Research on the application of new media in tourism management

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Abstract: From the current social development situation, the economic development of various regions is very fast, and the rapid development of urbanization has also driven the development of the tourism industry. At present, the number of tourist attractions is relatively large, and tourism enterprises are also facing certain pressure in the process of development, and enterprises must pay attention to the application of new media technology if they want to achieve sustainable development. Introduce modern information technology to comprehensively improve the efficiency and level of tourism management. This paper mainly analyzes the application of new media in tourism management, and strives to comprehensively improve the development level of the tourism industry.

1. Introduction

From the current social development situation, people's requirements for the quality of tourism are getting higher and higher, tourism enterprises in the process of development to understand the basic needs of industry development, introduce modern technology, give full play to the application advantages of new media technology, improve the level and effect of management.

2. An Overview of the Use of New Media in Tourism Management

2.1. Features

In the context of the rapid development of new media, the tourism industry began to pay attention to the application of new media technology, the new media technology and the concept of modern tourism management integrated together. Relevant managers in the implementation of various management work, first of all to understand the main characteristics of new media, only after the real understanding and in-depth analysis of the characteristics of new media, can combine its characteristics to carry out a full range of tourism management work, and new media technology applied to tourism management work. Information technology has become an important driving force for the development of various industries, the use of modern information technology, can improve the speed of dissemination of various information, can also establish a sound information dissemination management platform. From the perspective of the current social development, the frequency of use is relatively high, Weibo, WeChat and other related information dissemination

platforms, these information dissemination platforms are collectively referred to as new media. Compared with other technologies, new media technology has more advanced technical characteristics. New media is composed of information technology and computer technology, and is also an emerging product of the current social development, and has a high degree of advanced technology and various skills. The use of new media information technology by staff is necessary to borrow modern equipment components related to the platform as a mechanism for information dissemination. The platform exists virtually, so when using the platform for isolated data exchange, it is necessary to use modern information technology to deal with various problems, and the combination of new media technology and modern technology can improve the speed of data information transmission.

In addition to the advanced technology level, the application of new media technology can also effectively improve the portability of information dissemination, so that the speed of all kinds of information in the process of dissemination is more ideal, and a large amount of data information can be disseminated in a very short time, which is also a very important feature in the entire new media development process. New media is mainly through the form of the network to carry out the dissemination of all kinds of data information, the overall dissemination speed is very fast, and the information dissemination efficiency is very high, has become the mainstream trend of the current era development.

With the continuous development of the current society, people have a more objective understanding of the application of new media technology, the current user group of new media is very extensive, more and more people use new media, and the increase in the number of users has also promoted the development of new media. After the application of Jiangxi media technology to tourism management, it has effectively improved the actual level of tourism management and made the overall management mode more perfect and progressive.

2.2. Materiality

In the current social development, people's living standards have been significantly improved, and the requirements for quality of life are getting higher and higher, and this social background has also driven the development of tourism in various regions. For the development of the tourism industry, it is very important to carry out a full range of tourism management work, such as the public security travel department to understand the main content and management scope of tourism management activities, not only to do a good job in the travel design of some activities and tourists, but also to do a good job in the design of related employee service activities. Tourism enterprises should combine the actual needs of current tourists, formulate diversified tourism management models, control all aspects of tourism management, and in the process of carrying out this work, they must establish a sound management system and understand the focus of various management work. Understand the characteristics and actual needs of tourists, for tourists' travel, it is necessary to grasp relevant information during the travel process, so that they can have a clearer understanding and judgment of some products that they like and are interested in, so as to clarify the itinerary of the entire trip. The staff should grasp the characteristics of the current development of the tourism industry, analyze the actual needs of current tourists, analyze how to improve tourism services, and truly meet the basic needs of tourists.

Tourism enterprises should understand the specific development mode of the current tourism market, understand and analyze the existing information of various tourism markets, actively organize various management activities, and at the same time require managers to be familiar with and understand various rules and regulations and carry out all-round tourism management work[1]. For the entire tourism management work, carrying out comprehensive basic work can effectively improve

the actual benefits of tourism, improve labor productivity, and ensure efficient tourism management. In order to achieve the purpose of efficient tourism management, it is necessary to introduce modern technology, take new media as the basis for tourism management, comprehensively improve the level of tourism management, and formulate perfect management regulations. At present, the specific development of China's entire tourism industry is relatively short compared with developed countries, and there are certain gaps in all aspects of management. The staff's awareness of control is relatively weak, and relevant personnel should correctly view the development of travel management. Only by continuously consolidating the foundation of tourism management can we ensure the scientificity and rationality of tourism management and promote the development of the entire tourism industry.

3. Application Strategy of New Media in Tourism Management

3.1. Pay Attention to the Creation of Branding and Advancedness

In the process of development, the tourism industry must pay attention to the creation and management of tourism brands, understand the actual situation of the current development of the industry, and comprehensively improve the popularity of tourist attractions. For a tourist attraction, brand means the popularity of the entire scenic spot, and it is also the main feature of the scenic spot development model. In the process of scenic spot management development, managers should pay attention to the application of new media technology in order to strengthen the overall brand construction [2]. Combine the development characteristics of the current era, truly implement modern technology, systematically promote and publicize the tourism brand characteristics of scenic spots through new media technology, and continuously increase the promotion and publicity of various publicity information to ensure that the information of various publicity can be truly implemented in the hands of customers. Compared with traditional technology, new media technology has a faster overall communication speed when disseminating data information, which can quickly promote tourism brands and make new media and tourism communication have more audiences. Tourist attraction officials should also give full play to the overall control role and modern technology, increase economic and technological investment, introduce professional talents, form professional teams, build a modern new media platform through new media technology, increase social appeal and publicity, comprehensively raise the attention of all sectors of society to the development of the tourism industry, and use multimedia platforms to achieve real-time dynamic distribution of tourist attraction characteristics and brand building. In this way, tourists can have a clearer understanding of the development of tourism platforms and management work, and managers can do a good job in diversified promotion and publicity with the help of new media platforms, analyze the advantages and disadvantages of the construction of the culture of the prospect area, strengthen the construction of the brand culture of the tourist attractions, and provide a certain reference for the subsequent construction work. When the person in charge of the enterprise builds the brand culture, it is necessary to combine the local regional characteristics and highlight the brand characteristics, so as to achieve better results.

In the process of development, tourist attractions should pay attention to the improvement of service level, understand the actual needs of tourists, and service is very important for the development of the entire tourism industry. Managers should give full play to the role of multimedia technology, attach importance to the promotion and utilization of multimedia platforms, and use modern new media platforms to comprehensively improve the actual level of tourism services. Continuously consolidate the application foundation of modern technology and improve the efficiency of tourists with the help of new media technology. For example, tourists can be allowed to purchase tickets online, which can save the time of queuing to buy tickets, reduce cash transactions, comprehensively improve service efficiency, and bring tourists a better sense of experience.

3.2. Comprehensively Improve the Advanced Management of Tourist Attractions

Tourism management is a systematic process, which contains the management work content and management scope is relatively extensive, the staff need to really understand the focus of tourism management work, all things and related work content in the tourist attraction to effectively control, understand the specific work mode of the tourist attraction, comprehensively improve the service level of the tourist attraction work, so that tourists can enjoy good service when visiting the scenic spot. In the whole tourism management work, the service experience of tourists is very important, so the staff needs to analyze the specific use of new media technology in combination with the current analysis, give full play to the actual role of new media technology, and truly reflect the advanced characteristics of scenic spots. With the help of modern new media software and platform, all kinds of data and information can be transmitted, so that tourists can have a more comprehensive understanding of the relevant information of the tourist destination before traveling, and comprehensively improve the subsequent travel experience of tourists.

In order to further achieve the purpose of this work, the staff needs to give full play to the characteristics of the current rapid dissemination of new media information, first combine the core characteristics of current tourist attractions and historical and cultural information for research, integrate these data and information and upload them to specific new media platforms. Relevant tourist attractions can share specific management experience in a timely manner in the platform and systematically discuss some problems in the current management work, which can help managers better understand the current development of the tourism industry and promote the common development of local tourist attractions. After the establishment of the new media platform, it can teach specific work experience to relevant tourist attractions and promote the exchange and sharing of strategies.

3.3. Establish a Sound Feedback Mechanism

Managers should attach importance to the development of tourism services, and analyze some problems that tourists may encounter in the process of tourism and the help they need in combination with the development of the industry. The whole tour time is long, tourists will inevitably encounter some difficulties in the process of travel, if these difficulties cannot be timely feedback and solved, will affect the tourists' travel experience, thus making tourists dissatisfied.

Therefore, for the development of the entire tourism management, relevant departments need to establish a sound tourism service feedback management mechanism based on the actual situation, understand the actual needs of tourists, and truly serve tourists. Constantly improve the tourist feedback system, combined with the actual situation to collect all kinds of information reflected by tourists, after collecting these problems to classify and process, in the process of classification, relevant personnel need to communicate with tourists frequently appeared, and then arrange professional leaders to solve these problems systematically. The staff must put the tourism industry in perspective, and tourism itself is a service industry, so when solving various problems, tourists must really feel good service [3]. It is necessary to combine the current development of the tourism industry to establish a sound feedback management mechanism, so that tourists can have timely feedback after they have problems, so as to comprehensively improve the management level of scenic spots, and also help scenic spot managers better understand the needs of tourists and comprehensively improve tourism satisfaction.

In the process of tourism management, the staff should clarify the specific tourism publicity focus, the use of new media technology to continuously optimize the management work, comprehensively improve the actual efficiency of tourism management, the speed of new media information transmission is very fast, so the use of new media can effectively achieve effective communication

and exchange between managers, in fact, for some problems in tourism management to discuss, take effective measures to solve these problems, and comprehensively improve the actual efficiency of tourism management. After applying new media technology to the tourism management industry, it can reduce the work burden of personnel and reduce the amount of investment of personnel in all links, such as tourists can scan the QR code of scenic spots and watch explanatory videos on mobile phones, which can reduce the work intensity of management personnel and promote the sustainable development of tourism management.

4. Conclusions

All in all, the media plays an important role in tourism management, and managers of tourist attractions should give full play to the role of new media technology, strengthen the construction of tourism brands, comprehensively improve the efficiency of tourism management, and promote the sustainable development and progress of the tourism industry.

References

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