

Research on Applied Talent Cultivation Reform of Tourism Management Major under Business Mode of “Tourism plus Internet”

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Abstract: “Tourism plus Internet” will be the mainstream trend of tourism development. The emergence of this business mode not only brings new challenges for tourism development, but also proposes new requirements for the talent cultivation of universities. To comply with the new requirements of “Tourism plus Internet” for talents, the talent cultivation of tourism management major in universities shall conduct reform under the background of the new business mode from six aspects, and only by understanding market needs can the applied talent cultivation objectives be truly realized.

Keywords: “internet plus”; applied talents; tourism management

1 Introduction

On September 16th, 2015, National Tourism Administration issued the *Notice on Implementation of “Tourism plus Internet” Action Plan*, proposing a comprehensive integration between tourism sectors and internet by 2020, so as to make internet become the main driving force and important support of the innovative development of China’s tourism industry. The technological revolution of “internet” has brought new opportunities and challenges for tourism development, which demands tourism enterprises to realize intelligentization in multiple aspects, such as operation, management, marketing, construction, and talent cultivation. Meanwhile, universities, as the base for talent cultivation, are faced with new reform requirements in education and teaching.

2 Influence of “Tourism plus Internet” on tourism development

The emergence of “Internet Plus” can further discover the potentiality of existing industries. Its value lies in restoring the competitiveness of traditional industries by using internet-based ideology, from which it can be seen that the influence of internet on tourism development is mainly manifested in the following aspects.

2.1 Breaking information asymmetry and making all information transparent to the utmost

With the popularization of smart terminals and the dramatic rise of mobile internet, a large number of high-quality tourism contents are digitalized and put into free-of-charge apps. Not

only that, it also connects every aspect involved in tourism, like food, clothing, shelter and transportation, with travel. The information search before trips, OTA reservation and sharing after trips, sharing during trips, guidance service, commenting on restaurants and hotels, and navigational tools, all of them became handy with mobile internet, and information barriers are eliminated to the maximum extent, offering incredible conveniences for independent travelers.

2.2 Maximizing resource utilization and re-modifying industry functions

With the rapid popularization of mobile internet, online travel and mobile travel are becoming the mainstream contents of searches, reservation and sharing, while the intelligentization and convenience of tourist consumption further stimulate travel demand. The inquiry services of travel agents are being weakened by online automatic inquiries of internet, the promotional mode and means of tourist products are being replaced by online marketing, and the income of ticketing agents is lowered because of the perfection and promotion of tourism ticket issuing systems and e-banking payment services. As a new means of trade and business model, e-commerce is entering every aspect of traditional industries as an increasing speed, and tourism is no exemption.

3 New demands of “Tourism plus Internet” for tourism management professional talents

There are great flaws between operation and talents in the development of tourism under the background of “Tourism plus Internet”. Experts and matured technologies are not in short supply in the current development of tourism, let alone financial support. However, almost everyone is devoting their energies to specific projects, and the operations of tourism are basically conducted through “coping” the matured projects. At the moment, tourism is in need of a large number of professional talented personnel both familiar with tourism and skillful in information and network technologies, especially the following types of talents.

3.1 Talents of new media-based marketing

The new media that are being widely applied into tourism include WeChat, Weibo, community network, social network and short videos. These media fuzz up the roles of disseminators and audience, and change one-sided communication into dual communication. By building up virtual communities such as WeChat Moments, the groups who share similar interests can establish stable and frequent communications, and their members can exchange their travel experiences and share information, hence affecting their tendencies and choices. Under the context of the new operational type, new media marketing is inevitable for tourism enterprises. Therefore, how much do their employees know about new media and whether they know how to do tourist marketing with new media becomes vital.

3.2 Talents of customization services

As tourism becomes affordable to almost everyone, people have increasingly higher requirements for tourism-related public services, especially independent travelers and individual travelers who are large in number, accounting for more than 85% of the total, and have distinctive needs. Customized tourist services are provided to meet different needs of tourists, designing for them suitable products according to supply-demand tourist information. Only by employing excellent personnel of customized services can tourist enterprises provide the products and services that cater to the individual needs of tourists, and thus stand out from the tourism market where the competition is becoming increasingly fierce. Such personnel should be innovative enough.

3.3 Talents of the construction and management of intelligent scenic spots

Intelligent scenic spots will be one of the core carriers of intelligent tourism. The purpose of the construction of intelligent scenic spots is to integrate the emerging IT technologies, such as IoT, ubiquitous network, mobile telecommunications and cloud computation in combination with the features of scenic spots, so as to build an intelligent network where human perception, control and management are enhanced, thus realizing the overall, systematic, and timely perception and visual management of the resource environment, infrastructure, tourists activities, disasters and risks of scenic spots. It is expected that the resource utilization rate and productivity can be greatly improved, hence better protecting tourism resources and providing better services for tourists. Therefore, talented personnel who are both familiar with network and IT technologies and have professional tourism knowledge and skills will be favored by scenic spots.

3.4 Inter-disciplinary talents

Under the new background of “internet Plus” business mode, the new generation information technologies, such as cloud computing and IoT, have already penetrated into various aspects of tourism. Intelligent terminal applications of big data analysis propose new requirements for travel practitioners, requiring them to master the knowledge of different disciplines and become inter-disciplinary talents. Meanwhile, with the development of travel internationalization and the expansion of tourism into fields such as commerce, healthcare, study, vacation, relationship, exploration and sports, inter-disciplinary talents in the tourism business are in high demand.¹

4 Reform measures of applied talent cultivation of tourism management under the background of “Tourism plus Internet”

The sustainable development of tourism is dependent on tourism talents whose cultivation is mainly dependent on tourism education. Universities shall seize the opportunity and transform their ways of cultivation of tourism management talents so that the talents cultivated can truly

meet the demands of the industry.

4.1 Broaden professional course system and emphasize the informatization of applied talent cultivation

The construction of intelligent tourism, intelligent scenic spots and intelligent enterprises has been vigorous, and large e-commerce enterprises such as Taobao, Tencent and Baidu are entering online tourism market one after another, implying more new business modes being bred in the transboundary integration. Most existing professional courses are conventional ones in tourism management subject inherited from the past thirty years, which may fail to meet the needs of the rapidly-developing tourism for diversified talents. To meet the needs of the new business mode, it is necessary for tourism management major to open the courses related to tourism intelligentization or intelligent tourism on the basis of the existing directions of hotel management, travel agency management, exhibition and scenic spot planning.¹

4.2 Enhance the connection among disciplines and emphasize the teaching content connotation of applied talent cultivation

With the accelerating integration of tourism and internet, new integrated boundary disciplines keep springing up. Students are required to grasp rich knowledge not only to be specialists in travel discipline but also the talents who have a good mastery over the skills and knowledge that are necessary for intelligent tourism, such as IT, marketing and business administration.³ In addition to broader curriculum, the contents of education have to be reformed as well. Great importance has to be attached to the integration among disciplines so that students can become skilled and familiar with various disciplines and the educational connotations can be improved.²

4.3 Enhance the university-enterprise cooperation in talents' cultivation and emphasize the cooperativity of applied talent cultivation

The development of "Tourism plus Internet" is in need of talents who are in firm grasp of advanced technologies, while the IT literacy of the existing faculty team of tourism management major is lagging behind. The tourism management major may seek for assistance from the teachers in other majors such as computer science and finance, or cooperation with tourism-related enterprises relying on the educational resources of the university, so as to encourage the enterprises to be involved in tourism education in various ways. The approaches to cooperation and cooperation contents shall be in-depth and diversified, such as inviting experts on intelligent tourism industry to be lecturers of the university, and adopting patterns such as order cultivation and cooperative education, etc.

4.4 Perfect practical teaching platform and emphasize the innovation of applied talent cultivation

The combination of all sorts of new technologies, media and tourism will appear as the tourism develops. If the construction of cultivation rooms in universities still remain two-dimensional, and the books and guidance manuals are still printed, then the cultivation will be detached from the new business mode of tourism. The construction of campus cultivation rooms shall be based on technology and 3D concept, and technologies shall be blended into the methods of teaching as a response to the needs of times.

4.5 Strengthen the cultivation of “versatile” teachers and emphasize the supportability of applied talent cultivation

The knowledge of tourism in the context of “Tourism plus Internet” is inter-connected. The building of teaching staff may absorb the talents of different knowledge background, invite industry experts who are of rich practical experiences, or send professional teachers to enterprises for the cultivation of “versatile” teachers. Meanwhile, the new technologies and methods of “Tourism plus Internet” shall be taught to improve the skills of teachers, build cross-disciplines and complementary staff teams, so that they can jointly undertake the responsibility of training professional talents of tourism management.

4.6 Steadily promote textbook research and development, and emphasize the times of applied talent cultivation

Internet brings people quicker and more convenient ways to obtain knowledge, while the upgrade of conventional textbooks is slow, hence failing to follow up the upgrading speed of knowledge. To ensure the advancement and timeliness of textbooks and make them follow up the pace of times closely, not only can we adopt new media in teaching practices, but also the compiling of textbooks shall be combined with modern internet. The compiling of textbooks shall be innovated, and featured textbooks of “printed textbook plus cloud and internet-based platform” can be introduced, so that classroom teaching may remain its timeliness.

5 Conclusions

The tourism of China will enter a new era of leisure tourism featured by industrialization and popularization, with more independent travelers, customized services and mobile services. The deeply integrative development between tourism and internet has been an unstoppable trend of the times. Therefore, universities as the base for talent cultivation shall adapt to the changes of market needs, keep pace with the times and conduct reform in time, thus realizing the objectives of applied talent cultivation.

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