

## Problem analysis and optimization strategy of current tourism management

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**Abstract:** Our people's living standards are constantly improving, and many people meet their spiritual needs through tourism. In order to promote the development of the tourism industry, my country has set many holidays, such as the Spring Festival and National Day, and extended the holiday time so that people can get more time to travel, thereby creating more economic and social benefits. During the development of the tourism industry, due to the different needs of people, there are many problems in tourism management. In-depth analysis of the problems in tourism management and implementation of effective measures will help optimize the tourism management structure and promote the rapid development of the tourism industry.

### 1. Introduction

In the tourism management work of our country, around the national holidays, various measures are implemented to stimulate people's interest in tourism, and adhere to the principle that green water and green mountains are golden mountains and silver mountains, vigorously develop green tourism characteristic projects, and greatly satisfy people's personalities. Demand. However, during the development of the tourism industry, many problems appeared in the management work, including the low professional level of tourism institutions, poor service quality, and lack of supervision, etc., which restricted the development of the tourism industry and management work. Aiming at the problems in tourism management, implementing scientific and reasonable measures to further optimize tourism management will help to obtain good management results.

### 2. Overview of Tourism Management

My country's tourism industry has entered a period of rapid development, especially during statutory holidays, Spring Festival, May Day and National Day. The number of people participating in tourism has increased year by year, creating more economic benefits and becoming a new growth body of my country's economy. Despite the impact of the new crown epidemic, my country's Spring Festival holiday tourism has been affected, but in the national holiday, the development scale of my country's tourism industry is the same as last year, fully demonstrating the huge development potential of my country's tourism industry. In the development of the tourism industry, tourism management is an important part. It not only undertakes the coordination and planning of the tourism industry, but also continuously expands the scale of my country's tourism market development, and further increases the status of the tourism industry as a carrier of economic growth. Many cities in my country have become tourist hotspots, such as Sanya City in Hainan Province and Kunming City in Yunnan Province. The tourism industry in these cities is a key development project and continues to increase investment in tourism management. On the one hand, it improves and optimizes the infrastructure for tourists. To provide more convenient tourism services, on the other hand, continuously improve the city's competitiveness in the tourism industry and attract more tourists. Take Sanya City, Hainan Province as an example. With the opening of the island ring high-speed rail, tourists can take the high-speed rail to the corresponding scenic spots in a short time, which greatly improves the tourism efficiency of tourists. In addition, as an international duty-free shopping center in my country, Sanya is building an international tourism center, which will not only become a mecca for domestic tourists to relax and visit, but also attract

more foreign tourists. Compared with foreign tourism management work, my country's tourism management work is in the development stage, and the corresponding work model needs to be improved. my country's tourism industry needs to actively learn from excellent management methods and experience to continuously improve my country's tourism management work capabilities.

### **3. The necessity of strengthening tourism management**

The necessity of strengthening tourism management is reflected in the following aspects: First, through tourism management in various regions, the value of urban tourism can be continuously enhanced. By launching special tourism projects, it will help attract more tourists and rely on tourism to drive Urban economic development; second, to strengthen tourism management, require all regions to continuously improve tourism facilities, and increase efforts to protect tourism resources, follow the principle of sustainable development, and actively explore the tourism resources contained in various regions, and through continuous development, Continue to enhance the competitiveness of various regions in the tourism industry and establish a good brand image; third, strengthen tourism management in various regions to maintain the sustainable development of the tourism industry and avoid malicious competition; fourth, in the tourism management work, Based on market development trends, relevant departments have adopted macro-control to keep the prices of tourism products stable, enhance the relationship between the tourism industry and tourists, and further enhance the ability of the tourism industry to develop stably.

### **4. Current problems in tourism management**

#### **4.1. The quality of tourist agencies and tour guides varies from good to bad, and the service attitude is not correct**

People's living standards continue to improve, and the number of tourists going out to travel continues to increase, bringing the tourism industry into a period of rapid development and creating more economic benefits. Attracted by economic benefits, the number of tourism agencies has continued to increase, not only providing tourists with more tourism services, but also creating more jobs. However, during the establishment of tourism agencies, due to the low cost and the large differences in the quality of relevant personnel engaged in the tourism industry, taking tour guides as an example, Chinese tour guides must obtain a tour guide qualification certificate before they can engage in tour guide work, and many tourism organizations expand blindly Employing many people who do not have the qualifications of tour guides to be responsible for tour guide work, leading to misconduct and compulsory consumption in tourism service work. Tourists are treated unfairly, which will cause conflicts with tourism organizations. Affect the development of the tourism industry.

At this stage, when tourism organizations develop tourism activities, they will reach a tacit understanding with merchants participating in tourism projects. Tour guides are responsible for bringing tourists to merchants, and merchants advertise products to tourists. If tourists do not purchase products, tour guides will extend tourists' shopping at merchants Time, until tourists buy goods, if the tourists insist on not buying goods, the tour guide will insult the tourists, which will eventually lead to forced buying and selling. Tourists are treated unfairly, and their body and mind are affected, causing tourists to lose their willingness to travel, which not only affects the development of the local tourism industry, but also affects the development of my country's tourism industry.

#### **4.2. Loose industry management and insufficient supervision of associations**

In the process of tourism management in my country, the tourism industry association is the main body to communicate and communicate with the tourism industry in various regions, and the development goals are clarified in the exchange and communication. However, the tourism industry association does not have administrative functions and cannot regulate the development of the

tourism industry in various regions, leading to a lack of discipline in the development of tourism in various regions. Only a few regions with developed tourism industries will strengthen discipline management to make the development of the tourism industry more standardized. Due to the lack of discipline and standardization of tourism management in various regions, and the insufficient supervision of associations, serious malicious competition has occurred in the development of the tourism industry. For example, some tourism organizations will set up low-cost tour groups in order to compete for the source of tourists. More profits lead tourists into many high-consumption projects, forcing tourists to produce more economic expenditures, leading to more conflicts between tourists and tourism agencies.

### **4.3. Inadequate government supervision**

Inadequate supervision of government departments is reflected in the following aspects: First, tourism development creates more economic benefits. Government departments increase investment and support in the tourism industry, which will help promote the rapid development of the tourism industry. However, government departments will pay more attention to creating economic benefits and fail to deal with problems in the development of the tourism industry in a timely manner. Second, when government departments deal with problems in the tourism industry, they will consciously protect local tourism organizations and ignore foreign tourists' travel. The protection of interests in the project makes it impossible for tourists to effectively protect their rights through relevant departments when their rights and interests are infringed; third, due to the lack of effective supervision by government departments, some tourism agencies and businesses engaged in the tourism industry will have forced buying and selling. The enthusiasm of the tourism industry and the lack of effective punishment has contributed to the arrogance of tourism organizations and businesses, resulting in unhealthy trends in the development of the regional tourism industry.

### **4.4. The safety awareness of tourism enterprises needs to be improved**

Many tourism companies, in order to cater to tourists seeking excitement, will add many stimulating activities to tourism activities, such as bungee jumping, skydiving, diving, etc. Although the above items are specially guided by tourists, tourists fail to master the correct skills in a short time, and the lack of safety protection in the project can easily lead to safety accidents for tourists during play. Tourism companies lack safety awareness and fail to do comprehensive safety protection work, causing many hidden dangers in recreational projects.

## **5. Tourism management optimization strategy**

### **5.1. Give full play to government regulation**

During the development of the tourism industry in various regions of our country, due to frequent fraudulent tourists, such as Qingdao, Chongqing and Sanya, when tourists purchase goods, there is a big difference between the price shown by the merchant and the checkout price, which causes the tourists to suffer serious economic losses. The main reason for the similar situation is closely related to the lack of effective supervision by relevant government departments. On the one hand, the relevant government departments in some regions failed to do a good job in the supervision of the tourism market and lacked effective macro-control. On the other hand, they failed to deal with the problems in a timely manner.

In response to tourists being cheated by tourism agencies and businesses during their travels, relevant government departments should give full play to their regulatory functions. They must formulate strict tourism management systems, assign special personnel to be responsible for tourism management, implement and implement tourism management systems, and be strict. Crack down on illegal activities that disrupt the normal development of the tourism market, and eliminate the unfavorable factors in the tourism industry through systems and related laws and regulations, so that the tourism industry maintains a healthy and stable state of development.

## **5.2. Improve industry operation system**

In tourism management, the operating system of the tourism industry should be further improved. On the basis of government departments' regulation and supervision functions, the tourism industry should have the ability to self-regulate, speed up the development of the tourism industry through continuous adjustment, improve the efficiency of the tourism industry, and keep the tourism industry in a good operating order. In the process of self-regulation, the tourism industry should set up integrity signs in tourism projects. Tourism agencies sign integrity conventions with tourists. If tourists discover that tourism agencies have violated regulations, they can promptly report to local regulatory authorities to effectively protect their legitimate rights and interests. There are problems in itself, including behaviors such as disrupting the order of tourism and destroying tourist facilities. According to the signed integrity convention, tourist agencies will include tourists on the blacklist, which can restrict the travel of tourists for a period of time. In the process of mutual restriction and development of tourism agencies and tourists, not only the service capabilities of tourism agencies are improved, but also tourists' tourism awareness can be enhanced.

## **5.3. Pay attention to information construction**

Actively apply information technology in tourism management, accelerate the information construction of tourism management, give full play to the advantages of information technology, and make tourism management enter a period of innovation and development. In the original tourism management work, due to the cumbersome information exchange process and the inability to clarify the management objectives in the communication, the tourism management work in each region has its own development, and the tourism industry in my country lacks integrity and unity. Entering the information age, while enhancing the overall development capabilities of the tourism industry, various regions use information to promote the innovative development of tourism management work to meet the needs of individualized development of the tourism industry. Many regions in our country contain rich tourism resources. Each region should use information technology to actively publicize and promote it through WeChat official accounts, Weibo and self-media, so that tourists can understand the characteristics of the tourism industry in different regions, such as many and a few. In ethnic areas, tourism is used as a carrier of economic development, and live broadcast is used to introduce local customs to tourists. During the introduction, interaction with tourists is enhanced to stimulate tourists' interest in tourism. In the process of traveling, tourists will consider clothing, food, housing, transportation and other aspects. In terms of clothing, tourists will learn about the local weather conditions during the trip through information. In terms of food, tourists will choose suitable food and beverages according to their tastes through public platforms such as Dianping. For enterprises, in terms of accommodation, tourists book rooms in advance through the platform. In terms of travel, tourists can use navigation to reach the designated area quickly and accurately. In the tourism management work, information construction is emphasized. On the one hand, it provides tourists with a variety of services to meet their various needs. On the other hand, it helps to mobilize tourists' enthusiasm and enhance tourists' desire to go out and play.

## **5.4. Strengthen external publicity**

To improve the level of tourism management, the starting point should be to improve the efficiency of tourism management. In the process of improving the efficiency of tourism management, all regions should strengthen their external publicity efforts and adopt various methods to enhance the visibility of the regional tourism industry. In the process of strengthening external publicity, on the basis of the characteristics of tourism projects, continue to incorporate other content, including food, culture and other content. Take Yangzhou as an example. In the process of external publicity, Yangzhou uses autumn as the theme of publicity. The scenic spots in various areas of Yangzhou are integrated with autumn, so that tourism projects reflect the cultural and natural atmosphere, such as Slender West Lake, Daming Temple, Qi Ling The tower and various landscape gardens can make visitors feel the beautiful feeling of autumn in Yangzhou. In addition, Yangzhou uses ginkgo trees as autumn ornamental plants, allowing visitors to feel the sigh

of history and the change of dynasties, while also making visitors feel that they are in a fairy tale world. In the process of propagating culture, Yangzhou regards food as an important part. Yangzhou has distinctive characteristics in food. Among them, dumpling noodles, chaos, fine points, and steamed buns are the main foods for Yangzhou morning tea, and crab yellow soup, Sanding steamed buns and Yangzhou dried silk are the essence of Yangzhou food culture. While enjoying the natural scenery, culture and food of Yangzhou, tourists can also feel the breath of Yangzhou's modern development, which makes tourists have a deeper understanding of Yangzhou's past and present.

### **5.5. Introduce advanced management mode**

To promote the innovation and development of tourism management, it is necessary to introduce advanced management models in tourism management. Each region should do the following tasks: First, tourism organizations should transform traditional management models and adopt multiple methods to actively expand development space. Expanding the influence of tourism organizations in the tourism industry and establishing a good brand image can attract more tourists; second, tourism organizations should expand their development thinking, actively learn advanced management methods, and combine their own actual conditions to form correct management Philosophy, follow the people-oriented principle in development, and continuously improve their tourism service capabilities; third, tourism organizations should hold regular academic seminars, find innovative ways of tourism development in the seminars, actively practice innovative ideas, and continuously promote the innovative development of tourism management ; Fourth, in the tourism management work, the introduction of advanced management models requires that the management models reflect the characteristics of science and rationality, so as to avoid the situation of mechanical and rigid methods, resulting in tourism management work cannot be carried out normally.

### **5.6. Establish a reasonable industry organization**

At this stage, the role of tourism industry associations in tourism management is declining, and the tourism industry should establish a reasonable industry organization. In the development process of many tourism industries in my country, due to the lack of independent industry institutions, institutions and individuals involved in the development of the tourism industry will encounter irregular operations. Once problems occur, they lack effective supervision and management, and tourism agencies and individuals cannot afford the corresponding Liability, ultimately damage the legitimate rights and interests of tourists. In the process of establishing a tourism industry organization, applicants should hire personnel with high comprehensive quality and professional capabilities. In the preparation stage for participating in tourism management, the tourism industry organization organizes personnel to conduct professional training to further enhance the management capabilities of personnel and help establish The management team with high professional level and high comprehensive quality can strictly implement and implement various management regulations in tourism management work, timely deal with the problems that arise in the development of the tourism industry, and keep the tourism industry in a healthy and stable state of development.

## **6. Conclusion**

To sum up, in the development of my country's tourism industry, due to the continuous acceleration of the development of the tourism industry, tourism management cannot keep up with the development speed, causing many problems in the tourism industry and severely restricting the development of the tourism industry. my country should increase investment in tourism management. On the one hand, it requires the government to give full play to its regulatory functions and increase the supervision of the tourism industry. On the other hand, it strengthens the management capabilities of tourism agencies to deal with problems in tourism management in a timely manner, so as to effectively improve tourism. Manage the quality of work. By strengthening

tourism management, unfavorable factors affecting the normal development of the tourism industry will be eliminated, which will help expand the scale of development of the tourism industry and create more economic benefits.

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