GOVERNMENT BEHAVIOR IN THE CONSTRUCTION OF SMART TOURISM CITY IN GUILIN CITY, GUANGXI ZHUANG AUTONOMOUS REGION, PEOPLE'S REPUBLIC OF CHINA

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Abstract

The objectives of this interview-based qualitative research were: (1) to evaluate a government behavior in the construction and (2) to offer the management and strategic guidance for the development of smart tourism city in Guilin city, Guangxi Zhuang Autonomous Region, People's Republic of China. The research was a qualitative. 20 purposive selected key informants were from the market participants, industry experts, and the general public within the government departments and personnel engaged in the establishment of Guilin's smart tourism city, alongside Guilin residents and tourists by a purposive selection, totaling 20 key informants. Data contents were analyzed for a descriptive summary.

The research results were (1) a government behavior in the construction was inadequate understanding of advanced management concepts, poor coordination among relevant departments, resulting in low integration of smart tourism, relatively low overall level of informatization application, diverse payment methods in smart tourism cities with a need for network security improvement, an insufficient capital investment and low infrastructure construction levels, lacked of market supervision, a talent shortage and information constraints persist. And (2) the management and strategic guidances for the development of Guilin as a leading smart tourism city were 1) acquiring advanced management concepts through learning initiatives, 2) enhancing

communication and collaboration between government departments, 3) expediting the construction of smart tourism infrastructure, 4) improving security management measures for mobile payments, 5) refining the plan for capital investment in smart tourism projects, 6) strengthening industry supervision and safeguarding tourists' rights and interests through an established protection system, and 7) promoting the introduction and training of professionals specialized in smart tourism.

Keywords: Government Behavior; Smart Tourism City; Guilin City; Guangxi Zhuang Autonomous Region

Introduction

Guilin was a city that holds the status of a prefecture and was located in the Guangxi Zhuang Autonomous Region in northeast China. It was located on the other side of the Li River from Hunan, which it shared a border with to the north. Because there were so many fragrant sweet Osman thus trees in the area, the area was known as the "Forest of Sweet Osmanthus." The name of the region came from this. The karst terrain of the city had garnered a lot of attention throughout the years. The phrase "By water, by mountains, most lovely, Guilin" was frequently used in conjunction with the city of Guilin because it was one of the most well-known tourist sites in all of China. Guilin was included on the very first version of the list that was compiled by the State Council of China, and it was given the title of National Famous Historical and Cultural City.

Guangxi issued several policies and measures to support building a world-class tourism city in Guilin (Trial), established a leading group to build a world-class tourism city in Guilin, set up a special working class, and established a liaison system between various departments of the autonomous region and Guilin City. All of these steps were taken in order to facilitate the construction of a world-class tourism city in Guilin. The State Council had been formally presented with an overview of the city planning and supporting policies that would be used to make Guilin a world-class tourism destination. Guilin had built a functioning mechanism of "one and ten groups of special classes," clarified the overarching idea of "overseeing economic and social development to build a world-class tourism city," and presented phased targets in 2025, 2030,

and 2035. These accomplishments were all part of Guilin's effort to become a world-class tourism city.

On November 22, 1949, Guilin was designated as a municipality under the administrative authority of Guangxi Province. In 1958, the city was officially renamed as Guilin City, located in the Guangxi Zhuang Autonomous Region. On September 8, 1998, the State Council granted approval for the consolidation of Guilin City and Guilin Prefecture, resulting in the establishment of a new administrative entity known as Guilin City. This new city now exercised jurisdiction over the districts of Xiufeng, Diecai, Xiangshan, Qixing, Yanshan, and Lingui, as well as ten counties, including Yangshuo, Lingchuan, Lingui, Quanzhou, Xing'an, Yongfu, Guanyang, Longsheng, Ziyuan, Pingle, Gongcheng, and Li Pu City. Guilin was characterized by its diverse ethnic composition, with the coexistence of several ethnic groups including the Han, Zhuang, Miao, Yao, Dong, Hui, Jing, Yi, Shui, and Manchu. The incorporation of regional and ethnic cultures into a multi-ethnic framework was a significant characteristic of Guilin's urban culture. Guilin was renowned for its assortment of notable products. Such as the Shatian pomelo fruit was characterized by its substantial size and aesthetically pleasing appearance, while its flesh emits a delightful fragrance. The summer orange was renowned for its exceptional quality and visually appealing color, as well as its delectable taste. Luo Han Guo was recognized as a beneficial remedy for promoting medical well-being and was also enjoyed as a refreshing beverage. Lastly, the yellow persimmon exhibited a golden hue and possesses a pleasantly sweet meat. The LiPu Taro, noted for its substantial size and pleasant aroma, enjoys a notable reputation inside the capital. Similarly, Sanhua wine, chili sauce, and fermented bean curd were recognized as the esteemed "Three Treasures of Guilin. Guilin rice noodles, renowned for its aromatic components and delectable taste, were highly regarded.

Over the course of multiple generations, Guilin had cultivated an abundance of tourism resources encompassing natural landscapes, cultural endeavors, historical artifacts, and other related aspects. Before the implementation of smart tourism, Guilin engaged in an extensive and valuable investigation into the digitization of tourism. This involved the establishment of a solid basis, the integration of resources, meticulous management, and

pioneering innovation. The emergence of information technologies, including the Internet of Things, cloud computing, and mobile Internet, had brought about significant changes in the tourism industry. Consequently, the conventional tourism development model and the limited integration of a single information model were no longer sufficient to meet the evolving demands of tourists and the industry.

In 2015, marked the official opening of the Guilin Smart Tourism City Exhibition Hall, signifying the project's transition into a significant phase of progress. The creation of Guilin's smart tourism city had garnered the involvement of two power businesses based in Beijing and Guangdong, who had collectively contributed a sum of 24 million yuan. Intelligent tourism cities were government-led initiatives that prioritize tourist demand as the central focus, aiming to transform the conventional tourism model. These initiatives revolved around the establishment of "intelligent city" public resource data center and an information sharing platform.

In the year 2022, in Guangxi Guilin, a commemoration event would be held to mark the first anniversary of the establishment of a world-class tourist city. During this event, Guilin Mobile would present a showcase featuring super high-definition slow video live broadcasts, a 5G virtual reality memorial, and a 5G global tourism platform. The purpose of this showcase was to demonstrate the successful outcomes of integrating 5G technology with smart tourism in Guilin. In the domain of 5G+ smart tourism, Guilin Mobile was consistently enhancing and investigating various aspects. It was consolidating the achievements from the previous phase, which included the continuous provision of 5G network coverage in scenic areas, extensive video streaming capabilities spanning vast distances, live broadcasting capabilities, utilization of 5G-connected drones, dissemination of 5G news, and the establishment of a 5G global tourism platform. These efforts aimed to facilitate transformative changes in the domains of sightseeing tours, hotel services, tourism regulation, and public services. The renowned regions of Guilin, Longshan, Yangzhou, and others were known for their picturesque landscapes. In these areas, a cutting-edge video broadcasting system, capable of capturing super-high-definition footage, was employed. This system utilizes 5G cameras and leverages 5G base stations to transmit video resources in real-time from high-resolution monitoring

terminals to the "Snow light Project" demonstration base, which served as a hub for showcasing the capabilities of this technology. Simultaneously, Guilin Mobile successfully constructed the 5G+VR virtual exhibition hall for the Red Army's Battle of Shaoxing Memorial and the Party Building Exhibition Hall. This endeavor incorporated advanced 5G+VR technology to enable various features such as roaming within the exhibit hall, virtual explanations, and the delivery of audio and video materials for online publicity and display. The utilization of VR technology facilitated the restoration of historical reality, simulation of revolutionary scenes, and the creation of a virtual Party Building Cultural Museum. Consequently, VR immersive tourism was achieved, surpassing the limitations of time and geography. Ultimately, this initiative effectively showcased Guilin's red culture and its inherent soft power.

Research Objectives

1. To evaluate a government behavior in the construction of smart tourism city in Guilin city, Guangxi Zhuang Autonomous Region, People's Republic of China.

2. To offer the management and strategic guidances for the development of Guilin as a leading smart city in Guangxi Zhuang Autonomous Region, People's Republic of China.

Literature Reviews

Concepts of Smart City: Guo, J., et al. (2021). Impact of Smart City Planning and Construction on Community Governance under Dynamic Game. This research explored the impact of smart city planning on community governance using dynamic game methods. It emphasized the importance of integrating smart city planning with community governance.

Tong, Z., et al. (2021). A survey on algorithms for intelligent computing and smart city applications. This paper provided a comprehensive survey on algorithms used for intelligent computing in smart city applications. It emphasized the role of algorithms in making cities smarter and more efficient.

Introduction to the concept of a smart city: The famous American scholar Kevin. Lynch (Kevin Lynch) said in the book "Urban Form" that the city had pathetic economic needs, was a fundamental threat to human production, and was a life interpretation of today's urban development dilemma: the concentrated outbreak of urban diseases, population aging, rapid expansion of population size, a variety of energy shortages, environmental damage and pollution, traffic congestion, the spread of epidemics, and many other problems. The city was considered a visible physical manifestation. Therefore, the design and planning of the city, as well as the way of thinking about urban form and urban thinking, had a direct impact on the development mode of modern cities. Nowadays, the concepts of urban development, such as digital city, livable city, eco-city, and compact city, were all new ways of thinking about urban development from different perspectives, and smart city was also a new form to improve the quality of the city, as well as a new practice and innovation of human beings in the future mode of urban development in the process of global urbanization in the 21st century. The birth and development of smart cities did not happen overnight but had profound information, technology, reality, economy, and policy foundations. Global Internet of Things, next-generation Internet, cloud computing, wireless sensing, new generation of mobile communication technology, the establishment of information resource sharing and application platforms, information transmission, information computing and processing and application, government policy support and investment in building smart industry, smart mind, smart medical care, smart government, smart life and environment, etc. had all made the cognition of smart city became globalized and the pace of smart city construction accelerated. The pace of smart city construction had accelerated. The concept of "smart city" originated from the IT2000 Smart Island Plan formulated by the Singaporean government in 1992, which was the beginning of smart city construction in the world, and the Ubiquitous City Plan formulated by the South Korean government in 2001 was an early case of putting smart cities into practice. In October 2007, the European Union assessed 70 European cities in terms of their smartness level.

Concepts of Smart tourism: Wang et al. (2016): The authors explored a methodological approach to assess tourist preferences for Smart Tourism Applications (STA) and evaluate the strengths and weaknesses of STA. Buhalis (2019), the research explores the transformational and disruptive nature of

technology in tourism. The study emphasized that technological innovations bring together a wide range of stakeholders in tourism service ecosystems, enhancing collaboration and service delivery. Smart tourism represented the confluence of technology, sustainability, and enhanced user experience in the tourism sector. As the literature suggests, it was not just about implementing technology but about leveraging it to created meaningful, personalized, and sustainable travel experiences. The integration of smart solutions, from blockchain to personalized services, was set to redefine the tourism landscape, offering more efficient, sustainable, and tailored experiences for tourists. The ongoing research in this domain underscored the industry's commitment to innovation and the promise of a smarter, more connected future for global travelers.

Concepts of the Relationship between Smart City and Smart Tourism: The relationship between Smart City and Smart Tourism was a symbiotic one, where the development of Smart Cities could significantly influence and enhanced Smart Tourism. A Smart City used advanced technologies to create sustainable and innovative urban environments, focusing on key domains such as governance, economy, environment, mobility, living, and people Li, X., et al. (2020). These domains were integrated with the components of Smart Tourism, such as transportation, accommodation, gastronomy, attractions, and ancillary services, to create a comprehensive Smart Tourism city framework Li, X., et al. (2020).

Concepts of the Government Behavior: Cai, H., et al. (2022): In their study titled "Fiscal Decentralization, Government Behavior, and Environmental Pollution: Evidence from China", the authors analyzed the environmental deterioration caused by the distortion of local government behavior under fiscal decentralization in China. They found that Chinese-style fiscal decentralization exacerbates environmental pollution, with varying impacts across regions with different levels of economic development and cultural penetration. Han, L., et al. (2022): The corrigendum titled "Corrigendum: What affected China's high-tech industry land misallocation: Government behavior or enterprise behavior?" provides corrections to their previous study on the same topic.

Concepts of the New Public Service Theory: The New Public Service Theory (NPS) was a framework that emerged as a response to the limitations of the New Public Management (NPM) approach to public administration. It originated in the late 20th century when scholars and practitioners began to question the effectiveness of NPM in achieving public service goals Osborne, S. et al. (2013). They argued that NPM's emphasis on market-based principles and managerialism neglected the unique nature of public services and the importance of public values Denhardt, R. et al. (2000).

Concepts of the Public Governance Theory: Public governance theory was a broad field that encompasses various models and approaches to the organization and management of public services. It involved the study of how government decisions are made, the role of public servants, and the interaction between different levels of government and the public. Public governance theory also explored the challenges and opportunities in governance and policymaking Kirk Emerson (2018) and Wei Liu, et al. (2022). Public governance theory also involved the study of individual behavior and attitudes within the public sector. This approach, known as behavioral public administration, integrated insights from psychology into the practice of public administration. It focused on understanding the bounded rationality and cognitive limitations of citizens and using psychological insights to encourage desired behavior Grimmelikhuijsen, S et al. ((2017).

Concepts of the Theory of Consumer Behavior: Consumer behavior was a complex process influenced by various factors, including individual perception, environment, and information asymmetry. Traditional consumer behavior theories, such as the technology acceptance model and the theory of planned behavior, had been widely studied. However, recent events like the COVID-19 pandemic had significantly altered consumer behavior, necessitating new theoretical research Ajay K. Manrai (2019).

In addition to TPB, cultural factors also played a significant role in consumer behavior. A study found that collectivism, which referred to prioritizing group beliefs over individual beliefs, significantly strengthened the relationships between environmental concern, perceived consumer effectiveness, willingness to be environmentally friendly, and environmentally conscious

consumer behavior (ECCB). This suggested that individuals with collectivist values were more likely to engage in environmentally conscious behavior Ghali-Zinoubi, Zohra. (2022).

In conclusion, consumer behavior was influenced by a multitude of factors, including attitudes, subjective norms, perceived behavioral control, cultural factors, and perceived usefulness, ease of use, trust, and quality. The COVID-19 pandemic had significantly impacted consumer behavior, leading to changes in shopping patterns and an increase in online shopping. Future research should continue to explore the factors influencing consumer behavior in the context of the pandemic and other significant events.

Research Methodology

This research was qualitative. Key informants were selected from the market participants, industry experts, and the general public within the government departments and personnel engaged in the establishment of Guilin's smart tourism city, alongside Guilin residents and tourists by a purposive selection, totaling 20 key informants. Data collection was an in-depth interview. The research too was a semi-structured form. Data was analyzed by a descriptive summary.

Results

The problems existing in the development of smart tourism in Guilin mainly included the following aspects: insufficient understanding of advanced management concepts, poor coordination among relevant departments, and a low degree of integrated development of smart tourism, the overall level of information application was relatively low, smart tourism city payment methods were more complicated. Urgent improvements were needed in diversification and network security, insufficient capital investment in the construction of smart tourism cities, low level of infrastructure construction, the need for standardized market supervision in the smart tourism market, shortage of talents, and restrictions in information technology. The reasons were as follows: Changing and improving the ideological consciousness, improving cooperation between systems and mechanisms, addressing the lack of high-level talents, enhancing

measures to support informalization, and establishing a system to control electronic payment risks and ensure network security were necessary, perfect regulations and standards, relatively imperfect fund planning, strengthening industry supervision to further standardize the order of the tourism market, and a lack of smart tourism professionals. Therefore, Guilin City had given the following suggestions for building a smart tourism city: learnt advanced management concepts, enhanced communication and collaboration between government departments, accelerate the construction of smart tourism infrastructure, improved mobile payment security management, improved smart tourism capital investment planning, strengthen industry supervision and the tourist rights and interests protection system, and promoted the introduction and training of smart tourism talents.

Discussions

From research on "Government Behavior in the Construction of Smart Tourism City in Guilin City, Guangxi Zhuang Autonomous Region, People's Republic of China". The results could be discussed as follows:

An in - depth review of the factors contributing to the government's challenges in implementing smart tourism strategies in Guilin City.

1. The ideology necessitates a process of transformation and enhancement: The concept served as the foundation for all actions in the realm of tourism development. However, the relevant departments lacked adequate awareness of information technology in this field. Some tourism industry managers were not highly enthusiastic about participating in the development of tourism technology, and they also posse limited knowledge about it. The primary factor was that the current tourism business model adequately fulfilled the majority of tourist-related demands. Due to ingrained traditional thinking, managers were content with the conventional paper ticket economy business operation mode. Furthermore, certain managers exhibited cognitive ambiguity in their thinking and had a relatively limited understanding of cloud computing technology, Internet of Things, and other advanced technologies. Once again, the managers responsible for tourist attractions were occupied with the customary construction of infrastructure. They had a limited understanding of

the quality of intelligent services offered at these attractions. Their focus was primarily on strengthening information technology management, but they lacked the ability to provide intelligent services and effectively utilized the market resources of the tourism industry. As a result, the market operation was not optimal, and they were unable to meet the diverse and in-depth needs of tourists. Many management departments in the smart tourism industry had a limited understanding of the basic concepts. They lacked a comprehensive understanding of the specific steps involved in the construction of smart tourism. The internal capabilities of the smart tourism industry were insufficient to fully comprehend the concept of perfect smart tourism. However, it was widely recognized that the development of smart tourism was an inevitable trend in the Internet era for the tourism industry. Currently, Guilin City had achieved significant progress in the advancement of smart tourism. Currently, the focus on developing smart tourism was primarily within the government, tourism authorities, and highly digitized tourism enterprises. The implementation of smart tourism projects was mainly concentrated in emerging tourism regions and attractions, particularly in areas where there was a significant disparity in development levels between regions. The construction of intelligent tourism was dependent on information technology and emerging industries. It required a significant initial investment and had a slow and lengthy project implementation process. It also necessitated cooperation among regional governments, travel agencies, scenic spot managers, tourists, and other stakeholders. However, some operators of tourist attractions had not fully embraced the transformation and continue to rely on traditional business practices. This was despite the rapid development of information technology in the Internet era, lacking comprehension, insufficient engagement, inadequate excitement. The new sphere of emancipation and innovative development required the active involvement of relevant departments in a leadership capacity.

Ideology served as the guiding principle for all actions. In the development of intelligent tourism, the relevant departments, lacked sufficient awareness of information technology. Some managers involved in the construction of intelligent tourism in the tourism industry, lacked a high level of enthusiasm and had limited knowledge about intelligent tourism. The primary factor was that the current tourism business model adequately fulfills the majority of tourist-oriented demands. Due to the influence of conventional ingrained thinking, managers were content with the traditional paper ticket

economy company operating method. Furthermore, several managers possess cognitive ambiguity in their thinking and a relatively limited understanding of cloud computing technology, Internet of Things, and other advanced "wisdom technology". Once again, the managers responsible for tourist attractions were preoccupied with the conventional development of physical infrastructure. They had limited understanding of the quality of intelligent services offered at these attractions. Their focus was primarily on enhancing information technology management, while neglecting the intelligence and capacity to leverage market resources within the tourism industry. Consequently, they were unable to ensure the optimal functioning of the market and failed to meet the diverse and profound needs of tourists. Many management departments in the smart tourism industry had a limited understanding of the basic concepts. They lacked a comprehensive understanding of the specific steps involved in smart tourism construction. The internal capabilities of the smart tourism industry were insufficient to fully comprehend the importance of smart tourism, which was an inevitable trend in the development of the tourism industry in the Internet era. Currently, Guilin City had achieved significant progress in the advancement of smart tourism. Currently, the focus on developing smart tourism was primarily within the government, tourism authorities, and highly digitized tourism enterprises. The implementation of smart tourism projects was mainly concentrated in emerging tourism regions and attractions, particularly in areas where there was a significant disparity in development levels between regions. The construction of smart tourism was dependent on information technology and emerging industries. It was a project that requires significant initial investment, had a slow effect presentation, and a long construction cycle. This necessitates the involvement of regional governments at all levels, travel agencies, scenic spot managers, and tourists in the development of smart tourism projects.

2. Institutional and mechanism cooperation is not functioning smoothly: The rights, responsibilities, and benefits among different entities, such as some scenic area supervisory units, industry management units, and business management units, were not clear, and the integration between smart industries was not smooth. The main reasons are as follows: First, the existing management system and functions of some tourist attractions were not perfect, and the comprehensive management was not strong. The management rights of some tourist attractions are relatively decentralized. Different management contents of the scenic spots belong to different higher-level management

departments, and the ability to coordinate the interests of all parties was relatively limited. The resource ownership of tourist attractions was unclear, resulting in multi-party management and difficulty in forming synergy. The current situation of multi-department management might not only lead to low efficiency in policy promotion and implementation but also made early planning more complicated. It was easy to blame each other when problems arose, and there was no clear attribution of rights and responsibilities. Government departments at all levels must achieve goal integration, clear powers and responsibilities, reasonable division of labor, adequate implementation, strong supervision, and outstanding performance in order to form an efficient and orderly management process. Second, under the traditional management system, there was insufficient investment in tourism infrastructure and public supporting facilities in some areas, a lack of financing platforms, insufficient financial support, and policy concessions, resulting in a single investment entity and the inability to attract social capital to participate in the development of smart tourism projects. In the rapid development of the market economy today, the level of market-oriented operation of the tourism industry was not high, which seriously hinders the development of smart tourism. Massive amounts of data could not be analyzed and applied scientifically and effectively, and the data fortress between different government departments and industries had not been completely broken.

3. The lack of skilled professionals hampers the progress of digitization, and the measures to encourage digitalization are inadequate: Currently, several developments in "smart tourism" and "smart scenic spots" prioritize investing in infrastructure while neglecting the importance of effective management. The post-construction upkeep was inadequate. There was a significant scarcity of top-tier management professionals, mid-level managers, interpreters, and other skilled individuals. Government agencies lacked authority over the personnel. The level of information technology in the current era was comparatively deficient. Certain employees in government departments lacked a comprehensive understanding and proficiency in information technology skills. The primary entities accountable for the development of smart tourist information were the pertinent government ministries. In Guilin's smart tourist business, there was a need for improvement in the government body's tourism expertise, as well as a general lacked of high-level information proficiency among other participants. They both posse a high level of proficiency in. In the

smart tourism business, there was a significant shortage of skilled professionals that possess advanced knowledge and expertise in information technology. There were two factors contributing to this situation: Primarily, a multitude of A-level picturesque locations were extensively scattered over Guilin. The majority of these establishments were situated in distant regions characterized by challenging conditions, making it arduous to retain skilled individuals. In addition, due to the financial constraints and specific circumstances in each region, there was a lack of adequate support measures for the development of smart tourism. This, in turn, led to a shortage of skilled professionals and an inadequate number of tourism talent teams, resulting in an unbalanced and unstable workforce.

4. The government has struggled to implement comprehensive legislation and standards for effectively managing electronic payment risks and maintaining robust network security: The government had developed a set of legislation and standards in order to manage electronic payment risks and guarantee network security. Nevertheless, there were still certain flaws in the existing norms and standards that required more enhancement. Firstly, with regards to risk management in electronic payments, it was imperative for the government to enhance the oversight of payment institutions and developed more stringent criteria for entry and supervisory systems. Simultaneously, it was imperative to enhance the safeguarding of personal data to mitigate the risk of data breaches and misuse. Furthermore, it was imperative to enhance the internal administration of payment institutions and build a comprehensive internal control system and risk management system to guarantee the adherence and safety of payment services. Furthermore, with regards to network security, it was imperative for the government to enhance the safeguarding of network security and establish more comprehensive regulations and standards pertaining to network security. This entailed enhancing the measures to prevent and counter cyber-attacks, as well as intensifying efforts to suppress cyber-crimes. Additionally, it necessitated enhancing the dissemination and instruction of cyber security to enhance the general public's awareness and ability to prevent cyber threats. Essentially, the government should enhance legislation and standards, intensify supervision and administration, and enhance public awareness and preventative capacities to effectively regulate electronic payment threats and ensure network security. By adopting this approach, we could

enhance the assurance of security and ensured the steady progress of electronic payments.

5. The process of fund planning is inherently flawed: Based on the 2023 income and expenditure budget, the allocated budget for cultural tourism media expenditures would be 3.4164 million yuan, representing a decrease of 168,900 yuan or 4.7% compared to the previous year. Guilin, being a prominent tourism city in Guangxi, had made significant progress due to substantial government funding. Nevertheless, following the repercussions of the epidemic, Guilin's economic revenue had experienced a fall, resulting in a scarcity of investment capital for the development of smart tourism cities. The most significant issue currently confronting us was this. The primary sources of funding for the development and operation of significant beautiful attractions in Guilin are ticket revenue and financial credit. The government's financial contribution was little, while the development and construction of key picturesque locations necessitates a substantial amount of funding. It was challenging to sustain it merely through ticket income and financial credit. Consequently, it became arduous to advance the optimization of smart tourist service projects and the development of new projects. Additionally, the enthusiasm of all stakeholders for building also requires enhancement. Simultaneously, the planning for private capital and international investment was relatively inadequate. The relevant ministries should acknowledge the significance of private and foreign capital in the advancement of smart tourism. They should broaden the avenues for private capital financing, ease market entry restrictions, and facilitate the participation of additional social capital. Foreign investment contributed to the implementation of smart tourist initiatives, with the Guilin Municipal Government playing a crucial role in driving the advancement of smart tourism. Nevertheless, the Guilin Municipal Government faced certain limitations in its effort to foster the advancement of smart tourism. These included a deficiency in sophisticated management principles, a need for enhanced coordination among relevant departments, a relatively low level of information utilization, and inadequate capital investment. In the development of smart tourism, it was important for key departments to identify existing shortcomings and examine the causes of inadequate performance of functions. This would enable them to offer more comprehensive services and assure the progress of smart tourist.

6. Strengthen industry supervision and further standardize the order of the tourism market: Regulating the smart tourism market was necessary for effective market supervision due to numerous reasons. Firstly, certain travel businesses might exploit the imbalance of information to deceive or cheat consumers. For instance, certain tourism enterprises might overstate the benefits and hide the drawbacks of their offerings or furnish incorrect information, leading to issues for clients throughout their journeys. Furthermore, certain travel corporations might exploit their prevailing market position to limit market competition and endanger consumer welfare. Furthermore, it was imperative for the smart tourism sector to establish standardized market regulations in order to safeguard customer privacy and ensure data security. Certain tourism organizations had the ability to gather personal information and consumption data from customers, which they might then utilize for commercial purposes. However, consumers frequently lacked the authority to manage and access this data.

7. Insufficient presence of skilled professionals in the field of smart tourism: The development of smart tourism in Guilin lacked the necessary talent guarantees, insufficient support for professional smart tourism education, uneven professional quality of industry talents, and a smart tourism talent development, training, and management mechanism. First of all, there were not many colleges and universities that offered tourism majors, and among the only colleges and universities that offered tourism majors, most of them were broad tourism management majors, further subdivided into majors such as hotels, restaurants, travel agencies, etc., and there was little wisdom. Tourism and management majors had resulted in insufficient talent reserved in the smart tourism industry, and it was difficult to meet the needs of cities for smart tourism development.

Conclusions

A government behavior in the construction was inadequate understanding of advanced management concepts, poor coordination among relevant departments, resulting in low integration of smart tourism, relatively low overall level of informatization application, diverse payment methods in smart tourism cities with a need for network security improvement, an

insufficient capital investment and low infrastructure construction levels, lacked of market supervision, a talent shortage and information constraints persist.

Suggestions

1.Learn advanced management concepts.

1.Enhance communication and collaboration among government departments consisted of:

(1) Enhance collaboration among government departments and pertinent stakeholders.

(2) Establish a partnership including multiple parties to work together collaboratively.

3. Accelerate the construction of smart tourism infrastructure consisted of:

(1) Comprehensively promote the construction of an international smart tourism service information platform.

(2) Improve the tourism big data application and management system.

(3) Innovate smart tourism application software to enhance the competitiveness of smart tourism cities.

(4) Promote network infrastructure construction.

(5) Improve the development and maintenance of intelligent software.

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