

# **A Brief Analysis of Innovation on the Basis of Tourism Management Informatization**

**Yelan Wang**

Xichang University, Xichang, Sichuan 615000, China

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**Abstract:** Nowadays, tourism industry has become an industry which relies on information. In the tourism industry, each department on the industry chain has rich content. At the same time, it is also a large-scale open system, and its operation and survival are also based on information. The development of tourism management information in our country is not only an inevitable choice made by the arrival of the information age, but also could greatly improve the level of tourism management, which lead to a better development of tourism industry.

## **1. Introduction**

Throughout the world, the arrival of the era of information technology has made the application of information technology in society been widely designed. However, the research of tourism management informationization in China started relatively late, and there are some shortcomings in some technology. Therefore, it is particularly important to strengthen the innovative research of tourism management informationization in China, and also to promote the healthy development of tourism industry in China.

## **2. Current Situation and Connotation of Tourism Management Informatization**

### **2.1 The Connotation of Tourism Management Informatization**

The understanding of tourism management informationization is to make full use of information and its carriers in tourism industry management, to promote the efficient operation of tourism information resources from openness to utilization, and then from utilization to feedback. The use of informationization is conducive to the overall monitoring of the tourism industry, to better optimize the tourism industry and to bring about new economic growth. Tourism management informationization could not only improve the efficiency of tourism production, but also improve the efficiency of tourism management so as to save management costs, and to optimize the allocation of tourism information resources which will maximize the economic benefits of the entire tourism industry.

### **2.2 Current Situation of Tourism Management Informatization**

Through the development of China's tourism industry, there are more and more types of information technology applications, including graphics, video-conferencing, aero-electronic information and so on. The most widely used system should be the e-reservation system. Therefore, as early as 1990, in order to improve the comprehensive application of information technology in tourism management, China began to emphasize the management of information technology. With the establishment of tourism information center, it has become a specific organization serving tourism bureaus and tourism industry, and providing management technologies.

## **3. The Necessity of Tourism Management Informatization**

### **3.1 An Important Way to Realize the Modernization of Tourism Industry**

At present, information technology and network technology have been widely used to a certain

extent, and the arrival of the information age has a certain impact on the management and concepts of tourism industry, which has undergone revolutionary transformations. An important part of tourism information is to establish an information system of tourism management. This management system could effectively improve the labor efficiency in the tourism industry, save manpower and achieve the optimal high-tech tourism management mode. Thus, the system would help to stimulate the rapid development of tourism industry.

### **3.2 An Objective Requirement of the Information Age**

In the historical trend of development, human beings have experienced different periods of social development, from the agricultural revolution to the industrial revolution, and now the information revolution, all of which show the progress of human society. Nowadays, the core of the information revolution represents the advanced productive forces. Information itself is a huge scientific and technological group. The development of various information technologies has brought about varying degrees of impact on human society, and the tourism industry is bound to be affected by it. Therefore, whether it is based on the objective requirements of the information age or to realize the efficient future development of tourism, the informatization of tourism management is very necessary.

### **3.3 An Important Method of Expanding Tourism Market.**

The application of information technology in the world is more and more widespread. Modern tourism has become a kind of spontaneous and voluntary consumer activities in people's lives. The establishment of tourism information system could effectively improve the tourism market and create a good environment for tourism information, thus increasing the proportion of tourism in the international market economy. With the development of the society, tourism activities are becoming more and more globalized, which also promotes the flow of international capital. This also reflects the inter-dependence between tourism industry and global society, and the globalization has become an integrated state of borderless tourism.

### **3.4 A Supportive Force to Ensure the Sustainable Development of Tourism Industry.**

In the process of continuous development of science and technology, modern information technology has been greatly developed, and information technology has been used in many fields. The use of information technology is also very essential for tourism industry. It not only brings new opportunities to the development of tourism industry, but also makes great progress in the deepen development of tourism industry. At the same time, the development of tourism industry cannot be separated from the strategic goal of sustainable development. In order to achieve this goal, it is necessary to establish an efficient and standardized tourism information system, so as to effectively improve the management model of tourism management informatization.

## **4. Innovation on the Basis of Tourism Management Informatization**

### **4.1 To Strengthen the Training of Practitioners in Tourism Industry**

With the rapid development of the tourism industry, its competitive pressure is getting increasing, and the competition for talents in the tourism industry is also the focus of competition among the tourism industry. From this point of view, the professional knowledge and quality of the practitioners in the tourism industry is particularly important, which determines the future development prospects of the tourism industry. Therefore, we should pay more attention to strengthening the training of tourism industry practitioners.

#### **4.1.1 To strengthen the deep understanding of tourists behavior during training**

Tourism is a diversified choice of lifestyle. It may satisfy many people's inner demands. When the tourism industry practitioners and tourists stay together, the industry practitioners should give more explanations to tourists because they are familiar with the environment. At the same time, industry practitioners should fully understand the excitement of tourists when they see the

wonderful tourism sites.

#### **4.1.2 To strengthen the cultivation of social knowledge of tourism industry practitioners**

The communication between the tourism industry practitioners and tourists is a special kind of communication. They should view the exchange problems from the perspective of the interests of tourists. Under any circumstances, industry practitioners should follow the principle of "customer first" and to have a deep understanding of the meaning. When tourism industry practitioners have different opinions with tourists, the industry practitioners should pay full attention to the needs of tourists instead of arguing with them on these issues. Only in this way could tourism industry practitioners keep up with the improvement of their service quality.

#### **4.1.3 To strengthen the communication ability of tourism industry practitioners**

Tourist practitioners should provide high-quality psychological concerns and services for tourists in their works. Even if they understand the needs of tourists, they should show modesty, courtesy, respect and learn to communicate with tourists. Therefore, it is very necessary for tourism industry practitioners to learn effective communication skills.

### **4.2 To Strengthening the Technical Work of Information-based Tourism Marketing Service**

In the innovative research of information-based tourism management, it is very important to strengthen the marketing benefits of information-based tourism. Our life in information age makes it very convenient to do tourism promotion work in various regions. Tourism could not only be promoted through the media, but also provide more information and materials for tourists, so that more tourists could understand the characteristics of the changing scenic spots more clearly. It is convenient for tourists to make better choices in this way. Meanwhile, we could also use modern advertisements to expand the popularity of scenic spots, so as to attract more tourists. Tourism industry should strengthen the investment of computer software in the implementation of information technology, such as to build website informatization and transparency from all aspects. It will gradually establish the characteristic brand image of tourism industry with the implementation of reasonable planning, in order to protect the environment of scenic spots and to establish a good image of tourism sites.

#### **4.3 Intensifying Information Technology to Provide Services for Tourists**

With the rapid development of modern society, mobile devices are more and more widely used. Mobile devices have strong advantages. Therefore, in tourism industry, mobile devices could also be used to communicate anytime and anywhere. Sensor technology and positioning GPS technology could also be used to realize the complete memory of travels, and these mobile terminals may also be used to identify targeting tourists. Therefore, the enhancement of information technology is to meet the different needs of tourists in tourism industry through the tools and terminals of mobile devices, and to provide tourists with higher quality services.

In addition, tourism industry practitioners should also do a good job in the service of tourists, as well as the development of digital tourism information. In this way, tourists could easily and quickly access to relevant tourism information during the process of their trips.

### **4.4 To Strengthening the Construction of Tourism Management System**

#### **4.4.1 Establishment of Geographic Information System**

Geographic Information System (GIS) mainly refers to a computer integrated system consisting of graphic information, attribute information and description information. It could not only control the tourism management, inspection, consultation and analysis of tourism data, but also provide comprehensive information for tourists in all aspects, as well as provide relevant supportive schemes for tourists.

#### **4.4.2 Emphasis on the Establishment of Database**

Tourism management information includes graphic database and map database. Graphic database

is mainly applied to store relevant tourism information and data, and could use reports and data to analyze the results, as well as to complete the conversion of graphics and digitalization. Map database could generate different tourism maps to enable the searching of spatial and geographical information.

#### **4.4.3 Strengthen the Software and Hardware Construction of Tourism Management Informatization**

In terms of software, we should attach great importance to the training of talents, which includes not only the training of technical personnel, but also the training of tourism management staff. In terms of hardware, the information of tourism management departments at all levels may apply the use of computer technologies. Of course, tourism companies and tourist attractions should also apply the information technology accordingly, so as to establish a perfect tourism information facility system.

### **5. Conclusion**

Based on the rapid development of information technology, the development of tourism industry should also comply with the requirements of modern times and carry out tourism management informatization, which is the inevitable choice to promote the development of tourism industry.

Tourism industry is a service industry facing consumers directly. The whole system is relatively huge and complex. With the support of information technology, the production of tourism industry could be effectively guaranteed. At present, there are still many places far from satisfaction in the development process of tourism industry in China. This requires more professionals to work together to develop and innovate the information management system so as to make information-based tourism management play its most important role and to meet the comprehensive development needs of tourism industry.

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