

## **Study on the development of rural poverty alleviation eco-tourism model based on internet technology**

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**Abstract:** The Computer Internet technology has the advantages of strong gathering ability, wide coverage and so on. By giving full play to the advantages of computer technology, the relatively dispersed rural tourism resources can be effectively gathered together, to promote the vitality and value space of rural tourism in an all-round way, and to provide a new and reasonable way to solve the problem of poverty. This paper analyzes the rural poverty-alleviation eco-tourism model based on Internet technology from the perspectives of value and platform positioning, and discusses its development path in detail.

**Key Words:** Computer; Internet technology; rural poverty alleviation; eco-tourism model; development research

The Internet age has a certain role in promoting the development of rural tourism. The development of rural characteristic tourism can be promoted by using various techniques and means of publicity. We should constantly upgrade and perfect the rural tourism chain, change the rural features and construct a complete rural tourism service system.

### **1. BASED ON THE COMPUTER INTERNET TECHNOLOGY OF RURAL POVERTY-ALLEVIATION ECO-TOURISM MODEL DEVELOPMENT VALUE**

With the increasing attraction of rural scenic spots to outside tourists, the problem of less rural roads and worse conditions is becoming more and more prominent. In addition, some remote mountainous rural areas, the high probability of traffic accidents every year, rural road traffic planning and construction, become a necessary measure to optimize the industrial structure. Some existing roads should be renovated and widened to ensure driving safety, and scientific planning of surrounding transportation should be made for newly-built rural eco-tourism areas, the construction of "City-town-rural tourism area" three-level road network for the construction of rural eco-tourism industry to lay the foundation.

For the vast majority of self-driving tourists, the rural road twists and turns, complex, very affect the tourism experience. Through the development of "Internet + electronic map" autonomous navigation mode, can provide intelligent navigation for visitors. Visitors can use the navigation devices on their vehicles, or the digital maps on their smartphones, to pinpoint their location based on the navigation. In addition, the use of big data analysis of tourist needs, but also to help tourists automatically planning the best path and alternative paths. Can also cooperate with some travel software, according to their own needs to choose the best travel routes.

A variety of tourism products, tourists can get a better travel experience. In the past, due to the lack of innovation ability and the limitation of development cost, many rural scenic spots had a single type of tourism products. After a period of time, their attraction to tourists will decline, and the number of tourists will gradually shrink. To this end, local governments can take the model of attracting investment, attracting some investors to enter rural tourism areas, both for the construction of scenic spots to provide necessary financial support, improve the innovation and creativity of tourism products, it can also support the continuous growth and development of eco-tourism industry. Local governments can use the internet, new media and other modern channels to promote investment, and select high-quality, good reputation enterprises to develop tourism resources.

## **2. BASED ON THE COMPUTER INTERNET TECHNOLOGY OF RURAL POVERTY-ALLEVIATION ECO-TOURISM MODEL DEVELOPMENT FEASIBILITY**

### **2.1 The practical significance of platform construction**

Aiming at building a comprehensive network platform with the functions of promotion, marketing and sales, and spreading the beautiful rural tourism resources and their agricultural and sideline products through the power of the network, to promote the development of rural tourism and rural agricultural economy, to provide convenience for tourists all over the country to know rural tourism information and to know and buy pure ecological green rural products. Put the technology of Internet of things and 5G into physical operation, realize the close relation among scenic spot, information media terminal and tourists. Through the combination of VR, AR and other technologies to create immersive cultural experience, so that traditional tourism can be further developed into cultural experience-based tourism.

### **2.2 The practicability of platform construction**

The construction of the platform provides tourists with destination information and other services in rural tourism, and makes it convenient for consumers to choose high-quality local products online, and solves the problem of loss and waste caused by overstock of agricultural products. It can satisfy people's needs for rural tourism and purchase of agricultural products, fill the gap in the current market where rural tourism and the purchase of specialty products are not in line with each other, develop rich tourism resources in poor villages, and help farmers increase their income, get Rich.

### **2.3 The feasibility of the platform**

#### **2.3.1 Platform Development Technology**

The service platform of "Internet + rural tourism poverty alleviation" mainly depends on the design of web front-end and back-end. Create platform pages through web front-end development, and ultimately present the travel service product to the user. Through HTML, CSS and JavaScript and derived from a variety of technologies, frameworks, solutions, to achieve user interface interaction of Internet products. Back-end development is more about interacting with the database to process the corresponding business logic. At present, the above technology has been relatively mature, providing a stable platform for the technical conditions.

#### **2.3.2 Platform development environment**

In recent years, the Internet continues to penetrate into traditional enterprises, covering marketing, channels, products, operations and other aspects, plus the application of big data, cloud computing and other technologies, traditional enterprises have to embrace the Internet to speed up the development of the enterprise internet is an irresistible trend. In addition, technological innovation has gradually replaced the demographic dividend as one of the main drivers of China's internet economy.

#### **2.3.3 Platform marketing applications**

At present, the most representative rural tourism websites or agricultural products selling websites in the market are as follows: China agricultural products net, village travel net, China agricultural by-products supply and marketing net, Alibaba Agricultural by-products wholesale net. In addition to the village tour website, the four websites only provide information on the sale of agricultural products and do not provide information on rural tourism, which can not meet the needs of both rural tourism and the purchase of agricultural products, this platform will fill the gap. At the same time, there is not a real website platform dedicated to rural tourism poverty alleviation.

### **3.THE CONCEPTION OF THE SERVICE PLATFORM OF “INTERNET + RURAL TOURISM POVERTY ALLEVIATION”**

Relying on e-commerce technology and mobile terminal interconnection technology, we will establish rural information database and build an integrated service platform of “Internet + rural tourism poverty alleviation”, the aim is to provide tourists with services such as information on rural tourism destinations, and to facilitate consumers to select local high-quality local products online, and to solve the problem of loss and waste caused by overstocking of agricultural and sideline products. Provide a package of services on the platform, it includes the details and strategies of scenic spots, tour guide and tour service, details and online purchase of rural agricultural and sideline products, accommodation selection and reservation, and provides a platform environment for full exchange and interaction between the suppliers and the demanders of rural tourism industry.

#### **3.1 The main contents and functions of the platform**

Self-development website + outsourcing LBS, online payment, SMS platform services combined development: this series of steps as a service platform development process, need to be precise, accurate, in line with customer and market needs. After the completion of the website construction, the official line, and then on-line promotion. The platform mainly provides rural tourist attractions, activities, specialties, accommodation, food, trade and other services for tourists.

The organizers of the tourism project include the government, enterprises and local residents. The construction of a rural tourism project needs the government to provide policy and financial support, the enterprises to invest a certain amount of capital, the local residents to cooperate, and constitute the basis of the labor force. Therefore, the construction of smart rural tourism needs to strengthen the relationship between the three. Based on the background of “Internet +”, building a smart public service platform has become the preferred way to increase contact. The public service platform takes the community as the unit, has the communication, the inquiry, the monitoring, the protection and the control function, enables the government, the resident and the enterprise to form the close bond relations. Residents can make suggestions to enterprises, and can also give feedback on the environmental impact of enterprises in the region, helping enterprises to establish a sense of belonging and enhance their environmental awareness, so as to achieve a win-win situation for both residents and enterprises. The platform should have specialized databases, including preferential policy databases, local information databases and legal provisions databases, to facilitate business and residents access. Under the condition of improving the regional infrastructure construction, the government can use the platform to monitor the real-time, monitor the enterprise behavior of each investigation spot, and ensure the market safety and order.

The government can use the platform to apply for patents on creative ideas put forward by residents and enterprises, protect the interests of residents and enterprises, and ensure the effective operation of rural tourism. Through the platform's notices, the government will improve and strengthen the control system, regularly carry out platform contacts and off-line visits to enterprises, double control, to ensure that enterprises operate in an orderly and proper manner. Different groups of people have different travel needs and wishes. In order to cater to the market, rural tourism needs to make the contents of tourism projects more targeted in order to improve customer satisfaction. This requires companies to spend a lot of time and money to conduct extensive market research; secondly, if every scenic spot is introduced in the form of paper leaflets of regional characteristics, not only inefficient, finally, the feedback from tourists is of great significance to the improvement of scenic spots, but the current feedback mechanism is backward, which makes it difficult to collect and use tourists' opinions effectively. In view of the above three problems, the intelligent platform provides solutions. First of all, tourists can use the intelligent platform of tourists, according to their own needs for experience-based, elderly-based, technology-based. Relax and other tourism projects of the private customization, according to custom information in advance to do a good job in the scenic area

work arrangements. In addition, visitors can also customize the platform through the tourist souvenirs. The use of intelligent platform for tourists can not only meet the complex needs of tourists, but also reduce the pressure of market research for tourism projects and improve the accuracy of information. The tourist intelligent platform has the local scenic spot information base, which makes it convenient for the tourists to check the introduction of the scenic spots and realize the paperless publicity, regularly collect suggestions and ideas of tourists, based on the demands of tourists to improve scenic area services.

### **3.2 Platform building technology**

Combined with the implementation of the strategy of “Mass entrepreneurship, mass innovation”, the construction of rural tourism start-up demonstration base, and the implementation of special action to help 10,000 enterprises and 10,000 villages, in the development of Webgis, UDDL, Simple Object Access Protocol SOAP, Web Service Description language WSDL and instant messaging IM technology, the application of network anonymous authentication and tracking technology, dynamic algorithm and pricing technology, online scoring system, third-party payment technology, etc. , build an information sharing platform for “Internet + rural tourism poverty alleviation” e-commerce, the platform can achieve product management, order management, financial management, basic data management, report management, advertising and other functions. “Internet + rural tourism poverty alleviation” service platform supports multi-terminal information transmission, which belongs to O2O one-stop integrated software and hardware platform of tourism services. The platform plans overall brand, unique selling points and special projects, provides necessary training and technical guidance for villagers, and endows rural resources with tourism experience and reception service functions, to provide information search, transaction payment and complaints processing services for groups in need, and promote the effective interface between rural resources and tourism needs.

### **3.3 The difficulties of platform building**

Big Data pushes the tourism industry into the era of intelligence. It needs enough technology input to obtain a large number of information resources. But signaling control, login, authority management, message push, chat, payment system, Operation Support System, statistical system and background database, cache, distributed file storage, message queue, operation system, etc. , there are many technical difficulties, such as the weak information base and the unstable technical framework, which make it difficult to carry out comprehensive data analysis and provide complete information resources, affect product development.

How to optimize the allocation of resources and factors and integrate rural tourism resources, land resources and agricultural and sideline resources more effectively and flexibly is also one of the difficulties in building the platform, this paper evaluates the resources that can be used for tourism, leisure and vacation in rural areas, makes clear their uniqueness, scarcity and integrality, and obtains the plan of phased development and protection, at the same time, the rural industrial resources are investigated, mined and evaluated, the advantages and potential of industrial development and the combination with tourism are made clear, and the way of industrial integration is analyzed. The lack of integration of the above resources is difficult to meet the needs of rural tourism market development, not conducive to platform building. To find a more user-friendly way of marketing promotion is a difficult problem after the platform is built. The development of the Internet economy requires a large number of customer resources to further promote product development and sales, so marketing methods must be in-depth connection with users, through quality content, choose effective means and coverage of a large enough channel.

## **4 CONCLUSION**

Poverty Alleviation by rural tourism is a part of poverty alleviation work. In the context of precision poverty

alleviation, we should fully rely on the advantages of internet computer technology and make good use of the potential advantages and value of rural eco-tourism, it not only gives a clear development direction to eco-tourism, but also makes rational development of rural resources and improves the quality of rural poverty alleviation.

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