

Exploration of intelligent tourism management model under big data application

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Abstract: Along with the arrival of the era of big data, meaning the speed of human progress accelerated, social and economic construction is also continuously moving, our tourism as the tertiary industry ushered in an excellent opportunity for development, more and more enterprises and people realize that the traditional tourism mode has some disadvantages. Under the support of big data technology, a smart tourism management mode based on big data capital has been formed. In this context, big data analysis can be used to solve the problems and deficiencies of smart tourism management, strengthen the construction of ideas, further play the value of big data, and provide more quality tourism services and tourism management for the people. This paper discusses the wisdom tourism management mode under the application of big data, hoping to provide some reference and suggestions for the workers concerned.

1. Introduction

In the background of the information age, big data cloud computing technology is a typical emerging product, their use represents the information age is developing rapidly, all walks of life and cloud computing technology big data technology means of mutual combination, for the development of the industry injected a new vitality and vitality. The traditional tourism management mode has a large volume of business, but the tourism management and scheduling resources are unreasonable, leading to the passive and bottleneck stage of tourism management, which cannot meet the actual needs of modern tourists. The use of big data and cloud computing technology, including the Internet of things technology, can use the Internet terminal equipment for information upload and release. At the same time, it is also conducive to the comparison and analysis of historical data resources, which can enable the traditional use of big data and cloud computing technology, including the Internet of things technology, the Internet terminal equipment can be used to upload and publish information, the comparison and analysis of historical data resources, so as to improve the traditional tourism management and make it more effective. With the promotion of science and technology, China's economy has shown a rapid development trend, people's living standards have increased significantly, and the great satisfaction of material things has made people have a higher pursuit in spiritual aspects. With the expansion of market demand, the domestic tourism industry has shown a rapid development trend, and the construction of intelligent tourism management mode in the era of big data has become the mainstream trend of

tourism modernization. With big data as the background, on the basis of briefly discussing the connotation of wisdom tourism management mode, the problems existing in the construction of wisdom tourism management mode are explored in depth, and specific strategies are proposed for the construction of wisdom tourism management mode under the background of big data.

2. Problems and shortcomings of smart tourism

2.1 Inadequate supporting facilities

Hardware facilities and infrastructure support is not perfect is the main problem in the construction process of intelligent tourism, big data technology is relatively advanced compared to other technological means, it can use Internet technology and wireless communication equipment to give full play to its value and utility^[1]. At present, the development of smart tourism is in its infancy, and the accumulation of experience is relatively short, which does not fully reflect the value of wisdom. Even if some scenic spots use smart equipment, some tourism industries are reluctant to strengthen the injection of construction funds. From the perspective of supporting facilities management. Some tourist attractions have not established relatively complete information network and monitoring system, which will lead to data obstacles between system construction and system big data exchange. In addition there are some tourist attractions, travel agencies and different cities that have not yet formed a data-sharing posture, and the excessive secrecy of information between different tourism websites prevents some information from being shared and transmitted in a timely manner. The use of big data as a basis for building an information sharing model can give the development of the smart tourism industry a more open outlook, but there are issues to be addressed.

2.2 Lack of ability to use big data

Big data technology and tools are a must and a prerequisite for the development of the smart tourism industry, in which the advantages of big data technology must be reflected, and good management to strengthen the entry and integration of information, good sharing of resources, and good security protection. To ensure that the development of intelligent tourism can reflect the actual effect of the process, so that the level and effectiveness of intelligent tourism has risen, it is necessary to make full use of the advantages of big data to improve the management capacity of scenic spots. However, throughout the current situation, the talents in the area of big data management in China are few and scarce, and the management of smart tourism must be infiltrated into the details and flexible management factors. However, the work in this area is not well done. The staff have no leisure time to master big data technology or to improve information technology literacy. Difficulties and obstacles may be encountered in the process of developing smart tourism management and construction. There are many restrictions in the construction and renovation of tourism projects, which may lead to confusion or other problems.

2.3 Lack of high-quality management personnel

The construction of a wisdom tourism management system in the context of big data is inseparable from high-quality management personnel, especially in today's increasingly competitive tourism, wisdom tourism management is particularly important, the quality of management personnel, ideas, methods determine the final wisdom tourism system construction results. At this stage, the lack of talent for the construction of the wisdom tourism system is mainly due to the following reasons: firstly, tourism enterprises have limited investment in high-quality management

personnel, and have not introduced high-quality tourism management personnel according to the development needs of wisdom tourism, and existing managers lack wisdom management concepts and skills, and have unclear knowledge of wisdom tourism. Secondly, in the process of constructing the wisdom tourism management system, there is a lack of scientific and perfect training mechanism, and no corresponding training programs and measures are formulated according to the development needs of the wisdom tourism system, which makes it difficult to achieve the goal of comprehensive improvement of the quality of tourism management personnel through training. Finally, in the era of big data, intelligent tourism has become the mainstream trend of tourism industry development, but in the modern tourism education and training system, there is a decoupling phenomenon between the cultivation of tourism professionals in China's universities and the development of the tourism industry, and the tourism professionals cultivated are difficult to adapt to the development needs of the intelligent tourism management system. In addition, the local government lacks effective policy protection and pays limited attention to the introduction of intelligent tourism management talents, without giving play to policy advantages, resulting in a lack of intelligent tourism management talents in the development of the local tourism industry, which limits the sustainable development of the local tourism industry.

3. Smart tourism management model and suggestions under big data application

3.1 Building an online tourism platform

Building an online tourism platform can help the smart tourism services industry to improve its cost effectiveness, as well as improve the publicity and proliferation of tourism products, accelerate the overall promotion of tourism products, enable the interconnection between e-commerce and the tourism industry, and do a good job of in-depth integration of offline business^[2]. The key point to grasp is that building an online tourism platform requires a sustainable and healthy model that allows suppliers and distributors to make a steady profit and enjoy online dividends for better intelligent construction results. The development system of the online tourism platform needs to increase product procurement, service procurement and product release and other diversified human functions, both in terms of service reception and product marketing need to reflect the meaning of personalization, which is the most important and core point of building a smart tourism model, the core of which is to meet the human demands. Big data technology tools need to be used as support and key nodes in the layout of tourism platforms, and also to make the connection between online service platforms and smart tourism management models closer, so that visitors can have a more comfortable and satisfying service experience, making them more interested in tourism and promoting the overall progress and development of the tertiary industry. In addition to this, creating these tourism platforms also requires the use of additional technologies and industry chains of big data to enable the steady growth of the economic benefits of smart tourism.

3.2 Building a smart business model

The construction of the intelligent business model has a relatively wide coverage area and integration range, and its use can bring out unique features. The most typical example is the formation of a large scenic chain of travel agencies, accommodation and surrounding hotels, using big data technology as a basis to create a business-oriented service model and an intelligent service chain, improving the traditional tourism management operation and also allowing the quality of management to be somewhat The hotel is also a guarantee of quality. With the creation of a smart business model, the management costs of units and enterprises can be controlled to a certain extent, or even reduced, without affecting the quality of business activities, and the enterprises concerned

can obtain more benefits through the setting up of the business model. The development of a smart tourism model may generate a large amount of data and information, most of which is related to tourists. Through big data technology, it is possible to analyse and filter tourist information, understand what tourists really want and what their experience is, and help enterprises to target their advertising and recommend services and products to tourists^[3]. Specifically, the creation of a smart business model can pinpoint the visitor's buying experience, as well as find out what the visitor really wants and even analyse what is affecting the experience. After acquiring this data, companies can make timely improvements and adjustments to product information such as price information and packaging information, so that visitors can have a more enjoyable time and achieve improved tourism management goals and quality^[4]. In addition, to create a smart tourism model also need to strengthen the cultivation of excellent tourism talent, change the traditional smart tourism talent and big data talent shortage, you can go from the university tourism education professional to dig talent, through the form of school recruiting students to stay in the tourism industry, to achieve a win-win interaction between schools and tourism enterprises^[5].

3.3 Expanding talent introduction channels and building a team of intelligent tourism talents

The construction of wisdom tourism management mode in the context of big data is inseparable from high-quality management and service talents. In this regard, it is necessary to build a team of wisdom tourism talents by expanding the introduction channels of talents and improving the training mechanism, so as to provide talent guarantee for the sustainable development of wisdom tourism industry. Firstly, the tourism administration department, as the main regulatory body of the tourism industry, should provide policy and financial support for the development of the industry, for example, through financial subsidies and policy guidance to attract high-quality intelligent tourism-type management talents to participate in the local tourism management work. Secondly, to play the role of universities in tourism talent cultivation, strengthen the cooperation between universities and tourism enterprises, so that universities can better understand the talent demand standard corresponding to the development of intelligent tourism, in order to promote the deepening development of tourism professional curriculum reform in universities, and cultivate practical, composite and intelligent high-quality tourism talents for the local area. Once again, tourism enterprises should build a perfect talent training mechanism, develop talent training programs according to the needs of smart tourism development, and strive to improve the professional level and moral quality of tourism personnel, especially to create a group of high-quality network service personnel to provide 24-hour tourism services for tourists, so that they can feel the convenience and efficiency of smart tourism. Finally, increase the cultivation of innovative talents and encourage tourism service personnel to innovate in products, services and technology through a perfect remuneration incentive mechanism, so as to promote the overall development of smart tourism through innovation.

4. Conclusion

In summary, the application of big data in the context of the development of intelligent tourism management model has the necessity and possibility, the relevant management workers need to strengthen the construction and improvement of supporting facilities, to create an online tourism platform, and at the same time can build intelligent business model to do a good job of introducing talent, so that the development of modern tourism in the support and help of big data can achieve better operational results. The construction of a smart tourism management model responds to the development needs of the big data era, and is of great significance in enhancing the efficiency of the optimal allocation of tourism resources, enhancing the satisfaction of tourists' experience, and

promoting the upgrading and optimization of the local tourism industry. Based on the analysis of the existing problems of the wisdom tourism management mode, this paper puts forward the optimization strategy from the aspects of wisdom tourism equipment investment, talent team construction, wisdom tourism platform value play, and management concept transformation, hoping to provide a reference basis for the development of the wisdom tourism industry under the background of big data.

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