Research on Hubei Tourism Talent Demand and University Tourism Education Training Model Based on Computer Big Data Mining Technology

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Abstract. The data processing technology in the training and construction of tourism talents can well integrate the complex data, make it more concrete and visualized and effectively reflect the real situation of campus construction. The use of computers can organically link the parents of students with the school. Parents of students can understand the learning situation of the students at any time and carry out education work for the students in time, which is conducive to the improvement of student performance. At the same time, data processing technology still has certain drawbacks in the actual use process and relevant educators need to continuously explore new processing schemes and improve education. The data processing technology of the campus should also fully integrate the actual situation of the school, implement the data processing work seriously and build the training of tourism talents. The scope of tourism talent training is becoming wider and wider and data processing technology plays an important role in it. Therefore, in the process of tourism talent training and construction, it is necessary to accurately grasp the data processing technology and explore more efficient office models. In the actual construction process of tourism talent training, it can be found that there are still many problems, because the construction of tourism talent training sites still lacks certain theoretical guidance and the construction of tourism talent training is blind, which causes the construction of tourism talent training to not give full play. Its theoretical effect.

Keywords: Big Data, Analysis, Training

1. Introduction
The constant loss of talents in the tourism industry has brought certain challenges to the development of tourism in various regions. At this stage, the tourism talent market has gradually realized the importance of talent training and innovative talents to tourism development. Reforms in personnel training have gradually begun. We have conducted a unified data survey on the overall tourism talent market, which can help the tourism industry formulate corresponding talent training policies and help build a professional talent team that can adapt to the rapid development of modern tourism. This change in the talent training model is of great significance to the growth and development of the tourism industry and will surely bring about a great increase in the employment rate of the tourism.
industry and the social and economic benefits. Taking the tourism talent market as an example, through surveys of major travel agencies, it mainly analyzes the current tourism talent market's demand for talents, the loss of talents and other related talent development status and elaborates on the severe problems in the current tourism talent market and focuses on talents. The importance of training. At the same time, it proposes practical solutions to the root cause of the current talent shortage[1].

2. Computer big data processing technology

2.1. Model design of cloud computing technology in computer data processing
Cloud computing technology mainly uses distributed computing functions and service software in the process of computer data processing to migrate the entire application to the cloud, reduce the cost of cloud computing in data processing and indirectly save the energy cost of data processing users, thereby realizing cloud computing technology Sustainable development[2]. Different users need different data processing services. To this end, automatic control needs to be created and the resource configuration model needs to be configured to build a big data processing application model. For cloud computing links, the routing model first removes invalid nodes, selects the optimal path from the remaining topology and constructs a short-distance mapping grid to reduce the cost of the calculation process. The construction of the cloud computing system model is mainly supported by local computing resources and grid architecture, so that the components of the data flow graph are transferred to the cloud and the expression and modeling of cloud computing processing formulas are realized on this platform. The computer data processing model is shown in the figure below.

![Figure 1. Computer data processing.](image)

2.2. Cloud computing system construction in computer data processing
The construction of the cloud computing system in computer data processing mainly adopts a virtualization technology to realize personalized services for users. On this basis, a method for accelerating processing of multi-source information is proposed. Cloud computing technology mainly uses web crawler technology in data sampling, extracts problem semantic matching technology and builds a virtual model of multi-source information processing. Cloud computing technology in computer data processing mainly includes the research of virtual resource architecture, data mining technology and data processing technology[3]. On this basis, it collects various application resources, analyzes, organizes and allocates them, so as to achieve computer data processing. If there is no user participation, dynamic computer data processing ontology semantic features can also be captured based on the internal information of the cloud system and then analyzed and reconstructed to ensure practical applications. In the framework design, in order to ensure the stability of cloud computing, the client component is first asked about its device characteristics and then the critical path index method is used to judge the effectiveness of data processing and the use of distributed data stream parallel computing to reduce local resource utilization . The distributed data flow in the cloud computing environment mainly uses TCP (Transmission Control Protocol) combination counting to establish the
time hidden channel of the client component, thereby obtaining a mathematical model composed of
the cloud, the wireless network and the client. It can be said that through the construction of the cloud
system, the reconstruction, analysis, integration and distribution of data resources are realized, so as to
form a set of service processing modes to meet the practical and basic requirements of users, thereby
improving the computing power of big data\cite{4}. The computer data processing model is shown in the
figure below.

![Computer data processing model](image)

**Figure 2.** Computer data processing model.

3. **Analysis of demand for tourism talents**

Tourism is a comprehensive activity integrating "eating, living, traveling, shopping and entertainment"
in Hubei Province. However, in the context of global tourism development, the employees of the
tourism industry in Hubei province will no longer be limited to the service industry focusing on
tourism, tourism, shopping and entertainment, and any industry and any industry related to tourism
should be integrated. The comprehensiveness of tourism determines the cross-industry nature of
tourism talents. That is to say, in the training of tourism talents, in addition to the traditional tourism
courses, it is also necessary to combine with other professional courses to train students to form a form
of parallel development of multiple professional abilities with tourism professional competence as the
core. At present, the tourism industry presents new characteristics such as diversification of
participants, innovation of product style, and differentiation of consumption levels and personalization
of consumption behavior. These new features make the boundary of the original tourism industry
continuously expand and extend. Therefore, talents and professional knowledge in tourism is not only
required by traditional tourism industry, but in the context of global tourism development, talents will
have tourism major learning background in other industries, such as the elderly service industry and
real estate development industry. In a word, the tourism talents needed in the context of global tourism
development are "tourism +" compound talents.

4. **Analysis of the training model of tourism education in colleges and universities**

4.1. **Guided by market demand, optimize training goals**

The market is the touchstone of the school's effectiveness. Only by meeting market demands can
students' professional value be realized and the school's educational goals can be achieved. The
training of tourism talents must focus on the market and be market-oriented. According to the specific
conditions of the market, more scientific and reasonable training goals must be formulated. The
academic training goals must be discarded, because the teaching of theoretical knowledge is auxiliary.
Education is more about cultivating service-oriented talents with strong practical skills, so the number
and time of theoretical teaching courses should be greatly reduced and more practical learning time
should be arranged. Cultural literacy can be used as a direction of training, because without good
cultural literacy, tourism majors will lack the necessary abilities in the specific employment process.
The training of tourism professionals should focus on vocational and technical skills. It is necessary to
clarify the direction of professional training, rationally plan professional courses and design practical
courses that meet the needs of the market on the basis of cultivating students' strong specific skills, so
as to ensure the training of tourism professionals. Excellent skills, high-quality talents in a specific
field in the tourism industry. The computer tourism talent data management model is shown in the
figure below.
Figure 3. Computer tourism talent.

4.2. **Deepen school-enterprise integration and conduct cooperative teaching**

The application of school-enterprise cooperation in the cultivation of tourism professionals can adopt market-following and career-expanding cooperative teaching models. On the one hand, schools should strengthen cooperation with tourism companies to encourage tourism companies to enter the school and pass on more information to students. A lot of tourism market information, which includes knowledge of tourism prospects, tourism skills requirements, career development trends, etc. and assists schools in formulating more specific and feasible teaching tasks. On the other hand, schools can hire outstanding talents from tourism companies as part-time teachers, thereby reforming the existing tourism teaching curriculum system whose theory is greater than practice and promoting more students who meet market needs. Of course, the school should also serve tourism companies. According to the actual needs of tourism companies and market trends, it will formulate flexible and time-varying teaching plans to achieve employment as the goal and provide tourism companies with strong adaptability and training needs. Excellent talents who can create greater value for the company.

5. **Conclusion**

The following countermeasures are proposed for the current problems in talent training: First, for the lack of comprehensive ability and quality of market talents, governments at all levels must pay attention to it and put forward a comprehensive plan for the training of tourism management professionals[5-6]. The second is that many of the employees in major travel agencies are newcomers to enterprises, their comprehensive ability is weak and they have not received solid professional knowledge training during the school. It is possible to increase the strength of school-enterprise alliances and adopt a learning-by-doing approach to cultivate a group of tourism talents with management expertise. Third, for the general phenomenon of the lack of professional talents in the tourism market, college students should be actively encouraged to innovate and start businesses and provide them with good development opportunities and policy support.

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