

Research on the Development Model of Tourism Industry under the Background of Internet

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Abstract: In the new era, people's living standards have gradually improved, the tourism industry has become more and more prosperous, and more and more people are willing to travel. And the development of Internet technology has also had an impact on the tourism industry, and a number of tourism service products, apps and so on, have emerged. It not only facilitates people's travel life, but also stimulates people's interest in travel, and improves the performance, productivity and service level of tourism. It also promotes the formation and development of new forms of tourism. In the new era, the Internet is an inevitable trend for the development of the new tourism industry.

1. Introduction

Regarding the development mode of tourism industry under the background of internet, both academia and government departments are studying at present. How on earth should tourism develop healthily under the situation of Internet? This is a major issue facing all sectors of society. Compared with the problems encountered in current practice, such as what is the essence of "tourism + internet", how tourism industry becomes a truly comprehensive industry, and how tourism industry adapts to the new mode of production in the Internet era, academia still needs further in-depth and thorough theoretical thinking and Research on the combination of theory and practice.

2. Development Model of Tourism Talent Industry

Under the background of Internet technology, both tourism companies and tourism departments are eager to get compound talents who are familiar with internet information technology and can master professional tourism knowledge and service skills. Traditionally, the training scheme of talents in Colleges and universities has largely followed the early system of tourism management disciplines. Most of them only focus on the imparting of tourism professional knowledge and the training of tourism service skills. The training of information technology application, Internet of Things technology application, innovative application of intelligent mobile platform, network new media marketing and other abilities is still in the exploratory stage, and no real attention has been paid to it. Get up. Therefore, colleges and universities urgently need to reform the training mode of tourism talents.

2.1 New Media Operating Talents

Compared with traditional media, new media are widely used in tourism, including micro-message, micro-blog, community network, social network, video and so on. These media make the role of communicator and audience blurred and make one-way communication become two-way communication. By building virtual communities such as Wechat Friendship Circle, they make groups with common preferences establish stable and regular contacts. Community members share tourism experience and transmit tourism information to each other, thus affecting group consumption preferences and choices. New media has the characteristics of fast dissemination, strong interaction and precise orientation. Under the background of "Internet +", it is an inevitable choice for tourism enterprises to use new media to make marketing, and the ability of tourism

practitioners to understand and master new media and the ability to use new media to carry out tourism marketing are very important.

2.2 Personalized Product Design Talents

With the advent of the era of mass tourism, the public demand for tourism public services has been rapidly increased, especially for self-help tourists and individual tourists, who account for more than 85% of the total number of tourists and have different needs. Tourism personalized customization service is to meet the different needs of tourists, with the help of a large number of tourism supply information for tourists to design suitable products. Only by recruiting excellent personalized service customized talents and providing products and services to meet the personalized needs of the vast number of tourism consumers, can tourism enterprises compete.

2.3 Comprehensive Talents

Under the background of "Internet", cloud computing, Internet of Things and other new generation of information technology have penetrated into all areas of tourism. Big data analysis and intelligent terminal applications have put forward new requirements for tourism practitioners, which requires tourism talents to master interdisciplinary knowledge and become comprehensive talents. At the same time, with the continuous expansion of tourism industry towards business, health preservation, research, vacation, emotion, novelty exploration, and the development of tourism internationalization, tourism talents are required to develop in a compound direction.

2.4 Course development and design

On the one hand, information technology and its application are constantly integrated into the traditional curriculum of tourism management specialty. For example, tourism marketing course should be fully integrated into the content of new media marketing, so that students can master the construction and operation of Wechat public number skillfully; tourism product planning course should focus on how to design personalized tourism products suitable for network promotion, shoot and produce micro-videos for viral transmission; tour guide course should strengthen the content of Scenic Area wisdom explanation and so on. The change of tour guide's role and the improvement of tour guide's ability, etc. should be fully integrated into the course of scenic area management, such as intelligent parking, capacity control, environmental monitoring, electronic ticketing and so on; the module of intelligent scenic area planning and construction should be added to the course of tourism planning; the development of online tourism has made a great deal of tourism product information transferred to the Internet for comparison. Price, booking, comment, one of the key contents of tourism information management course is how to search, screen and innovate these information more professionally, so as to design more personalized products for tourists. On the other hand, we should revise the curriculum structure of talent training, add supplementary modules of e-commerce, and set up new courses such as e-commerce practice foundation, e-retail practice, e-marketing, 3S technology foundation and network community management. At the same time, courses such as intelligent scenic spot construction, big data management, online travel service provider (OTA) introduction were added.

2.5 Establishment of Intelligent Tourism Experience Center Platform

Under the background of "Internet", another important means of training tourism talents is the construction of relevant laboratories and practice sites. The establishment of these experimental sites helps to enrich college students' perception of real tourism services and to understand and improve them more conveniently because of the limitations of book knowledge on professional practice. Universities should strive for funds through various channels to build a smart tourism experience center that integrates smart scenic spots, smart hotels, smart travel agencies, smart tourism public services, smart tourism destination marketing and smart tourism industry supervision. Including electronic ticket integrated management platform, scenic spot passenger flow video statistical analysis system, scenic spot convenient window service system, intelligent travel agency entity store, mobile e-commerce system, intelligent room, We chat service platform, tourism public

information platform, destination-based geographic information service system and other platforms. Experience centers should combine information technology with the development of Intelligent Tourism research, collect successful cases (products) related to intelligent tourism activities for centralized display and on-site experience, provide teachers and students with a platform for sharing learning, scientific research and innovation, and provide tourism administrative departments and tourism industry with perceptual experience and model reference for the construction of intelligent tourism. Provide a platform for the application and promotion of new products and exchange and cooperation for Intelligent Tourism enterprises.

3. Promoting the construction of a system of integration of tourism and cultural industries

Under the background of Internet, the integration of cultural tourism industry is not only the inevitable requirement of industrial development, but also in line with the national strategy of promoting economic development and adjusting economic structure. Integration is a systematic project, which requires the coordination and cooperation of relevant departments and main bodies to jointly build a mechanism conducive to cross-border industrial integration, in which the government, market, information, talents and carriers are the most important.

3.1 Government experts play an important role in leading and directing the general direction

There are many industries involved in strengthening the top-level design culture tourism industry of the government. "Enterprises in different industries may be under the jurisdiction of different departments, and enterprises under the jurisdiction of commercial commission, economic commission, science and Technology Commission have their own interests; enterprises under this management system are strictly limited by the scope of operation, which makes it difficult to coordinate the integration and development of industries"[2], so the integration of the two. It is necessary for the government to do a good job of top-level design and build a good integration environment.

First, straighten out the management system. At present, the cultural industry is under the jurisdiction of the cultural department and the tourism industry is under the jurisdiction of the state and local tourism bureaus. The institutional mechanism of multi-head management has become one of the obstacles to the effective integration of industries. It can be considered that resources belonging to different industries and regions can be reorganized and integrated according to the requirements of industrial integration by setting up cross-industry management coordination agencies with higher authority.

Secondly, we should strengthen planning guidance. According to actual needs, all localities formulate regional cultural tourism integration plans, annual plans and work plans, make overall plans and promote them in an orderly manner. We will continue to deepen the reform of the system, transform the functions of the government, reduce market intervention, and establish an expert advisory group composed of experts from the industry and academia to play a central role in drafting, compiling and revising plans, project evaluation and decision-making on major issues.

3.2 Data collation standard, collection, induction, processing more scientific.

Under the background of the Internet, cultural industry and tourism industry will produce massive data. If the data acquisition caliber of different industries is different, there will be information islands and information barriers, and industrial integration will be difficult. Therefore, it is necessary to gradually realize the unified rules to collect information, the unified standard to store information, and the unified standard to exchange information.

On the one hand, information is open and shared. Firstly, information openness within the cultural industry and tourism industry, such as traditional tourism data provided by tourist attractions or local tourism management departments, data macro and inaccurate, and cooperation with Internet enterprises can obtain such information as consumption quota, consumption preferences, length of play, etc. Secondly, to promote real-time data sharing among cultural tourism industries, management departments and enterprises, industries and industries to establish open data

platform, and regularly publish and exchange relevant data.

Only information sharing can effectively achieve industrial integration, which is also in line with the spirit of the Internet.

4. Establishment of Internet Trading Platform for Safe Colleges and Universities

Building an Internet platform for security colleges and universities can create a good network environment and user experience effect for the development of Tourism under the background of "internet". First of all, improve the relevant laws and regulations. Through strengthening the supervision of the law, we can minimize the fraud, deception and leaking of user information in the field of Internet, standardize the trading behavior of tourism in the Internet, and protect the legitimate rights and interests of consumers. Secondly, the research and application of Internet security technology should be strengthened. The confidentiality and security of online transactions have a direct impact on the interests of buyers and sellers. Security has become the key to the promotion of tourism in the "Internet +" development. Through firewall and virus prevention technology, digital signature technology, data encryption technology and other means to prevent "hacker" attacks, to ensure the payment security of tourism business on the Internet. Finally, the establishment of Internet credit system. On the one hand, through the credit system, we can evaluate the relevant tourism enterprises that carry out business on the Internet, punish the tourism enterprises that publish false tourism information, and strengthen their integrity and self-discipline. On the other hand, we should enhance users'honesty and enhance consumers' awareness of network security. The establishment of Internet credit system guarantees the security of Internet information in tourism industry to a certain extent.

5. Conclusion

As the world has entered the information age, the mode of "Internet + tourism" has become an inexorable trend. For the traditional tourism industry, the development path of "Internet +" is to give full play to the comprehensive advantages and driving role of tourism, actively use the Internet to promote the transformation of tourism development mode, improve service efficiency, and promote the transformation and upgrading of tourism industry.

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