Research on the Cultivation of Information Capability of Tourism Students under the Background of "Internet + Tourism"

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Abstract. Tourism is one of the early industries that apply information and Internet technology. With the popularization of mobile Internet, online travel service providers are developing and growing gradually. Under the background of "Internet +", tourism talents are required to have the ability of information technology such as new media marketing and data management. Therefore, it is necessary for colleges and universities to develop a new talent cultivation mode, continuously integrate information technology into the traditional courses of tourism management, establish a trans-boundary inter-disciplinary tourism teaching staff with multi-disciplinary knowledge, and gradually deepen school-enterprise cooperation.

Keywords: Internet, Information Technology, Tourism, Education

1. Introduction
The "Internet plus" era is affecting everyone's daily life[1-2]. The number of Internet users in China has reached 650 million, and the Internet penetration rate has reached 48%. The growth of mobile Internet users makes the number of Internet users multiply[3-4]. "Internet +" has changed many industries. Internet + banking, Internet + medical care, Internet + tourism, Internet + hospital, and Internet + agriculture is gradually emerging. It seems that every industry can be internet-enabled. To walk in the forefront of the world in the Internet era, the most important is talent education and training[5-6]. We need a large number of innovative talents with an international vision.

Against this background, on August 11, 2015, the general office of the state council issued several opinions on further promoting tourism investment and consumption, which for the first time systematically proposed to actively promote "Internet + tourism". It is important to promote the development and growth of online tourism platform enterprises, to integrate the resources, elements and technologies of upstream and downstream and parallel enterprises, to form a new tourism ecosystem, and to promote the cross-industry integration of "Internet + tourism"[7]. Official opinion requires national 4A level or above scenic spots and smart rural tourism pilot units to realize the full coverage of free WIFI, intelligent tour guides, electronic explanation, online booking, information push, and other functions, so as to build 10,000 smart scenic spots and smart tourism villages in the country.

As shown in Figure 1, according to national data, the number of people participating in travel
accounted for 61 percent of the total population in 2018. Half of those involved in travel use the internet directly, to book tickets, book hotels, etc.

![Image](Image)

**Figure 1.** The diagram of people using the internet while traveling

2. **Analysis of the current situation of tourism information capability education**

At present, as the main export of talent training, after entering the Internet era, all colleges and universities in China have taken improving students' innovation ability as one of their main functions. By building an innovation and entrepreneurship platform and carrying out innovation and entrepreneurship education, the cultivation of innovative talents can be realized. However, in the process of carrying out the cultivation of innovative talents, many colleges and universities are still deformed in the original talent cultivation mode, which is extremely vulnerable to the impact of the characteristics of the Internet era.

2.1. **The source and employment status of college students**

Because the tourism management profession practices the arts and science concurrently recruit, it has a certain difficulty in training. Specific performance: art students to mathematics and quantitative analysis tools and other subjects are generally difficult, students with science and engineering background are not interested in humanities and cultural courses and have low learning enthusiasm. With the economy and the way of life all around the world having made rapid development, the rapid development of industry in our country has not brought tourism employment market to expand, and the majority of tourism professional graduate students’ work has nothing to do with tourism.

2.2. **The knowledge of institutions is updated slowly**

In the informationized social and economic life, tourism, as a typical comprehensive industry, is more susceptible to the influence of other factors. Tourism education should be a window to show the world of tourism, and provide quick feedback on the latest information and hot issues of tourism development. However, there are some phenomena in the current teaching, such as outdated knowledge and neglect of the contemporary characteristics of tourism development. The direct bad result is that it affects students' enthusiasm for the major, and is not conducive to the establishment of students' consciousness to carry out knowledge renewal consciously, to fail to achieve the purpose of lifelong education. The most important thing in tourism education is to shape students' ability to continuously track the changes of society in the future, to update and enrich themselves.

3. **Connotation of information technology ability of tourism students under the background of "Internet +"**

Combined with the training objectives of tourism professionals, the author believes that tourism students should not only master the traditional knowledge and skills of tourism services, but also have the ability of tourism network information processing, tourism network information application,
tourism information management, and other tourism information technology.

3.1. Tourism network information processing capacity
Tourism network information processing capacity refers to the ability to use information technology to prepare information, collect information, evaluate information and submit information. Tourism practitioners should have the ability to search information and collect basic information of tourists on the network platform, and be able to conduct statistical analysis on these data to find out the information of tourists' preferences, staying time and consumption ability, and to evaluate and process this information.

As shown in Figure 2, according to the data from the Institute of Tourism Studies, European residents in using the Internet for travel planning frequency increased year by year. This phenomenon is particularly significant when it comes to traveling abroad.

![Figure 2. Internet usage in the development of travel plans by European residents](image)

3.2. Tourism network information application capability
Tourism network information application ability includes online tourism product development ability and tourism network marketing and promotion ability.

Under the background of "Internet +", the consumption model of tourism consumers has changed from the traditional way of seeking travel agency consultation, group booking and travel to the direction of using computers, tablets, mobile phones, and other modern communication tools to find information, consultation, booking, and travel. Travel agencies and other tourism enterprises need to take all the information of enterprises presented in front of consumers, and to sell their products through the network. This requires practitioners should not only have the traditional tourism product development and design, marketing ability, but also have certain computer application ability, tourism enterprise website construction, brand planning, network promotion, and other tourism network marketing and planning ability, to make tourism products shown in front of consumers, and to stimulate consumption.

3.3. Tourism information management ability
In addition to the ability of tourism network information processing and application, future tourism practitioners should also have the ability of tourism information management. For example, enterprise managers use the information system to manage human resources of enterprise employees and use smart tourism platforms to conduct statistics, analysis and application of tourism information. Government personnel uses the Internet, smart tourism platform and other information means to strengthen the supervision and management of tourism enterprises and tourism practitioners.
4. The new model of tourism talent cultivation under the background of "Internet +"

Under the background of "Internet +", both tourism enterprises and tourism management departments are eager for those who not only know the Internet information technology but also master the professional knowledge and service skills of tourism to join them. Traditional college talent training scheme is largely used for the tourism management discipline system, only pay attention to the cultivation of the tourism professional knowledge and service skills. For information technology, Internet technology, intelligent mobile platform of innovative applications, network new media marketing ability, the cultivation model is still in the exploratory stage. Therefore, colleges and universities urgently need to reform the training mode of tourism talents.

4.1. Curriculum construction and development

In the traditional course of tourism management major, information technology and its application are constantly integrated. For example, tourism marketing courses should be fully integrated into the content of new media marketing, so that students can master the construction and operation of WeChat public number. The tourism product planning course should focus on how to design personalized tourism products suitable for network promotion, shoot and make micro-videos for viral transmission, etc. In the course of tour guide business, it is necessary to strengthen the contents of intelligent explanation in scenic spots, change the role of tour guides and enhance their abilities. The course of management of scenic spots should be fully integrated with intelligent parking, capacity control, environmental monitoring, electronic ticketing and other aspects of intelligent scenic spot management. In the course of tourism planning, it is important to add the module of intelligent scenic spot planning and construction. With the development of online tourism, a large amount of tourism product information is transferred to the Internet for price comparison, booking, and review. One of the key contents of tourism information management courses is how to search, screen and innovate this information more professionally, so as to design more personalized products for tourists.

4.2. The construction of teaching staff

The tourism professional under the background of "Internet +" is the integration of multiple knowledge. The tourism teaching staff in colleges and universities should have talents with different disciplinary backgrounds, and at the same time, interdisciplinary talents with multi-disciplinary knowledge are more needed. Therefore, in the construction of the teaching staff, on the one hand, colleges and universities should provide high-quality conditions to attract excellent talents to join, and employ online tourism industry experts with rich practical experience, On the other hand, colleges should make teachers master the application of Internet information technology in the tourism industry-related skills as soon as possible, through various approaches such as training abroad, visiting study, taking a temporary post in an enterprise. Colleges can look for ways to send teachers to Strip, Meituan or other domestic top online travel companies to study. Colleges and universities should adopt flexible teaching methods to form a relatively loose teacher training environment, and give financial support to create a complementary and compound teacher team, to better undertake the responsibility of cultivating multi-compound tourism talents in the new era.

5. Conclusion

All in all, under the background of "Internet +", modern tourism service mode and service content is increasingly becoming information-based. The colleges should seize the development of travel service in tourism development through timely adjusting teaching mode, optimize curriculum system, update teaching content according to the up-to-date change, improve teachers' professional tourism information technology teaching ability and other measures, in order to optimize the talent training scheme, and to strengthen the cultivation of students’ travel information technology ability.

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