

# **Presentation and Application of Smart Tourism in Tourism Enterprise Management**

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**Abstract:** In recent years, with the economic development and social progress, the public's living standards and quality of life have been continuously improved, and the public's spiritual and cultural needs have become more diverse, which has driven the further development and growth of the tourism industry. In order to provide higher quality and all-round tourism services to the general public, this study elaborates the connotation of smart tourism and explains the current application of smart tourism in the management of tourism enterprises.

## **1 .Basic Connotation of Smart Tourism**

### **1.1 Smart Tourism**

Smart tourism is a modern concept and model compared to traditional tourism management. It refers to the use of computer network technology platforms and mobile terminal devices to obtain tourism information and tourism resources<sup>[1]</sup>. A comprehensive understanding of transportation, accommodation, and other ways to help tourists make scientific plans and decisions. Smart tourism uses tourism information resources and technology platforms to jointly create a new tourism resource system for the public, enhance the performance of tourists, improve the efficiency of tourism management, and promote the development of the tourism industry.

### **1.2 Status Quo of Smart Tourism Development**

The use of smart tourism in the tourism industry can not only promote the tourism industry to improve service quality, improve the service environment, and enrich tourism manifestations, but also bring a series of chain reactions to promote the development and development of tourist cities. Through the use of computer network technology[2], cities The development information and resources are integrated and optimized to provide tourists with a more comprehensive choice path. By creating a smart tourism service platform, a comprehensive service that integrates ticket purchase, ordering, experience, and service is formed.

The development of smart tourism has ushered in a new development model for China's tourism industry. In order to have a better development of smart tourism in the tourism industry, China should make a key analysis of the application of smart tourism in tourism enterprises and continue to develop in the development of smart tourism. Summarize experience, use network technology to continuously improve smart tourism, and make smart tourism develop better and better.

## **2 .Management functions of smart tourism in tourism companies**

### **2.1 Changing the organizational management model of tourism enterprises**

With the continuous and rapid development of smart tourism in China, Chinese tourists can enjoy better services, and at the same time, they can effectively change the traditional tourism management model, actively promote the use of modern tourism management model, and make full use of modern information technology[3]. Supervise and control tourism information in a timely manner, and at the same time can effectively improve the efficiency of tourism management. Through the use of information network technology, the relationship between tourism enterprises and tourists can be effectively closed, the tourism order can be effectively maintained, and the

scientific nature of tourism can be improved. By building a special tourism technology platform, smart tourism has produced a new organizational model, and e-commerce has now developed into the core of tourism enterprises.

## **2.2 Build a technology platform to promote tourism industry innovation**

With the continuous development of China's smart tourism, through the establishment of technology platforms to effectively promote the innovation of the tourism industry, through the establishment of smart tourism platforms, tourists can obtain the latest government tourism policies in a timely manner and can provide more tourism information and preferential policies to tourism companies. By building a smart tourism platform, tourists can experience better tourism services. By building a smart tourism platform, the tourism service system and tourism management system can be effectively integrated, which can effectively improve the quality of tourism management, and tourists can experience a better experience[4].

## **2.3 Effectively meet the personalized development needs of tourists**

With the continuous development of China's tourism industry, China has now entered the stage of popular tourism. Under this development situation, people have put forward more and more demand for tourism services, especially with the continuous increase in the number of self-help tourists, they have proposed There are more and more personalized travel needs, and smart tourism can meet the personalized travel needs of these tourists[5]. With the continuous development of smart tourism in China, tourism companies should take tourists' needs as the starting point and develop personalized travel route designs for customers to ensure that tourists can enjoy the highest quality travel services.

# **3. Management Dilemma of Smart Tourism in Tourism Enterprise Management**

## **3.1 Unbalanced development of tourism in different regions**

China is a vast country. Due to the constraints of the level of economic development in various regions, coupled with the diversity of local customs, historical characteristics, and cultural characteristics, the tourism industry in various regions is unevenly developed, and management models and development ideas are different. Achieve balanced and synchronized development of the tourism industry. The application of smart tourism needs to be designed according to the specific development situation, so in order to further promote the comprehensive roll-out of smart tourism, it can be preferentially developed in regions and cities with relatively good tourism industry development[6]. For regions and cities with relatively backward development, you can take the lead, Carry out a pilot, and then proceed in an orderly manner, formulate management policies and measures for smart tourism, so as to promote the overall advancement and development of the tourism industry.

## **3.2 The overall management efficiency of the tourism industry is low**

With the continuous development of the tourism industry, the management level should also be improved accordingly. Therefore, a comprehensive management mechanism should be gradually formed to respond to the continuous upgrading and diversification of public tourism needs, improve service quality, broaden tourism resources, and make full use of smart tourism. Development platform and resource advantages promote product upgrades and service upgrades. However, due to the inadequate management mechanism of the current tourism industry, it is impossible to formulate and improve related service items in a timely manner. There is a large lag, focusing too much on economic benefits, and ignoring the public's emotional travel experience. Public expectations.

## **3.3 Lagging of smart tourism informatization**

Smart tourism is a systematic project that not only meets the multiple needs of tourists, but also improves and optimizes the smart tourism management system in accordance with the specific requirements of tourism enterprises. The information platform is a hardware support, and the

security and confidentiality of the platform must be fully considered. Etc. to maximize the protection of the interests and privacy of tourists[7]. Therefore, the information platform construction system has high technical requirements, and the current level of smart tourism informatization construction is relatively lagging behind. It has not fully integrated the local tourism characteristics to establish a comprehensive information resource, classified establishment and promotion, and does not reflect urban characteristics and local customs and cultural characteristics. . The development of the tourism industry has not been coordinated with the local economic and environmental development, and no coordinated and unified development strategy has been formulated from the perspective of overall strategic development.

#### **4. Smart Tourism Application Strategies in Tourism Enterprise Management**

##### **4.1 Converging Network Information Technology to Improve the Management Efficiency of Tourism Enterprises**

By introducing smart tourism in the management of tourism enterprises and strengthening the integration with computer network information technology, it can better help tourism enterprises to integrate resources, classify and expand resources, fully investigate customer needs, and carry out targeted service optimization and project development. Improve decision makers' understanding of service items, strengthen comprehensive business management through open management, and improve the management efficiency of tourism enterprises. The application of information technology in high-level decision-making can help tourism enterprises to constantly improve themselves in operation and help decision-makers to continuously improve services for tourism products. The application of information technology in the comprehensive business management of tourism enterprises has achieved open management, combined with Internet technology, to improve the management of tourism enterprises and promote the development of smart tourism.

##### **4.2 Improve the infrastructure of smart tourism**

###### **4.2.1 Scenic Guided Tour Electronic**

In the tourism industry, network computer technology can be combined with tourist guides to electronically guide tour guides. Through advanced broadcasting technology, real-life voice explanations can be played in tourist attractions, and tourists can be provided with panoramic views of the tourist attractions in the software of portable devices. Maps and other tourist information materials, convenient for tourists to query. With the installation of tour guide software, tourists can use it to locate the location of the scenic spot and inquire about the specific situation of the relevant scenic spot. It is possible to query the clothing, food and accommodation near the scenic spot, which greatly provides tourists with convenience.

###### **4.2.2 City information combined with network technology**

The development of network technology has accelerated the spread of information between people. Today, tourist cities have also combined computer network technology to connect the city's information with the network, which can not only update information in time, but also provide tourists with local weather conditions and transportation. Situation, etc. Combining city information with network technology is the basis for the application of smart tourism in the tourism industry. Effective combination can enable city information to be received by tourists at the fastest speed, especially for tourists who like to travel freely. City information network can be They provide better help.

###### **4.2.3 Intelligent transportation**

Travel destinations are generally places that tourists long for but are not familiar with, so there will be great inconvenience in transportation. Therefore, convenient and intelligent transportation software has become a must-have for many tourists. It can provide tourists with Guide to real-time traffic conditions, and design the best transportation mode according to the different needs of

tourists, so that tourists no longer worry about getting lost. Intelligent transportation can also provide tourists with service functions such as booking vehicles and parking spaces. Intelligent transportation is essential for intelligent tourism.

### **4.3 Optimize and improve the service concept of tourism enterprises**

Tourism services are intangible services. The introduction of smart tourism management in tourism enterprises can help tourism enterprises to establish a complete tourism customer information file, conduct regular intent surveys, solicit more opinions and suggestions from tourists, and also find out the potential needs and potential customers. Customers, and then strengthen management, optimize services, improve tourist satisfaction, and get more economic and social benefits.

## **5. Conclusion**

In short, with the development of science and technology, smart tourism will be further integrated with computer and Internet technologies, which will create a more diversified, safe and convenient communication and integration platform for tourism companies, and better provide comprehensive public tourism services and information to promote The sustainable and in-depth development of tourism enterprises plays a more important role in building a harmonious society and serving the local economy.

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