

# The Intelligent Development of Rural Tourism Industry in Jilin Province

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**ABSTRACT.** *In recent years, under the background of the rapid development of modern information technology, China's tourism industry has entered a new era of "intelligent" development, and intelligent tourism has emerged as the times required. Rural tourism, as an important way of tourism activities, has been favored by a large number of tourists, so the intelligence of rural tourism is imperative. Based on the present situation of rural tourism development in Jilin province, this paper discussed the characteristics and advantages of rural tourism resources in Jilin province. Then it analyzed the orientation of the intelligent development of rural tourism in the aspects of product difference, service difference and brand image difference. Finally, a new mode of intelligent development of rural tourism industry in Jilin province was given.*

**KEYWORDS:** *Rural tourism; Intelligent; Development process*

## 1. Introduction

The rural tourism in Jilin province has been developing rapidly in recent years. By 2016, all kinds of rural tourism spots in Jilin province have been increasing and the coverage of rural tourism has been expanding. The data show that Changchun city has more than 700 rural tourist spots of all kinds, and more than 200 rural tourist spots with strong reception ability, accounting for 28.6 percent. In 2016, Jilin city has more than 400 rural tourism operators, increased by 10 percent from the same period last year [1]. There are 95 rural tourist spots above the scale of Baishan city. There are 334 rural tourist spots in Songyuan city, and the development of rural tourism in other prefecture-level cities is also on the rise. In addition, the distribution continues to spread. In order to further develop rural tourism through the intelligent model of rural tourism, we should build a "intelligent" rural tourism management and service platform. We should make use of modern technological means such as big data technology, VR technology, cloud computing and RFID to release timely information on rural tourism resources to the outside world, so that to realize the

rural tourism informatization and intelligence from tourism operation and management, tourism services and other aspects [2-3].

## **2. Characteristics and Advantages of Rural Tourism in Jilin Province**

### ***2.1 Rich Rural Tourism Resources.***

Jilin Province is a large agricultural province with extensive rural areas. Its agriculture, agronomy, and agriculture have distinctive northern characteristics. Jilin province's rural tourism products are roughly divided into four types. The first is the urban dependent type, which mainly relies on the nearest source market of the big city. The second is the scenic spot-driven type, mainly focusing on the key tourist attractions, separating some of the service functions of the tourist attractions [4]. The third is the agricultural tourism, which mainly regards the characteristics of agriculture, rural features, production and life scenes as the main tourist attraction primers, so that to meet the needs of tourists on learning agricultural science and technology knowledge, and experiencing rural style and rural life. The fourth is the folk custom characteristic type, which is mainly characterized by the production activities, life style, folk customs, religious beliefs and various traditional festivals of folk villages and towns.

### ***2.2 Convenient Traffic.***

Jilin province is an old industrial province with early traffic development, which has laid a solid foundation for the development of tourism in Jilin province. In terms of railway, as the first high-speed railway in northeast China, the Changji intercity high-speed rail has brought the distance between Changchun and Jilin closer. Harbin-Dalian high-speed railway runs through north and south of Jilin province, providing smooth traffic guarantee for tourism development. In the highway aspect, it covers a wide area.

### ***2.3 High Enthusiasm of Tourism Product Development.***

At present, there are more than 300 tourist attractions in Jilin province, among which 70 percent are distributed in counties and townships. Along with Jilin's rural subject TV series broadcasting in CCTV, many rural scenic places become the tourist hot spot. In addition, all kinds of rural tourism festivals have also become important attraction primers for rural tourism, such as the International Tourism Festival and the Ice and Snow Festival held in Changbai Mountain, etc.

## **3. The Development and Position of the Intelligent Rural Tourism Development**

### ***3.1 Making Differentiation Position of Product in Intelligent Rural Tourism Development.***

In the rural tourism under the background of intelligent tourism, we need to

make differentiation position of the product in the process of rural tourism development, and create rural features that meet the needs of tourists [5]. We should learn about the rural tourism development models of agricultural popularization knowledge, such as: Shengxin Wine Manor in Jilin city, Shengya Ecological Agriculture Park in Baishan city and so on. The garden-style rural tourism model integrates the leisure, the shopping, the picking, the sightseeing and the study into a whole, and brings the high-quality rural tourism experience to the tourists.

### ***3.2 Making differentiation position of service in intelligent rural tourism development.***

Traditional rural tourism service quality is uneven, lacking relevant standards to monitor. Under the background of intelligent tourism, we need to make differentiation position of service in the process of rural tourism development. We can strengthen and enhance service awareness by setting up a professional information platform for rural tourism, and then inputting information about folk culture, scenic spots, transportation and accommodation of rural tourist attractions, so that to make differentiation position of service of the intelligent rural tourism development.

### ***3.3 Making differentiation position of brand image in intelligent rural tourism development.***

Compared with the large-scale urban tourist attractions, the rural tourist attractions are smaller, and the popularity and brand awareness of the scenic spots are relatively thin. In order to strengthen the brand reputation of rural tourism scenic spots, it is necessary for us to make differentiation position of the brand image in intelligent rural tourism development [6]. With the continuous improvement of the competitiveness of rural tourism products in Jilin province, The brand competitiveness and attractiveness of rural tourism through TV programs or country tourism festivals organized by the government will be improved.

## **4. Construction of Intelligent Development Mode of Rural Tourism in Jilin Province**

### ***4.1 Mode of Intelligent Tourism Development in Rural Areas Based on Historical and Cultural Dependent Type.***

At present, the Internet technology and geographic information processing technology are very developed. Using these intelligent tourism construction technologies, we can highlight the landscape with rich historical and cultural connotation and the traditional characteristics of the local ethnic groups in the rural tourism resources. This tourism development mode, which combines history and culture with the development of rural tourism, plays a certain role in promoting the development of rural tourism. At the same time, to a certain extent, to inherit and

carry forward the local traditional rural culture is also a positive significance.

#### ***4.2 Mode of Intelligent Tourism Development in Rural Areas Based on Creative Guided Type.***

In the context of intelligent tourism, the development model of rural tourism can not only rely on history and culture, but also apply the mode of intelligent tourism development in rural area based on creative guided type. Its core is to highlight the folk customs and folk art of the local countryside. The mode of tourism development is closer to the life of the common people and can attract the tourists. At present, virtual reality VR technology has become more and more mature, so Jilin province can use such intelligent means to show the folk customs and folk art of rural tourist attractions.

#### **5. Summary**

The intelligent of rural tourism industry is helpful to break through the bottleneck of rural tourism development, promote the upgrading of rural tourism, and promote the second revolution of rural tourism. Today, with the highly developed Internet and information technology, in order to build a new model of rural tourism in Jilin province in an all-round way, the traditional rural tourism and agricultural experience tourism should be integrated and developed to create a new scene of rural tourism in Jilin province.

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