

The Mode of Smart Tourism Management under the Background of Big Data

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Keywords: Big Data, Smart Tourism Management, Model Study

Abstract: The improvement of the level of social science and technology has led to the development of the Internet of Things and communication technology. With the advent of China's big data era, it has also brought more development opportunities and challenges to the tourism industry. Traditional tourism has gradually been eliminated, and an intelligent tourism management model has emerged. This is also consistent with China's current social development status and is an inevitable trend of social development. This paper mainly introduces the current big data and smart tourism in China, and deeply studies how to use the smart tourism management mode in the context of big data. It has laid an important foundation for the development of China's tourism industry.

1. Introduction

The arrival of the era of big data has promoted the development of China's social economy, and has also improved the economic level of China's major industries, and the competition between industries has become more intense. In the context of big data, China's tourism industry has gradually transformed the traditional management model, using a large amount of data information to promote industry development. However, since a large amount of data information needs to be sorted and collected, there are many problems in smart tourism management. Therefore, the research topics in this paper are of great significance to the development of smart tourism in China.

2. Big Data and Smart Travel

The so-called big data is a collection of data with complicated data, complicated types and complicated structure with the extensive application of computer technology. There are a large amount of data information in big data, and the data is analyzed, sorted and mined. There will also be more information value. The processed data is used by individuals, companies, and society. The arrival of big data is inseparable from the common role of the Internet, cloud computing and the Internet of Things. It involves a certain number of relationships between machines, talents and materials. The amount of data in big data is huge. In China, there are many people who use computers in their lives and at work. This will generate a lot of complicated information, collect and organize the written information, according to the requirements of use. Analyze it. This will give you more valuable information to help more businesses. Among these large amounts of information, there is less valuable information, and it takes a lot of effort to filter out the data with useful effects.

In the modern economic development, the value mining and application of big data has become a key concern of enterprises in the social market. The analysis of these valuable data has become very common in development. The application of big data has obvious features in the following aspects: First, the amount of data information is huge. In the development of the information age, the amount of data is constantly increasing, and the scale of its increase is very large, which can be said to be massive. Second, the data transmission speed in big data is very fast. The application of big data incorporates new processing methods. In the composition of data processing, the data can be quickly analyzed with the university to meet more practical work. Claim. Third, there are many types of big data. Traditional data is mainly expressed in the form of words and numbers. In the

development of the era of big data, the structure of its data has become diversified. In addition to words and numbers, video, audio, pictures and location information appear. These types of data require more stringent data processing capabilities. In the development of tourism, it has a large amount of information and a strong comprehensive ability. This has added a burden to the tourism industry. As early as 2010, the concept of smart tourism has been introduced in some areas of China. At present, this concept has been widely used in China. With the advent of the era of big data, the big data in the tourism industry will be deeply digging and processing to realize the Russian use of information technology and Internet technology in the tourism industry. In this way, the development of the concept of smart tourism can be promoted, and the use of such information and data can promote the healthy and stable development of the tourism industry.

3. Challenges for smart tourism in the context of big data

In the context of big data, smart tourism has developed extremely rapidly, but it has also been challenged and has produced a series of problems. In the process of tourism development, it is necessary to comprehensively register the information of tourists, and organize the information to create a tourism data information platform. However, in the process of practical application, the information collected by the tourism staff is less reliable, which leads to the lack of effective management data reference information in the tourism industry. In addition, in the process of tourism, it is difficult to encounter unexpected risks, which leads to various negative effects in the tourism industry, and the negative information dissemination data is extremely fast, which has a certain impact on the reputation and image of the company. Enterprises should deal with negative impacts in a timely manner to avoid affecting the reputation of the company. At present, Chinese nationals mainly use the network's travel network reviews as reference materials. Therefore, tourism enterprises should deal with the bad reference data existing in the network and make a reasonable explanation. In addition, when the tourists arrive at the tourist attraction, there is a big difference between the actual situation of the scenic spot and the online pictures, and the living environment is also relatively bad, which causes the psychological difference of the tourists, which makes them dissatisfied with the service expression of the tourism enterprises. It has had a certain impact on the development of the tourism industry. Network exaggeration and false information will have a certain impact on the psychology of tourists, causing dissatisfaction with the services of the tourism industry, which in turn will have a certain negative impact on tourism enterprises.

4. Effective Ways of Smart Tourism Management Mode under the Background of Big Data

The mid-term wisdom of smart tourism service is the core of the whole concept. By using smart technology to provide tourists with better service, it can meet the more needs of tourists. Improve the enjoyment of tourist services and the improvement of service quality. Visitors can find the information they want on the Internet platform and then determine the specific itinerary. The merchants organize and analyze the visitor data and information of the tourists, and then understand the consumer demand of the tourists, and meet the different needs of the tourists through targeted marketing programs. Visitors search for their own preferences while browsing the web, providing a more personal service. In order to select more suitable tourism products for tourists, the tourism platform can develop the functions and windows of the screening through the operation of the system. Visitors can find products that are more suitable for themselves through the option search.

The so-called smart business is proposed for tourism services. Common travel agencies and hotels, attractions and so on. By using information technology to improve the development of smart business, we can improve the image and management level of Chinese enterprises. In the management mode of smart tourism, smart business can guarantee the minimum cost of the management system, realize the smooth implementation of business activities, and increase the economic benefits of the enterprise. A large amount of data information in smart tourism is provided by tourists. These data contain a lot of content for sale. The analysis of big data is to analyze the data and filter the information through corresponding technologies. Using data analysis and sorting,

you can have a detailed understanding of the visitor's heart and service needs, and you can also master the situation where you do not choose to place an order. According to the analysis, the merchant can improve the quality of the product and achieve more precise service, which can improve the service quality and image of the enterprise.

In China's tourism industry, the wisdom of the management model can ensure the quality of tourism products and service levels in Russia. To make customers experience more humanized services, because there is a lot of content involved in the management of tourism, if these contents cannot be managed efficiently and neglect one or some of them, it will be The quality of the entire service has an important impact, thereby reducing the economic benefits of the business. From the perspective of big data, smart management can ensure the update of tourism information and provide consumers with more up-to-date news, thus bringing more superiors to the tourism industry. In the smart management system, the information left by the visitor's visit page can be comprehensively analyzed, including the reservation status of the tourists, the travel situation and so on. Through some official tourism information of the country, we ensure that tourism information and other public platform information contribute and synchronize innovation. In the development of society, most of the residents are ordinary consumers. With the development of the era of big data, the tourism industry is gradually becoming more intelligent, providing more convenience and quality services for people's lives. Through smart travel, we can take targeted services to the citizens and let them feel the advantages of smart life. The main purpose of residents to travel is to relax their body and mind, and after the tour, there is a full speech, they can evaluate the tourist attractions and tourism companies, which is of great significance to the development of the entire tourism industry. The development of information technology and network technology requires the support of more professional talents. At present, the relevant government tourism management departments and tourism enterprises in China are seriously lacking professional talents in this field. Comprehensive professional talents need to have professional theoretical knowledge and corresponding practical ability, and can timely and accurately solve the development trend and existing problems of China's tourism industry through the latest data. This can ensure the healthy development of smart tourism, and through the cultivation of professional talents, it can provide more humanized services for people's travel services. At present, the continuous improvement of the level of social network technology in China has made network technology more complicated. Therefore, in the tourism industry, in order to fully implement the smart management model, it is necessary to enhance the staff network data technology capabilities. At this stage, China's tourism management departments and tourism enterprises lack professional network technology staff, and comprehensive staff not only need professional theoretical knowledge, but also need to have professional practical ability. Professional staff can budget for the future development of China's tourism industry through the latest travel data, and solve the management problems and service problems in the current tourism industry. Ensure that China's smart tourism develops rapidly in the direction of health, and use professional staff to conduct specific analysis of specific data to provide personalized services for tourists.

5. Conclusion

Tourism can alleviate people's inner pressure, and various projects in tourism can promote people's physical and mental relaxation. However, the current gradual increase in people's quality of life requirements has also increased the pressure on the tourism industry. In the context of big data, the tourism industry is gradually moving towards data. This paper expounds the challenges that smart tourism faces in the context of big data. It is proposed that the data collection and collection become the main problems in the current tourism industry, and explore the effective ways of smart tourism management mode under the background of big data. By using smart services, smart management and cultivating professionals, we can solve current problems and ensure that the tourism industry can develop steadily in the future.

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