

# *Exploring the Systematic Application of New Media in Tourism Management*

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**Abstract:** The optimization and upgrading of industrial structure has been accelerating, and the quality of economic development has gradually improved. This has accelerated the development of the tourism industry to a certain extent and played a key role in the economic and industrial structure planning. Tourism management is the core element in the tourism industry, which directly affects the development efficiency of the tourism industry. Therefore, doing a good job in tourism management and improving quality services is an important method to promote the development of the tourism industry. With the innovative application of information technology and computer technology, the information age has gradually integrated into people's lives, and new media has become popular, bringing convenience to people's work and life.

## **1. Introduction**

Compared with other industrial structures, the tourism industry represents a new economic model and lifestyle, and the social economy continues to develop. The tourism industry plays a key role in adjusting the economic structure and is the representative of the tertiary industry. Based on the new situation, we should vigorously develop the tourism industry and increase tourism management to improve the economic structure of the tourism industry. New media belongs to a new type of industry, which fundamentally improves the technical level and innovates the industrial concept, and has a strong advanced nature. Widely used in tourism management, it has strong adaptability and has certain practical significance.

## **2. New media and tourism management concepts**

Compared with traditional media, the concept of new media is relative. With the innovation and promotion of Internet technology and information technology, the way of disseminating new media has changed significantly, and new media operations have been born. Nowadays, the development of the new media industry is extremely rapid, breaking the traditional media landscape to some extent. Tourism management involves a wide range of content. From a macro perspective, it is an effective management of the tourism industry. From a micro perspective, it is the management of tourism resources. The new media is informative and can better integrate current tourism management activities, and utilize the characteristics and ways of new media information dissemination to fundamentally improve the efficiency and quality of tourism management.

### 3. New media features

Technological advancement. Technological advancement is the most prominent feature of new media. The advanced nature of technology can be highlighted in the following points: First, new media is produced along with the development of information technology and computer technology. Information technology and computer technology are the most developed technologies at this stage. The two representatives, so the new media technology has a certain advanced. Secondly, when using new media, it is no different from general platform devices. New media platforms do not exist. People can complete information exchange and transmission tasks in virtual space. As technology continues to develop, the types of technologies involved are not only information technology, but also network technology, computer technology, and other technologies. In addition, the use of new media is based on technical terminal equipment, using smart phones and computers to fully demonstrate technological advancement. Finally, new media is developing rapidly, integrating other industries, and it is necessary to introduce many new technologies. For example, the application of new media in tourism management requires technical support. Incorporating the advanced nature of new media technology into tourism management, its advantages are self-evident, and it can promote the development of the tourism industry to a certain extent, and must be paid attention to.

Information transfer convenience. New media technology is not only advanced, but also very convenient in information transmission. It has certain convenience. The convenience of information transmission in the development of new media is one of the most important features. For traditional media, most of them refer to newspapers, magazines and televisions. The speed of information transmission is very slow, and at the same time, the information is not timely enough to convey the shackles of traditional media in the process of transmitting information. For the new media, because the advanced nature of the new media technology is more obvious, the convenience of new media information transmission is demonstrated on the basis of the network information interconnection platform. This feature is convenient for new media. For new media, it has expanded the scope of application, improved the industrial structure, and used it frequently in the structure of tourism industry, which has fundamentally promoted the development of tourism management. With the current social development trend, the convenience of information transmission has gradually become the representative of this era.

The user community is extensive. The new media features not only include technological advancement and information transfer convenience, but also the characteristics of the user community. The broad user base refers to the fact that new media can actively participate in various activities, integrate into people's work and life, and accelerate the promotion of new media, playing a key role. At present, the most representative software of new media is Weibo and WeChat, so that users can better participate in it. In the later development process, there will be many people supporting the development of new media, which is the most prominent feature of new media. The most valuable application of new media in tourism management is the broad user base, which can promote the development of the tourism industry to some extent. As far as the development of the tourism industry is concerned, its promoting role is more obvious. The user group has a wide range of values and meanings. The development of the trend of the times and the softening economic benefits are very easy to produce. This attaches great importance to the systematic application of new media in tourism management.

### 4. Significance of tourism management

Organize tourism activities. As we all know, there are many kinds of tourism activities, such as tour activities, tourist trips, tourism industry employee service activities, tourism business activities and tourism economic operation activities, etc., and understand and master the basic management

work contents and processes before holding such activities. From the perspective of tourists, when conducting sightseeing tours, it is required to control accurate information to accurately determine the quality of all purchased tourism products and to know the tourist routes. From the perspective of the tourism industry employees, we should fully understand how to improve the quality of tourism services, and then meet the requirements of tourists. From the perspective of tourism enterprises, familiar with the tourism market information, rationally arrange other activities, master the rules and regulations of the activities, and do a good job in tourism management. In this regard, when implementing the tourism management work project, lay the foundation for the development of the work and promote the development of the tourism industry.

Enhance the economic benefits of tourism. Enhancing tourism economic benefits is the core goal of tourism management projects. Enhancing tourism economic benefits not only requires an increase in labor productivity, but also increases tourism management. High-efficiency tourism management needs scientific tourism management to support it. At present, the domestic tourism industry started late, compared with the developed countries, whether it is macro management or tourism management, the difference is very obvious, and tourism management is the weakest link. Therefore, employees should pay attention to tourism management work, consolidate the status and content of tourism management basic work, strengthen the scientific management of tourism, and improve tourism management level, service quality and economic benefits.

## **5. System application and method of new media in tourism management**

### **5.1. Increase the construction of tourism brands**

It is extremely important to increase the construction of tourism brands. Travel brands should be cautious when choosing tourist attractions, because tourist attractions are the characteristics of the entire scenic spot, and tourism brand building is the core content in tourism management. Incorporating new media into tourism brands, its application ideas are more extensive. The most obvious points are:

(1) using new media to show the characteristics of tourism brands, featuring a wide user base and high frequency of information transmission, which can promote tourism brand promotion and development process. From the perspective of tourism brand management, we can create an official new media platform for tourist attractions, use scientific methods to attract the attention of people from all walks of life, randomly publish tourism information and brand creation channels on new media platforms, expand knowledge visibility, and accelerate brand building, let the quality of tourism brand management has improved.

(2) With the promotion of tourism brand management, it has been integrated into new media, making it a learning device, building a new media platform, tracking new media propaganda in other tourist attractions in real time, and in-depth discussion on the advantages of new media brand creation in the scenic spot. Finally, provided the corresponding guidance and data basis. What needs special attention is that as new media arrives to facilitate people's lives and is widely used in various publicity fields, it is focused on creating new media platforms, highlighting its characteristics, and giving full play to the value of new media in the creation of tourism brands.

### **5.2. Improve the advanced technology of tourism scenic spots**

The concept of tourism management is very extensive, involving all aspects, and is considered in a broad sense. Tourism management involves all trivial matters of tourist attractions. The scenic spot service is an important area of the scenic spot. The work content of the scenic spot is to attract a large number of tourists to enter the tourist scenic spot, so the tourists pay great attention to the

quality of the complex service in the scenic spot. The integration of new media content in tourism management can greatly highlight the significance of scenic service management and enhance the advanced technology of scenic service. Based on the new media platform, Weibo WeChat has gradually integrated into people's work and life. The new media platform is becoming more and more powerful. How to better use the new media platform and improve the quality of tourism service management is a key issue that needs to be solved in major tourism industries. New media is widely used in tourism services to strengthen the construction of technical service facilities in the scenic spots. Afterwards, passengers use new media terminals to reduce the work content of the scenic spots, provide high-quality services for passengers, and let passengers play happily in a pleasant atmosphere and improve new media. The quality of tourism service management.

(1) The development of new media is inseparable from the support of “two micro-ends”, which has improved the reliability of new media technologies to some extent, and the tourist attractions have vigorously promoted this technology, highlighting the effectiveness of online ticket purchases. The scenic spots began to be implemented, but they have not been widely promoted. Buying tickets online can save a lot of time. You don't have to queue up to buy tickets, and you can reduce the cash transaction rate. It is very helpful for the service quality of tourist attractions.

(2) Incorporate new media features, let more passengers understand the various attractions in the scenic spot, and simply make the scenic spots of each scenic spot into video animations, and generate two-dimensional codes through network connection, so that passengers can scan the code at any time during the game. More tourist attractions content and knowledge. Adding new media to the tourism service can enhance the quality of tourism service management and make the tourists enjoy the fun. The value of this new media in improving the technological advancement of the scenic spot service will promote the development of tourist attractions.

### **5.3. Strengthen the efficiency of tourism management**

New media plays an important role in the management of tourist attractions, and at the same time plays a certain role in promoting the quality of tourism management to some extent. Based on the macro level, improving the management of tourist attractions can be reflected in the following aspects.

(1) Because the information transmission function of the new media is very good, it can communicate well with various management levels. The communication mentioned here refers to the interconnection and intercommunication, which helps the communication management personnel to communicate smoothly and quickly discover the existence of management. All problems will be resolved in a timely manner to improve the quality of tourism management.

(2) The addition of new media in tourism management can greatly improve the technical level of scenic spots and expand the application range of information technology products. With the promotion and use of technical products, the workload of managers can be reduced, and all matters are presented on a technical platform to enhance the efficiency of tourism management. For example, to build a ticket platform for scenic spots online, to reduce the workload of ticket sellers, to build a self-service interpretation service system for scenic spots, and to ease the difficulty of explaining the management of tourist attractions. In general, the systematic application of new media in tourism management reduces the amount of management work, makes the management workflow simple, and highlights the value of technical economic benefits. Therefore, the full use and widening of the application scale of new media in tourism management and the promotion of tourism management development process have a very positive significance for the optimization and development of the entire tourism industry structure.

#### 5.4. Create a travel service feedback system

It is very necessary to use new media in tourism management, fully demonstrate the value of new media, and create a complete tourist attraction tourism service system to fundamentally promote the development of tourist attractions. For the tourism service feedback system, it is a system for passengers to collect problems during the game play. At the same time, the feedback system can also distinguish the problem path and type, and find the problem in time. The composition of the feedback system mainly includes the following points: The first point is about the collection problem, collecting the problems encountered by the passengers during the play and the dissatisfaction, and then scientifically distinguishing the types of problems. Then, it is handled by different management departments to track and investigate problem solutions in real time to ensure that the problems can be handled scientifically and effectively. It is very important to create a feedback system that can quickly handle the questions asked by passengers. The service industry includes the tourism industry. The main purpose is to provide quality services for passengers, create a feedback system, and clearly report the problems raised by passengers, so as to further improve the management level of tourist attractions and enhance the service quality of tourist attractions. The use of new media to collect problems can fundamentally demonstrate its high-tech role. With the new media platform, passengers can quickly and efficiently reflect the difficulties encountered in the play in tourist attractions, based on the network platform, and quickly feedback problems. After the problem is collected, it fully reflects its convenience. After completing this work, we will definitely develop relevant programs and use the new media platform to send relevant information to the passengers to improve passenger satisfaction. It is worth noting that the quality of tourism services can be improved. Creating a feedback system in tourism management is very critical, and there is a certain advancement in terms of hierarchy.

#### 5.5. Promote the development of industrial information exchange

The information transmission is convenient, and the use of the multimedia platform to promote the communication and interaction of the tourism industry management work plays a decisive role relative to the tourism industry management, and realizes the tourism industry information exchange purpose.

(1) Combine the characteristics of tourist attractions and build a new media platform. Because each tourist attraction has different characteristics, it can be distinguished according to the nature of the species. The tourist attractions with natural scenery in the first place are classified into one category, and the historical humanities are regarded as the core. The characteristic tourist attractions fall into one category, and the management methods for different types of tourist attractions are also obviously different. Therefore, the discussion of management experience can be carried out in the same type of tourist attractions in the new media platform, which contributes to the rapid development of tourist attractions.

(2) Tourist attractions are located in the same area. Because the geographical environment is the same, they have common points in the planning of tourism programs, rationally construct new media platforms, and strengthen the management experience exchange of various tourist attractions, so that tourism development will continue to grow steadily.

(3) Based on the new media platform, building different types of tourism management content is convenient for communication. The concept of tourism management is extensive, the content experience and methods are not the same, and a new media network platform is built to promote tourism management interaction. It can be seen that the development of new media is an inevitable trend.

## 6. Conclusion

In summary, the optimization and upgrading of industrial structure has been accelerated, and the quality of economic development has gradually improved. This has accelerated the development of the tourism industry to a certain extent and played a key role in the economic and industrial structure planning. The use of new media in tourism management can further improve and promote the tourism industry. However, it should be noted that the new media has many advantages and disadvantages. Therefore, we must pay great attention to the use stage. Fully demonstrate the advantages of new media, realize the extension of the tourism industry chain and the expansion of the tourism industry boundary.

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