# Research on the Development Path of Zhenbeipu Western Film-Studio City in Ningxia based on "Internet +"

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**Abstract:** In the era of "Internet+", all walks of life have carried out reform and development on the original basis, the more and more influence of the Internet on the tourism industry is also needed. The marketing mode of "Internet + tourism" will become the inevitable trend of future tourism development. Based on the field investigation, the paper mainly takes Ningxia Zhenbeipu western film-studio city as the research object to research the development of the tourist attraction, the existing problems and deficiencies are found. Under the background of "Internet +", it puts forward the ideas that the Zhenbeipu western film-studio city should combine the scenic spot publicity, tickets, tour, entertainment, management and operation with the Internet to realize the innovation and reform of the scenic spot. It sets a benchmark for reference for other scenic spots in Ningxia, and makes other tourist attractions in Ningxia embark on the road of "Internet + tourism" innovation and reform, so as to achieve industrial upgrading and sustainable development of the scenic spots. It establishes a reference benchmark for Ningxia other scenic spots to adopt the innovative mode of Internet + tourism for achieving industrial upgrading and sustainable development of the scenic spots.

**Keywords:** "Internet+"; Tourism; Zhenbeipu Western Film-Studio City; Development

## 1. Introduction

In the government work report of the third session of the 12th National People's Congress, which concluded in March 2015, premier Li Keqiang proposed the "Internet +" action plan for the first time.This means that "Internet +" has been formally put on the national agenda and become an important strategy for national economic development."Internet +" refers to the process of diffusion, application and deep integration of internet-based new generation of information technologies (including mobile Internet, cloud computing, Internet of things, big data, etc.) in various sectors of economy and social life, which will have a huge, far-reaching and extensive impact on human economic society. The essence of "Internet +" is the online and digital transformation of traditional industries. This business model has changed the traditional model that was only closed within a certain department or enterprise. Now, it can flow and exchange at the lowest cost between the upstream and downstream of the industry and the cooperative subject at any time.

At present, domestic and foreign researches on the application of "Internet + tourism" in tourist attractions mainly focus on the past ten years, mainly on newspapers, conferences and online comments, with only technical and quantitative researches, but few academic researchers in the real sense.

This paper will analyze the status of the Zhenbeipu western film-studio in Ningxia through the field survey results, and then propose how it use "Internet +" to carry out innovation reform, to realize the innovative development of the film-studio city in the age of big data.

## 2. Background analysis of "Internet + Tourism"

### 2.1. Detailed division of tourism industry is conducive to the development of "Internet +"

Tourism is a comprehensive industry involving catering, hotel, culture, sports, transportation, medical treatment, entertainment, information and other industries, including six elements of food, accommodation, transportation, travel, shopping and entertainment, with a total of 109 related industries. The combination of transboundary genes and fusion genes provides a broad platform for the development of "Internet +" in the tourism industry, as well as a space for the application of "Internet +" in tourist attractions.

### 2.2. China's online tourism market continues to develop

According to statistics, the transaction scale of China's online tourism market reached RMB602.6 billion in 2016, up 34% year-on-year. In 2017, the transaction scale of

**HK.NCCP**

*International Journal of Intelligent Information and Management Science*
*ISSN: 2307-0692, Volume 7, Issue 4, August, 2018*

China's online tourism market reached RMB738.41 billion, up 24.3% year-on-year.

Since the establishment of China's first tourism websites in 1997, the development of mobile Internet has reached a peak in 2012, and users are very dependent on the Internet.In 2014, travel agencies became Internet-based and some scenic spots in China began to use the Internet for online marketing and promotion. Until 2015, the "Internet + "model was officially put forward and began to be applied in all aspects of tourism. The rapid development of China's online tourism enables the Internet to be applied in scenic spots and has applied customer groups. This provides favorable supporting conditions for the application of "Internet +" in tourist areas and has important customer support.

### 2.3. Tourist attractions become important Internet portals

Nowadays, the Internet has been rapidly popularized in people's life. It can be seen everywhere that tourists are using mobile devices such as mobile phones and tablet computers in access to mobile travel services. The extensive use of these mobile devices has greatly promoted the rapid development of mobile travel services. Tourist attractions have become an important platform entrance to the Internet. Tourists can buy tickets online payment in advance and then directly enter the scenic spot. This This way of online ticket purchasing is convenient and fast. It can avoid the phenomenon of crowding at the entrance of the scenic spot during the peak season and can make it easy for visitors to get tickets to improve the satisfaction of tourists, for the scenic spot at the same time increased the part of the economic benefits.

### 2.4. The level of tourist demand changes, "Internet + tourism" becomes an inevitable trend

With the continuous improvement of people's living standards, people's demand for tourism is constantly changing. The simple and programmatic service and tourism product experience of travel agencies can no longer meet the needs of tourists. Self-service travel and individual travel have become a new tourism trend. Visitors can use various of app to make and arrange the whole itinerary. Therefore, traditional tourism service providers should make full use of the Internet as a tool to continuously develop personalized and diversified tourism products to meet the needs of tourists.

## 3. Development Status of the Zhenbeipu Western Film-studio City in Ningxia

Zhenbeipu western film-studio city is located in the western suburbs of Yinchuan city, the west side of the Helan mountain, there are two ancient castle sites. Through years of development, Zhenbeipu film-studio from the desolate castle that no water, no electricity, no way become a popular national film and television base. Taking the spirit of inheriting Chinese tradition and carrying forward national culture as the main line, it gradually realized the leap from selling desolation to selling culture and history, becoming the epitome of the small town in ancient northern China. It brings the body of film and television art and restore the soul of national culture, which has focus on a lot of the Chinese traditional material culture and non-material culture.

In 2008, it was named by the Ministry of Culture as "National intangible cultural heritage representative list protects protection development experimental base ". In 2010, it was again awarded the title of "national cultural industry demonstration base" by the Ministry of Culture. In 2015, the project of "night tour film city" was first developed, which filled the blank of Ningxia night tourism market.

## 4. Research on the Development Path of the Zhenbaipu Western Film-studio City under "Internet +"

With the rapid development of the Internet, the application of Internet + in the Western film-studio city in Ningxia is obviously at the initial stage. In order to make the scenic spot keep pace with the trend of the times, comprehensively meet the needs of tourists and take the road of Internet reform and innovation. In the six aspects of scenic spot publicity, tickets, sightseeing, entertainment, management and operation, how to make full use of the advantages of the Internet will enable Ningxia Zhenbeipu Western film-studio city to embark on the road of innovation and reform.

### 4.1. "Internet + publicity"

In terms of "Internet + publicity", ZhenBeipu western film-studio city should realize the transformation from plane to three-dimensional, make full use of the strength of the Internet publicity channels and huge influence. The scenic spot should strengthen the publicity in Tencent, Tencent video, film-studio official microblog, WeChat and public network. The publicity mode changes from the simple text and picture publicity to video and scene publicity, which is carried out from various levels, such as user scenario, regional scenario, functional scenario and interest scenario. Otherwise, the scenic spot should add Zhenbeipu west film-studio city to Baidu, Sogou's search words. The elaborately made web pages, video, music and other related content will be uploaded to the Baidu network platform, so that visitors can have a comprehensive understanding of the scenic area. Meanwhile, the scenic spot can also carry out high-density three-dimensional publicity for QQ and WeChat users, and add more three-dimensional dynamic promotion video on these mobile phone clients. These measures can help

tourists to deepen their impression of film city from static and dynamic, plane and three-dimensional aspects.

## 4.2. "Internet + tickets"

In the aspect of "Internet + ticket", the transition from offline to online is realized. Visitors can purchase their own electronic tickets through mobile phones. In addition to the purchase of tickets in Lvmama.com, the Qunar.com, the Tuniu.com, the Meituan.com and the official WeChat public account of the scenic spot. The entrance of the scenic spot is equipped with a ticket wall and QR code for buying tickets on the media such as publicity and advertising, so that tourists can easily enter the film-studio city by buying tickets on their mobile phones anytime and anywhere. The electronic ticket system of the scenic spot needs to be further improved to save the time for visitors to enter the park.

## 4.3. "Internet + sightseeing"

In terms of "Internet + sightseeing", it is necessary to make the tourists realize the transformation from sightseeing to experience. A voice electronic guide and VR experience equipment can be set up at the entrance of the scenic spot to meet the needs of different target groups with the advantages of large screen, high resolution, stable signal and strong sense of experience. It provides convenience of poor vision in the elderly people know in advance the scenic area, add the new and interesting experience for young people.

In addition, the scenic spot should design and provide self-service voice interpreter, which is convenient for those who prefer to walk alone and have a small number of people who can't travel in groups with the guide. At the same time, the official service platform should also add the voice explanation function, reply to the digital code to the official WeChat service. Visitors can experience the voice explanation, 360 ° studios panorama and interactive projects. From the Internet + sightseeing, tourists can get to know the scenic spot in advance through many aspects and multiple channels, enter the scenic spot easily and quickly, and realize the transformation from sightseeing to experience.

## 4.4. "Internet + entertainment"

At present, film-studio city mainly focuses on sightseeing, with few entertainment projects and less participation of tourists. Among them, only some entertainment projects such as ancient costume photography and riding archery can be participated by tourists. Most of them are folk artists performing intangible cultural heritage such as paper cutting, embroidery and clay kneading. Tourists can only watch and appreciate them, but rarely experience them personally. Therefore, film-studio can combine these entertainment projects with the Internet to design an entertainment project module on the scenic elec-

tronic Navigator, including entertainment project introduction, map navigation, simulated entertainment show, tries out VR virtual entertainment experience. At the same time, entertainment project modules are added on WeChat platform, with the same function as the electronic tour guide. Among them, the module of virtual entertainment project is unique, which allows visitors to have only one minute of virtual experience, so as to attract visitors to experience chicken fighting, embroidery, Tofu grinding, iron making, shadow play and other interesting entertainment activities. Through the two parts of virtual and real scenes, visitors can enhance their sense of experience and interest. In the aspect of "Internet + entertainment", the film and TV city scenic spot has been transformed from "reality oriented" to "combination of reality and reality".

## 4.5. "Internet + management"

In terms of "Internet + management", in addition to the several large equipped application systems such as the existing monitoring system, call center, intelligent parking system, the emergency command system, wireless communication system, background music and so on. The scenic spot still needs to improve the data management system, expand the scale of the travel involved data storage, and combine the ticket access control system, the human traffic monitoring system with the wireless communication system. In the peak season of tourism, real-time statistics of tourist traffic in scenic spots through the ticket entrance guard system, remind and control traffic through the entrance of the LED display screen so as to avoid passenger flow over the capacity of the scenic spot. At the same time, scenic spot should manage the network platform in a unified manner, continuously accumulate big data of tourists, improve the tourist information, strengthen contact with various scenic spots and hotels in the whole district, establish a shared electronic information archive of passengers, make full use of the background for data analysis. According to the tourist information, they should carry out targeted and features tourism promotion and tourism services, and set up WeChat online customer service to maintain communication and interaction with tourists in real time. According to the personalized needs of tourists, they will quickly and efficiently solve the tourists travel consultation, appeal, for help. Let the film-studio city realize the transformation in from "popular" to "personality" in the aspect of "Internet + management".

## 4.6. "Internet + operation"

In the aspect of Internet + management, film-studio city can make full use of the advantages of the Internet and combine the Internet with the operation of relevant industries to form the linkage effect of the scenic spot.

On the one hand, the managers in the scenic should put local specialties on the official public platform online, regularly publish more information about the hotel accommodation and entertainment facilities in and around the scenic spot, and timely launch some package discounts of "ticket + accommodation + catering + entertainment", "movie city + hot spring", "movie city + Helan mountain rock paintings ".Meanwhile, they launched the "buy products online, bag mail delivery" and other activities to strengthen the promotion of tourism souvenirs network and publicity.

On the other hand, the scenic spot merchants can also upload product pictures, features, prices and daily sales information through the mobile phone client in the official website shopping module, which is approved by the network administrator of the scenic spot. Tourists can also scan the product QR code to learn the product information and pay online.

By opening new management means through the Internet, the scenic area will form an industrial chain with related industries, form a linkage effect with various scenic spots in Ningxia, create a new tourism consumption pattern, and boost the transformation of the film-studio city from "ticket economy" to "industrial economy" in the aspect of "Internet + operation".

## 5. Conclusion

The Internet has become an important factor in promoting the development of the new era. The change of various industries is also gradually advancing. The Internet is rapidly affecting the development of tourism industry and its influence will be increasingly large. the impact will be more and more big.

Thus, Ningxia tourism should actively take the initiative to shakes hands with the Internet and take the innovation road of "Internet + tourism". Internet plays an important role in the allocation of production factors, enhancing the overall strength of the tourism industry and developing a new marketing pattern of "Internet + tourism". The following conclusions are obtained from this study:

As a traditional historical and cultural scenic area, Zhenbeipu western film-studio city can activate Ningxia history through the integration with the Internet and by means of modern scientific and technological information, bringing new tourism experience to tourists and promoting Ningxia to the world.

The development of tourism in the context of the Internet is of course important, but "Internet + tourism" is a new industry after all. The traditional tourism industry still has a large part of the market, giving full play to the combination of the Internet and the traditional tourism industry.

The overall external publicity and promotion of Ningxia's tourism industry requires the integration of various tourist attractions in the region, avoiding vicious competition, highlighting their product features, forming the "image superposition" effect and truly achieving the "1+1>2" combined effect.

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