the urban area, Dujiangyan and Qingchengshan and the mountains, Hongkou, and can also host the beer festival and other food activities, and the food and tourism will be fully integrated. In terms of accommodation, the accommodation infrastructure in Dujiangyan has been restored after the earthquake, and the hotel accommodation resources are more abundant. But at the same time, the accommodation service can be developed in Qingchengshan and Dujiangyan scenic spots, the accommodation and hotel business are combined, the business opportunities are fully excavated, and the residents' income is increased and the accommodation is also solved. The problem. In tourism, Dujiangyan, as an excellent tourist city in China, has a unique cultural advantage over thousands of years. In the area of shopping and entertainment, the commercial atmosphere of Dujiangyan city is very deep, and it is compatible with the tranquility of the scenic area. Along with the large business of Wanda, the joint development of Tourism Group will attract more businessmen, such as the outdoor skiing field, the amusement park, the theme park, and the more modern tourism and entertainment projects. To form a more diversified shopping and sightseeing integrated service area.

To achieve the "slow travel" system in Dujiangyan, we need to build Dujiangyan's "eating, living, traveling, shopping and entertainment" as a whole, and combine with quick access traffic. The combination of quick access and slow travel needs to be integrated from the two sides of infrastructure and application platform.

In the connection with the infrastructure, the infrastructure of the Dujiangyan quick access tourism system mainly includes already built or under construction of Dujiangyan, and the main traffic lines to be built, such as the M-TR special line, while the infrastructure for the slow travel service is mainly the historical and cultural tourist attractions such as Qingchengshan, Dujiangyan, and commercial shopping areas, and entertainment. Stadiums and venues, and so on; only when the rapid development of the infrastructure has a good development, can we have a better experience in the fast transportation of tourists, that is, "line", and to achieve a slow travel, and need to strengthen its attraction in the "eat and live and amuse", so as to achieve the goal of slow travel. In the concrete way of docking, we can extend the main fast into the infrastructure, or establish a branch. For example, M-TR has taken into account in the Dujiangyan scenic spot, and the Qingchengshan scenic area and other major slow travel infrastructure, to establish a site so that the fast and slow travel is well connected.

In the docking of the application platform, the quick access service support application platform is mainly used to realize advance prediction, line planning, intelligent prompts, etc., while slow travel service support is mainly used to interact and recommend accommodation after passengers arrive in Dujiangyan, and the two are closely related, if not mentioned. The pre forecast, real-time monitoring, including the number of passenger traffic forecast at each time period, the prediction of the number of scenic spots, the forecast of the traffic condition of each line, the planning of the line, or the advance notification of the push information, will cause the tourists to stay in the scenic area, or can not reach the scenic spots smoothly, or the service of the scenic spots can not keep up with the demand. Reduce the quality of tourist tourism. So the quick access service application platform can try to integrate with the slow travel service application platform as far as possible, so as to realize the integration of "eat and live, travel, shopping and entertainment" on the Internet, reduce the passengers' cross platform inquiry or receive information, the information is incomplete, or the information is inconsistent. The fusion framework for quick access and slow travel, as shown in Fig. 4.1：
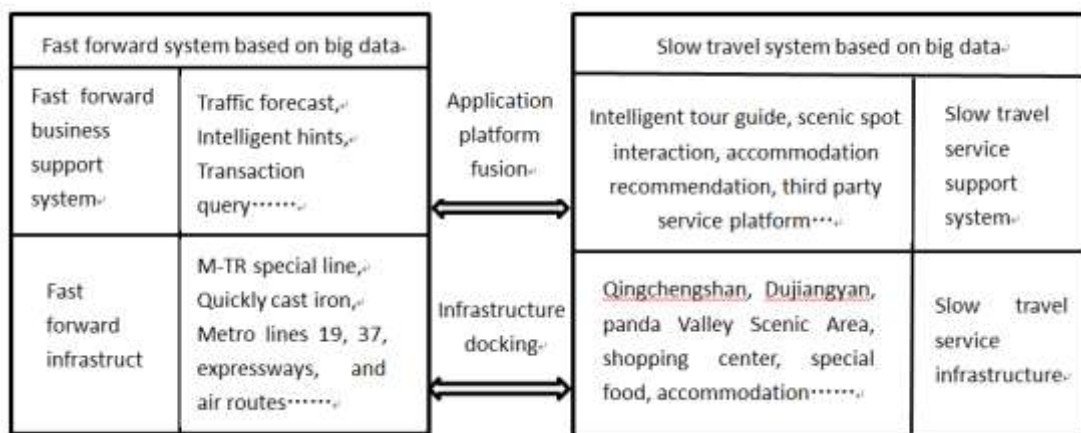

Figure 4.1.　Finite The fusion framework for quick access and slow travel

Conclusions

There are many problems in the tourism city and the whole tourism industry, including the lag of the tourism management level, the deterioration of the ecological environment of the tourist cities, the optimization of the industrial structure and so on. It is also a common problem that needs to be thought and improved gradually in every tourist city or scenic spot even at the national level. The establishment of the quick access and slow travel system is conducive to improving the efficiency of tourism management, for example, in the aspects of traffic line coordination, early warning, guidance for tourists, intelligent prompts, and when the basic traffic facilities are built, and the individual or family car trips will be reduced while the quality is guaranteed. Face also plays a positive role in the ecological environment. In addition, the fast entering and slow travel system has actually optimized the industrial structure, the traditional tourism industry chain is short, the entrance ticket economy in some local tourism development accounts for a large proportion, and the integration of "eating and living, shopping, shopping and entertainment" is considered in the fast moving slow travel system, and the industrial knot is realized. Therefore, the quick access and slow travel system is also a comprehensive solution to the urban tourism and even the overall development of the city.

Acknowledgements

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