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Research on Tourism Planning Education Model in Innovative Economy under the Background of Big Data

Yaou ZHANG¹, Jiajing HU²

Abstract

This article takes the tourism planning education model as the research object in the innovation economy, and focuses on the direct impact of different stages of tourism planning education model innovation, which is introducing IT capabilities as intermediate variables, analysing the impact of big data on IT capabilities of enterprises and IT capabilities on tourism. The impact of planning education model in economic innovation demonstrates the indirect impact of big data on tourism planning education model in economic innovation, thus it is also constructing tourism planning education model based on big data to analyse the conceptual model in economic innovation. This paper takes the tourism planning education model as the research object, analyses the research progress of domestic and foreign tourism planning. As well as previous research results, using the methods of theoretical analysis, induction, and epiphany, this paper proposes experience orientation, integration of tourism industry, integration of tourism and urbanization, “anti-planning” orientation, “five-in-one” orientation, and cultural creativity-oriented tourism planning innovation. The model discusses the theoretical basis, planning ideas, advantages and disadvantages, and suitable objects of each model. By big data for tourism planning education to gain competitive advantage through model innovation, the concept and connotation of experience tourism are proposed in economic innovation. The characteristics of tourism products are analysed accordingly, and the status and existing problems of tourism products are analysed. This discusses the corresponding countermeasures and solutions, and discusses how to innovate product design.

Keywords: tourism planning, big data, educational model, economic innovation, potential risks.

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Introduction

Big data is increasingly attracting attention from academia, industry, and government agencies. In May 2011, the McKinsey Global Institute released a report entitled “Big Data, the Next New Field of Innovation, Competition, and Productivity Improvement.” The report says that the power of big data is transforming all sectors of society (Zhang, Lan, Qi & Wu, 2017; Mohseni et al., 2015). Big data is already It has become the next new area in which all sectors of society pursue innovation, competition and increase productivity. According to IBM and the Sayid School of Business at Oxford University, “big data in the real world” shows that: More and more companies acknowledge that competitive advantage is related to big data, and big data determines the future development of the company. Garaca, Trifkovic, Curcic, & Vukosav (2014) demonstrate the overall problem of industrial heritage in the town and identifies attributes of tourism planning and design of industrial heritage objects, taking into account the needs and aspirations of tourists. In the field of business practice, big data has begun to be applied to various industries in social production. Leading companies not only collect and store large amounts of data, but also continuously improve the excavation of data and innovate tourism planning around big data. Tourism service companies verify compliance with big data, monitor travel fraud, improve user experience, improve competitiveness, and maximize operational efficiency (Boes, Buhalis, & Inversini, 2016). The development of tourism and the assessment of benefits are the primary policies in the world for revitalizing the economic development (Yeh & Fotiadis, 2014). The performance of the economy is correlated to the productivity and the efficiency of the port over a given period of time. Tourism companies can discover credit card crimes through big data, such as theft and fraud; travel websites can use consumer statistics to conduct trend analysis and display; insurance companies can also find potential risks through them.

Since the first modern tourism plan in 1959, “Hawaii Planning” came out, foreign tourism planning has developed over half a century and theoretical research has yielded rich results. At the beginning of the study, scholars focused their attention on the basic theories of tourism planning (Carlisle, Johansen & Kunc, 2016). They hoped to establish the status of tourism planning as a new tourism discipline through systematic research and published a number of classic monographs, including Gunn’s *Tourism Planning* and Pearce’s *Tourism Development*. With the further development of tourism planning, scholars have begun to summarize and innovate planning methods, summing up the general threshold planning method, comprehensive planning method, system planning method, relying on community planning method, ecotourism planning method and Continuing Tourism Planning Law (Ojo, Curry & Zeleti, 2015). After entering the 21st century, foreign research gives empirical tourism planning, planning governance and participation in greater attention. For example, Reid et al. used self-evaluation tools to analyse the development of community tourism planning in Canada; Sparks discussed how

Australia conducts wine tourism industry planning from the perspective of tourist spending intentions; Connell et al. studied the sustainable development of local governments in New Zealand based on resource management methods of Tourism-planning implementation. In terms of planning governance and participation, Gretzel et al., (2015) pointed out that good community tourism planning is based on extensive assessment of contextual factors such as history, markets, culture, institutions, and politics, and that there is a need to improve governance from planning to implementation; Moscardo found that the tourism planning, residents only play a secondary role (Suocheng, Zehong, Yu, Guangyi, Huilu, Juanle, & Yongbin, 2015). Monteiro (2014) examines the influence of local organizations in the design and delivery of social services, with a particular focus on the impact of their own political orientation and strategy in the local redefinition of national policies. Most of the planning concerns are very narrow; Wray pointed out that the stakeholders in tourism planning and their means of participation should be more comprehensive, and more extensive should establish through interaction.

In April 2013, the “PRC Tourism Law” has promulgated. In academic circles, domestic scholars have also given more attention to tourism planning. Related research results have focused on the construction of tourism planning theory and framework systems, and the development of tourism planning. Such as Gu Chaolin’s preliminary discussion on domestic and foreign tourism planning theory; Tan (2015) puts forward the concept of perfecting Chinese tourism planning system. Based on summarizing the traditional tourism planning theory, Zhang Jie points out the need for key breakthroughs and focuses on the issues. Liu Feng thinks that tourism planning is the unification of science and art; Altinay, Paraskevas, & Jang (2015) proposed a tourism planning master plan system that includes planning, economics, environment, and humanities; and Wu Bihu’s monograph “Principles of (regional) tourism planning” systematically discussed the theory and method of domestic. In addition, foreign tourism planning is the integration of relevant research results. In the research of tourism planning development process, Fan Yezheng has reviewed the development history of Chinese tourism planning, summed up the characteristics of each stage and the main results. Xu Chunxiao has taken the development of market research in tourism planning as an entry point, divided the stages and international. According to Wu Chengzhao’s analysis of the phase characteristics of Chinese tourism planning, he has focused on the values, methods, and academic frontiers of tourism planning. Guo et al., (2014) from the perspective of the evolution of tourism planning ideas, viewed the historical background of tourism planning in each period. Core theories and methods, important works and representative figures have reviewed; Jung & Park (2015) believe that Chinese tourism planning has entered the era of creativity.

With the rapid development of the tourism economy and the increase in tourism spending power, people’s consumer attitudes are changing quietly. Many people have long been unable to satisfy the tourist style of traveling and sightseeing, and the “tourism planning education model” is quietly heating up. The most promising

part of modern tourism innovation economy (Pantano, Priporas & Stylos, 2017). This article combines modern information technology and big data technology to study tourism planning education model products, the main purpose is to be able to further change the development and management concepts in our country's tourism development and operation, so that our new tourism products can meet the tourists to tourism. The demand for planning education model products has made our tourism product development and operation more targeted and closer to the market.

Research review

The study of foreign tourism planning started earlier, and it has roughly gone through the research course of basic theory-method technology-empirical case. The study of domestic tourism planning started late, but the results were quite rich. Many scholars constructed a tourism planning theory and framework system with Chinese characteristics based on the actual situation in China. At different stages of tourism development, tourism planning has different stages. Domestic scholars have reviewed and summarized the main development history of Chinese tourism planning, but most of the conclusions have remained in the traditional meaning and different stages of development (Lu & Liu, 2016). At the level, in the face of tourism's increasing status in Chinese economic and social development, the rapid development of tourism planning practices, and the constant renewal of theories, there are still relatively few research results from the point of view of innovation, insight, and innovation. Research on the relationship and connection between big data and tourism-planning innovation, business analysis and decision support with the application of big data analysis technology, and tourism planning model innovation, marketing, operations, strategic planning research driven by big data. In addition, practice will become the core of future big data travel planning research (Dai, Jiang, Yang & Ma, 2016). This paper starts from the real needs of big data value management, and from the two aspects of tourism planning innovation and IT capabilities, it constructs a theoretical analysis framework for the direct and indirect effects of big data on tourism planning model innovation, and selects Chinese leading national grid for big data applications. Conduct case studies to explore the economic and model innovation process of tourism planning in the context of big data. In view of this, from the perspective of relying on theory and development, and based on tourism planning education model, this paper proposes several innovative tourism planning models based on the induction and analysis of traditional tourism planning education models, with a view to studying tourism planning theory and practice. It has a certain guiding significance.

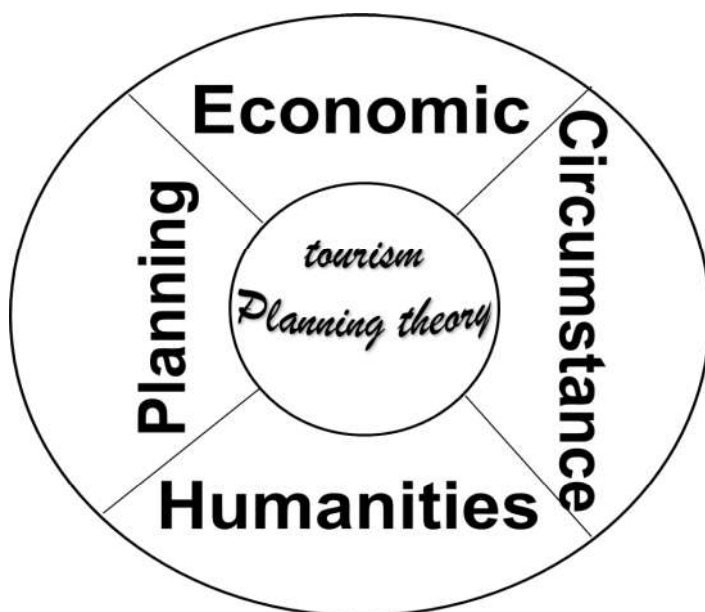


Figure 1. Student management system

The significance of location theory in regional tourism planning is determining the organizational level and planning level of tourism space; formulating tourism development strategies; seeking location advantages; agglomeration effects; tourism route design; site selection (Cooke, 2016). At present, the more mature studies of tourist location theory are concentrated on the application of central theories and distance attenuation principles.

The growth pole theory: In a certain period, the growth momentum tends to be concentrated in a leading economic sector and an innovative industry (Almirall, Wareham, Ratti, Conesa, Bria, Gaviria & Edmondson, 2016). These sectoral sectors generally tend to converge to the best location due to the pursuit of external economic effects, and thus have a certain attraction to the surrounding areas. Moreover, centripetal force, so that the resources of the surrounding areas to the extreme gathering.

Core-periphery theory: With the growth of regional economy, according to the evolution of regional economy from pre-industrialization stage → industrialization early stage → industrialization maturity stage → late industrialization period and post-industrialization period, regional spatial structure presents a discrete spatial structure correspondingly → Aggregate spatial structure → diffuse spatial structure → equilibrium spatial structure succession (Hao, Zhu & Zhong, 2015). The theory attempts to explain how the regions are unconnected, isolated and developed, become interconnected, develop unbalanced, and change from extremely uneven development to interrelated balanced development of regional systems.

Point-axis progressive diffusion theory: Theory holds that spatial diffusion is caused by the unbalanced socio-economic spatial structure (Williamson, 2015). Due to the presence of “gradients” and “pressure differences,” spatial diffusion will be formed, and the diffusion of material and non-material elements nearby regions, combined with regional productivity, formed new productivity, promoted socio-economic development, and eventually led to a balanced regional spatial structure (Malhotra, Anand & Singh, 2018). The theory of circle structure: The distribution of agriculture in the suburbs of cities is distributed in circles, with the city as the center, namely free agricultural areas, forestry areas, crop rotation agriculture areas, grain grass farming areas, Sanpu farming areas and animal husbandry areas. This circle space structure model is known as “Du can ring.”

Academician Lu Dadao, a famous economic geographer in China, based on the in-depth study of the macro regional development strategy, taking Chris Taylor’s central place theory, Hugel Sylland’s spatial diffusion theory, and Francois Prox’s growth (Xiang, Wang, O’Leary, & Fesenmaier, 2015). The polar theory was the theoretical basis. In 1984, the “point-axis system” theoretical model was first proposed, and in the monograph “Regional Development and Spatial Structure” published in 1995, the process of forming the “dot-axis” spatial structure was systematically described. The structure and types of the “development axis”, “progressive diffusion of point-axis”, “dot-axis-accumulation zone” and other issues analyze the basic characteristics of the spatial structure of different social and economic development stages.

Traditional tourism planning model

According to different standards, tourism planning can be divided into different types. Taking the standards recommended by the World Tourism Organization (WTO) as an example, the geographical scope can be divided into local planning, regional and inter-regional planning, national planning, and international planning. According to the planning time limit, it can be divided into short-term planning, medium-term Planning, long-term planning; organizational structure can be divided into departmental planning, project planning, and comprehensive planning. The “model” is a guide to the solution of a certain type of problem to a certain theoretical height (Khomsi, 2016). Tourism planning can be divided according to a model. Each model has a different theoretical basis, guiding philosophy, and planning ideas. It also has its own advantages and disadvantages, and suitable objects. Traditional tourism planning includes four models: resource-oriented, market-oriented, product-oriented, and image-oriented.

Resource-oriented planning model

In the initial stage of tourism planning, the resource-oriented model occupies a dominant position (*Figure 2*). Its main characteristic is that “resources determine production and what resources are available to develop what products.” The generation of this model is in line with the law of tourism development and its phased characteristics (Moyle, Moyle, & Bec, 2018). The tourism industry that has taken the lead in the tourism industry generally has a relatively high level of tourism resources. It has developed with resources as the guide and can be quickly brought to market (Song & Liu, 2017). The formation of tourism products, which helps to convert tourism resources into economic benefits efficiently, the tourism industry will also be traced here (Marton, Constantiou & Lagoudakos, 2017). The initial planning of many traditional tourism destinations is a resource-oriented model. For example, Beijing and Xi’an mainly focus on the planning and development of their historical monument resources, while Guilin and Huangshan mainly focus on their natural mountain water resources.

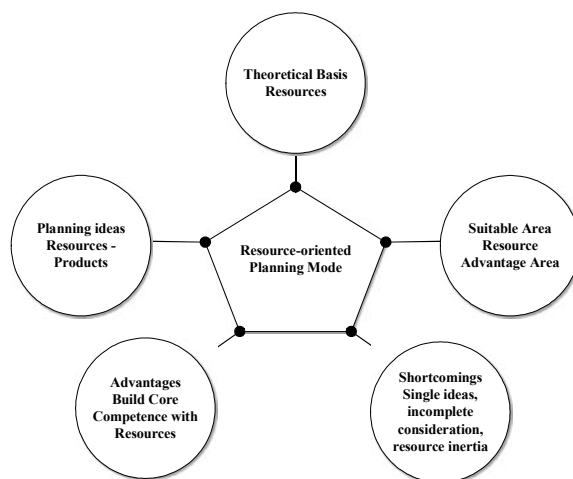


Figure 2. The resource oriented planning model

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initial planning of many traditional tourism destinations is basically a resource-oriented model. For example, Beijing and Xi'an mainly focus on the planning and development of their historical monument resources, while Guilin and Huangshan mainly focus on their natural mountain water resources.

Market-oriented planning model

Since the 1990s, along with the vigorous development of the market economy, the tourism industry has gradually become prosperous; tourism planning orientation has begun to shift to market demand, and what planning ideas have been developed according to the market needs. According to the characteristics of each market segment, develop different types of tourism products need to meet the different needs of the market. The market-oriented planning model is particularly suitable for areas with poor tourism resources, but with obvious advantages in market location, through creative development, you can also achieve greater success. The development of the tourism industry in Shenzhen is the most successful case of the market-oriented planning model. Under the unfavorable conditions of lack of natural high-quality tourism resources, Shenzhen has creatively developed theme parks such as Splendid China, Window of the World, Happy Valley, and Overseas Chinese Town, which opened the door to the theme park tourism in China.

The market-oriented planning model has deep theoretical basis marketing, and related theoretical research focuses on the market structure division, relevant influencing factors, market demand forecast, and tourist consumption behavior and so on. Such as Bao Jigang used Beijing as an example to forecast the number of domestic tourists for the first time by using the gravity model, Wu Bihu proposed the concept and theory of the ReBAM through the analysis of the source market space. Market-oriented planning model can well get rid of the shackles of background resource conditions, create tourism products according to market demand, thus promoting tourism consumption; but this planning model needs good market location conditions as a match, otherwise it is not easy to succeed. Taking the theme park as an example, the success of the Shenzhen model has led to the imitation of many other regions, but many of them ended in failure. The fundamental reason is that these areas do not have such a good market position in Shenzhen. In addition, the market-oriented planning model is often difficult to keep up with the pace of change in demand, many tourism planning has not yet begun to implement, and the market demand has changed significantly (*Figure 3*).



Figure 3. Tourism Market-Oriented Planning Pattern

Product-oriented planning model

With tourism entering the period of popular development, the product-oriented planning model has begun to sprout. Tourism products in this period are no longer the only one for tourism and tourism. Leisure tourism, business exhibitions, festival events, special themes, and other types of tourism products have begun to flourish. The establishment of a product system characterizes the product-oriented model. Through the development of different natures and types of tourism resources, a variety of product types have created, supplemented by related facilities and service functions, to provide consumers with alternative tourism products. Taking the development of Hainan's tourism as an example, since entering the new century, it is through the planning and development of a series of leisure resorts and tourist attractions, hotels, combined with fast and comfortable transportation network layout, rich and exciting entertainment activities completed the sightseeing tour to leisure vacation tourism. The successful transformation has become a hot destination for holiday travel in China, especially used for winter vacations.

Product-oriented planning model is also rooted in the theory of marketing; research content includes product structure, product system, product design, and development. The most representative research results include the tourism that Butler proposed the product cycle evolution model [20]. Wu Bihu's RMP analysis method. The product-oriented planning model can provide tourists with a complete tourism and consumption experience, but it has also affected by rapid changes in market demand. In addition, the tourism product system has a large-scale distribution project, it is difficult to maintain an efficient and lasting response to the market, and product transformation costs may be high in Figure 4.

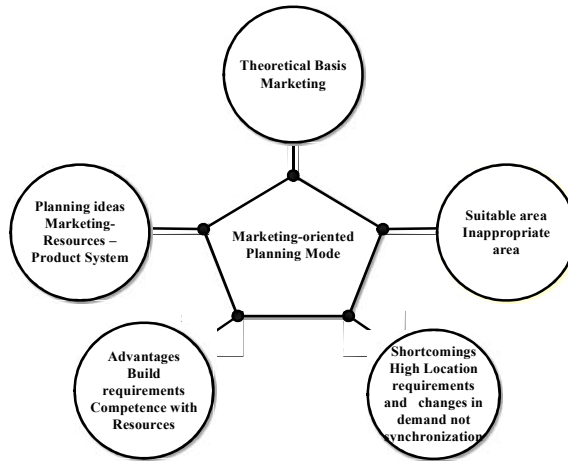


Figure 4. Product-oriented planning model

Image-Oriented Planning Model

The image-oriented planning model originates from the increasingly fierce competition in the tourism market. Due to the homogeneity of product development and the substantial increase in the supply of tourism products, regional tourism development needs to face an increasing number of competitors, through image mining, shaping, and promotion. The most effective way to attract the “eyeballs” of tourists and potential tourists and induce tourism consumption is the typical planning mode under the attention economy. Image-oriented planning style is an effective method that can be borrowed during the transformation and upgrading of traditional tourism (Song, Du & Zhu, 2017). It can once again focus on the market and achieve secondary development. The promotion of the image of Chinese national image in 2011 and the launch of the “Hospitality Shandong” image in 2008 is an example of more success; in addition, the image-oriented planning model is also applicable to the tourism development culture that is multifaceted and does not form a tourist destination with core tourism cultural characteristics. In addition, we need to integrate and optimize the highlight of the tourism image of the region.

The image-oriented planning model is deeply influenced by marketing science, especially the market image theory. Public relations, aesthetics, linguistics, and communication theory are also involved. Chen Chuankang planned image development earlier. In the introduction of tourism planning, his student Li Leilei’s monograph “Planning of Tourism Destinations: Theory and Practice” is the first high-level monograph on the systematic design of tourism destinations in China. The proposed TDIS theory has a high guiding value for image planning. The

biggest advantage of the image-oriented planning model is that it can quickly turn its attention to tourism productivity. Through the shaping of the image, it can lead the development of brand tourism development. However, it is precisely to attract market attention that it is easy to promote kitsch and fictional images, leading to some tourist destinations quickly disappearing from the competition in the market after the “grandcasting”; in addition, once the image is deeply entrenched in the market, It will be very difficult to update (Figure 5).

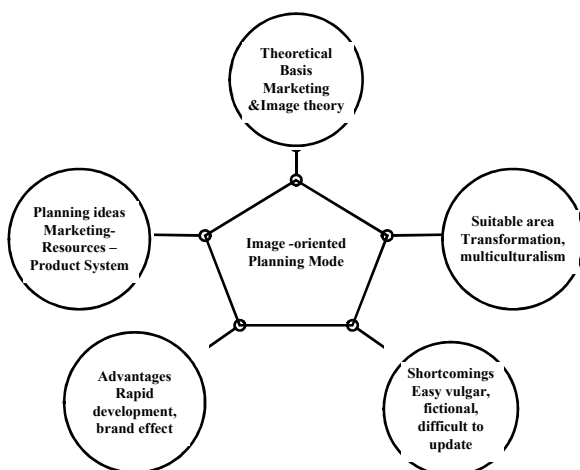


Figure 5. Image-Oriented Planning Model

Theoretical Basis and Analysis Framework

The direct impact of big data on the innovation of tourism planning education model

Although many scholars currently have some different opinions on the elements of the tourism planning education model, most scholars agree that the core elements of the tourism planning education model include products, supply chain, customers and profit models, and tourism planning education model. Most of the innovations are also based on the elements of the tourism planning education model. Based on the grounded theoretic analysis of the problem of tourism planning education model, this paper proposes that tourism planning education model refers to the core logic of discovering value, creating value and realizing value in the industry chain and value system after the change of technology and competitive environment. In addition, Figure 6 shows the innovation process of the enterprise organization and industrial chain transformation and potential system of potential value mining carried out for this purpose.

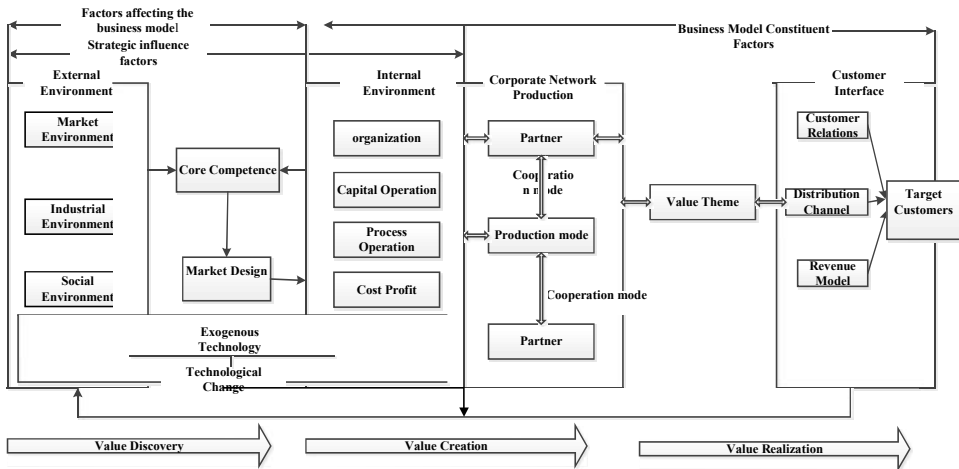


Figure 6. An Innovative Economic Model of Tourism Planning Education Based on Big Data

Value discovery innovation refers to the customer-oriented acquisition of information related to corporate value activities, usually referring to changes in the market environment, social environment, and technology, leading to changes in corporate tourism planning education model. Value creation innovation refers to changes in the enterprise tourism planning education model caused by changes in the company's internal environment including organization, processes, costs, and cooperation models, partners, and production models. Value-based innovation refers to the innovation of corporate tourism planning education model that results from changes in customer relationships, distribution channels, and profit models. The role of big data for enterprises includes a series of corporate actions from the inside to the outside. Internal governance can strengthen internal governance, enhance financial and accounting services, strengthen product testing, and monitoring, conduct basic research, and increase sales for external customers. Improve customer service levels and automate decisions. Therefore, this study believes that big data can have a direct impact on the three stages of value discovery, value realization, and value creation, thereby triggering innovations in tourism planning education models.

The indirect influence of big data on the tourism planning education model

IT capabilities are divided into IT infrastructure (tangible resources), IT intangible assets (intangible resources), IT human resources (based on personnel resources), and three dimensions. Scholars believe that the ability of enterprise IT as a driving force is antecedent to the innovation of tourism planning education

model, which has a major impact on the innovation of tourism planning education model, and at the same time emphasizes that IT construction of enterprises must adapt to the innovation of tourism planning education model. Wang Wei (2015) analyzed the mechanism of the innovation endogenous forces of the tourism education model from the IT-driven perspective and proposed an IT-driven tourism planning education model innovation. In the era of big data, in addition to comprehensively collecting internal data, enterprises can also integrate with external data, or purchase professional data services, thereby enhancing their own data processing capabilities. Big data as an enterprise's important resources (assets) can fully enhance the company's IT capabilities, and can act in the three stages of discovering value, creating value, and realizing value, and they have a positive effect on tourism planning education model innovation [30]. In the value discovery phase, the enabling role of IT capabilities has mainly reflected in the overall insight into changes in the company's external environment and the ability to respond in a timely manner, accurately predict business trends, enhance the company's ability to innovate, and achieve rapid adjustment and deployment of new strategies.

Creating value requires companies to re-assemble and tap internal and external resources for integration and configuration. IT capabilities are mainly used to promote value creation through decision support systems. The focus is on business functions such as administration, finance, research and development, production, and human resources. IT capabilities, including IT planning capabilities, and integration capabilities can effectively help companies reconfigure and adjust their own resources to gain long-term competitive advantage. IT technology has changed the way companies provide marketing services and product development, enabling companies to deploy flexibly, which is conducive to maximizing value creation. Companies can analyze and discover opportunities that are overlooked by competitors, including globalization and differentiated services for segmented markets based on customer needs. They determine the relationship between the business and customers, supply chain, partners, and investors, and bring competitive advantages to the company.

Conceptual model of tourism planning education model innovation based on big data

Combining the three stages of the value proposition of tourism planning education model innovation and the IT capability of the enterprise, this study constructed a "conceptual model of tourism planning education model innovation based on big data", as shown in *Figure 7*.

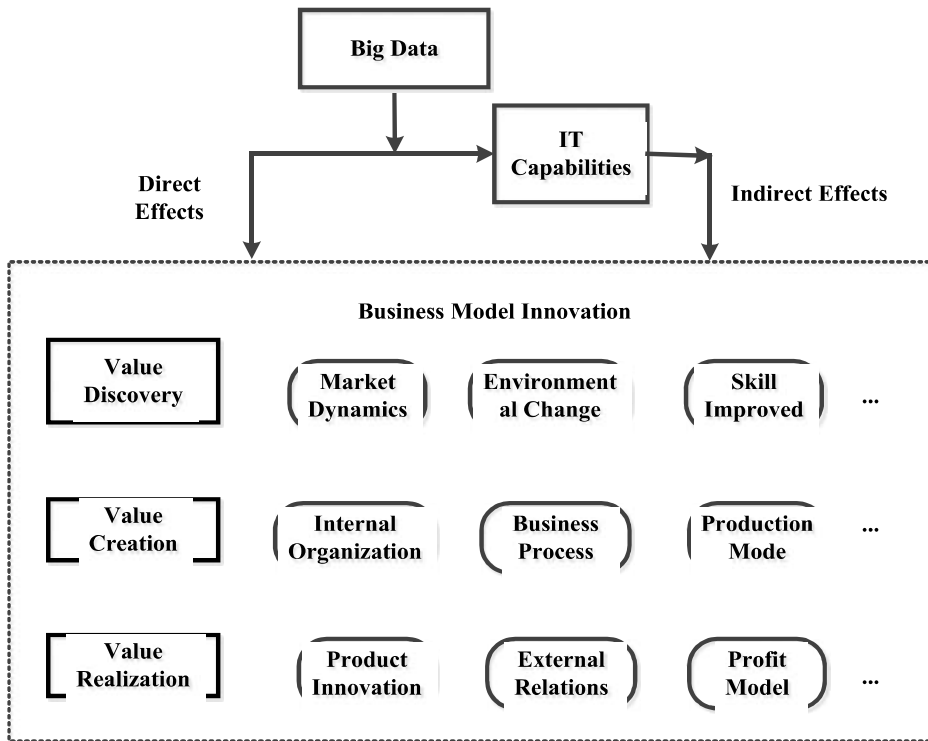


Figure 7. Innovative Economic Application of Tourism Planning Education Based on Big Data

The concept model shows that Big Data directly promotes the innovation of corporate tourism planning education model. It is a method, means, and tool for the innovation of tourism planning education model. On the other hand, it also directly enables and supports information technology, systems, and IT capabilities. The evolution has promoted the development and innovation of IT information systems and capabilities. The development and role of IT capabilities have enabled the updating and transformation of enterprise capability sets. Eventually it has led to changes in the constituent elements of corporate tourism planning education models, driving the tourism planning education of enterprises. Innovation of the model can be seen that the innovation of big data driven tourism planning education model based on IT capabilities embodies a big data driver and utilizes IT capabilities and other information technologies to drive corporate organizational factors (environment, organization, process, production model, cooperation model). Changes in relationship with customers realize the idea of innovation in corporate tourism planning education model.

The role of big data as an information technology in the innovation process of corporate tourism planning education model includes three aspects, which are the discovery of value, value creation, and value realization. They respectively address the external environment of the company and market opportunities; internal processes, finance, and human resources of the organization. Big Data is an important antecedent to the innovation of corporate tourism planning education model. On the other hand, Big Data is the IT capability acts as an intermediary and plays an enabling role (leveraging role) in transformation, supporting the IT system to realize the innovation and transformation of the enterprise tourism planning education model from the three aspects of value discovery, creation, and realization. It is also important for enterprises to realize the innovation of the tourism planning education model.

Innovative Tourism Planning Model

With the continuous development of the economy and society, especially in the transition period when China is moving towards the goal of building a well-off society in an all-round way, the development of tourism must be highly adapted to the requirements of the entire economy and society to the development of the industry. The reform of tourism planning is imperative. The country has identified tourism as a strategic pillar industry and a more satisfied modern service industry. The original traditional tourism-planning model has certain limitations of the times; at the same time, Chinese tourism planning, and development in 35 years, *Figure 8* shows Framework for Big Data Tourism Planning Education, the theory and practice has a certain degree of innovation, in the discovery, refining, induction, and understanding of tourism planning. Based on the case, we need innovative tourism planning model.

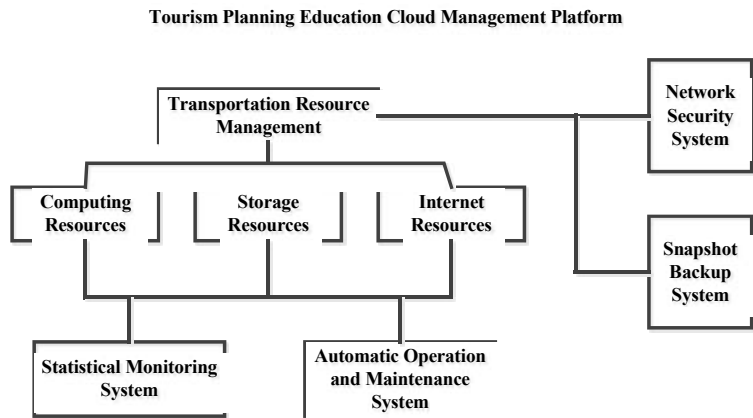


Figure 8. Framework for Big Data Tourism Planning Education

Experience-Oriented Planning Innovation Model

With the sudden emergence of the experience economy, the tourism industry has gradually evolved from tourism and leisure tourism-to-tourism planning education. The tourism product suppliers are paying more attention to what kind of experience the tourists obtain physically and psychologically through tourism activities, and how satisfied is the experience. Therefore, the experience-oriented planning model focuses on the experience of tourists, focusing on tourism activities, especially participatory activities, and through tourism planning and design, as well as acoustic, optical, and electrical technologies, from visual, auditory, tactile, taste. Disneyland's success largely depends on its experiential operations. Various fairytale experience activities and staff human services provide visitors with a realistic fairy tale world. "Everyone in the park can feel happy. "It is Disneyland's basic philosophy of planning and developing based on customer experience. Another example is the experience-oriented planning method widely used in the red tourism planning. Activities such as "wearing straw shoes, singing red songs, eating small rice, and retaking the Long March Road" can make tourists in the peace age experience the hardships and happiness of the war era most directly. Life is not easy to come by. Experience-oriented planning model originated in the era of experience economy, based on the theory of experiential consumption theory. In terms of tourism experience, Xie Yanjun's "Basic Tourism Studies" and "Research on Tourism Experience: A Perspective of Phenomenology" have a more systematic exploration of tourism experience theory. He believes that "tourism is fundamentally An aesthetic process and a self-entertainment process mainly for the purpose of obtaining psychological pleasure; a process in which a traveler experiences a temporary connection with the outside world to change his psychological level and adjust his psychological structure. "The experience-oriented planning model starts from the most important needs of tourists, and it can achieve the greatest satisfaction of tourists, leaving them with unforgettable experiences. However, the level of experience depends on not only the level of tourism planning and production level. It is also affected by the personal characteristics of tourists and their willingness to participate, so it is also more difficult (*Figure 9*).

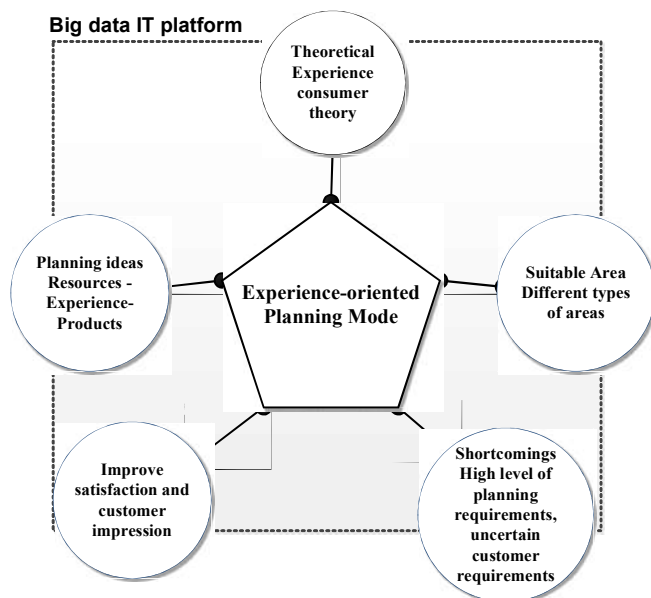


Figure 9. Experience-Oriented Planning Innovation Model

Tourism industry integration-oriented planning innovation model

When the tourism industry develops to a certain stage, it will inevitably require re-adjustment of the relationship between the various elements within the industry, and will continue to extend to the industry's external upstream and downstream industries and other related industries. The tourism industry integration-oriented planning model will also emerge. The tourism industry-oriented planning model is more suitable for planning areas with relatively large spatial scales, relatively large types of resources, and relatively more developed tourist industries and other related industries. The planning goals include tourism industry clusters, tourism complexes, and A specific industrial integration special product. Such as forestry tourism, agricultural tourism, industrial tourism, Kangshou tourism, sports tourism, etc. produced by the integration of tourism and related industries. The success of rural tourism in Sichuan is the best case of integration of tourism and agriculture, which fully embodies the integration of tourism industry planning ideas. The theoretical foundation of tourism industry integration-oriented planning model originates from the industrial integration theory in industrial economics. In tourism research, industrial integration is the focus of attention of many scholars in recent years, and has made quite a lot of research results. Such as tourism industry integration concepts, products, models, mechanisms, paths and effects. Tourism industry integration oriented planning model.

The formula can well coordinate the production factors within the industry, and promote the overall development of the entire region through positive interaction with various industries. It is also an effective means to crack the ticket economy and promote the tourism industry to become bigger and stronger; but in the planning process, this kind of Convergence often leads to deviations, which restricts the development of the tourism industry. For example, some real estate developers use the name of developing real estate tourism. In fact, they only build houses for the purpose of housing and lose the real connotation of real estate tourism. This model requires extremely high levels of planning personnel and industry development, and it is necessary to accurately find the convergence point (*Figure 10*).

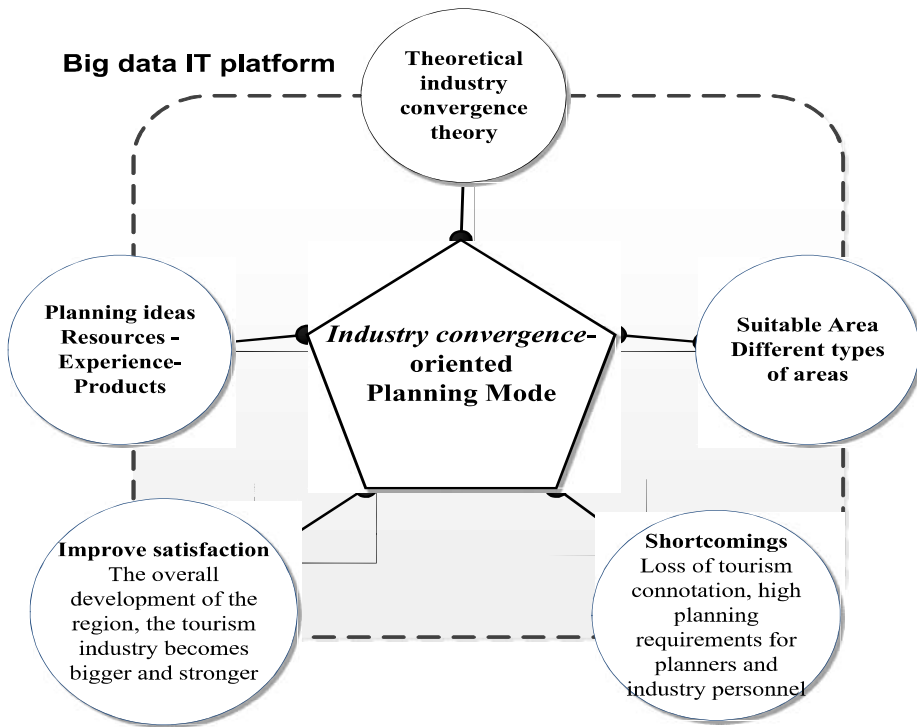


Figure 10. Tourism industry integration-oriented planning innovation model

Integration of tourism and urbanization oriented planning innovation model

The tourism industry has a natural connection with urbanization. The relevance of the tourism industry not only accelerates the process of urbanization, but more importantly, it can improve the environmental quality of towns and towns. Towns are not only destinations with many resources, but also It is also an important

transit and distribution center for tourism. Therefore, in the modern tourism planning, the planning model of integration of tourism and urbanization has been widely used, especially in the construction of small tourism towns (Mann, 2018). The important problem that the planning model needs to solve is the improvement of tourism function in the process of urbanization. It has often planned and constructed through tourist attractions, neighborhoods, and tourism complexes. The construction of ancient towns such as Zhouzhuang, Fenghuang, Wuzhen and Tongli is a typical case of the fusion-oriented planning model of tourism and urbanization.

This planning model is mainly based on the theory of city (city) revitalization, is a postmodern view of consumption and hedonism, and the portrayal of urban postmodern development in the theoretical study, focusing on the relationship between tourism and urbanization. The integration of tourism and urbanization, the coordination of relevant interest groups include communities and governments, and the tourism industry. The excellent tourism and urbanization integration plan can well integrate tourism development with urbanization construction, give play to its natural linkage advantages, and realize the coordinated development of the two. However, it covers a wide range of areas and needs to be considered in all aspects of the entire town. There are many stakeholders, how to deal with the relationship between various groups, especially the relationship between tourists and community residents is a very important issue; In addition, in the process of planning and implementation, it is easy to cause the original ecology of natural and social culture. *Figure 11* shows the integration of tourism and urbanization oriented planning innovation model.

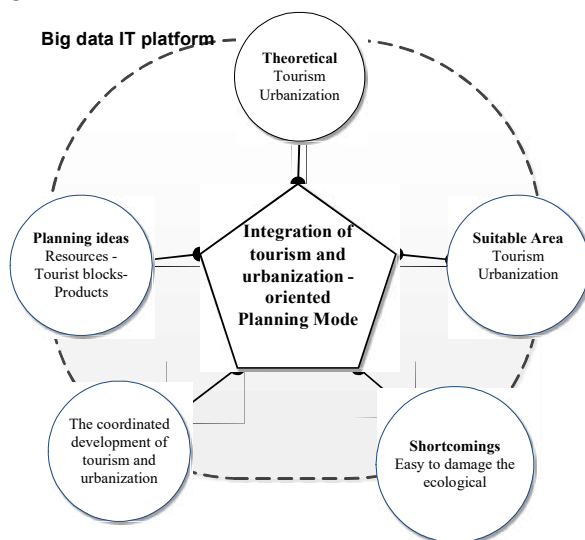


Figure 11. Integration of tourism and urbanization oriented planning innovation model

«Anti-planning» oriented planning innovation model

During the booming tourism planning period, planners and scholars began to reflect on the relationship between planning and the environment, resulting in a counterplan-oriented model. The anti-plans and planning are not contradictory. They have either not planned or rejected. Instead, in the process of tourism planning, the ideas of prior planning, protection, and development of light protection are discarded. In reverse operations, the relevant environmental protection is first formulated and implemented. The plan, then the sustainable development of the planning object, is actually a self-improvement of traditional planning methods. The anti-planning oriented model is mainly applicable to nature reserves with relatively fragile ecological environment and heritage protected areas with extremely high historical and cultural values. The planning idea is to give priority to the soft planning of protection and implement the hard planning of the facility; prioritize the planning of the non-construction area, and then carry out the construction planning in the traditional sense to ensure the integrity, integrity and sustainability of the environment.

The anti-planning orientation model is based on landscape ecology and sustainable development theory. This idea was first proposed by Yu Kongjian in 2002 and is discussed in a systematic way in his monograph “Anti-planning Approach”. Fundamentally speaking, the counter plan-oriented model is to apply the idea of sustainable development to the planning, and to achieve the ideal realm of “harmony between man and nature” through modern planning technologies such as landscape ecological design. The anti-plan-oriented model can effectively curb the disorderly expansion of destructive construction, ensure that resources are in a sustainable and original ecological state, and realize the best combination of environmental benefits, social benefits, and economic benefits from a long-term perspective; but it is for planners. The quality and technical requirements are high, and the cost of planning and implementation is high in *Figure 12*.

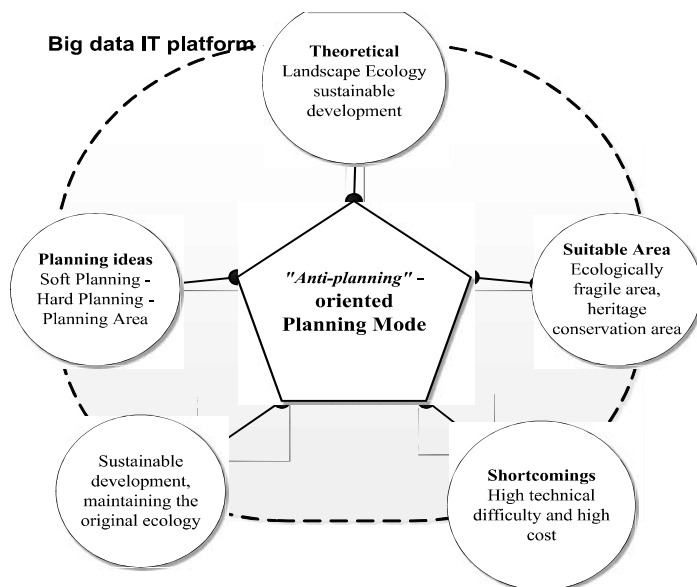


Figure 12. "Anti-planning" oriented planning innovation model

Cultural Creativity-oriented Planning Innovation Model

The relationship between culture and tourism goes back to ancient times. In the early days of tourism planning, cultural factors were the key considerations. With the development of the times, the culture is also constantly innovating. Through the combination with tourism planning, the result of this innovation is reflected in cultural and creative tourism. The core idea is to use cultural resources as the basis, and to adopt a different thinking than usual. Use cultural expression, derivative, reproduction, integration, aggregation, integration, performing arts, multimedia and other expression techniques and technical means to create a brand new cultural tourism experience for tourists. This planning model is suitable for tourism development areas where human resources are enriched or both humanities and nature are integrated. The Beijing 798 Art District is a classic example of cultural and creative orientation planning. From an abandoned factory to a gathering place of cultural and creative industries and then to popular tourist attractions, it is subversive tradition and innovative planning thinking.

Cultural creativity and innovation theory is the theoretical basis of the cultural and creative orientation-planning model. "Culture is the soul of tourism, tourism is the carrier of culture", which determines the important position of culture in tourism planning; "innovation is the essential regulation of economic development", it is determined that cultural creativity is the core idea of tourism planning and development. The cultural and creative orientation-planning model can combine culture, tourism, and creative industries. It is a perfect expression of

creative thinking; however, many creative ideas can be encountered, their market acceptance is difficult to predict, and planners need innovative thinking. Technical requirements are also high. In addition, the creative ideas of the mighty world may also make the traditional culture prevalent, and it is necessary to grasp the delicate relationship in *Figure 13*.

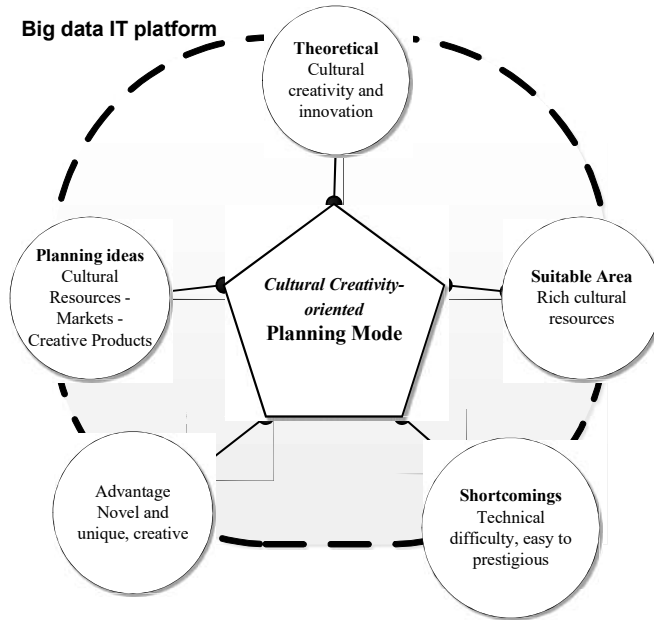


Figure 13. Cultural Creativity-oriented Planning Innovation Model

Conclusions

The development of Chinese tourism planning has gone through 35 years. From the perspective of tourism planning model, this paper has sorted out four traditional tourism planning models, including resource-oriented planning model, market-oriented planning model, product-oriented planning model, and image-oriented planning. Models; with the changes of the times, tourism planning practices and theories have made considerable progress. From the perspective of development and innovation, this paper will focus on the research of tourism planning innovation model, six types of tourism planning innovation models are summarized, including experience-oriented planning innovation model, tourism industry-oriented integration-oriented planning innovation model, tourism-urbanization integration-oriented planning innovation model, and “anti-planning”-oriented planning innovation. Model, “Five in One” oriented planning

innovation model, cultural innovation oriented planning innovation model. What needs to point out in particular is that the innovation model is not a negation of the traditional model, but a response to theoretical innovation, market changes, and technological innovation based on the traditional model. It is a collection of tourism planning methods that are focused. The planning model has its own theoretical basis and planning ideas. Of course, it also has its own advantages, disadvantages, and appropriate objects. No model is universal, and it must be carefully and scientifically selected by the actual conditions of each region.

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