WHAT IS CLAIMED IS:

1. A method of planning a travel route, comprising:

receiving, by a planning server, a travel route planning request carrying travel parameters that is sent by a user terminal;

if the travel parameters include correlation data between a travel region and travel spot types and travel time periods, determining travel spots of each travel spot type in the travel region, and finding the travel spots of the travel spot type corresponding to each travel time period based on the correlation data; and computing a corresponding travel spot touring route for each travel time period according to a preset computation rule based on predetermined mapping relationships between the travel spots of each travel spot type and touring times as well as distances between different travel spots of the travel spot type, and returning the travel spot touring route to the user terminal;

otherwise if the travel parameters include a travel region and a travel cycle without including the correlation data between the travel spot types and the travel time periods, determining the travel spots of each travel spot type in the travel region, dividing the travel cycle into at least one travel time period according to a preset division rule, and computing a corresponding travel spot touring route for each travel time period according to the preset computation rule based on predetermined mapping relationships between the travel spots of each travel spot type and touring times as well as the distances between different travel spots of the travel spot type, and returning the travel spot touring route to the user terminal;

wherein the preset computation rule comprises:

calculating a first time interval separating a starting time point of each travel time period from a preset lunch starting time point, and a second time interval separating a preset lunch ending time point from an ending time point of the travel time period;

selecting, from the travel spots of the travel spot type corresponding to each travel time period, a preset number of travel spots as the travel spots to be planned according to a preset selection rule;

determining touring times of the travel spots to be planned of the travel spot type corresponding to each travel time period based on the mapping relationships between the travel spots of each travel spot type and the touring times, and computing consumed times between different travel spots to be planned of the travel spot type corresponding to the travel time period based on the distances between different travel spots of the travel spot type;

selecting, from the travel spots to be planned of the travel spot type corresponding to each travel time period, a first set of travel spots to be planned with an accumulated value of the corresponding touring times and consumed times being less than or equal to the first time interval, and a second set of travel spots to be planned with an accumulated value of the corresponding touring times and consumed times being less than or equal to the second time interval; and

matching routes of the first set of travel spots to be planned and of the second set of travel spots to be planned to obtain a corresponding travel spot touring route for each travel time period.

2. The method of claim 1, further comprising:

if the travel parameters include a travel region without including the correlation data between a travel cycle and the travel spot types and the travel time periods, basing on predetermined correlation data between travel regions, recommended travel time periods, and recommended travel spot touring routes to determine corresponding recommended travel time periods and recommended travel spot touring routes for the travel region specified in the travel parameters, and returning the recommended travel time periods and recommended travel spot touring routes to the user terminal.

3. The method of claim 1, further comprising:

if the travel parameters include a travel cycle without including the correlation data between a travel region and the travel spot types and the travel time periods, dividing the travel cycle specified in the travel parameters into at least one travel time period according to a preset division rule, and basing on predetermined correlation data between recommended travel regions, recommended travel time periods, and recommended travel spot touring routes to determine and return the corresponding recommended travel regions and recommended travel spot touring routes for the divided travel time periods to the user terminal.

4. The method of any one of claims 1 to 3, wherein the preset division rule comprises:

if the travel cycle includes a plurality of days, dividing the travel cycle into different time periods by different dates;

if a starting time point of a divided time period is later than a preset travel starting time point and an ending time point of the divided time period is later than a preset travel ending time point, associating the starting time point of the divided time period and the preset travel ending time point to constitute a travel time period;

if a starting time point of a divided time period is earlier than or equal to a preset travel starting time point and an ending time point of the divided time period is later a preset travel ending time point, associating the preset travel starting time point with the present travel ending time point to constitute a travel time period;

if a starting time point of a divided time period is later than a preset travel starting time point and an ending time point of the divided time period is earlier than or equal to a preset travel ending time point, associating the starting time point of the divided time period and the ending time point of the divided time period to constitute a travel time period; and

if a starting time point of a divided time period is earlier than or equal to a preset travel starting time point and an ending time point of the divided time period is earlier than or equal to a preset travel ending time point, associating the preset travel starting time point with the ending time point of the divided time period to constitute a travel time period.

5. A planning server comprising a memory and a processor coupled to the memory, the memory storing at least one computer-readable instruction executable by the processor to perform the following operations:

receiving a travel route planning request carrying travel parameters that is sent by a user terminal;

if the travel parameters include correlation data between a travel region and travel spot types and travel time periods, determining travel spots of each travel spot type in the travel region, and finding the travel spots of the travel spot type corresponding to each travel time period based on the correlation data; and computing a corresponding travel spot touring route for each travel time period according to a

preset computation rule based on predetermined mapping relationships between the travel spots of each travel spot type and touring times as well as distances between different travel spots of the travel spot type, and returning the travel spot touring route to the user terminal;

otherwise if the travel parameters include a travel region and a travel cycle without including the correlation data between the travel spot types and the travel time periods, determining the travel spots of each travel spot type in the travel region, dividing the travel cycle into at least one travel time period according to a preset division rule, and computing a corresponding travel spot touring route for each travel time period according to the preset computation rule based on predetermined mapping relationships between the travel spots of each travel spot type and touring times as well as the distances between different travel spots of the travel spot type, and returning the travel spot touring route to the user terminal;

wherein the preset computation rule comprises:

calculating a first time interval separating a starting time point of each travel time period from a preset lunch starting time point, and a second time interval separating a preset lunch ending time point from an ending time point of the travel time period;

selecting, from the travel spots of the travel spot type corresponding to each travel time period, a preset number of travel spots as the travel spots to be planned according to a preset selection rule;

determining touring times of the travel spots to be planned of the travel spot type corresponding to each travel time period based on the mapping relationships between the travel spots of each travel spot type and the touring times, and computing

consumed times between different travel spots to be planned of the travel spot type corresponding to the travel time period based on the distances between different travel spots of the travel spot type;

selecting, from the travel spots to be planned of the travel spot type corresponding to each travel time period, a first set of travel spots to be planned with an accumulated value of the corresponding touring times and consumed times being less than or equal to the first time interval, and a second set of travel spots to be planned with an accumulated value of the corresponding touring times and consumed times being less than or equal to the second time interval;

matching routes of the first set of travel spots to be planned and of the second set of travel spots to be planned to obtain a corresponding travel spot touring route for each travel time period.

6. The planning server of claim 5, wherein the at least one computer-readable instruction is executable by the processor to further perform the following operations:

if the travel parameters include a travel region without including the correlation data between a travel cycle and the travel spot types and the travel time periods, basing on predetermined correlation data between travel regions, recommended travel time periods, and recommended travel spot touring routes to determine corresponding recommended travel time periods and recommended travel spot touring routes for the travel region specified in the travel parameters, and returning the recommended travel time periods and travel spot touring routes to the user terminal.

7. The planning server of claim 5, wherein the at least one computer-readable instruction is executable by the processor to further perform the following operations:

if the travel parameters include a travel cycle without including the correlation data between a travel region and the travel spot types and the travel time periods, dividing the travel cycle specified in the travel parameters into at least one travel time period according to a preset division rule, and basing on predetermined correlation data between recommended travel regions, recommended travel time periods, and recommended travel spot touring routes to determine and return the corresponding recommended travel regions and recommended travel spot touring routes for the divided travel time periods to the user terminal.

8. The planning server of claim 5, wherein the preset division rule comprises:

if the travel cycle includes a plurality of days, dividing the travel cycle into different time periods by different dates;

if a starting time point of a divided time period is later than a preset travel starting time point and an ending time point of the divided time period is later than a preset travel ending time point, associating the starting time point of the divided time period and the preset travel ending time point to constitute a travel time period;

if a starting time point of a divided time period is earlier than or equal to a preset travel starting time point and an ending time point of the divided time period is later a preset travel ending time point, associating the preset travel starting time point with the present travel ending time point to constitute a travel time period;

if a starting time point of a divided time period is later than a preset travel starting time point and an ending time point of the divided time period is earlier than or equal to a preset travel ending time point, associating the starting time point of the divided time period and the ending time point of the divided time period to constitute a travel time period; and

if a starting time point of a divided time period is earlier than or equal to a preset travel starting time point and an ending time point of the divided time period is earlier than or equal to a preset travel ending time point, associating the preset travel starting time point with the ending time point of the divided time period to constitute a travel time period.

9. A computer-readable storage medium storing at least one computer instruction executable by a processor to perform the following operations:

receiving a travel route planning request carrying travel parameters that is sent by a user terminal;

if the travel parameters include correlation data between a travel region and travel spot types and travel time periods, determining travel spots of each travel spot type in the travel region, and finding the travel spots of the travel spot type corresponding to each travel time period based on the correlation data; and computing a corresponding travel spot touring route for each travel time period according to a preset computation rule based on predetermined mapping relationships between the travel spots of each travel spot type and touring times as well as distances between different travel spots of the travel spot type, and returning the travel spot touring route to the user terminal;

otherwise if the travel parameters include a travel region and a travel cycle without including the correlation data between the travel spot types and the travel time periods, determining the travel spots of each travel spot type in the travel region, dividing the travel cycle into at least one travel time period according to a preset division rule, and computing a corresponding travel spot touring route for each travel time period according to the preset computation rule based on predetermined mapping

relationships between the travel spots of each travel spot type and touring times as well as the distances between different travel spots of the travel spot type, and returning the travel spot touring route to the user terminal;

wherein the preset computation rule comprises:

calculating a first time interval separating a starting time point of each travel time period from a preset lunch starting time point, and a second time interval separating a preset lunch ending time point from an ending time point of the travel time period;

selecting, from the travel spots of the travel spot type corresponding to each travel time period, a preset number of travel spots as the travel spots to be planned according to a preset selection rule;

determining touring times of the travel spots to be planned of the travel spot type corresponding to each travel time period based on the mapping relationships between the travel spots of each travel spot type and the touring times, and computing consumed times between different travel spots to be planned of the travel spot type corresponding to the travel time period based on the distances between different travel spots of the travel spot type;

selecting, from the travel spots to be planned of the travel spot type corresponding to each travel time period, a first set of travel spots to be planned with an accumulated value of the corresponding touring times and consumed times being less than or equal to the first time interval, and a second set of travel spots to be planned with an accumulated value of the corresponding touring times and consumed times being less than or equal to the second time interval; and

matching routes of the first set of travel spots to be planned and of the second set of travel spots to be planned to obtain a corresponding travel spot touring route for each travel time period.

10. The computer-readable storage medium of claim 9, wherein the at least one computer-readable instruction is executable by the processor to further perform the following operations:

if the travel parameters include a travel region without including the correlation data between a travel cycle and the travel spot types and the travel time periods, basing on predetermined correlation data between travel regions, recommended travel time periods, and recommended travel spot touring routes to determine corresponding recommended travel time periods and recommended travel spot touring routes for the travel region specified in the travel parameters, and returning the recommended travel time periods and recommended travel spot touring routes to the user terminal.

11. The computer-readable storage medium of claim 9, wherein the at least one computer-readable instruction is executable by the processor to further perform the following operations:

if the travel parameters include a travel cycle without including the correlation data between a travel region and the travel spot types and the travel time periods, then dividing the travel cycle specified in the travel parameters into at least one travel time period according to a preset division rule, and basing on predetermined correlation data between recommended travel regions, recommended travel time periods, and recommended travel spot touring routes to determine and return the corresponding recommended travel regions and recommended travel spot touring routes for the divided travel time periods to the user terminal.

12. The computer-readable storage medium of claim 9, wherein the preset division rule comprises:

if the travel cycle includes a plurality of days, dividing the travel cycle into different time periods by different dates;

if a starting time point of a divided time period is later than a preset travel starting time point and an ending time point of the divided time period is later than a preset travel ending time point, associating the starting time point of the divided time period and the preset travel ending time point to constitute a travel time period;

if a starting time point of a divided time period is earlier than or equal to a preset travel starting time point and an ending time point of the divided time period is later a preset travel ending time point, associating the preset travel starting time point with the present travel ending time point to constitute a travel time period;

if a starting time point of a divided time period is later than a preset travel starting time point and an ending time point of the divided time period is earlier than or equal to a preset travel ending time point, associating the starting time point of the divided time period and the ending time point of the divided time period to constitute a travel time period; and

if a starting time point of a divided time period is earlier than or equal to a preset travel starting time point and an ending time point of the divided time period is earlier than or equal to a preset travel ending time point, associating the preset travel starting time point with the ending time point of the divided time period to constitute a travel time period.