

Analysis on the Specific Measures of Higher Vocational Tourism Talents Training under the Background of Smart Tourism

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Abstract: In the process of the actual development of network information technology, smart tourism has been paid extensive attention to. In the process of development of smart tourism era, it will have an impact on the positions of traditional tourism industry, and put forward more requirements on talents. The traditional training methods for higher vocational tourism talents can no longer meet the current development needs of the era. We should establish a correct sense of concept, explore the best training programs for higher vocational tourism talents according to the characteristics of the smart tourism environment and actual conditions, and build targeted personnel training and education system, reform and improve the relevant education work system, comprehensively improve the education level of tourism professionals, and lay a solid foundation for its follow-up development.

1. Introduction

In the process of tourism professional teaching in higher vocational colleges, teachers should sum up rich experience, fully realize the importance of talent cultivation under the background of smart tourism, comprehensively analyze the needs of relevant tourism professionals in society and market, and create advanced education system and mechanism according to social needs, unify standards to complete the current personnel training tasks, guide tourism students to correctly analyze the new situation of the smart tourism market, master practical operation abilities and skills, enhance professional ethics, enhance their employment competitiveness, and achieve the expected teaching objectives.

2. Analysis on smart tourism

Smart tourism, it is mainly the research results of smart earth and city. After the concept of smart earth was put forward in 2009, many scholars in our country began to analyze the meaning and concept of smart, and put forward the conceptual content of smart city and tourism. Smart city is mainly based on the smart earth. The way of communication and information technology creates a new model of urban development. For smart tourism, it is developed from the basis of smart city. In this process, the smart city began to promote in the field of tourist cities and it's the advanced development stage of digital tourism. In terms of smart tourism, China's tourism industry and academic industry have not yet put forward a more consistent view, which can improve the development of information resources to a certain extent, provide informationalized service information for tourists, tourism industry and related regulatory agencies timely and accurately, create a new form of tourism, enhance the work efficiency of all aspects, and lay a solid foundation for its subsequent development.

3. The impact of smart tourism on jobs in the traditional tourism industry

3.1 Impact on tour guide position

In the traditional guide position work, the main task is to explain all aspects for tourists, timely discover problems in the journey, use reasonable measures to solve emergencies, and give tourists

help in food, accommodation and travel. In the smart travel environment, visitors only need to hold a smart phone to scan the QR code verification area. They can also use the QR code to browse the smart navigation map and receive the artificial voice explanation information of the relevant scenic spot. The amount of information is large and will not be limited by time and space. This leads to the replacement of traditional tour guides by the scenic tour introduction function of relevant smart tourism. The key point of related guides' work has also become a targeted and personalized service for tourists.

3.2 Impact on the tour operator industry

In the process of planning and scheduling in the tourism industry, the main task is to formulate a reception plan for the group tourists or individual tourists, undertake the responsibility of reception, relevant tourism products procurement, and provide accommodation services, dining services, car services, and tour guide services for tourists to ensure that the reception work meets the requirements. In the process of the actual development of the traditional tourism industry, it mainly relies on the planning and scheduling work to integrate all aspects of tourism resources and information, and utilizes rich work experience to achieve the ultimate service purpose. In the process of actual development of the smart tourism industry, it is possible to centrally carry out the management and control of tourism elements, and the operators can reasonably carry out the procurement processing of tourism products in the resource pool. Compared with the previous work methods, it requires operators to sum up rich experience, mastering advanced working methods and skills, have a certain ability to control information, and become a planning and scheduling talent in the new era background.

3.3 Impact on sales position

The smart tourism model is mainly a tourism model in the information technology platform. Through the online booking function and the support of the network marketing function, all aspects of the work tasks are completed. Compared with the traditional tourism industry, this marketing model is different, which causes certain influences on the traditional tourism field. In the process of the actual development of Chinese ELong client-side and Ctrip client-side, the past travel mode has been changed, and the Internet platform is used to provide a certain information barrier for tourism suppliers and tourists. Consumers can formulate their own travel itinerary plan based on their specific needs. In contrast, the homogenization and singular tourism products provided by the past tourism industry cannot meet the current market consumers' demand. Under the impact of the smart tourism industry, if the traditional development model and consumption system cannot be transformed, It will have an impact on its long-term development.

4. Teaching problems in tourism majors in higher vocational colleges

At present, many higher vocational colleges have begun to pay attention to the research and analysis of market demand for smart tourism in the process of tourism professional teaching. They have carried out rectification and innovation in the past teaching methods. However, there are still some shortcomings which affect the level of teaching work. The specific teaching problems are:

4.1 There is a gap between the educational goals and the talent needs of smart tourism

In the process of actual teaching in the tourism industry of higher vocational colleges, it does not deal with the characteristics and needs of smart tourism in a reasonable way. There is no clear final talent training goal, which seriously affects the overall educational work effect. For example, in terms of operator positions, it will be affected by some factors which cause it impossible to conduct proper management and coordination. The college doesn't adjust and control according to the learning characteristics and needs of students either, and has no targeted and clear teaching objectives, which seriously affects the reliability and effectiveness of overall education work.

4.2 Students' practical skills cannot be integrated with the company

In the vocational education of higher vocational colleges, because of the lack of industry experience, most teachers are unable to conduct practical training according to the actual situation of smart tourism. If teachers cannot fully understand the practical operation requirements of smart tourism and the characteristics of training courses and so on, as a result, the effectiveness of teaching work is reduced, and it is difficult to meet current development needs. At present, many higher vocational colleges have not yet built a relatively complete training infrastructure, and there is no practice room for the construction of tour guides, which make it difficult to better develop students' practical ability and professional skills. Most colleges have not created a training base outside the college. Students can't find a suitable training place suitable for their own study, which leads to the phenomenon of laissez-faire. It is difficult to better train suitable position talents for enterprises, which seriously affects the reliability and effectiveness of educational work.

4.3 Lack of smart type teachers

The smart tourism field puts forward high demands on talents. At the same time, it also puts forward higher requirements for tourism professional teachers in higher vocational colleges. In addition to ensuring that their professional quality meets the requirements, teachers also need to fully grasp the content of tourism aspect, skill aspect and teaching aspect. They need to create a good teaching atmosphere for students and provide the best educational resources. However, in the current teaching process of higher vocational colleges, the smart type teacher resources is scarce, which is why it is impossible to better train students' learning ability and practical operation ability.

5. Training measures for higher vocational tourism talents under the background of smart tourism

Under the background of smart tourism, higher vocational colleges should follow the scientific development principles, formulate a perfect talent training program, comprehensively improve the teaching efficiency of all aspects, and meet the current talent training needs. Specific talent training measures are:

5.1 Optimize the training objectives for talents

In the process of rapid development of smart tourism, the demand for tourism professionals is gradually increasing. Under this circumstance, higher vocational colleges should fully realize the importance of training professional talents according to the characteristics of smart tourism, and follow the development principles of advancing with the times. In the case of market transformation, higher vocational colleges should organically integrate the content of whole domain and smart tourism, reform the talent training target to ensure that it is transformed into a talent training target under the smart tourism industry. For example, in the teaching aspect, it is necessary to fully investigate and research the smart tourism market, visit various tourism enterprises, comprehensively understand the talent demand of the smart tourism market, clarify the specific talent types, and ensure that they can grasp all kinds of opportunities in the market according to the current market conditions, reasonably increase the teaching majors, meet the talent needs of the current era development and market to achieve the desired teaching objectives.

5.2 Reform and improvement of the curriculum system

In the teaching process of higher vocational colleges, a perfect education plan should be formulated to improve the employment rate of graduates as the main educational goal, so that students can quickly adapt to smart tourism positions, and a scientific curriculum system should be created to ensure that students can meet the current market demands. For example, guide students to participate in competitions of knowledge types, skill types and debate types, which can broaden students' knowledge learning areas, enhance their professional knowledge learning ability, integrate education reform into curriculum objectives. It will develop students' learning ability and meanwhile

make students improve and enrich themselves. Especially in the skill competition, they should put forward higher requirements for students. Students should fully grasp all aspects of knowledge, improve the mastery of professional skills. And they should also organize students to better master the professional skills and knowledge of smart tourism field according to the development characteristics and needs of the smart tourism industry in order to improve the level of the talent training work.

5.3 Create a curriculum system on the types of information technology applications

In the process of smart tourism development, teachers should sum up rich experience, follow scientific principles, and standardize the design of information technology application types to ensure their rationality and effectiveness. At present, some higher vocational colleges fail to establish a correct concept of information courses setting, which makes it difficult to adopt a scientific and reasonable way to improve the overall educational work level, resulting in the impact on the teaching quality. Therefore, in the teaching work of higher vocational colleges, teachers should actively develop computer basic courses and application courses, guide students to comprehensively learn computer professional knowledge, improve their practical operation ability, and ensure the full range of course analysis and management. In this process, only setting of information technology application courses cannot meet the current teaching needs. Colleges should appropriately increase the training courses, and add relevant contents such as the operation and maintenance of mechanical equipment in smart tourism. Based on the development characteristics of the regional tourism industry, achieve the purpose of reasonable cooperation between colleges and enterprises, so that students can better learn the operation methods and means of smart devices to meet the talent needs of the current smart tourism field.

5.4 Increase cooperation between colleges and enterprises

In the process of tourism professional teaching in higher vocational colleges, the application of college-enterprise cooperation mode helps to cultivate students' position operation and practical ability, increase practical operation and education, and create an in-depth talent training mechanism. For example, in the teaching process of smart tourism software, it is necessary to hire experts and relevant management staff within the industry to create a practical education model for students. In hardware operation education, students need to be instructed to work in the enterprise. The college and enterprise can sign a comprehensive cooperation plan. With the support of the long-term talent training cooperation plan, the effect of teaching work will be comprehensively improved to meet the current educational work needs.

5.5 Set the proportion of the informational course

In the teaching work of tourism majors, higher vocational colleges should use computer-based courses as the basic education content to guide students to learn the basic knowledge of information and office software, and create a professional education system according to the development characteristics and needs of the smart tourism field, industry competition mode, etc., for example: guide students to better learn the knowledge of IoT technology and smart tourism, make them master the content of tourism e-commerce, tourism information technology and data statistics, improve practical operation ability to enhance the educational efficiency. At the same time, in the process of practical operation, students should be instructed to learn 3D virtual reality technology. Colleges should create high-level environmental skill training activities on tour guide positions and hotel service management software. Colleges ought to create an education system for students in smart tourism to meet the needs of teaching development, comprehensively improve the effectiveness of teaching work.

5.6 Build a team of highly qualified teachers

Under the concept of smart tourism, there has been a lot of intersection between the tourism industry and the information technology industry, which has led to more demands for the training of

tourism professionals in higher vocational colleges. However, at present, in the tourism professional teaching process of many colleges, teachers have low professional ability, and they do not have advanced skills in smart tourism, which seriously affects the overall teaching work. Therefore, under the background of smart tourism development in the new era, we should build a high-quality team of teaching talents and train a diverse team of teachers. In addition to mastering tourism expertise, teachers should also be skilled in operating IoT technology and cloud computing technology, mobile communication technology and so on, and become highly skilled teachers in the context of the new era. In this process, the college's resource sharing method should be used to invite computer professional teachers to teach in the tourism majors.

6. Summary

In the background of smart tourism, higher vocational colleges should sum up rich experience, follow scientific development principles, formulate perfect planning plans, comprehensively train students' intellectual tourism professional ability, and enhance the reliability and effectiveness of overall education work, which will enable students better learn practical skills in the background of smart tourism.

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