

Research on the Countermeasures of Guangxi Tourism Vocational Education Informatization Development under the New Tourism Business State

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Abstract : As my country's social development enters a new era, the people's yearning for a better life promotes the development of new forms of tourism. The application and popularization of "Internet+" information technology has enabled Guangxi's tourism vocational education to develop rapidly, but the traditional talent training model of tourism vocational education has not adapted to the needs of the development of new formats. This article puts forward the countermeasure research on the development of Guangxi tourism vocational education informatization, which is helpful to promote the development of Guangxi tourism vocational education informatization.

Keywords : Smart Tourism; Smart Talents; Informatization

The "Guiding Opinions on Promoting the Development of Smart Tourism" published by the National Tourism Administration in 2015 pointed out that by 2020, my country's smart tourism service capabilities will be significantly improved, smart management capabilities will continue to increase, and a number of strong smart tourism will be cultivated. Tourism enterprises in the business scope form a systematic smart tourism value chain network. In January 2020, Guangxi issued a series of policies to implement digital Guangxi construction and provide strong support for smart Guangxi tourism. Therefore, the construction and development of smart tourism requires the support of informatization and smart talents, as well as the reform and innovation of the traditional tourism vocational education talent training model.

1. Application of information technology in the tourism industry

1.1 Application of smart tourism in Guangxi tourism industry

In recent years, Guangxi has actively invested in the field of smart tourism. It has successively built a panoramic travel experience system and established a non-profit organization "Beauty in Guangxi" Tourism Alliance. Guilin City has reached an agreement with Alibaba Group to integrate the resources of major hotels and scenic spots. Overall marketing, promote the electronicization of tickets, accommodation, transportation, etc. Carry out the information collection work of thinking aerial photography light smart tourism project, and promote the barrier-free self-service tourism project. Cover video surveillance points in major scenic spots, monitor the flow of people and vehicles in the scenic spots in real time, publish information on the carrying capacity of the scenic spots in a timely manner, and carry out work arrangements such as congestion prevention, rescue and coordination.

1.2 Information construction of travel agencies

As one of the three pillar industries of tourism, travel agency is inseparable from the support and cooperation of transportation, scenic spots, hotels and other related industries. Faced with massive amounts of tourism information, huge tourism resources, and

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industry sectors with different functions, how travel agencies can quickly and efficiently improve the intensity and efficiency of resource integration and promote cooperation among various sectors and industries. Informatization construction by travel agencies is an effective method to solve a large amount of information processing and optimal allocation of resources. At this stage, many tourism enterprises in Guangxi have established their own local area networks or intranets, which are mainly used for enterprise content word processing, information inquiry, financial management, etc., and have achieved certain results.

1.3 Tourism informatization administrative management

The administrative management of tourism informatization includes: tourism big data statistical analysis and decision-making system, tourism remote live broadcast forwarding system, tourism government APP, WeChat public account, tourist attractions emergency assistance system, tourism environment detection system, tourism public opinion monitoring system, etc. The application of these information technologies in tourism administration can not only improve the level of tourism administration supervision, but also reduce management costs, increase economic benefits, and help tourists better obtain tourism policies and tourism information from official platforms.

2. Problems in the training of Guangxi tourism informatization talents

2.1 The level of personnel in the tourism industry is low, and there is a lack of information-based compound talents

On the whole, the tourism industry has a low level of personnel, a labor-intensive industry, a single team structure, a lack of high-level talents, and a lack of professionals who master information technology. Through visits and surveys, it is found that the training of traditional tour guide service skills is the main focus, and the professional level is measured by the results of the competition. From the perspective of the structure of employees in tourism enterprises, the proportion of grassroots personnel is relatively high, especially in the structure of tour guides, with the majority of junior tour guides, and a serious shortage of intermediate and senior tour guides and even high-level talents. Conflict, from the perspective of long-term development, is detrimental to the construction of the tourism profession.

2.2 The social service functions of vocational colleges need to be further improved

According to the development needs of new forms of tourism, combined with the characteristics of information technology, various colleges and universities have opened relevant tourism vocational education courses. Through the platform system, teachers have integrated video, animation, sound, text and other resources into the teaching process, increasing the effect of classroom teaching, and the quality of teaching has achieved certain results. However, with the increasing demand for practitioners in the tourism industry and the improvement of the overall quality of the tourism industry, the four-party coordination and education mechanism of “school, government, industry, and enterprise” has not been fully utilized. Talent training and positions there is still a certain gap in demand.

2.3 Insufficient informatization teaching methods, teaching effects need to be improved

The National Vocational Education Reform Implementation Plan issued by the Ministry of Education in 2019 clearly requires higher vocational colleges to accelerate the advancement of vocational education informatization, and actively encourage teachers to improve their informatization teaching capabilities based on class conditions, combined with professional characteristics and industry needs. Carrying out information-based teaching, but the traditional teaching methods are not suitable for the current social development. A teacher should actively learn new knowledge, master new skills, keep pace with the times, develop innovatively, and use information technology to enrich teaching methods, enhance classroom activity, and increase students' interest in learning.

3. The role and significance of cultivating tourism information talents

3.1 Conducive to enhancing the experience of tourism activities

Guangxi has rich tourism resources and diverse forms. Using “Internet+” technology, immersive and experiential tourism is becoming more and more popular among tourists. “Internet+” has the following characteristics: First, the introduction of VR technology allows visitors to fully experience the historical and cultural location while playing, such as the Binyang Fire and Dragon Festival. The second is to develop a tourism app, so that people searching for Guangxi's tourism resources can not only know the landscape of Guilin, Beihai Silver Beach, etc., but also find ethnic cultures such as the March 3rd of the Zhuang nationality and the Harbin festival of the Jing nationality. The third is to use the live broadcast platform to publicize Guangxi's traditional folk culture and expand the popularity and influence of Guangxi's tourism.

3.2 Break through the existing teaching model and realize classroom interaction

To cultivate high-quality and smart tourism talents, it is necessary to reset the existing curriculum, professional development, and ability levels, and use information technology as a means to promote curriculum construction.

For example, tourism management majors can use virtual simulation technology to achieve scene-integrated simulated tour guide practical training; Hotel management majors can use mainstream software in the hotel industry to carry out teaching activities and enrich the digital content of courses; Scenic spots development and management majors can establish GIS geographic information technical remote sensing laboratory, used for scenic planning and geographic surveying in teaching.

4. Guangxi tourism smart talent training strategy

4.1 Establish a high-level, structured teaching innovation team to increase the proportion of “dual-qualified” teachers

It should become the new normal for tourism teachers to learn to use modern information technology to update teaching materials and improve teaching methods. One is that teachers should actively adapt to new technological changes such as artificial intelligence and the Internet, improve their informatization teaching capabilities through learning, and cultivate their teaching cognitive abilities, teaching monitoring capabilities, and teaching innovation design capabilities in an informatized teaching environment. The second is to build a structured teaching team that combines both in theory and practice, as well as expertise. Introduce industry experts and craft masters or incorporate new technologies, new processes, and new standards in the industry into the course content to comprehensively improve the teaching and training level of professional teachers.

4.2 Connecting to the vocational skill level standards of the tourism industry and developing personalized tourism vocational education teaching materials

One is to formulate teaching materials standards for tourism vocational education, and unify teaching standards and graduation requirements. Jointly develop practical training textbooks that are closely integrated with tourism industry production, systematically sort out the curriculum, analyze the teaching content of existing tourism professional courses, and reduce the content of repeated teaching. The second is to develop information resources for tourism teaching materials. The third is to update the content of teaching materials in time, compile new loose-leaf teaching materials such as “Tourism Marketing” and “Tourism E-commerce Practice”, and support the development of digital resources for students to learn and use.

4.3 Use modern information technology to innovate classroom forms and promote teaching reforms

The first is to design “down-to-earth” and “lovely” teaching methods, such as “Tourism Policies and Regulations”, by analyzing the structure of the classroom constructed, the teaching methods used, and the teaching results obtained, combined with the actual teaching experience of my own. The second is to design the teaching content. In the course of “Tourism Destination Overview”, how to understand the local customs, master local tourism information, etc., how to carry out marketing activities for the newly built landmark buildings in a certain place. The third is that full-time teachers carry out teaching activities through the design of teaching links, combined with technical means, multimedia, etc., such as “Hotel Trainees”.

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