Market Research and Analysis of Rural Smart Travel in Nanjing on Mobile Terminal

Yang Yan

ABSTRACT

Nowadays, short-distance recreational activities are increasingly favored by urban residents, who prefer rural tourist area as the destination of their trips. The research takes Nanjing rural tourism as an example, aiming to uncover the deficiencies in function and service of the rural smart tourism mobile market at present which will lay a foundation for the constructing a micro-platform for rural tourism service in the future.

KEYWORDS

Mobile Service, Rural Wisdom Tourism, Nanjing.

INTRODUCTION

In 2011, the National Tourism Administration set 10 cities including Nanjing as pilot cities of smart tourism, marking that China’s smart tourism has formally entered a period of comprehensive development. At present, smart tourism is centering on cities. There are few researches on the application of smart rural tourism. The 18th National Congress of CPC clearly stressed that it is necessary to ensure that farmers’ income continues to grow at a relatively rapid and steady pace. Therefore, investigation of the mobile rural village smart tourism market in Nanjing

1Yan Yan, School of Economics and Management, Nanjing Institute of Industry and Technology, Nanjing, Jiangsu, China, 210023.
will promote the integration of rural tourism resources and accelerate the development of rural tourism.

Western scholars actively explored tourism intelligence system at the technical level. The rural tourism intelligence system is intended to provide fully automated rural tourism consultants and housekeeper services that can determine user preferences and predict user needs [1]. A scientific perspective to study the rural tourism intelligence system [2], recommendation services for smart recommendation destinations [3].

Rural tourism has always been the focus of academic research in domestic research circle. Gu Bin analyzes the importance and direction of building smart rural villages from the perspective of the overall development of urban and rural areas [4]. Zhang Kuangben studies the problems in the development of Qinhuangdao rural smart tourism, and proposes corresponding sustainable development strategies [5]. Xu Jing et al. analyze the distribution characteristics of industrial and agricultural tourism demonstration sites in Jiangsu Province [6]. Dai Jihai et al. summarizes the basic types of rural tourism demonstration sites in Jiangsu and proposes specific measures [7]. For now, domestic researches on rural smart tourism demonstration sites have not yet made evident progress beyond the theoretical level, and therefore more studies are needed to expand the exploration on specific practices.

QUESTIONNAIRE SURVEY OF RURAL TOURISTS

Questionnaire Design

The questionnaire is designed to make a survey of the satisfaction degree of 25 rural tourism demonstration sites in Nanjing, centering meals, lodging, transportation, sightseeing, shopping and entertainment. It adopts sample survey method, covering 200 people. Most of them are Nanjing citizens who are familiar with rural scenic spots and their feedbacks are informative. The questionnaire was issued on December 1, 2016, and was withdrawn on December 15. 200 questionnaires were issued and the effective rate is 98%.

Questionnaire Analysis

As to the we have conducted a survey of the basic conditions of 25 rural tourism demonstration sites in the 5 districts of Nanjing and distributed a questionnaire survey on mobile platforms. After a survey of tourists from rural tourism demonstration sites in Nanjing, we have come to following conclusions:

(1) Distribution of tourists

The traveling population is mainly people around 25-55 years old, and the majority is residents living in Nanjing. Therefore, we need to focus on the needs of tourists aged between 25-55 years old in Nanjing.
(2) Traveling purposes
According to the results of the data analysis, it is not difficult to find that targeted travelers prefer self-help travelling. Those who travel for experiencing life account for 28% of total number while those who travel for special activities take up 46%. Relaxation, returning to nature, accumulating knowledge and experience, and building up relationships are major purposes for rural tourism.

(3) Tourists’ consumption
Food and accommodation in rural tourism account for a large proportion of consumption, followed by activity expenses and the cost of tickets is what tourists dislike. Tourists wish to find out the features of the new rural spot in the Wechat subscriptions.

Comparison among Rural Tourism Wechat Subscriptions

(1) The subscription “e City e Town” has multiple functions. It has a search engine, with which users get information by entering keywords. It allows tourists to log in, review personal center where they can review orders, acquire information, and earn points in exchange of goods.

(2) “Qingshantou Rural Tourism Resort” and “Nanjing Beautiful Village” both introduce rural tourism demonstration sites. “Qingshantou Rural Tourism Resort” focuses on the experience of rural tourism. Both of them provide services such as traffic navigation and tourist area overview. However, the tourism products are not related to other tourist attractions.

(3) Both “good rural tourism” and “campfire rural tourism” emphasize the promotion of information related to farmhouse entertainment. “The beautiful rural tourism” focuses on the catering of the farmhouse, lacking other supporting services. “Beaver Country Tour” pays attention to the special diet, farming culture, and local customs of rural tourism spots.

CONCLUSIONS

Generally, tourists will select one or two platforms like web pages, APP, and WeChat subscriptions to obtain primary tourist services. The existing platforms all have certain focuses. Some of them focus on the introduction of natural beauty of tourist destinations; while others design featured activities to cater for tourists. At some platforms, tourists can only book trip routes or catering service, but they cannot reserve accommodation or use other functions. Some platforms cannot cover the entire process of tourism, including pre-tour, while-tour and post-tour. Most of the platforms are self-operated, lack of cooperation with shops. Some of the platforms do not have the support of maps, or links to the weather. Also, information provided on the platforms is not detailed, and there is no online service that enables online communication except promoting sales of products.
ACKNOWLEDGEMENTS

Funded Project: Philosophical and Social Science Project of the Education Department of Jiangsu Province (2017SJB0600); Educational Informatization Project of Jiangsu Province (20172051); Entrusted Project from Jiangsu Provincial Tourism Bureau (701050614HK302, 701050615HK502); Jiangsu Provincial Modern Educational Technology Research Project(2018-R-60646).

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