The Construction and Development of the Porcelain Jingdezhen Tourism Platform “Jing Donkey Circle”

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ABSTRACT: Jingdezhen has a long history, splendid culture, has a high value of tourism. This paper describes the meaning of porcelain capital of Jingdezhen tourism platform construction, and puts forward the scheme for the construction of tourism in Jingdezhen platform specific.

KEYWORDS: “Porcelain”; Jingdezhen; Tourism platform; Jing donkey circle

1 "PORCELAIN" JINGDEZHEN TOURISM PLATFORM CONSTRUCTION
SIGNIFICANCE

With the rapid development of the tourism industry in Jingdezhen, as well as the unique culture of Jingdezhen ceramic art and unique ecological environment, attracting tourists from all over the country to come to Jingdezhen tourism.

In view of the current situation, travel enthusiasts all over the country are mostly by wasp fossa, baidu tourism, to where the network such as large-scale comprehensive national class tourist site or through a friend's introduction to obtain Jingdezhen tourism information, but through this form to obtain the information relatively simple, can't truly understand Jingdezhen; and this paper build the network platform is main Jingdezhen tourism consulting, Jingdezhen economy, culture, ecology and customization of a tourism information exchange platform based on. Its main purpose is for people in the capital of porcelain provide the newest, fastest, most comprehensive travel information, in Jingdezhen people's food, clothing, transportation and other aspects of life can also make a lot of reference, at the same time across the country to love Jingdezhen tourism enthusiasts to create an information window, at home and abroad like friends of Jingdezhen ceramics culture provides accurate, up-to-date information the Jingdezhen ceramics. The platform to provide Jingdezhen local tourist information and the Jingdezhen ceramic culture, to provide Jingdezhen local lifestyle as a supplement, a staging ground for Jingdezhen Alice. And in this paper, the design of "Jing donkey circle" is to design a main tourism in Jingdezhen of a circle, on the basis of the platform, let Alice you can quickly and easily find their own partners, together the joy of travel.

2 WEBSITE PLATFORM FUNCTION MODULE CONSTRUCTION

First, the platform needs to analyze the needs of the user, clear the needs of the system, the function of the system, the performance of the demand. Determine the physical configuration of the website platform, and then determine the structure of each program consisting of the platform.

According to the demand analysis, King donkey circle website platform can be divided into the following modules.

2.1 Landing module
The module is divided into the administrator login module and member login module, members and site administrators can make the front landing, only the site administrator can carry out the background landing.

2.2 Administrator function module
This module has the travel information management module, the travel management module, the traveling strategy management module, the destination management module, the member management module and the comment and the message management module. This module is used to manage all the information and members of the website page.

Administrator login interface design as shown in Figure 1 below:
Part of the function code is shown below:

```csharp
protected void Button1_Click(object sender, EventArgs e)
{
    datalink.sqlconnstr();
    datalink.linkdata();
    int i = datalink.login(tbxuser.Text, tbxpwd.Text);
    if (i > 0)
    {
        string sql = "select * from admin where ad_name='" + tbxuser.Text + "'";
        DataSet datas = datalink.select(sql);
        DataRowView dataRowView = datas.Tables[0].DefaultView[0];
        int type = Convert.ToInt32(dataRowView.Row["ad_type"]).ToString();
        if (type == 1)
        {
            Session["name"] = tbxuser.Text;
            Response.Write("<script>alert(' Login success !')</script>";
            Response.Redirect("index.aspx");
        }
    }
}
```

### 3 WEBSITE PLATFORM DATABASE DESIGN

About the basic design of the website system database, this platform has established 7 tables:

#### 3.1 Admin table

The record of the information is the site of all registered user information. As shown in Table 1 below:
Table 1. User information table.

<table>
<thead>
<tr>
<th>field</th>
<th>type</th>
<th>Whether to empty</th>
<th>Explain</th>
</tr>
</thead>
<tbody>
<tr>
<td>ad_id</td>
<td>int</td>
<td>no</td>
<td>Primary key(Self growth, seed 1)</td>
</tr>
<tr>
<td>ad_name</td>
<td>nvarchar(MAX)</td>
<td>yes</td>
<td>user name</td>
</tr>
<tr>
<td>ad_pwd</td>
<td>nvarchar(MAX)</td>
<td>yes</td>
<td>User password</td>
</tr>
<tr>
<td>ad_type</td>
<td>int</td>
<td>yes</td>
<td>User type (1 for administrator, 2 for member)</td>
</tr>
</tbody>
</table>

3.2 Comment table
The record of the information is the site's comments

3.3 Leavemsg table
Record the information is the site's message

3.4 News table
The record of the information is the website of the relevant travel information

3.5 Notes table
The record of the information is the website of travel travel information

3.6 Strategys table
The record of the information is the site's travel Raiders information;

3.7 Successfulcase table
Record the information is the destination of the site information.

According to the basic design of the database above, we can get the system entity relation diagram, that is, E-R diagram. As shown in Figure 3 below:

Figure 3. System entity relationship diagram.

4 CONCLUSION
On the demand side, the website platform to complete the function are two major function module of the foreground and background, the purpose of design is to have a fully functional, friendly interface, convenient operation of the tourism website, the website platform can be the basic operation. In terms of function, the website platform has published or modified the destination, a variety of related travel information, travel guide travel travel, tourism and tourism strategy according
to the number of hits. In terms of user experience, all users can browse all travel related information, also can comment and message, without the hassles account login, you can also register an account: travels and release build order. In terms of content, the website platform of Jingdezhen attractions, attractions Raiders, transportation, food, weather, route travel information and lifestyle information presented in great detail, especially the introduction of Jingdezhen porcelain and tea, the Jingdezhen cultural atmosphere and the ecological environment of full range of publicity.

REFERENCES


