

# Research on the Cultivation of Tourism Management Professionals under the Background of Informatization

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**Abstract.** Under the background of informatization, with the rapid integration of tourism and information industry, information technology has been widely used in the tourism industry. While information technology has brought profound impacts to the tourism industry, and new requirements have also been placed on tourism talents. In the context of informatization, how to cultivate application-oriented talents corresponding to demand and guide students to establish service awareness that matches the new service industry have become the urgent problems to be solved in the development of tourism management in colleges and universities. This paper clarifies the information application ability and information literacy of tourism talents under the background of tourism informatization, analyses the current status quo of tourism management professionals training under the background of informatization, and puts forward the specific strategies of training tourism professionals from the perspective of practicality and application in the context of informatization.

## 1. Introduction

With the rapid development of information technology, especially network technology, information technology has become the focus of general concern in society. Tourism informatization refers to the change of the traditional tourism production, distribution and consumption mechanism through the application of information technology, optimization of the operation of tourism economy through the development of information technology, and finally realizing the rapid growth of tourism economy. Tourism enterprises have made tourists have a better experience in tourism consumption decision-making, experience and post-consumption propagation, made tourists, tourism products and tourism enterprises get closer and create a better marketing environment and higher economic value for enterprises through information technology and means. The tourism industry will be more scientifically and effectively managed through informatized tourism, and promote the healthy development of the industry from the perspective of the government. The emergence of tourism informatization has changed the tourism consumption decision-making model, improved the possibility of correct decision-making of tourism consumption and healthy development of tourism. Tourism majors in colleges and universities should timely adjust the training objectives of talents, and train application-oriented talents with corresponding needs, guide students to establish service awareness that matches the new service industry and provide talent protection for the development of tourism industry in our country.

## 2. Background

In the context of informatization, various fields of tourism have been infiltrated by new information technologies such as cloud computing and Internet of Things. Modern information technology applications such as big data analysis and intelligent terminals have put forward new requirements for tourism practitioners:

### 2.1. Requirements for the Application of Information Technology

Modern information technology is fully applied in tourism management and tourism experience. The rapid development of tourism needs to strengthen the cultivation of professional talents in the

application of modern information technology. In combination with the requirements of tourism informatization development, tourism talents must have the information literacy ability to accurately and systematically evaluate and screen tourism information and source channels and effectively analyse and utilize tourism information to solve problems and achieve the intended purpose. In the formulation of training objectives and core competencies, students are required to master the basic knowledge and operational skills of information technology, grasp the operation methods of tourism professional software and systems, be capable to use the information technology to acquire, express, analyse and process the information of tourism, and master the use of new media such as mobile media and online media represented by WeChat, Weibo, and Forum, in order to acquire the information needed for travel business efficiently and build virtual community group such as WeChat friends through portable mobile terminal devices with communication and information technology. Transmitting, perceiving and selecting relevant tourism information with the focus on the interaction of visitors and sharing of travel experiences provides efficient tourism information services for tourists, and improves market share and tourist satisfaction.

## **2.2. Requirements for Interdisciplinary Comprehensive Knowledge**

With the popularization of information technology, tourism services are increasingly inclined to develop from standardization to individualization. With the emergence of new tourism formats, such as medical, ecological, rural, research and other tourism products, new requirements for interdisciplinary comprehensive knowledge on tourism practitioner has been put forward. In addition to basic professional knowledge, business ability and good communication skills, tourism practitioners should also possess interdisciplinary knowledge such as ecology, geography and psychology. Try to improve the ability of informatized travel services to meet the individual needs of tourists with the concept of smart service concept.

## **2.3. Requirements for Innovation Ability**

Innovation is a key factor in tourism development. Under the background of informatized tourism, we should make full use of big data about tourism to analyse the needs of tourists, change the traditional business model, innovate new tourism forms that meet the needs of tourists and provide corresponding services and tourism experiences. At the same time, it is also possible to use big data about tourism to analyse the tourist preferences and consumption habits, explore the preferences and needs of tourists, enhance consumption patterns, carry out precise marketing, and satisfy the tourists' desire to consume through the informational tourism platform.

## **2.4. Requirements for Communication and Cooperation Capabilities**

Under the condition of informatization, if the dissemination is favourable information, it can really promote the tourism enterprises. However, if the propagation is negative, the damage to the enterprise is enormous. Informatization is a double-edged sword, tourism companies and practitioners must make proper use of it. Tourism practitioner must strictly abide by professional norms whether they are communicating online or offline. Artistically communicate with each other will enable to share information, resolve communication conflicts, and promote the relationship between tourism companies and tourists. Tourism is a comprehensive service industry involving multiple industries and links. Any problem in the middle of the links will lead to a decrease of tourists' satisfaction on products and services. Therefore, in the process of providing products and services to tourists, it is usually necessary for companies and practitioners from all walks of life to work together and help each other. The sense of teamwork and the sense of the overall awareness of tourism practitioners are crucial in the tourism industry.

### **3. The Status Quo of Tourism Management Professionals**

#### **3.1. Talent Training Objectives do not Match the Talent Needs of Tourism Enterprises**

The tourism management professional talent training objective does not match the enterprise talent demand. This mismatch of demand and the imbalance between supply and demand have seriously affected the employment rate of tourism management students. In the context of informatization, this kind of matching imbalance is more obvious. Tourism institutions still keep the cultivation of traditional tourism talents in the talent-training mode. The demand for traditional tourism talents has become saturated, and the demand for new tourism technology talents is increasing. This mismatch directly leads to a low employment rate for tourism management students.

#### **3.2. Students' Practical Skills Cannot be Matched with the Skills Required by Tourism Companies**

First of all, theoretical teacher lacking industry experience teaches practical training courses. Due to the lack of understanding of the operation mode of informatized tourism, enterprises that makes the practical training course tend to be formalized. Secondly, the school's training room, hotel management operating system, and travel agency management operating system have lagged behind and cannot keep up with the development needs of tourism companies. Finally, concentrated internships are in the form. Most colleges and universities do not have an appropriate off-campus internship base, so that many students often cannot find suitable and corresponding internships. The students' internship period is also in a state of laissez-faire. The combination of talent traits and market demand is not high. Most graduates of tourism majors often cannot meet the requirements of corporate positions and encounter difficulties when they are employed.

#### **3.3. Lack of Teachers Who Match the Training of Informatized Tourism Talents**

Informatization tourism puts forward new requirements for talent training, and it is also a requirement for tourism management professional teachers. Teachers who understand tourism, know technology and understand teaching are in short supply in the teaching staff of tourism colleges. As a result, it is impossible to cultivate the informatized tourism talents.

#### **3.4. Lack of Deep Cooperation between Schools and Enterprises**

The main body of school-enterprise collaborative education is schools and enterprises. The improvement of students' practical ability is to satisfy the needs of tourism enterprises better. Therefore, practical teaching is closely related to corporate appeals. Tourism enterprises should play a major role in the practical teaching of tourism colleges and universities. But in fact, the cooperation between many tourism colleges and tourism companies is in the form. Tourism enterprises did not participate in the design of practical teaching content in the early stage, and lacked effective management in the process of practical teaching development, let alone actively participation in the evaluation of practical teaching effects. Tourism companies often only provide a practical teaching space in the practice teaching process. The cooperation between tourism colleges and tourism enterprises stays a low level, short cycle, and poor effect, the enthusiasm of tourism enterprises to participate in personnel training is also not high.

### **4. Specific Strategies for the Cultivation of Tourism Management Professionals under the Background of Informatization**

#### **4.1. Constructing a Curriculum System Suitable for the Development of Informatized Tourism**

In order to cultivate the information technology application ability and quality of tourism talents, schools should clarify the requirements for the application ability of new tourism talents and build a curriculum system that supports the ability of tourism information application and quality training. Emphasis on the ability to use information technology to acquire, express, analyse and process tourism information in the formulated of training objectives and core competencies. Construct a

curriculum system of “Information Technology Foundation Course + Tourism Information Technology Application Course + Tourism Information Technology Practice Course”.

The information technology foundation courses in the enrolment enable students to master the basic knowledge and skills of information technology, and the tourism informatization lectures help students understand the hot spots and trends of tourism information development. Then through tourism E-commerce, tourism network marketing, hotel management information system, travel agency management information system, tourism mapping, travel destination planning and other courses applying the information technology to these professional courses, and cultivating students' ability of using information technology to discover tourism industry issues, master tourism enterprise informatization and tourism e-commerce. In the final stage, students improve their ability to analyse and solve problems with information technology through the practice of scenario simulation training and internship in tourism enterprises. After the completion of a reasonable curriculum system, it is necessary to strengthen the reform of teaching process and methods through the use of information technology. In the context of informatization, the amount of teaching information is much larger than that of traditional courses. Students should be guided to use information technology to carry out problem-based learning, independent learning and collaborative learning, and integrate the use of information technology and information literacy into the whole process of curriculum teaching.

#### **4.2. Cultivating Students' Practical Ability in the Application of Information Technology**

The cultivation of practical ability is the key link in the training of informatized tourism talents. The rapid development of tourism in the context of informatization requires change students' practice models, and continuously improve the status of informatization in practice. The school should build an informatized tourism training room; fully combine the cloud technology, the Internet, the Internet of Things and other technical means to improve the authenticity of the training conditions. The interaction between teachers and students can be completed through online forms. Students can complete projects through informational equipment, teachers conduct reviews and acceptances online, and students can interact with each other. Practical activities can run through the whole process of student learning. In addition to the corresponding curriculum practice, students can also participate in some other projects, allowing students completing certain tasks through information research, group cooperation etc., and then share the students' practical results. Practice links rely on information means as habits can help to improve students' practical skills.

#### **4.3. Strengthening the Construction of Smart Faculty**

The informatized faculty is a favourable guarantee for the training of informatized tourism professionals. In the context of informatized tourism, as a professional teacher of tourism management, it is necessary to closely follow the frontiers of the times and achieve peer-to-peer with intelligence and informatization. First of all, professional teachers should strengthen the study of professional knowledge, draw on the cutting-edge theory of tourism in the information age, master the information of the front line, and obtain effective information through multiple channels through informatization. Secondly, teachers should carefully organize relevant theories and information intelligently, deal with a certain information-related tourism case with students in the way of tasks through the wisdom-teaching classroom, and feel the charm of tourism information together. Finally, the school can provide a diversified way to encourage teachers to embark on the informatization path, including establish a corresponding talent recruitment system, and form a part-time teaching team of well-known experts and experienced seniors in the industry, which will become a useful supplement to the wisdom teachers and truly create a smart faculty. Then the faculty will train informatized tourism professionals.

#### **4.4. Strengthening the Deep Cooperation between Schools and Enterprises**

The improvement of skills is inseparable from the guidance of the theory, and effective communication and cooperation enrich the connotation of the theory. The school regards this as a guide to carry out the talent training mode under the background of informatization, so that the

students can learn intelligently and the talents cultivated could satisfy the requirements of the development of tourism in the information age. Therefore, schools can cooperate with tourism companies to run schools, so that students can not only learn theoretical knowledge, but also broaden their horizons and expand their thinking. The company provides conditions for students' practice and students can understand the current status of the industry and carry out a real professional experience. Business managers can be used as external teachers who regularly come to the school to give lectures, bring the concept of information-based tourism to the campus, which could effectively integrate tourism education resources, and promote school-enterprise cooperation. For the current situation of tourism, which is relatively lacking in high-tech professionals such as Internet of Things, e-commerce, and network marketing, tourism enterprises can maintain close contact and exchanges with tourism institutions through cooperative education, order training, and provision. At the same time, in the process of cooperation between the school and the enterprise, the enterprise can communicate its talent needs with the partner institutions, so that the university can implement the customization of talent training according to the needs of the enterprise talents. It can obviously enhance market adaptability and availability of tourism talent. After graduation, the students can directly adjust to the corresponding jobs.

## 5. Conclusion

The information age of tourism has been opened and it will continue to upgrade as the tourism industry continues to develop rapidly. As the main force in the training of tourism professionals, higher education institutions should recognize the urgency of the reform of tourism professionals in the information age. Through the wisdom reform, we will explore the informatization talent training mode, cultivate smart tourism talents that are suitable for the counterparts, transport tourism professionals for tourism enterprises, and make more active and effective contributions to the development of tourism.

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