Research on Influencing Factors of National Tourism Development Based on Computer Technology

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Abstract. The commodification of ethnic tourism culture is to show yourself to the whole country and even the world and enhance the self-confidence of ethnic minority people through the evaluation of tourist products by tourists. For example, a long time ago, our country was relatively excluded from foreign cultures and the reasons for exclusion were also superstitious. With the development of the times, China's economy has undergone changes and some valuable cultures in society have been re-mined. Especially now that the development of tourism has promoted the construction of China's economy, many ethnic cultures that are about to be lost are presented to people in the form of tourist commodities. They no longer regard ethnic culture as a backward material, but a symbol of excellent local culture. Therefore, it is extremely important to use computer technology to study its tourism development issues.

Keywords: Computer Technology, Ethnic Tourism, Development

1. Introduction

Our basic idea is: to ask questions-analyze problems-solve problems, that is, "why should we study computer technology tourism development", "what is tourism development" and "how to implement tourism development" to carry out the research mode. Why research tourism development is essentially tourism development identification research; how to implement tourism development is essentially research on tourism development mechanism based on computer technology.

2. Overview of computer technology development

2.1. Data management

Data management is the most basic application content in the application of computer technology. Data management can provide great convenience for people's work. It is mainly based on the database...
management system to provide managers with corresponding decision-making basis, to a certain extent, improve the level of decision-makers, to ensure the accuracy and specificity of decision-making. The process of data management mainly includes the process of data collection, data storage, data processing classification, data sorting, data retrieval and release. Data management simplifies these seemingly complex and cumbersome contents[1]. People no longer need to summarize and organize them based on paper documents. It is more convenient and complete to save and need to be consulted at any time. To a certain extent, people's work efficiency and level have been improved and the work has become more efficient. Nowadays, data management has become a major direction in the application of computer technology today and is an important basis for scientific management. Information shows that 90% of computer technology today is mainly used in data management. For example, the application of computers in enterprise human resource management, traditional human resource management needs to fill in various forms and also needs to set some reminders manually, coupled with the mobility of enterprise personnel, so that the error rate only rises. The application of computer technology has changed the above problems. In the process of human resource management, people no longer rely on paper materials, but can store information of different people in the database. They can be searched in time when needed, which improves to a certain extent To improve the efficiency of human resources management in enterprises, the management quality of human resources is higher and the management work is better[2]. The computer data network structure is shown as figure 1.

![Computer data network structure](image)

**Figure 1.** Computer data network structure

2.2. Scientific computing

In the application of computer technology, scientific calculation is also an indispensable item. It mainly refers to the use of computers to calculate mathematical problems encountered in scientific research and engineering technology. To a certain extent, the accuracy of the data is ensured and the value is huge[3]. Math problems that are difficult to calculate become math problems. In the process of scientific research and application of engineering technology, some problems will be encountered. These problems cannot be solved by manual calculation, which not only takes a long time but also wastes material resources and manpower. For example, in the process of weather forecast and engineering design, traditional manual calculation needs to add data from days or even last month to
calculate, which consumes a lot of manpower and material resources and the final value is also uncertain and the application of computer technology. Then it is possible to carry out these calculations smoothly, people no longer need to spend a lot of time, just enter the corresponding value in the computer to get an accurate answer. It not only changed people's lives, but also made people deeply aware of the importance of the application of computer technology. However, it should be noted that in the process of scientific calculations by the computer, there must be some patience for the input of values. Only in this way can the accuracy of the values be ensured, thereby improving the work efficiency and working time and the correlation can be completed faster and better jobs.

3. Analysis of current situation of ethnic tourism development

In China's economic development strategy, the development of the western region is the key implementation place and most of China's ethnic minorities are in the western region, which means that the traditional culture of ethnic minorities is in an important transition period. Under this background, the development and inheritance of the traditional culture of ethnic minorities face the following problems. One is not only to support the development of modernization, but also to protect traditional national culture. Secondly, with the contradiction between traditional culture and modern technology, people do not know how to spread traditional culture under the condition of modernization. If traditional national culture is regarded as a backward thing, then inheriting traditional culture becomes meaningless. Research conducted by relevant scholars for many years has shown that tradition is not something that runs counter to the development of modernization, but coordination and integration with modern culture. People can use reorganization of traditional culture to innovate modern culture. Therefore, we call on people to take a correct view of national culture and not to deny and abandon it alone. Traditional culture can promote the prosperity of our nation and integrate ethnic minorities with modern development. Then, the realization of the healthy development of national culture is the task entrusted to us by society. Among them, building national self-confidence is an important method to strengthen ethnic minority people's recognition of themselves and traditional culture. The establishment of self-confidence is based on the spread of culture. Keep good culture, discard bad culture and promote the smooth development of the national culture. Combined with psychological concepts, ethnic minorities can enhance their self-confidence after evaluating their own culture. There are many evaluations of culture, the most effective is to understand yourself through the evaluation of others.

4. Analysis of the effect of ethnic tourism under computer technology

4.1. Establish a modern commodity economic development system

With the popularity of Internet technology, global cultures have collided with each other and the impact of many cultures has caused many traditional ethnic cultures in our country to face the crisis of extinction. In this context, the protection and promotion of traditional national culture has become the top priority. We cannot look at the problem one-sidedly and only pass on the places that are worth promoting in traditional national culture. After all, many traditional national cultures were formed thousands of years ago. There are many flaws in itself. In the current wave of socialist economic development, national traditional culture is out of step in the process of modernization. To a certain extent, modern commodities are the improvement and transformation of traditional culture. From this perspective, the commodification of ethnic tourism culture is not only a new economic development
system, but also the spread of traditional culture and breaks the conservative and traditional culture. The closed form enhances the market economy development consciousness of the ethnic minority people, promotes the better and faster development of traditional culture, modernizes it and spreads it on a larger scale. The development of the national tourism economy is shown in the figure as figure 2.

![Figure 2. Development of the national tourism economy](image)

4.2. Promote the integration of traditional national culture and world culture

Globalization of economy and culture has become a development trend. Under this background, the development of national traditional culture is affected. Some scholars believe that the development of globalization will inevitably affect the development of national culture[6]. This statement is somewhat one-sided. The impact of economic and cultural globalization on the development of national culture is divided into two aspects. People can learn a new culture through the spread of culture, but at the same time, they can spread their culture to all parts of the world through tourism products, so that more people know and understand. Therefore, the commercialization of ethnic tourism culture is, to a certain extent, the fusion of world culture and ethnic culture and provides a broader space for the development of ethnic traditional culture. The goods purchased by tourists include national culture and customs and the culture spreads to other regions along with the goods. Therefore, people of all ethnic groups can better spread the local culture to all parts of the world through tourism commodities, so that some traditional ethnic cultures on the verge of extinction can be reborn.

5. Conclusion

At the same time, based on the principle of "planning first, adapting to local conditions and highlighting characteristics", we strive to improve the quality of planning, enhance the scientificity, pertinence and operability of various tourism plans, highlight the characteristic tourism sectors and form a relatively complete cultural and tourism integration development system. It lays the foundation for the overall development of local characteristic tourism resources and the introduction of tourism projects and also provides a scientific basis for the cultural tourism industry to achieve a transformation from scale expansion to quality improvement, low-end extensiveness to high-end fine transformation.

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