

## Research on Innovation of Tourism Management System Reform Based on Information Security

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**Keywords:** Information security; tourism management system; reform and innovation

**Abstract:** China's economy is developing year by year, and tourism industry is also rising and developing year by year along with the economic development part. It has become an important part of China's economic system in the development. However, there are many problems to be faced in the development. The proper solution of these problems is very important for the establishment of management mechanism. Therefore, in order to sort out the overall thinking of the reform and innovation of China's tourism management system. Based on information security, the author has carried out research on the reform and innovation of the tourism management system. Studies have shown that to further reform and innovate the tourism management system, then it is necessary to learn from the development experience of tourism in developed countries and establish industry associations that meet development needs, and use these measures to regulate the development of China's tourism industry. Let China's tourism development be more standardized, and only in this way can we further play the role of tourism in our national economy.

### 1. Introduction

Today, with the rapid development of tourism informationization in China, the issue of tourism safety information service has not caused enough attention from relevant departments [1]. The tourism industry carries out economic activities based on various departments within the tourism industry. As a comprehensive and very strong service industry, it can effectively coordinate the tourism industry's various departments to bring more satisfactory and satisfactory services to tourists [2]. China's tourism administrative department is basically the nature of the industry management department, and this structure makes it very limited when it plays its role [3]. With the fulfillment of China's commitment to the WTO, the large-scale entry of foreign-funded travel agencies is bound to intensify competition in the domestic travel agency industry. China's small and medium-sized travel agencies are facing a new crisis of survival and development. However, with the rapid development of tourism industry, the traditional tourism management system has not been improved, which has seriously hindered the further development of China's tourism industry [4]. As far as the tourism industry is concerned, how to learn and implement the spirit of the Decision, promote the reform of China's Tourism Administration system, and promote the leap-forward development of tourism in the new era is an urgent task for the government tourism management department and the tourism industry [5]. Tourism management enterprises are the core and foundation in the development of tourism enterprises. They are not only required to be penetrated into all aspects of tourism management, but also to be carried out comprehensively in all fields to ensure the normal order of tourism economic activities.

As a leading industry, tourism objectively requires its management mode and enterprise organization form to operate in accordance with the special laws of market economy [6]. With the increasing risk of global tourism safety, the traditional passive response mode of tourism safety management has gradually changed to the active safety precaution and safety risk management mode [7]. In this case, both tourists and tourism safety management departments need higher quality tourism safety information service [8]. With the increasing risk of tourism safety at home and abroad, tourism safety management has gradually changed from passive response to active safety precautions and safety risk management. [9]. Whether it is tourism safety management departments or tourists, there is a higher demand for tourism safety information services. In China,

tourism has become an important part of China's tertiary industry, which can not only bring huge economic benefits, but also bring Great social benefits. China's tourism industry has both advantages and disadvantages. The advantage is that the market share is large and grouping begins to take shape. Disadvantages are lack of market experience, lack of openness, protection of national policies, inadequate systems, unregulated management, prevailing contracting, and vicious competition [10]. Based on this, it is very necessary to study the management system of China's tourism industry and put forward some constructive suggestions.

## 2. Current Situation and Problems of Tourism Safety Information Management

In recent years, although our country has taken some practical measures in tourism safety information management. This not only damages the image of the enterprise itself, but also causes losses to the interests of the country and the people. In addition, in the off-season of tourism. Due to the insufficient tourist resources, some travel agencies use various vicious competitive means in order to attract customers, resulting in the chaos of the tourism market, and it is difficult for the tourism sector itself to carry out macro-control in the tourism market. As the main source of tourism economy, compared with other commodities, tourism commodities have the advantages of low cost, high efficiency and high labor intensity. The law is a mandatory guarantee for the development of the industry. Without the laws and regulations, the development of the tourism industry is difficult. However, China's tourism system is gradually reforming and developing, so many macro-management and macro-control are not perfect for tourism enterprises. Some of the tourism enterprises established have made it impossible for the tourism management department to comprehensively manage the enterprises, and they cannot control the various institutions, so they cannot manage and supervise them from a macro perspective. In the comparison, enterprises can easily breed a kind of inertia that is not motivated. However, at this stage, China still lacks relevant research on the analysis and utilization of tourism safety information, and the related tourism safety management mechanism driven by tourism safety information has not been effectively established.

Tourism transportation is an important factor affecting tourism activities. Therefore, it is necessary to form a seamless and convenient public transportation supply system that is convenient, efficient, and sea, land and air. It mainly includes three subsystems: tourism transportation service, tourism transportation channel and tourist transportation node, as shown in Table 1 below.

Table 1 Tourism Public Transport Supply and Service System

| Tourism Public Transport Supply Service |                         |                             |
|---|-------------------------|-----------------------------|
| Tourism Transportation Service          | Tourist Traffic Channel | Tourist traffic node        |
| Vehicle leasing                         | Tourist Landscape       | Tourism Distribution Center |
| Car camp                                | Tourist trail           | Tourist sites               |
| Travel Maintenance Call                 | Wheelchair Accessible   | Tourism terminal            |

At this stage, in the process of developing tourism safety information management, China has implemented a series of practical methods, such as effective use of television and radio media, through such platforms to release Tourism Disaster information, overseas tourism safety information and tourism meteorological information to the outside world. Government administrative departments can not find their role in the market economy, that is, it is difficult to know what they should do and what they should not do. Nowadays, some departments and units have set up enterprises such as travel agencies and tourist hotels by themselves. The property rights or personnel rights of these tourism enterprises belong to different investment management departments. The decentralized association model enables tourism enterprises to do multi-faceted construction, resulting in many contradictions in their respective policies. Not only tourism, but also for other industries, because our laws and regulations are not perfect, and there are restrictions on many industries, but tourism is faster than other industries. However, the lack of management tools for many tourism commodities in China during production and sales has led to the innovation of many tourism commodities, which cannot meet the different needs of passengers. Realizing the

upgrading of the tourism industry is a very urgent task before our tourism industry and theoretical interface, which is worthy of research and exploration. The problem of the classification system of China's travel agencies is outstanding, and the drawbacks are obvious. The innovation of tourism management system is imperative.

The guarantee of public safety of tourism is the cornerstone of the smooth development of tourism activities. The construction of tourism public safety services is divided into three major subsystems: tourism security early warning system, tourism safety rescue system and tourism safety insurance system, as shown in Table 2 below.

Table 2 Tourism public safety service system

| Tourism public safety service system  |  |   |
|---|--|---|
| Travel safety warning system  | Travel safety rescue system  | Travel safety insurance system  |
| Tourism safety analysis; formulate tourism safety countermeasures; release tourism safety information | Emergency call center; rescue command center; rescue rescue system; peripheral rescue system | Compulsory travel safety insurance; voluntary travel safety insurance |

### 3. Practical Countermeasure of Tourism Management System Reform

The tourism management system should be re-positioned. At present, China's tourism authorities still adopt administrative orders, intervention management, one-sided pursuit of the interests of the unit, in the administration to help large-scale tourism enterprises. This has greatly reduced the market space of small and medium-sized tourism enterprises and damaged the market environment of fair competition. Tourism, as the pillar industry of the tertiary industry, plays an important role in the whole national economy, and at the same time, it plays a very important supporting role in the development of other industries. Appropriate centralization and decentralization are necessary in management. It is better for the state to concentrate its tourism strategy and development direction at the central level. The formulation of relevant rules is uniformly deployed by the National Tourism Administration. The local economic development needs to be distributed to the local tourism bureaus and management departments. The local tourism departments are more aware of the management problems arising from local management. As the basic conditions for the government to function, industry associations should complement the relevant government agencies. While protecting the interests of enterprises, they should also be relatively fair and independent. For some problems that are difficult for the government to solve, the coordination or handling by industry associations can promote the progressive development of tourism. Therefore, the establishment of a management system suiTable for China's tourism industry has a very important role in the development of tourism.

Figure 1 shows the number of domestic tourists and the realization of tourism income in the three Golden Weeks of “Spring Festival“, “May Day“ and “Eleventh“ in recent years.

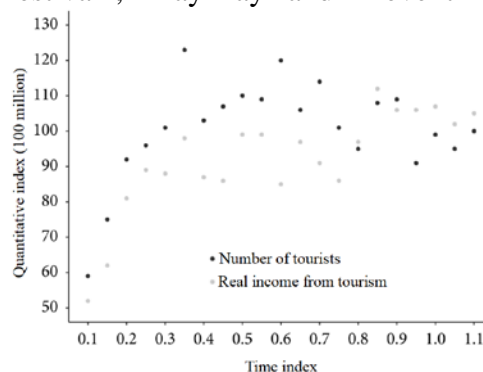


Fig.1. The Number of Domestic Tourists Lending and the Realization of Tourism Income in the Three Golden Weeks

China's tourism industry is developing at the fastest speed, so it is imperative and necessary to strengthen the reform of tourism system. At present, in China's tourism management system, the excessive decentralization of local tourism bureaus leads to the failure of the National Tourism strategy. In the management system of the combination of planned economy and market economy, the government-led management mode is the main management mode of tourism industry in China at present. The main beneficiaries of various management bases formulated by tourism enterprises are themselves. Therefore, many regulations deviate from the government's administrative policies, and enterprises are the main players of profit. Therefore, the administrative department needs to properly handle the relationship between the two, and the management must be the state's regulations. On this basis, the specific management system can be formulated according to the actual situation of the market. After the general direction is formulated, the small details are also very important. The tourism consortium has a large number of tourism enterprises. In order to improve the comprehensive competitiveness of the tourism complex, and also to avoid the homogenous competition within the enterprise, it is necessary to implement a specialization strategy. Strengthening the development of tourism is the need of China's national economic development. Combined with the actual situation of China's economy and the development of tourism in western developed countries, the reform of the management system of the tourism industry is the trend of the situation.

#### **4. Conclusion**

The development of tourism is not only related to the development of tourism itself, but also plays an important role in the development of the national economy. The government must make efforts to develop a tourism complex, enhance the core competitiveness of China's tourism, continuously optimize the environment, and build a good foundation platform and development space for the development of the tourism industry and its system and mechanism innovation. Tourism is different from other industries. Some special expertise or management know-how is difficult to be specific, and most of them are integrated with the organization. It is difficult to transfer and cannot be obtained through market transactions. The exploration and practice of the reform of tourism management system should grasp the characteristics of local tourism, carry out reform and innovation, and constantly promote the healthy and rapid development of China's tourism industry. There are many deficiencies in safety information management in China's tourism industry. Lack of basic awareness of tourism safety information management, insufficient quantity, low quality, lack of comprehensive management platform, insufficient development and utilization of information, difficulties in communication and sharing, etc. At the same time, we should learn from foreign advanced management experience, organize and establish various trade associations, give full play to trade associations to help the government maintain market order, and jointly promote the healthy development of tourism. In addition, the development of tourism also brings new opportunities and challenges to economic development. On the premise of enhancing the competitiveness of tourism itself, we should take the international development route.

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