Research on the Construction of Tourism Culture Based on Modern Computer Network Technology

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Abstract. In recent years, with the continuous development of tourism, people have paid more and more attention to the development of tourism culture. The tourism culture has also been rapidly innovated and improved, and the pace of construction has been accelerated [1]. Today, network technology has become an indispensable part of people's lives. As a brand new, efficient, challenging and convenient Internet, it is called the "Fifth Media". It is an organic whole composed of information communication technology and computer information technology, and it plays an important role in it. As an emerging industry, the tourism industry is gradually moving towards informatization. In the information age, tourism culture promotes and progresses together as a tourism activity and tourism industry. Applying modern scientific network technology to the tourism industry can make the tourism industry more intelligent and modern [2]. With new development trends and new ideas, network technology also provides more possibilities for the construction of tourism culture. The development of tourism is a very important part of the cultural tourism industry, and tourism network technology can provide tourists with more convenient, more efficient and more humane services. After an in-depth analysis of tourism resources, this article finds that there are many problems [3]. In order to better promote the development of the tourism industry in a good direction and achieve good results, we need to solve these problems from many aspects to obtain greater benefits.

Keywords: Computer Network Technology, Tourism Culture, Tourism Construction

1. Introduction
In recent years, people's living standards have improved. The increasing demand for tourism has promoted the rapid development of the tourism industry and has become a popular industry. The construction of domestic tourism culture has gradually become a hot topic [4]. Tourism occupies an important position in the economic development of our country, and tourism culture is a new form produced in the process of tourism development. In the traditional way of tourism in the past, people only paid attention to visiting tourist sites for scenic spots [5]. The arranged itinerary is very intensive, and the end of the journey is very exhausting, and I cannot really feel the local culture. Nowadays, people's travel concept has changed. The demand for tourism culture continues to increase, and people need a complete cultural tourism infrastructure. Come to fully enjoy the local cultural atmosphere, and
truly relax and perceive the world during travel.

With the continuous in-depth integration and innovation of modern computer technology and communication networks and other related disciplines, a brand-new modern information technology with the characteristics of openness and strong operability has been formed on the basis of the Internet [6]. Applying modern computer network technology to the construction of tourism culture can quickly strengthen the infrastructure of cultural tourism. Improve the construction of the tourism culture system, and promote the reform and innovative development of the tourism industry. It can meet the needs of tourists for tourism culture and improve the satisfaction of tourists. Promote the sustainable development of tourism in the direction of modernization. It can form a new industry of tourism culture, drive economic development, and become a new economic hot spot [7].

2. Research Introduction

2.1. Current problems in the construction of tourism culture
At present, there are many problems in the construction of traditional tourism culture (For example Figure 1). It cannot provide tourists with basic tourism and cultural services, and cannot meet the needs of tourists. The main problems are insufficient construction funds, unreasonable construction plans, and inconsistent with local cultural characteristics. Moreover, the construction of tourism content is single, and the infrastructure of tourism culture is not perfect, which cannot guarantee the smooth development of tourism culture work. Tourism chaos is serious, and the relevant departments have insufficient supervision, resulting in poor travel experience and low satisfaction levels of tourists [8].

![Figure 1. currently existing problems](image1)

2.2. Introduction and main content of tourism culture
Tourism culture is a comprehensive tourism behavior (For example Figure 2), and it is a new cultural form after the development of social productivity to a certain level. It usually refers to the tourists' perception and understanding of local cultural characteristics, seeking cultural traces and participating in various cultural activities held in the local area during the travel process.

It is a travel style that pursues cultural enjoyment. Tourism culture is also a lifestyle system formed by civilization. Therefore, tourists use the external conditions of tourism to collide with various tourism cultural phenomena to enrich the spiritual world. It is both an economic industry and a cultural industry [9].
3. Innovative reform of tourism culture construction

3.1. Apply computer network technology to the construction of tourism culture

Computer network technology gradually occupies an important position in our lives, and the scope of application and industries are becoming wider and wider. The application of computer network technology to the construction of tourism culture can promote the rapid development of the tourism culture industry. Use information technology to build an information system platform; improve the function and content of the tourism website, and improve the satisfaction of tourists. Strengthen the construction and management of network infrastructure and improve the level of tourism culture construction [10].

3.2. Impact of reforms

Innovative reform is a new attempt, and it has both good and bad aspects. The overall impact of computer network technology on the construction of tourism culture tends to be good. But there are also some problems, and some shortcomings have been exposed. Still need to improve. The good thing is that it has improved the efficiency of cultural construction and initially improved the system construction of tourism culture. It broke the traditional tourism model, improved the satisfaction of tourists, and attracted more tourists to travel. At the same time, it also promoted the local economic development.

However, the bad side is that such a construction requires a lot of capital and manpower in the early stage, and it needs funding and support from all aspects. And the lack of strong supervision by relevant departments has led to frequent travel chaos. Foreign tourists are easy to fall into the trap of unscrupulous elements, which is not conducive to the development of local tourism.

4. Conclusion

With the gradual maturity of modern network technology, modern computer networks have become an indispensable part of people's daily lives. It is the same in the tourism industry, and it is very important. It has certain advantages when used in the construction of tourism culture. However, my country's tourism industry is still in its infancy, and there are deficiencies in all aspects. But people are paying more and more attention to the construction of tourism culture, which is also the future development trend of tourism [11].

It is necessary to strengthen the construction of tourism culture and continuously promote its reform and innovation development. Network technology has become an indispensable, irreplaceable and necessary tool in the construction of tourism culture, which has brought tremendous changes to the tourism culture industry [12]. This article analyzes the problems existing in the traditional tourism industry, as well as the problems faced by modern computer network technology and good reform results. On the whole, the use of modern computer network technology to assist the construction of tourism culture is a relatively successful reform and attempt.

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