Research on the Construction of Changbai Mountain Cultural Tourism Information Database under the Concept of MOOC

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Abstract. Based on the concept of MOOC, we can excavate, integrate and publicize the valuable advantage resources, and create the information database of the humanities tourism resources, which can promote the development of the humanities tourism in Changbai Mountain, and promote the Humanities Taste.

1 Introduction
Massive Open Online Courses, MOOC, which characteristics is large-scale network open courses, with a large scale, open, at any time, interactive autonomy. The development of Changbai Mountain cultural tourism resources under the guidance of the concept of MOOC, The mass of Changbai Mountain tourism information resources integration, make full use of Internet technology and open platform, the construction of Changbai Mountain tourism resources information database, breaking the traditional mode of access to tourism resources, To realize the "everyone available, everywhere can see, always available", to improve service quality, improve the interactivity and autonomy with users, has important significance to promote the further development of Changbai Mountain tourism resources information.

2 A Survey of Changbai Mountain Cultural Tourism Resources
Changbai Mountain beautiful scenery, unique natural resources, but also has a large number of regional cultural tourism resources. On January 2015, Li Jinzao, director of the National Tourism Administration, said "people's motivation and experience are more and more important. in his work report. Culture is very important to the development of tourism, which is also the main trend of the world tourism industry\textsuperscript{[1]}.One of the advantages of the leisure tourism industry in Changbai Mountain is the long history and rich cultural heritage.

The historical and cultural aspects, Changbai Mountain humanities history, emperors are very concerned about this, especially gold, yuan and Qing Dynasty is regarded Changbai Mountain as the birthplace of Changbai Mountain ancestors, respected mountain shrines\textsuperscript{[2]}, leaving a unique heritage of dynasties worship of heaven and earth. Changbai Mountain is located in the scenic north celestial gully peak, there is a gossip temple, the temple from the Tianchi 100 meters, built for Cui Shixuan in 1928.In addition, located in the scenic North and East Tianchi Ao fishing on the Jurchen altar. According to the "Changbai Mountain River" Gangzhi load, "a heap of Taiwan, according to legend the Jurchen King's offering Baishan Tianchi, had Zhushi in Taiwan, so this still remains", has a very high historical and cultural value. The minority culture, because Changbai Mountain area inhabited Manchu and Korean minority, so no matter from the material, spirit and system, has a profound cultural heritage and rich cultural connotation of customs. There are a lot of humanistic tourism resources to be researched and developed in the scenic spot. It is an important task how to utilize the abundant resources of human resources in Changbai Mountain scenic spot\textsuperscript{[3]}.

3 On the Necessity of the Construction of Changbai Mountain Humanities Tourism Information Database
Leisure tourism in Changbai Mountain after several years of efforts to build infrastructure, more
advanced, but the relative lack of regional cultural projects and cultural charm of the scenic spots, which caused no small impact the overall attractiveness of tourism in Changbai Mountain, the construction of Changbai Mountain cultural tourism resources information database is the foundation and guarantee to promote Changbai Mountain cultural tourism development.

3.1 **Tourism information brings many adverse factors**
With the network of tourism resources in Changbai Mountain, in the convenience of users to find at the same time, also derived a lot of problems. First, a variety of information. Two is a wide range of information sources. Three is not completely open information. Four is the information insecurity. So, to solve a wide range of information and contents, the lack of uniform standards and other issues, urgent need to build a unified information platform, the rational integration of resources, and provide free travel information security for users.

3.2 **Users find information level imbalance**
Information retrieval of user information in the level of uneven in quality, check the precision can not reach unity, a considerable part of the user can not in the tourist resources of vast amounts of information to find all the information they need, it is difficult to correctly select the useful information, screening risk. Changbai Mountain cultural tourism resources various types of content, screening and integrated into the resource information database, make scientific classification, presents a comprehensive, convenient, safe and reliable information for users, can really solve the problem of user information search level is not balanced, in the convenience of users at the same time, will further promote the development of tourism in Changbai Mountain.

4 **The Construction of Changbai Mountain Cultural Tourism Information Database under the Concept of MOOC**

4.1 **The construction of information platform of Changbai Mountain humanities tourism resources**
With the concept of MOOC to guide the management of Changbai Mountain humanities tourism resources information database, but also to meet the needs of users at any time to understand the needs of tourism resources. MOOC concept and the construction of information base, can provide users with a more friendly interface, more intuitive interaction, illustrated more attractive to users.

4.1.1 Information resource management
Collection of various types of Changbai Mountain cultural tourism resources and digital information, unified integration platform for management. Resource types include text, audio, video, pictures, network evaluation, etc.. Resource management system functions include the creation and updating of resources, that is, according to the tourism resources system architecture, the administrator can create all kinds of human resources and tourism in Changbai Mountain;

4.1.2 Database management system
The main client information database platform PC client and mobile phone and other mobile client in two forms, so that the benefits of active push messages more convenient, users can easily download by way of scanning the two-dimensional code and use, improve the access and use of the user, this approach also accords with the user's habits. System management is the basic service of the platform, including user management, rights management, log management, message monitoring, system backup and system recovery.

4.1.3 Interactive operation mechanism of information base
Users of the information base platform is also a wide range of sources, including tourism management, tourism practitioners and tourists. The platform in order to meet the needs of the user more convenient and quick, between them and the platform sharing, interactive communication, the concept of interactive courses based on MOOC, and the search function of bidirectional query, the user can query and retrieve the information needed in the platform, the platform can also take the initiative to push personalized service for users.

4.2 **Content construction of Changbai Mountain humanities tourism resources information**
database
Content construction is the core of resource information base, based on the concept of class, the
design of large-scale, open, at the moment, interactive, autonomy and other characteristics. The
content of Changbai Mountain cultural tourism resources information library contains three sections
of Changbai Mountain tourism industry information base, cultural tourism resources, service links,
material types include text, pictures, video, audio, animation and PPT etc..

4.2.1 Changbai Mountain tourism industry information database
The general situation of the industry includes the overall situation of Changbai Mountain tourism
resources, industry dynamics and related enterprises, and the attractions, food, entertainment and
shopping information. The construction of the information database is convenient for the user to
understand the Changbai Mountain tourism directly and comprehensively.

4.2.2 Changbai Mountain humanities tourism resources information database
Changbai Mountain cultural tourism resources information database is the most important part of
the platform, which includes the following sections: resource profiles, the main integration of all
types of human resources in Changbai Mountain tourism; In order to highlight the interactive
platform, set up passenger travel, classic route, interactive quiz and attractions ranking function
module, users are users of resources, but also producers, evaluate and share of resources. Through
interactive communication, the platform becomes a dynamic resource library, to ensure that the
information is updated in real time, but also more real, more attractive; With the guide function,
provide tickets, open time, the best time to travel, clothing index and so on. The utility information
users can easily make travel to travel either before or during the trip, the event related the problem.

4.2.3 Service link
Users understand the tourism resources in Changbai Mountain, but also to view the user's rich
evaluation and feedback, decided to open the trip, the next step is to travel plans into action. This
section provides users with various types of service information, including hotel reservations, air
tickets booking, tour groups, local maps and services around the attractions of the link information,
user-friendly.

5 Problems Should Be Paid Attention To In The Construction of Changbai Mountain
Humanities Tourism Information Database

5.1 Highlight the characteristics of information base
The construction of the information base is more high-end services, to be different from ordinary ",
highlight the characteristics of information base, highly integrated massive resources, information
reasonable classification, avoid duplicate content, timely updates, and to ensure true and reliable
source of information.

5.2 Technical optimization services
The construction of the information database platform, need to have a strong technology as a
support, the content through a large number of digital carriers (such as audio, video, etc.) from the
multi angle stereo rendering. In addition, the development of PC client and mobile client, whether it
is query retrieval, or browsing consulting, etc., are trying to use the most advanced technical means,
and at any time to update and maintain, optimize the user experience.

5.3 Construction of the information database
The information base is completed, to avoid a pool of stagnant water phenomenon, should
participate in more advocacy and user driven. In addition to real-time filling the latest resources
work, interactive features also need to make full use of the information base, pull users become
producers of resources, post, writing experience, and participate in evaluation, will recommend
various positive feedback to the platform, promote the further perfect platform. Administrators
should also focus on the latest technology frontier, and use it to the platform.

6 Summary
Changbai Mountain tourism resources information library construction is through the sharing of
resources, reduce the waste of manpower and material resources, in the Mu class under the guidance of the concept of reasonable, promote the integration of resources, and to achieve resource sharing. Through the construction of the network platform, we can realize the characteristics of large-scale, open, interactive, independent and so on. Set up the standard operation specification, and update the background. Managers continue to improve the technical means to optimize user service experience. Make full use of and develop platform interactive functions, increase the degree of user participation, The use of the power of wisdom , avoid duplication of research, management personnel fight in isolation and no standard development and low level construction. Promote the complementary advantages of resources, sharing and building, so as to extend the vitality of the information base for the sustainable development of the information pool escort.

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