Research on the Impact of Smart City Construction on Tourist Loyalty

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Abstract

With the acceleration of my country's urbanization process and the transformation and development of the tourism industry, cities have almost become the first place of perception for the beginning of tourism activities and the symbol of the completion of tourism activities. With the rapid development of informatization in recent years, smart factors have rapidly affected the development of tourist cities and the value of tourist experience due to their convenience and speed. This research starts from the perspectives of tourism geography and management, constructs a research model based on theories such as "means-end chain" and tourism system. Through combing domestic and foreign literature, using methods such as network text analysis, interviews, and mathematical statistical analysis, Take Hefei as a case study, summarize the composition of smart factors in tourist cities, and explore the relationship between smart factors and tourist loyalty. Through the combination of theory and reality, an evaluation index system is constructed, and an empirical analysis of Hefei is carried out. Finally, specific countermeasures are proposed for the future development of Hefei. In terms of smart sharing, increase preferential promotion and after-sales service of online transactions; in terms of smart tourism, strengthen the construction of basic network communication services, focusing on the construction of smart commentary and virtual tourism projects; in terms of smart transportation, strengthen smart formation planning and smart public for self-guided tourists Transportation construction, and promote the joint construction of smart transportation in various regions; in terms of smart information, strengthen the construction of smart recommendation and smart information platform based on information technology; in terms of smart management, strengthen smart environmental monitoring and protection, use big data, and do a good job in passenger flow monitoring , To promote smart security management; in terms of smart tickets, do a good job in the follow-up construction and maintenance of the existing smart ticket system, and move forward steadily.

Keywords*: Tourist city; smart tourism; tourist loyalty; tourist satisfaction.*

I. Research Summary and Theoretical Basis

1.1 Smart Factors of Tourism City
The concept of a tourist city originated in the 1990s. It refers to a city that has famous scenery and scenic spots at home and abroad, and the tourism industry occupies a prominent position in the urban industry. my country's tourist cities began to be initially established in the middle and late 1980s. Since the 21st century, the development of tourist cities has been transforming into service centers and technology centers. The wisdom factor stems from the "smart city" and "smart earth" proposed by IBM in 2009. The city has become so "smart" thanks to the construction of smart cities [1].

1.2 Current Research Status at Home and Abroad

As for the research on the smart factors of tourism cities, there is no systematic and theoretical system at present, and it mainly stays at the initial research of "smart tourism" and "smart tourism cities", and there is no centralized in-depth research and processing of smart factors. . The essence of "Smart tourism" is personalized and ubiquitous to provide convenience for tourists. However, strictly speaking, there is no such term as "smart tourism" abroad, and "smart city" is just a business plan and project launched by IBM[2]. Smart tourism is a new term used to describe more and more tourism destination industries and tourists, and there is an increasing reliance on emerging

ICT forms that allow large amounts of data to be converted into valuable advice[3-5]. Foreign and Taiwanese scholars are more concerned about the practical application of information technology in tourism. For example, in mobile devices, they propose the application of smart phones in travel and evaluate the impact of smart mobile devices on employees' work; in education courses On the one hand, mobile devices are used in tourism geography courses; on the aspect of smart transportation, systematic guidance of traffic, temporal and spatial separation, and innovative tourism, etc. are carried out[6].

Regarding the classification of smart factors, most of them construct corresponding indicators on the basis of "smart tourism" and "smart city". Many scholars at home and abroad have tried to construct relevant evaluation index systems. The most widely used domestic application is the evaluation model built by Wang Enxu scholars based on macro panel data, including five first-level indicators and 25 second-level indicators for smart tourism infrastructure construction, technological innovation, economic development, hardware support, and environmental support. The data source is "Statistical Yearbook", "Economic Development and Social Statistics Bulletin of Various Provinces and Cities"; on this basis, scholars such as Liu Xiangqian, Chen Haidi, Zhou Ye and others used Anhui Province and Jiangxi Province as case sites to revise the indicator system, all using statistical panels Data is only an evaluation from the perspective of hardware facilities and construction, and lacks human-oriented perception surveys and tourist-centric experience value analysis[7-9]. Huang Song evaluates the tourism competitiveness of smart tourism cities from five aspects: economic development, technological innovation, potential competitiveness, environmental support, and development guarantee.

1.3 Literature Review of Loyalty of Domestic and Foreign Tourists

Tourist loyalty will affect the choice of tourist destinations, consumption of tourism products and services, whether to revisit, whether to recommend to relatives and friends, etc. Therefore, the research on tourist loyalty has always been a hot area of attention in the tourism academic circle[10].

Scholars such as Pizama and Beard believe that tourist satisfaction is the result of comparing expectations with on-site experience. Tribe and Smith believe that satisfaction refers to the extent to which the tourist experience meets their expectations and needs during the travel process[11]. Hughes pointed out that satisfaction is a multi-level concept and has a certain relativity. It is a multi-level concept. It can be seen from the above literature that although there are many definitions of tourist loyalty abroad, most of them are based on the expectation difference theory. In other words, most foreign scholars believe that tourist satisfaction is the result of comparison, that is, comparing tourists Expectations and perceptions of on-site tourism[12].

Although my country's research on the influencing factors of tourist loyalty started late, many research results have been obtained. Most scholars believe that the quality of tourism products (specifically, tourism landscape, entertainment environment, scenic infrastructure construction and service reception level) will affect tourist satisfaction[13]. Quansheng Fu pointed out that tourist satisfaction will be affected by infrastructure, environment, scenery and service items. In addition, tourist emotion, host-guest relationship, and tourist experience will also affect tourist satisfaction. In the research on the influencing factors of tourist satisfaction, scholars have constructed tourist satisfaction evaluation indicators[14].

II. The Composition of Smart Factors in Tourism Cities

2.1 Design Basis for Wisdom Dimension

Although many scholars have discussed the structural dimensions of smart scenic spots, the quantitative research on smart factors based on the urban scale lacks scientific judgment standards. In response to this situation, on the basis of theoretical research, this research is based on the development methods of Devellis, Parasuraman and others on the scale, combined with the characteristics of tourist cities, and adopts the methods of literature review,

network text analysis and visitor interviews, exploratory Attempt to construct indicators of smart factors in tourism cities, in order to provide reasonable standards for quantitatively measuring the degree of smart development of tourism cities.

2. 2 Smart Tourism Theory

Smart tourism has broad development prospects, and it has become the key to the successful transformation of my country's tourism industry under the new economic normal. Due to the short development time of smart tourism, systematic theoretical knowledge has not yet been formed. Scholars mainly analyze and study smart tourism from the perspective of concepts, connotations and characteristics. The essence of smart tourism is to provide tourists with personalized and ubiquitous tourism information services, so as to create convenient, personalized, and smart travel experiences for tourists.

First, the core and fundamental purpose of smart tourism is to serve tourists and improve their experience quality. First of all, unlike traditional tourism, it can only be used, while smart tourism uses various platforms and systems to make the collection, sharing and calling of tourism information more convenient and faster, reducing the cost of tourism information services[15]. Improve the efficiency of tourism information services. In addition, with the widespread application of smart terminals, tourists can enjoy travel information services anytime and anywhere with the help of smart terminals, which greatly facilitates the travel of tourists and enhances the travel experience.

Second, smart tourism services, management, and marketing are its main manifestations. Smart tourism provides services for tourists through the application of information and communication technology, and management is through the application of information and communication technology to realize comprehensive information sharing and collaboration linkage between the internal management department and service department of the tourist attraction and between the tourist attraction and other external departments. Marketing refers to the rapid and effective transmission and sharing of travel information through the construction of a platform to provide tourists with basic services[16].

Third, smart tourism is oriented to the four major applications of tourists, tourism companies, governments, and residents of tourist destinations. The current integrated development of tourism management departments, tourism management departments and tourism destinations as a whole promotes a more harmonious relationship between tourists and residents of tourism destinations, and enhances the benefits of all aspects of the tourism industry.

Fourth, the new generation of information and communication technology is its technical support, and its development must rely on the new generation of information and communication technology to be realized. First, use cloud computing, big data, Internet of Things and other technologies to collect, convert, and process travel information, and then convert it into video, picture, text, sound, animation and other forms, and finally transmit it to the holder through mobile Internet and Internet technology. Travelers of mobile smart terminals can realize the purpose of providing tourists with personalized and ubiquitous travel information services.

Fifth, it can encourage innovation in industrial models and promote the transformation and upgrading of the tourism industry. With the formation of the macroeconomic development background of the new normal economy, the tourism industry urgently needs to realize the transformation from the traditional extensive development mode to the intensive development mode, and the transformation from the traditional factor-driven to the innovation-driven. It connects the four major application objects closely through the communication network. The development of smart tourism incorporates new development concepts and a new generation of communication technology, and adopts new technologies.

2.3 Tourist Loyalty Theory

After sorting out the research on tourist loyalty, it is found that it mainly arises on the basis of customer satisfaction theory. It can be seen that its theoretical basis is customer satisfaction theory.

The research on customer loyalty began in the 1970s abroad. The initial research focused on the direction of theoretical models[17]. Representatives include Oliver and Dove, who put forward the "expectation unconfirmed" model of customer expectations. From the perspective of psychology and management, scholar Robert et al. pointed out that demand is also the determinant of customer satisfaction. Sugimoto Tatsumi studied the factors that evaluate customer loyalty, such as instant response and psychological quality behavior. American scholars have pointed out multiple attributes that affect customer loyalty. Later, some scholars added that "remedial" will also affect customer loyalty on this basis. There are also scholars who study the relationship between corporate profits and customer satisfaction, and representative scholars such as Partial and Fornell[18]. In a nutshell, foreign research mainly involves models and methods. Research in my country began in the 1990s, and its beginning was marked by the work of Li Wei. The book "CS Strategy Beyond CI" points out that the content of CS strategy mainly includes three parts. Domestic experts and scholars agree that customer satisfaction will be affected by perceived reality.

Tourist loyalty has always been the key research object of domestic and foreign tourism. It is developed based on the theory of customer satisfaction, and is the specific application of this theory in the tourism industry. Based on the previous analysis, it can be seen that tourist satisfaction refers to the result of the comparison between expectations and on-the-spot perception, and it belongs to the result of psychological comparison[19].

In the study of the loyalty of tourism, a hedonic product, the perceived quality of tourists and the consumption emotions in tourism directly affect the loyalty of tourists. Smart tourism designs and sells tourism products based on the needs of tourists. Its purpose is to improve the experience of tourists and ultimately obtain high tourist loyalty. In a certain sense, smart tourism can boost loyalty[20]. Tourist loyalty is mostly based on the comparison between tourist expectations and on-the-spot perception. The advanced intelligent technology provided in smart tourism exceeds the expectations of tourists and provides tourists with accurate and comprehensive tourism information services, which will help tourists to travel to a certain extent. Quality improvement. The application of smart tourism smart technology helps tourists obtain travel information in a timely and accurate manner, meets the individual needs of tourists, and is conducive to timely adjustment of itineraries, improved efficiency, and ultimately high satisfaction. Therefore, smart tourism can be said to improve satisfaction A powerful way of doing things[21]. It can be seen that the concept and connotation of tourist loyalty is very rich. In the research and analysis of the factors that affect the loyalty of tourists, it mainly involves the specific identification of the influencing factors and the past travel experiences of tourists. In the context of smart tourism, this study understands tourist loyalty as the degree of satisfaction or dissatisfaction formed by tourists after using the tourism products or services provided by tourism companies.

III. Research Design

3.1 Research Area

The research object selected in this study is Hefei, Anhui. Hefei is located in East China, central Anhui, between Jianghuai and Chaohu Lake. It is located in the sub-center of the Yangtze River Delta City Group, the central city of the Hefei Metropolitan Circle, the core city of the Wanjiang Urban Belt, the central city of the G60 Science and Technology Innovation Corridor, the "Belt and Road" and The Yangtze River Economic Belt is a strategic dual-node city, a comprehensive national science center, a member city of the World Science and Technology Cities Alliance, a central city of China's integrated circuit industry, a national scientific and technological innovation pilot city, and one of China's four major science and education bases [22].

On the basis of fully integrating the reality of Hefei tourism development, the municipal party committee and

government of Hefei attach great importance to the construction and development of smart tourism in Hefei, actively explore and innovate, and promote the in-depth integration of information technology and tourism industry. In 2018, the Smart Tourism Command Center in Hefei was officially put into operation to monitor the passenger flow dynamics of the scenic spot in real time. At the same time, tourists can also directly watch the beautiful scenery and enjoy peonies on the Internet. Therefore, the selection of Hefei as the research area is representative. See Figure 1 below for details.
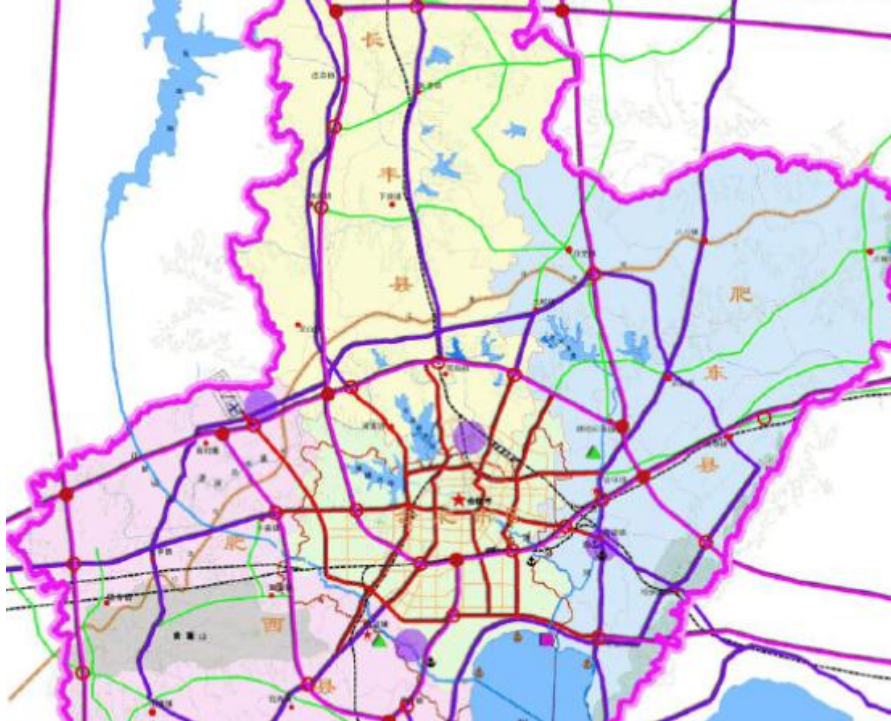
Figure 1: Study area scope

3. 2 Questionnaire Design

The questionnaire is the basis for further research on the impact of Hefei's smart tourism construction on tourist satisfaction. Only an effective questionnaire can guarantee the truthfulness and accuracy of the survey data, and provide a reliable and scientific basis for subsequent data analysis and countermeasures[24]. Guide practice well. Therefore, the rationality of the questionnaire design will affect the availability and credibility of the analysis results.

3. 2. 1 Design of The Questionnaire Content
In the design of the survey content of the questionnaire, combined with the research content of this article, it is designed into two parts: the first mainly includes the information of tourists, including age, education level, etc[25]. The second part is the core content. Based on the design of questionnaires in many master and doctoral dissertations, the question items are designed from multiple aspects of smart tourism. There are 17 items in total. The question items involved in this part adopt "Li "Kurt five-level scale" is designed to obtain the data needed for the research. This scale is easy to design, simple in structure, convenient to calculate and easy to operate.

3.2.2 Issuance and Recovery of Questionnaires
In terms of questionnaire distribution, this paper uses paper questionnaires to conduct surveys. The subjects of the survey are tourists who come to Hefei for tourism. The questionnaire survey mainly uses random sampling to determine the research sample. Modify the questionnaire based on the survey results to ensure its validity. The

official survey time is from May 11 to May 17, 2021. The questionnaire survey is mainly conducted in Li Hongzhang's former residence, Sanhe Ancient Town, Ancient Xiaoyaojin, Anhui Museum and other places. Gorsuch believes that the ratio of survey items to surveyed questionnaires should be kept above 1:5, preferably 1:10. Therefore, a total of 400 questionnaires were distributed in this survey, all of which were distributed to tourists by the investigators. 370 people were recovered [26]. After sorting out all the returned questionnaires, invalid questionnaires were removed, and a total of 320 valid questionnaires were obtained. The effective recovery rate reaches 80.0%.

3. 3 Research Model

3. 3. 1 Probit Model

The Probit model is a non-linear regression model, often called a generalized linear model. It is a widely used discrete choice model. It is generally used to study the relationship between the probability of a random event and certain factors, and it obeys normality. distributed. Whether an event occurs or not is represented by 0 and 1, respectively, which becomes response 1 and response 0. That is, P (Y=1)=F (X), that is, the probability of Y=1 is a function of X, where F (X) obeys the standard normal distribution. Assuming that there are multiple explanatory variables, the model form can be defined in matrix form:

$$\mathbf{Y} = \boldsymbol{\beta}\mathbf{X} + \boldsymbol{\mu}$$

Where Y represents the column vector of 1 and 0 for the observations, and X is the matrix of the observations of the explanatory variables.

3.3.2 Model Establishment

Based on the above analysis and assumptions, the relationship function established in this study is as follows:

Y (visitor loyalty) = F (smart tourism information consulting system factor, smart city construction factor, smart tourism experience system factor, tourist personal characteristic factor) + random interference item

$$\mathbf{Y}^* = \boldsymbol{\alpha} + \boldsymbol{\beta}\mathbf{X}$$
$$\mathbf{Y} = \begin{cases} \mathbf{1}, \mathbf{Y}^* > \mathbf{0}, \text{"Tourists rated as satisfactory"} \\ \mathbf{0}, \mathbf{Y}^* \leq \mathbf{0}, \text{"Tourist evaluation is not satisfied"} \end{cases}$$

Among them, u is the random interference top, from this, the influence model is:

$$\mathbf{Prob}\,(\mathbf{Y} = \mathbf{1}|\mathbf{X} = \mathbf{x}) = (\mathbf{Y}^* > \mathbf{0}|\mathbf{x})$$
$$= \mathbf{prob}\,\{[\boldsymbol{\mu} > -(\boldsymbol{\alpha} + \boldsymbol{\beta}\mathbf{x})]|\mathbf{x}\}$$
$$= \mathbf{1} - \boldsymbol{\Phi}[-(\boldsymbol{\alpha} + \boldsymbol{\beta}\mathbf{x})]$$
$$= \boldsymbol{\Phi}[(\boldsymbol{\alpha} + \boldsymbol{\beta}\mathbf{x})]$$

In the above formula, Prob (Y=Xi) represents the probability that the tourist is rated as satisfactory (ie Y=1), and X represents the independent variable vector, which represents the specific impact factors of the four aspects mentioned above.

IV. Research Hypothesis and Questionnaire Analysis

4.1 Influencing Variables and Research Hypotheses

Hefei is the only smart tourism pilot city in Anhui Province. The construction of its own smart tourism infrastructure will have a certain impact on tourist satisfaction. It is generally considered that it has unique tourism marketing methods, intelligent tourism services, and a good society. The level of development and convenient transportation will leave a good impression on tourists. Drawing lessons from the research results of scholars such as Luo Wenbin, Runxi, etc., this article selects characteristic variables that affect tourist satisfaction from four

aspects: smart tourism information consultation in Hefei, smart city construction, smart tourism experience, and personal characteristics of tourists.

4.1.1 Characteristic Variables of Smart City
(1) Coverage rate of wireless network (WIFI)

The popularization of smart phones, in order to adapt to the new trend of market development, better meet the various needs of tourists, enhance the tourist experience, and facilitate their timely sharing of travel experience, Hefei is actively developing public free wireless hotspot construction projects, in major tourist attractions such as "Wireless WIFI" was installed in the xiaoyaojin Park and the Sanhe Ancient town of Hefei City to achieve full wireless network coverage in the scenic area. Therefore, the following assumptions are made: X1: The coverage of wireless network (WIFI) has a significant positive impact on satisfaction. The higher the coverage of wireless network (WIFI), the higher the satisfaction.

(2) Development level of transportation

Convenient and complete transportation system is a window of the city's image. Therefore, this research proposes the following hypotheses: X2: The completeness of the transportation system has a significant positive impact on satisfaction. The more developed the transportation, the higher the satisfaction.

(3) The smart bank in this article mainly refers to whether tourists receive efficient, safe, convenient and diversified services when paying online. With the gradual development of individual users' mobile payment habits, convenient and efficient payment brings tourists a lot of convenience, which will affect the tourist psychology of tourists. Therefore, the following assumptions are made: X3: The degree of intelligence of Mind Bank has a significant positive impact on satisfaction. The smarter the payment link, the higher the satisfaction.

4.1.2 Characteristic Variables of Smart Tourism Experience
The search engine of smart tourism can provide traffic information anytime and anywhere, making the selection process and the traffic process more convenient and comfortable for tourists [27]. The road navigation and feedback system also makes the traffic safety of tourists more secure, whether it is driving or hiking. In addition, the DIY of tourist routes can meet the needs of some people who are pursuing exciting and novel purposes. Practical experience has proved that the degree of intelligence of the smart tourism navigation system will affect the loyalty of tourists. Therefore, the following hypotheses are proposed:

X4: The degree of intelligence of the smart navigation system has a significant positive impact on satisfaction. The smarter the smart navigation system, the higher the satisfaction.

With the continuous advancement of the construction tasks of smart scenic spots in Hefei, major scenic spots have gradually shown more "smart" capabilities in terms of tourist experience services and scenic supporting services. The Binhu National Forest Park became the country's first "Internet+" smart scenic spot back in 2015. The Binhu National Forest Park achieves full coverage of 4G and WIFI[28]. Tourists can use the Internet to scan the QR code and follow the Binhu National Forest Park official WeChat service account to achieve audio guide and online customer service. And other functions, through the above interesting and interactive changes, bring a brand-new experience for tourists, increase the interest in the tour process, and thereby improve the satisfaction of tourists[29].

4.2 Questionnaire Analysis

4.2.1 Reliability and Validity Analysis
This study mainly used the Cronbach's Alpha value of the reliability analysis in the SPSS21.0 software to determine the reliability of the scale, and used factor analysis to analyze the validity.

Reliability coefficient is one of the important indicators to measure the quality of measurement results. Scholars Gay and Devellis believe that a reliability coefficient above 0.9 indicates that the reliability is very good, between 0.8-0.9 indicates acceptable, and between 0.7-0.8 indicates that it needs to be large. The revision of 0.7 indicates that the scale needs to be redesigned. Through SPSS21.0 reliability analysis function to measure the stability of the entire scale, the Cronbach's Alpha value of the entire scale is 0.862, indicating that the data stability of the questionnaire is acceptable.

Content validity is also called logical validity, which is used to measure whether the items of the scale can represent the subject of measurement. This article is modified to a scale suitable for investigating the impact of smart tourism construction on tourist satisfaction based on the scale of a large number of documents. Therefore, if the content validity is good, it can better reflect the measurement theme. The construction validity needs to pass the test of the acquired data, so the test method is relatively rigorous. The construction validity test is usually completed by factor analysis, and the KMO value and Bartlett's test are required for the survey results[29-33].

4.3 Probit Structural Model Inspection and Analysis

4.3.1 Model Estimation Results
In this study, Eviews8.0 software was used to estimate the data obtained by the model. The results have a certain statistical significance.

Based on the estimated results, the factors that influence the loyalty of tourists in the construction of Hefei Smart Tourism will be further explored and analyzed. The specific analysis is as follows:

According to the model design, the richness of tourism information provided by tourism websites and the timeliness of website information update have a positive impact on tourist satisfaction. At present, Hefei has established tourism websites such as tourism website, smart tourism information query system network, etc. These websites provide a variety of information, such as dining recommendations, accommodation guides, traffic guides, electronic tickets, scenic spots information, shopping guides, etc. These websites The richness of the content provided is very attractive to tourists and can meet the choice needs of tourists. On the other hand, website viewers like websites with dynamic and fresh content. If visitors find that the website information has not been updated when they visit travel websites to inquire about tourism information, this will cause negative psychology to visitors and affect their loyalty. Therefore, the website needs to be long-term. Development requires frequent updates and maintenance, providing tourists with timely and professional information, enhancing their experience, and at the same time increasing the trustworthiness of the website itself.

V. Countermeasures for The Development and Promotion of Smart Tourism in Hefei

Through the loyalty evaluation of tourists to the wisdom factor, the current development status of the wisdom factor can be understood. By establishing the composition of smart factors in tourism cities, and empirically analyzing the development status of Hefei as a smart tourism pilot city and its impact on the experience value and loyalty of tourists, it is possible to grasp the current level of smart tourism development in Hefei as a whole.

5.1 Wisdom Sharing

Smart sharing means that tourists can easily record related journeys and share the itinerary on the website after the travel is over, including travel records and sharing, travel satisfaction evaluation, travel community sharing, etc. "Smart Sharing" in Hefei has the lowest evaluation among all wisdom factors. The main content includes three aspects: "online coupons", "online complaint handling" and "free and loose online sharing environment". It is understood that as Hefei is a tourist destination, it has now reached a mature stage. The influx of tourists has made

many local services only "one-off transactions". From the perspective of tourist experience and loyalty, online transactions should be increased. The preferential strength of, and the handling of after-sales online complaints is more meticulous.

5.2 Smart Tour

The movement of tourists is the basis of sightseeing activities in scenic spots, and "smart tour" is a key stage for tourists to participate in tourism activities during the movement. Regarding the "Smart Tour" in Hefei, it is the one with the most observation indicators among the six dimensions, including: "Electronic Information Touch Screen", "Smart Interpretation", "Virtual Tour Experience", "Network Communication Service", "WIFI Coverage" There are 8 items in total: "Scope", "Smart Device Interactive Experience", "Travel Card" and "Smart Guidance Device". Among them, the "network communication service" is the best developed in the "smart tour", including the ability to ensure smooth mobile phone communication and strong mobile network signals in any area. But this one depends more on the development of operators such as China Mobile and China Unicom. The "blood" of smart tourism lies in countless invisible network signals and various communication network facilities integrated with this city. Hefei has basically achieved full WIFI coverage in the main scenic spots.

5.3 Wisdom Information

As an important part of tourism activities, "information retrieval" can significantly improve the quality of tourism. Smart information is the foundation of smart city development, including 6 aspects: "online trading platform", "smart recommendation", "validity of online information", "completeness of network information acquisition", "accuracy of online information acquisition" And "Online inquiry of information is convenient and quick."

VI. Conclusions and Prospects

6.1 Conclusion

Based on the design of mature scales studied at home and abroad, the questionnaires are designed from the aspects of smart tourism information system, smart city construction, smart tourism experience system and basic characteristics of tourists. First of all, use descriptive statistical methods to count the survey data, understand the basic information of users, propose hypotheses, and estimate the data after the survey is organized by Probit model to verify the hypotheses. The questionnaire passed the reliability and validity test, indicating that the study is statistically significant. After calculation of the model, it is known that the richness of tourism information provided by tourism websites, the timeliness of website information updates, and the coverage rate of wireless networks in smart tourism cities, There is a significant positive relationship between the development level of urban smart transportation, the level of urban social development, etc. and tourist satisfaction.

Propose targeted improvements to promote the development of smart tourism in Hefei and increase the loyalty of tourists, and improve the construction of smart tourism information consulting service systems, such as focusing on the intelligent construction of tourism websites, enhancing tourism service hotline functions, and improving mobile terminal software The development of smart tourism, etc.; expand the promotion and promotion of smart tourism, enhance the awareness of smart tourism of tourists, adopt different publicity methods for different tourist groups, and use new media for smart tourism.

6.2 Shortcomings and Prospects

At present, there are not many mature results of research on smart tourism construction at home and abroad. Because there are many factors that affect tourist satisfaction, this article is only an tentative study, and the established characteristic variables cannot comprehensively cover all influencing factors. In addition, due to

insufficient experience in questionnaire design and the limitations of the survey method itself, this study inevitably has defects. Therefore, in the future analysis process, the index system should be further perfected and the data accuracy should be improved. Coupled with the material, time, energy, and financial constraints required for this research, as well as the author's shallow knowledge, this research still has many shortcomings, which need to be further deepened and improved.

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