

Research on the Path of Improving Tourist Experience in Tourist Attractions in the Era of Smart Tourism

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Abstract: With the booming development of tourism, smart tourism has become an important force in promoting the transformation and upgrading of the tourism industry. This paper takes the path to improve tourist experience in tourist attractions in the era of smart tourism as the research object. Firstly, it elaborates the research background and purpose of smart tourism, and clarifies its important significance for the development of scenic spots and tourist experience. Then, it deeply discusses the theoretical basis of smart tourism, including the concept connotation and constituent elements, emphasizing the importance of technical support and service innovation as well as information service and management innovation elements. Subsequently, it analyzes the application status of smart tourism in scenic spots, including the achievements and existing problems of domestic smart tourism, such as differences in development levels, standardization and talent needs. On this basis, it proposes key paths to improve tourist experience through smart tourism, including improving tourist experience through technological application and strengthening scenario construction, such as intelligent ordering systems, smart hotels, as well as creating characteristic tourism products and integrating technological innovation and scenarios. Finally, it summarizes the research conclusions and looks forward to the future research directions of smart tourism in improving tourist experience, including technological innovation and integration, service innovation and optimization, management innovation and sustainable development.

Keywords: Smart Tourism; Tourist Experience in Scenic Spots; Technological Application; Scenario Construction

1. Introduction

1.1 Research Background

With the booming development of the tourism industry, smart tourism has become an important force in promoting the transformation and upgrading of the tourism industry. Smart tourism, supported by information technology, provides tourists with more convenient, efficient, and personalized travel experiences, while also helping scenic spots improve their management level and service quality[1].

Currently, the construction of smart tourism systems in scenic areas is receiving increasing attention. The smart tourism system for scenic spots can provide various functions such as intelligent guidance, reservation and ticket booking, crowd flow analysis, security monitoring, interactive experience, etc., which helps tourists better understand the scenic area and tour route, plan tour time and itinerary, book tickets and tour guides, catering and accommodation services, etc. At the same time, the system can optimize the operation and services of the scenic area by monitoring and analyzing real-time data on pedestrian and vehicular traffic, ensuring the personal and information safety of tourists[2].

Smart tourism is of great significance to the development of scenic spots. On the one hand, the smart tourism system of scenic spots can improve the management and service level of scenic spots, achieve intelligent management, and standardize the order and management of scenic spots; On the other hand, the smart tourism system for scenic spots can optimize tourists' visiting experience and service quality, improve tourists' satisfaction and loyalty, and promote the brand building and image promotion of scenic spots[3].

In summary, smart tourism is of great significance for the development of scenic spots and tourist experience, and current research is increasingly focusing on the

application and development of smart tourism in scenic spots[4].

1.2 Research Objective

This article aims to explore innovative paths to enhance the tourist experience in scenic spots in the era of smart tourism. In the era of smart tourism, tourists have increasingly high demands for tourism experience. They not only expect convenient services and rich information, but also hope to participate in interaction, share experiences, and achieve personalized tourism needs. Therefore, enhancing the tourist experience in scenic spots has become an important task in the era of smart tourism.

Through the study of the improvement path of tourist experience in tourist attractions in the era of smart tourism, this article hopes to provide useful references and suggestions for scenic area managers, help them better understand tourist needs, optimize scenic area services, and improve tourist satisfaction. At the same time, this article also hopes to provide theoretical support and practical experience for the development of smart tourism, and promote innovation and development of smart tourism[5].

Specifically, the research objectives of this article include the following aspects:

- (1) Analyze the changes and characteristics of tourist demand in the era of smart tourism, and provide targeted services and products for scenic spots.
- (2) Explore the application of smart tourism technology in scenic spots to improve their management efficiency and service quality.
- (3) Study the evaluation indicators and methods of tourist experience in scenic spots, and provide scientific evaluation and improvement basis for scenic spots.
- (4) Propose innovative paths and strategies to enhance the tourist experience of scenic spots in the era of smart tourism, and provide guidance and suggestions for the development of scenic spots

2. Theoretical Basis of Smart Tourism

2.1 Concept and Connotation of Smart Tourism

2.1.1 Definition and Connotation

Smart tourism is the use of new technologies such as cloud computing and the Internet of

Things, through the Internet/mobile Internet, with the help of portable terminal Internet devices, to actively perceive tourism resources, tourism economy, tourism activities, tourists and other information, timely release, so that people can timely understand these information, timely arrange and adjust work and tourism plans, so as to achieve the effect of intelligent perception and convenient use of all kinds of tourism information. Smart tourism centers around tourists and achieves efficient allocation of tourism resources and intelligent services through information technology. For example, big data analysis can accurately mine tourists' preferences and needs, provide personalized recommendations for tourism resources, and achieve optimized resource allocation. At the same time, artificial intelligence technology can provide intelligent customer service for tourists, answer various consultation questions, and enhance the intelligence level of services[6-7].

2.1.2 Technical Support and Service Innovation

The technological support for smart tourism includes advanced technologies such as cloud computing, big data, artificial intelligence, and the Internet of Things. These technologies have played an important role in enhancing the tourist experience. Cloud computing provides powerful data storage and computing capabilities for tourism enterprises, enabling centralized management and analysis of data. Big data analysis can accurately understand tourists' needs and provide personalized travel recommendations for them. Artificial intelligence technology can provide intelligent guidance, intelligent customer service, and other services to enhance tourists' travel experience. The Internet of Things technology can achieve real-time monitoring of scenic environment, pedestrian flow, etc., providing tourists with a safer and more comfortable travel environment. For example, some scenic spots use intelligent navigation systems, combined with mobile applications and augmented reality technology, to provide visitors with interactive navigation experiences. When visitors are at a certain scenic spot, they can see the reproduction of historical scenes, detailed introductions of artworks, or virtual tour guides through their mobile phones or AR glasses, thereby deepening their understanding and experience of cultural background.

2.2 Components of Smart Tourism

2.2.1 Information Service Elements

Information service elements play a crucial role in smart tourism. The intelligent recommendation system analyzes tourists' search history, booking behavior, and evaluation feedback, and uses machine learning algorithms to provide customized travel routes and product recommendations for tourists. For example, based on the browsing history of natural and historical cultural attractions that tourists have liked in the past, recommend new attractions with similar styles. According to statistics, after using intelligent recommendation systems, the average decision-making time of tourists has been shortened by 30%, and the satisfaction and conversion rate of tourism services have also significantly improved. At the same time, information service elements also include real-time tourism information updates, such as attraction opening hours, ticket price changes, traffic conditions, etc., allowing tourists to stay up-to-date with the latest developments and better plan their itinerary.

2.2.2 Management Innovation Elements

The application of big data and other technologies in tourism management is becoming increasingly widespread. Big data analysis can help tourism management departments accurately understand information such as tourist flow, source areas, and duration of stay, effectively optimizing resource allocation and management decisions. For example, by analyzing the tourist data of a certain scenic spot over a period of time, it was found that tourists from surrounding cities accounted for a large proportion, and their stay time was mostly two days and one night. Based on this, scenic spots can launch targeted weekend packages suitable for surrounding tourists and strengthen tourism cooperation and promotion with surrounding cities. In addition, big data can also be used for tourism safety management. By real-time monitoring of the flow of people, environment, and other data within the scenic area, if any abnormal situations are detected, such as excessive pedestrian flow that may lead to safety hazards, the management department can take timely measures to guide and control them. At the same time, cloud computing technology provides powerful data storage and processing capabilities for tourism management, enabling

data sharing and collaborative work between different departments, and improving management efficiency.

3. The Current Application Status of Smart Tourism in Scenic Spots

3.1 Development Achievements of Domestic Smart Tourism

3.1.1 Policy Promotion and Infrastructure Construction

In recent years, the Chinese government has attached great importance to the development of smart tourism and introduced a series of policies to promote the construction of smart tourism infrastructure. For example, in 2014, the former National Tourism Administration designated 2014 as the "Year of Smart Tourism", explicitly proposing to strengthen the construction of tourism infrastructure, formulate tourism informatization standards, accelerate the construction of smart scenic spots, and smart tourism enterprises. Subsequently, the "Thirteenth Five Year Plan for Tourism Development" issued by the State Council included a chapter on "Technological Innovation to Create a New Engine for Development" and a column on "Tourism Informatization Enhancement Project", further promoting the development of smart tourism.

Under the promotion of policies, significant achievements have been made in the construction of smart tourism infrastructure in China. Various regions have increased investment and built a number of smart tourism supervision platforms, smart scenic spots, etc. For example, the Ministry of Culture and Tourism has developed and constructed 16 modules with 34 functions based on the comprehensive monitoring and emergency command platform, and connected more than 7500 real-time video surveillance data from 685 4A level and above tourist attractions. At the same time, various regions are actively promoting wireless network coverage to provide convenient network services for tourists. According to statistics, several provinces and cities have achieved free wireless network coverage for major scenic spots.

3.1.2 Enterprise Innovation and Market Space

Tourism enterprises are also actively exploring innovative models and expanding market space in smart tourism. On the one hand, tourism

enterprises have increased their investment in technology research and development, launching a series of intelligent tour guide systems, online booking platforms, and so on. For example, some scenic spots have launched smart tour guide apps, allowing tourists to access information such as attraction introductions and guide routes anytime and anywhere through their mobile phones. At the same time, online booking platforms also provide convenient booking services for tourists. Tourists can book tickets, hotels, restaurants, etc. on the platform, realizing one-stop tourism services.

On the other hand, tourism enterprises also collaborate with technology companies to introduce advanced technologies and concepts, thereby improving the quality of tourism services. For example, some scenic spots have cooperated with Internet enterprises to launch virtual reality (VR), augmented reality (AR) and other experience projects to bring tourists a new tourism experience. In addition, tourism companies also use big data analysis to accurately understand tourists' needs and provide personalized tourism products and services for them.

In short, with the promotion of policies and the active exploration of enterprises, China's smart tourism has achieved significant results in the application of scenic spots, playing an important role in improving the tourist experience of scenic spots and promoting the transformation and upgrading of the tourism industry.

3.2 Problems in Domestic Smart Tourism

3.2.1 Differences in Development Levels

Although China has achieved significant results in smart tourism, the level of development varies greatly across regions. Due to factors such as economic development level and geographical location, some regions have relatively backward infrastructure and services for smart tourism. For example, some remote scenic spots have incomplete network coverage, making it difficult for tourists to enjoy convenient network services within the scenic spots. Smart tourism applications such as intelligent navigation systems and online booking platforms have also not been widely promoted. In addition, some small and medium-sized scenic spots are unable to invest a large amount of funds in smart tourism

construction due to limited funds, resulting in scenic spot management still remaining in the traditional mode and unable to meet the increasingly personalized needs of tourists. According to relevant data, only about 30% of scenic spots in some remote areas of China have achieved wireless network coverage, and the usage rate of intelligent tour guide apps is less than 20%.

3.2.2 Standardization and Talent Demand

The standardization construction of smart tourism is urgently needed. At present, there is a lack of unified standards and norms in the field of smart tourism in China, resulting in significant differences in the quality of smart tourism products and services among different regions and enterprises. For example, in terms of intelligent tour guide systems, different scenic spots have different tour guide content, guide methods, interactive experiences, etc., which brings difficulties to tourists. At the same time, the cultivation of smart tourism talents also faces enormous challenges. With the rapid development of smart tourism, there is an increasing demand for composite talents who understand both tourism and information technology. However, currently in China's tourism education, the information technology curriculum is relatively weak, making it difficult to cultivate professional talents that meet the needs of smart tourism development. According to statistics, only about 10% of the total employees in China's tourism industry have information technology backgrounds, which is far from meeting the needs of smart tourism development.

4. The Key Path for Enhancing Tourist Experience Through Smart Tourism

4.1 Technological Applications Enhance Tourist Experience

With the continuous advancement of technology, the application of virtual reality and other technologies in the tourism field is becoming increasingly widespread, greatly enhancing tourists' food, accommodation, transportation, tourism, shopping and entertainment experiences.

4.1.1 Improvement of pleasant dining experience

The intelligent ordering system has significantly improved the dining experience for tourists. For example, the intelligent

ordering checkout system presents customers with digital menus, allowing them to place their own orders through touch screens, mobile applications, or scanning codes. Compared to traditional paper menus, digital menus are more intuitive and easy to update. Customers can browse dish pictures, detailed descriptions, and prices, choose their favorite dishes, and customize personalized flavors. Through digital menus, customers can better understand dish information, reduce the occurrence of ordering the wrong dishes, and improve dining satisfaction.

At the same time, the intelligent ordering system supports multiple payment methods, such as cash, card swiping, mobile payment, etc. Customers can choose their payment method according to their preferences and habits, without waiting for the waiter to check out, saving valuable time. In addition, the system also has the function of real-time transmission of order information to the kitchen. Once a customer submits an order, information about the relevant dishes and flavors will be immediately transmitted to the kitchen, allowing chefs to start preparing dishes in a timely manner and improve order processing efficiency. This not only reduces the communication link between servers and chefs, but also avoids ordering errors and delays caused by communication errors.

The mobile scanning ordering system also brings convenient dining experience to tourists. After the customer takes their seat, they scan the QR code on the desktop to view the electronic menu. They can place their own orders, and the kitchen will create separate orders. The waiter will deliver the food to the corresponding table. The entire ordering process only requires 4 steps, which greatly reduces the number of ordering steps compared to traditional ordering processes, improves the efficiency of store work, and can greatly save operating costs. After placing an order, the customer's order will be directly delivered to the kitchen, skipping the process of having the waiter order and placing the order. The kitchen will receive the order directly and start preparing it, so that the customer can reduce waiting time.

4.1.2 Improvement of pleasant living experience

Smart hotels provide tourists with a convenient living experience. Smart hotel automatic

concierge service, guests may call the front desk before going out to inquire about a good dining location, or just call a taxi. And when hotels have AI voice recognition capabilities, guests will have personal assistants who can access their information 24/7. Extracting past issues from a vast database and accessing millions of websites, it is able to immediately book tables and inform the selected restaurant of their operating hours.

Smart hotel intelligent room control, based on customer preferences, can allocate rooms to quiet areas in upstairs rooms. The slightly dim lighting makes people feel comfortable and warm. The temperature is just right, even the humidity is set to a comfortable level for them. Additional sensors in the room can further enhance comfort. For example, sensors can detect when guests get out of bed and automatically activate small guiding lights, eliminating the need for guests to search for light switches in the dark.

Leisure in smart hotel rooms, guests will no longer feel frustrated with the random channels provided by the hotel's leisure system. After turning on the TV, they will see their favorite movie and program genres provided by streaming services, and have direct access to reviews and trailers, making selection easier.

The streamlined user experience of smart hotels allows guests to easily control the curtains, lighting, and air conditioning inside the hotel through smart speakers. Guests can also use the switch panel or mobile scene switch to simply swipe a few times on the hotel application, and the lights will be turned off, the air conditioning will be set to silent mode, and the curtains will also be turned off.

The sustainable development of smart hotel rooms, smart rooms can detect whether the room is occupied or vacant through sensors, whether guests are sleeping or awake, helping to reduce energy waste in hotel rooms. It can set the status of lighting, temperature, and other electrical appliances based on this.

4.2 Strengthen Scenario Based Construction

As a leading smart tourism platform, Youlv has played an important role in scene based construction, greatly enhancing tourists' travel experience.

4.2.1 Creating distinctive tourism products

Through in-depth exploration of tourists' needs and detailed classification of tourism scenes,

we have created a series of distinctive tourism products. Various travel services such as group tours, free to mind tours, and customized tours can meet the travel needs of different users. For tourists who enjoy peace of mind and effort, group tours provide professional tour guide services and carefully arranged itineraries, allowing tourists to easily enjoy the fun of travel without worrying about itinerary planning, transportation, accommodation, and other issues. Random travel is suitable for tourists who pursue freedom and flexibility. They can freely arrange their itinerary according to their interests and time, and adjust their travel plans at any time. Customized tours are tailored for tourists with special and personalized needs, and travel platforms design unique travel plans based on their preferences, budget, and time. Through these diverse tourism services, travel meets the different needs of users during the travel process, providing tourists with rich choices and allowing them to find their own excitement on the journey.

4.2.2 Technological Innovation and Scene Integration

Technological innovation is the driving force behind the development of smart tourism and plays a crucial role in scenario based construction. Tourism emphasizes technological innovation and continuously applies the latest technology to tourism services. The platform utilizes big data analysis to analyze and predict the needs and behaviors of tourists, providing them with more accurate services. For example, by analyzing tourists' historical orders and browsing records, the platform can understand their interests, hobbies, and travel preferences, and recommend tourism products and attractions that meet their needs. At the same time, Yilv Travel actively explores technologies such as artificial intelligence and virtual reality to provide tourists with a more intelligent and immersive travel experience. For example, using virtual reality technology, tourists can experience the attractions and scenery of their destination in advance before departure, and better plan their itinerary. In addition, technological innovation can enhance the interactivity and fun of tourism scenes. By developing tourism apps and mini programs, tourists can access travel information anytime and anywhere, interact and share with other tourists, and increase the fun and sense of

participation in tourism. In short, technological innovation and scene integration have brought tourists a richer and more personalized tourism experience, promoting the development of smart tourism.

5. Conclusion and Prospect

5.1 .Summary of Research Conclusions

Smart tourism, as an important direction for the development of modern tourism industry, has significantly improved the experience of tourists in scenic spots through key paths such as technology application and strengthening scene based construction.

In terms of technological applications, the intelligent ordering system has improved the dining experience for tourists. The digital menu presentation is more intuitive, and multiple payment methods are convenient and efficient. Real time transmission of orders to the kitchen has improved efficiency. The mobile scanning ordering system has simplified the ordering process and reduced waiting time. Smart hotels provide guests with a pleasant stay experience, with automatic concierge services like personal assistants, intelligent room controls that can adjust the environment according to customer preferences, and in room leisure systems that offer a variety of entertainment options. The streamlined user experience allows for easy linkage of control devices, and sustainable guest rooms can also reduce energy waste.

In terms of strengthening scenario based construction, we have created distinctive tourism products through smart tourism platforms such as travel, catering to the travel needs of different users through group tours, free to mind tours, and customized tours. Technological innovation and scene integration have also played an important role. Big data analysis provides precise services for tourists, virtual reality technology allows tourists to experience destinations in advance, and tourism apps and mini programs increase interactivity and fun.

In short, smart tourism has improved the experience of tourists in scenic spots and promoted the transformation and upgrading of the tourism industry through technological applications and scenario based construction. In the future, smart tourism is expected to make breakthroughs in more fields, bringing tourists a richer, more convenient, and personalized

travel experience.

5.2 Future Research Directions and Prospects

With the continuous advancement of technology and the sustained development of the tourism industry, smart tourism still has broad development space in enhancing tourist experience. The following are research directions and suggestions for future smart tourism in enhancing tourist experience.

5.2.1 Technological innovation and integration

(1) Artificial Intelligence and Machine Learning

Further utilize artificial intelligence and machine learning technologies to achieve more accurate prediction of tourist demand. By analyzing multiple sources of data such as tourists' historical behavior data and social media information, personalized travel recommendations and itinerary planning are provided for tourists. For example, based on tourists' interests and historical travel records, suitable attractions, activities, and restaurants can be recommended, and even the needs of tourists at different time points can be predicted to prepare corresponding services for tourists in advance.

Develop an intelligent customer service system that utilizes natural language processing technology to achieve more efficient tourist inquiries and services. Intelligent customer service can be online 24 hours a day, answering various questions for tourists and providing real-time travel information and suggestions. Meanwhile, intelligent customer service can continuously learn and optimize their services through interaction with tourists, thereby improving their satisfaction.

(2). Virtual Reality and Augmented Reality

Continuously promote the application of virtual reality (VR) and augmented reality (AR) technologies in the tourism industry. Develop more realistic and immersive virtual tourism experience products, allowing tourists to immerse themselves in the scenery and culture of their destination before departure. For example, through VR technology, tourists can visit distant tourist attractions at home, understand the historical and cultural background of the attractions, and prepare for actual travel.

AR technology is widely used in scenic areas to provide tourists with richer guidance and

interactive experiences. Tourists can see virtual information of scenic spots overlaid on real scenes through their mobile phones or AR glasses, such as the restoration of historical buildings and the telling of cultural stories. Meanwhile, AR technology can also be used for interactive games and activities in scenic areas, increasing tourists' sense of participation and fun.

(3) Internet of Things and Sensor Technology

Utilize IoT and sensor technology to achieve real-time monitoring of scenic area environment and tourist behavior. By installing various sensors in the scenic area, such as temperature sensors, humidity sensors, air quality sensors, etc., the environmental conditions of the scenic area can be monitored in real time, providing tourists with a more comfortable travel environment. At the same time, through the smart devices worn by tourists or sensors in the scenic area, the location and behavior of tourists can be monitored in real time, providing personalized services and security guarantees for tourists.

Develop smart tourism devices, such as smart bracelets, smart glasses, etc., to provide tourists with a more convenient travel experience. These devices can be connected to the smart tourism system of the scenic area to achieve functions such as guidance, payment, and interaction. At the same time, they can also monitor the health and safety status of tourists and provide comprehensive services for them.

5.2.2. Service Innovation and Optimization

(1) Personalized service

Conduct in-depth research on the personalized needs of tourists and provide more accurate personalized services. By using big data analysis and artificial intelligence technology, we can understand tourists' interests, consumption habits, travel preferences, and other information, and provide customized tourism products and services for tourists. For example, recommending local specialty restaurants and food activities to tourists who enjoy food, and recommending local shopping centers and specialty products to tourists who enjoy shopping.

Establish a tourist feedback mechanism and continuously optimize personalized services. Through feedback and evaluations from tourists, understand their satisfaction and needs for personalized services, and adjust and optimize service content and methods in a

timely manner. At the same time, new personalized needs can be discovered through feedback from tourists, providing inspiration for service innovation.

(2) Full service

We provide comprehensive services from pre trip to post trip, creating a seamless travel experience for tourists. Provide tourists with tourism planning, booking, consulting and other services before traveling; In tourism, provide tourists with guidance, transportation, catering, accommodation and other services; After traveling, provide services such as evaluation, sharing, and follow-up for tourists. By providing comprehensive services, we aim to meet the needs of tourists at different stages and improve their satisfaction and loyalty.

Strengthen cooperation with upstream and downstream enterprises in the tourism industry chain to achieve collaborative innovation in full-service. Cooperate with airlines, hotels, scenic spots, travel agencies and other enterprises to jointly create an integrated tourism service platform, providing tourists with more convenient and efficient full process services. At the same time, cooperation can also achieve resource sharing and complementary advantages, improving the efficiency and competitiveness of the entire tourism industry chain.

(3) Social interaction services

Utilize social media and online travel platforms to provide social interaction services for tourists. Tourists can learn about destination information and share experiences with other tourists through social media and online travel platforms before traveling, and communicate and interact with other tourists. During tourism, tourists can share their travel experiences and photos through social media and online travel platforms, and interact and communicate with other tourists. Through social interaction services, it can increase tourists' sense of participation and fun, while also providing reference and suggestions for other tourists.

Develop tourism social apps and mini programs to provide tourists with more convenient social interaction services. Tourism social apps and mini programs can integrate functions such as tourism information inquiry, itinerary planning, social interaction, etc., providing tourists with one-stop services. At the same time, social interaction functions can be used to promote communication and interaction among tourists,

increasing their sense of participation and fun.

5.2.3. Management Innovation and Sustainable Development

(1) Smart management

Strengthen the intelligent management of scenic spots, improve their operational efficiency and service quality. Through big data analysis and artificial intelligence technology, real-time monitoring and management of tourist flow, environmental conditions, facilities and equipment in scenic spots can be achieved. At the same time, intelligent scheduling systems can be used to optimize the allocation of resources such as transportation, catering, and accommodation in scenic spots, improving their operational efficiency and service quality.

Establish an emergency management mechanism for the scenic area and improve its safety and security capabilities. Real time monitoring and early warning of safety hazards in scenic areas can be achieved through the Internet of Things and sensor technology. At the same time, intelligent scheduling systems can be used to quickly allocate and respond to emergency resources in scenic areas, improving the safety and security capabilities of the scenic areas.

(2) Sustainable development

Promote the integration of smart tourism and sustainable development, and achieve sustainable development of the tourism industry. Through smart tourism technology, efficient utilization and protection of tourism resources can be achieved. For example, through an intelligent navigation system, guide tourists to travel reasonably and reduce the damage to tourism resources; Through an intelligent energy management system, achieve energy conservation and optimized utilization in scenic areas.

Strengthen environmental awareness education for tourists and promote their sustainable tourism behavior. Through the smart tourism platform, we provide tourists with environmental knowledge and sustainable tourism advice, guiding them to protect the environment and save resources during their travels. At the same time, reward mechanisms can be used to encourage sustainable tourism behaviors among tourists, such as garbage sorting and low-carbon travel.

In short, there is still great potential for the development of smart tourism in enhancing

tourist experience in the future. Through efforts in technological innovation and integration, service innovation and optimization, management innovation and sustainable development, we can provide tourists with richer, more convenient and personalized tourism experiences, and promote the sustainable development of the tourism industry.

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