Paths to realize informationization teaching in the psychological course of tourism service based on intelligent tourism

Li Zhijin

Xi'an Aeronautical Polytechnic Institute, Shaanxi, Xi' an, 710089

Abstract: As China enters the 21st century, intelligent industry and informatization teaching have gradually become a hot topic of concern. At present, the development of society shows the advantages of informationization all the time. Informatization has been applied in many fields in different fields in China, and it involves various industries. It can be said that China has entered the information age, such as information technology industry chain, informationized tourism, informational big data, etc., all of which show new the importance and application of information technology in the development of the times. At the same time, with the development, in terms of college education, the requirements of informationization are getting higher and higher. The informatization courses offered in colleges and universities play a vital role in preparing students to enter the society. The psychological courses of tourism services also involve informational content, and strive to be in line with informationization. In the future development of the tourism industry, high-quality information talents are the magic weapon for its rapid development. Therefore, for colleges and universities, the responsibility of cultivating informatization talents in the tourism industry has become heavier and heavier. Among them, the university's tourism service psychology curriculum needs to be continuously improved and improved to adapt to the current imminent form.

1. The current situation of the teaching of psychological courses in colleges

1) Course teaching is contrary to the background of intelligent tourism.

At present, the tourism industry is in a period of rapid rise, and the contribution to social development is getting higher and higher. At the same time, with the advent of big data in the 21st century, informatization has become more and more important, and information technology has become more and more developed. In this digital age of informationization, consumers' consumption concepts and consumption patterns have undergone fundamental changes. This is also true in the tourism industry. More and more consumers are accepting and accustomed to information technology and making decisions with the help of information technology. From the perspective of the development trend of informatization, the tourism industry needs a large number of high-quality information technology talents. In the tourism industry with the background

of intelligent tourism, a large number of professionals such as e-commerce and digital design are needed. From a broad perspective, tourism informatization refers to the full use of electronic technology, information technology, database technology and network technology and modern media to deeply distribute, combine, process, collect, disseminate and sell tourism-related physical resources, information resources, and production factor resources, to make it a productive force for tourism development, so as to promote the transformation of traditional tourism to modern tourism, accelerate the development of tourism and improve the production efficiency of tourism[1]. Therefore, the tourism service psychology curriculum of intelligent tourism must achieve informational teaching. Colleges and universities are the basic positions for cultivating relevant talents,which need to closely follow the pace of social development and change the traditional teaching of tourism service psychology courses. However, at present, the teaching content of the tourism service psychology curriculum in colleges and universities is still lacking, and some aspects are not enough. For example, the teaching content of some colleges' tourism service psychology courses is still relatively traditional and backward aspects such as tourism management learning and hotel management teaching. The teaching of the tourism service psychology courses of these colleges and universities cannot keep pace with the times and pay less attention to it. All kinds of phenomena and factors lead to the sudden stop and slow trend of tourism informationization.

2) Lack of content combined with informatization in course teaching

In the context of intelligent tourism, the application of information technology has also raised higher requirements for the development of tourism courses in colleges and universities. The tourism courses of colleges and universities should adapt to the new situation and new environment, and constantly carry out adjustment and reform in teaching and teaching practice. From a narrow sense, tourism informationization is the content or characteristics such as words, numbers, graphics, images, sounds, animations, etc., which are collected, edited and processed by technical means from the tourism information related to geographical location and spatial distribution of scenic spots, scenic spots, restaurants, travel agencies, transportation, climate, etc.[2] Therefore, in the teaching of traditional tourism courses, intelligent tourism informationization courses must be added. In the existing teaching foundation, the informationized knowledge system should be improved to cultivate intelligent tourism information high-tech talents. However, from the current situation, there are still many problems in the improvement method. The Tourism Service Course is a highly specialized course that requires the introduction of a professional informational teaching system. At the same time, there is no uniform standard for the teaching content setting of informatization courses in colleges and universities. Most colleges simply introduce them as additional content of teaching, and their courses account for a lower proportion of the overall curriculum. In addition, the subject knowledge involved in the content preparation of the informatization course is too broad, and it adds unnecessary burden to the students in the learning process, and the learning content is mostly useless. Under the mutual influence of these problems, the informatization teaching of the tourism service psychology curriculum is placed in an unimportant position. It also creates resistance to the cultivation of intelligent tourism informational talents.

2. The development direction of informationization in the context of intelligent tourism

On the one hand, the current informatization in the tourism industry has developed in depth, and the impact of this change on intelligent tourism has gradually emerged. On the other hand, the use of information technology in intelligent tourism has enabled the rapid growth of the economic value created by the tourism industry. At the same time, it has greatly helped the public image of tourist cities and the soundness of tourism service policies. For example, using Internet technology to build an official website for tourist attractions, and collecting relevant travel service information and

travel guides for tourists to view on the website, so as to better improve the tourists' understanding of tourism information, the management level of the scenic spots can be continuously improved. This kind of establishment of tourism information website is one of the development directions of informationization under the background of intelligent tourism. It uses the new era network means and technology to help passengers sort out the information, and introduces local tourism products, which further promotes the development of local tourism. Intelligent tourism, which introduces information technology, can make tourism convenient and intelligent, improve people's tourism psychology, and increase tourism development and convenience.

3. Informatization teaching method of tourism service psychological course under intelligent tourism

1) Equipped with informatization base

The development of intelligent tourism informatization has had a profound impact on the research and development of traditional travel courses in colleges and universities. In this regard, it is necessary for colleges and universities to first understand the impact of informatization teaching on traditional teaching. Especially in the teaching content and methods, we must realize informatization, complete the transformation of the new era and informatization teaching concepts, and keep pace with the times, in line with the development of the new era. In the 21st century, we must attach importance to informationization, establish a foundation for informatization, enhance the application ability of college students' informatization, and cope with the development of the new era. For example, in the teaching of tourism courses in colleges and universities, equip theoretical knowledge and increase the study of information theory. Colleges and universities can be equipped with corresponding informatization curriculum training rooms to promote the development of informatization teaching and achieve the goal of teaching. In the current content and form of tourism teaching, the training room is a more suitable method for colleges and universities. Its use can better cultivate the ability of students to use tourism informatization applications. The construction of the training room can be combined with the informatization platform system. Students can also have a preliminary understanding of the informatization platform while conducting the tourism service course. The construction of the training room can also be combined with intelligent tourism informatization technology to enhance the awareness and application of informatization.

2) Accelerate the improvement of informatization tourism course materials

According to the survey, the teaching content of informatization tourism courses in colleges and universities in China is very easy to be restricted. For example, in some colleges and universities, the content of informatization tourism courses is traditional, and there are obstacles to the reality or the trend of the new era, resulting in limited learning. The teaching process is mainly based on theoretical knowledge, while the training courses are rarely arranged. In the teaching of tourism informationization courses, the use of computers can no longer meet the current teaching needs, and the quality of teaching can not achieve the intended purpose. Therefore, colleges and universities should constantly supplement and improve the informationization of tourism service courses, and add some new era means to the informatization tourism curriculum. In practice, the establishment of a intelligent classroom, allowing students to learn independently, so that students can fully understand and use the information platform, students can have a deep understanding of the mainstream information platform in the process of learning. The popular forms of society such as vibrato, Weibo, flash, WeChat public number, as well as traditional Internet platforms, newspapers and other forms are added to the informatization tourism curriculum, so that students can fully understand and use them. In the process of compiling tourism information materials, colleges and

universities should supplement and improve related content as soon as possible. On the basis of traditional textbooks, we should extract the essence, select the teaching materials that are consistent with the students' self-learning, grasp the development direction of the tourism informatization market, and effectively promote the development of the informatization tourism course teaching in colleges and universities.

3) Accelerate the construction of informatization teachers

In China, education has always been a key issue, and so does the informatization teaching of tourism service psychology courses under intelligent tourism. According to relevant books, there are fewer professional teachers in the tourism profession of colleges and universities, more sideline businesses, and the informatization teachers are not perfect. For example, most of the teachers in the tourism service profession are mostly full-time teachers or part-time teachers working in tourism enterprises, so it is necessary to speed up the construction of informatization teachers. The current tourism curriculum under the development of informatization lacks powerful teaching methods, which limits the cultivation of informatization high-quality talents, and cannot meet the development status of intelligent tourism. In order to better promote the improvement of informatization tourism courses, the first thing for colleges and universities to do is to improve the quality of teachers' informatization teaching, especially in the field of information theory and practical training. Colleges and universities can use theoretical training courses, media information technology applications, and informatization curriculum teaching competitions to make teachers' informatization tourism service teaching methods vivid and colorful. Teachers should visit more, learn from each other's teaching experience, and improve their understanding of the teaching of informatization tourism courses. Colleges and universities should establish a talent selection system and reward mechanism in the teaching team, conduct dynamic assessments of teachers, timely adjust the structure of the teaching staff, and increase the introduction of excellent teachers. It is necessary to establish a problem feedback processing mechanism. When the content of the informatization teaching cannot meet the current teaching, it should actively listen to the opinions, propose solutions, improve the teaching effect, and ensure that the informationized teaching achieves its due goal.

As a new form of tourism in the 21st century, intelligent tourism cannot be underestimated. For example, it can effectively improve the efficiency of tourist travel, make it convenient to travel, improve the quality of travel, and improve the operating environment of the entire tourism industry. It can be seen that the development of tourism industry services in intelligent tourism also requires the joint efforts of relevant departments and manpower, especially in colleges and universities. At present, there are still many problems in the development of colleges and universities. It is necessary to continuously enhance the quality of informatization teaching and contribute to the development of intelligent tourism and talent cultivation.

References

[1] Chen Xiaochun, Chen Zhihui. Tourism textbook "Tourism Informatics" in colleges and universities. 2004

[2] Hu Yun, the informatization construction and development of China's tourism industry [J]. Urban problem, 2004

[3] Xiao Xiaoyan, Informatization Teaching of Tourism Service Psychology in the Background of Intelligent Tourism [J], Information Recording Material, 2018-12-01

[4] Zhang Lijuan, Discussion on the Teaching Reform of Tourism Psychology Course [J], Journal of Wuxi Institute of Business and Technology, 2012-10-25

[5] Huang Guoping; Li Hao; Wang Xuewei, Content Analysis of Tourism Psychology Teaching Materials for Undergraduate Universities [J], Talent, 2015-05-25