

Problems and Countermeasures of Financial Management in Tourism Enterprises

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Abstract: With the rapid development of the economy and technology in today's era, the urbanization process of our country is also accelerating, and the per capita income level of the public has also been continuously improved. People are paying more and more attention to spiritual needs based on pursuing a rich material life. In this environment, all kinds of enterprises that broaden the spiritual world are springing up like mushrooms, among which tourism is a representative that develops rapidly, and its economic and cultural benefits are particularly crucial in the development of the national economy. However, the related work of financial management is slowly showing a disadvantage in the fast-growing tourism enterprises. It can be said that financial management is a very important link in the management of an enterprise. Therefore, this article will take the current situation of financial management of tourism enterprises as an entry point. It will discuss and analyze its reform strategies because of the shortcomings in its management process, hoping to bring some inspiration and thinking to relevant practitioners.

Keywords: Tourism Enterprises; Financial Management; Problems; Countermeasures

Introduction

The continuous development of tourism has greatly enriched and improved people's life and entertainment. At present, people are more inclined to choose to travel when they are relaxing. It is for most tourism enterprises, should also improve themselves and their service quality based on ensuring certain enterprise profits so that they can make great progress. The financial management of tourism enterprises is closely related to the realization of business objectives and interests. Therefore, improving the market competition level and innovating the financial management concept of tourism enterprises are the key issues to be paid attention to in their development process. Enterprises should pay attention to how to make them adapt to the endless changes of market demand under the cruel competition conditions, and carry out efficient and scientific financial management.

1. Analysis of the current situation of financial management of tourism enterprises

At present, most of the tourism enterprises in our country have made some achievements in paying attention to financial management in the management process, and some management levels have made proud progress. However, we can see that some problems still appear in the practice of financial management from reality.

1.1 Backward financial management system in tourism enterprises

At present, the financial management system is still incomplete in some tourism enterprises in our country and there will be more problems, which will seriously hinder the normal progress of project management. A relatively perfect financial management system generally requires a relatively mature management system and a relatively scientific management

system. At the same time, it should also have professional technical and information management talents and strictly control the financial revenue and expenditure. However, the author found that our country still has relatively backward financial management projects, and professional workers didn't pay attention to the effect of financial management, let alone further study and analyze the impact of its management and related supervision. The backward management system and traditional ideas seriously hinder the effect of financial management. In addition, there will be a lot of information on financial management, which is subject to complex management data problems and some human factors in employment. In the process of actual management, there will inevitably be many problems. Some financial work only stays on the surface of documents or regulations, and it has not achieved effective management, resulting in the situation that the management system is inconsistent with the current operation situation.

1.2 The professional level of financial management personnel is mixed.

As an industry with high requirements for professionalism, financial management requires relevant employees to have a high cultural level and professional quality. However, the current financial management in the tourism industry is not standardized, and enterprises fail to strictly control the quality of recruiting talents so that some unqualified people enter the job market. These people lack the background knowledge of tourism finance related to their employment, do not know enough about the whole project and risk handling process, and cannot quickly find out the problems existing in the project and make timely corrections, thus affecting the operation of the whole enterprise project. In addition, some employees have formal characteristics in the later professional training, and some enterprises often use the form of old employees teaching new employees so that new employees can get familiar with the job content and handling methods as soon as possible. I don't deny the role of this way, but if the induction training is neglected or the old ones are not implemented, this will also cause the level of relevant personnel to be uneven.

1.3 Computer application system is not perfect

Today, with the rapid development of science and technology, computer technology involves all aspects of the operation of modern society. It can reasonably and efficiently promote social development and greatly promote social production and reproduction. Computer technology should be used to rationally plan and control the project cost. All data problems in the process of financial management can be processed and analyzed in a unified way with the support of computer technology, which will promote the scientific development of the project and maximize the efficiency and convenience of the project management. However, in the process of financial management of tourism, its application system is not complete, and the personnel who apply computer technology and financial information processing have some quality negligence. In all aspects of management and the application of computer technology, the application system and computer technology participates is not perfect.

1.4 Lack of sound risk prevention mechanism

Undoubtedly, risks are everywhere in the whole process of the development of tourism enterprises. For example, there are some crises in every part of the project, such as fundraising at the beginning, recovery at the later stage, benefit distribution, and fund management. As a tourism enterprise with service as its competitive feature, it has the characteristics that it needs to invest a lot of funds in the early stage and the recovery period of funds in the later stage is long. For example, the investment and reconstruction of scenic spots and the improvement of related infrastructure all require a specific input cost in the early preparatory process. At the same time, there are many contradictions in the construction stage, such as the changes in relevant government policies, the domestic and foreign tourism markets, environmental safety, and international public health events. And it is still very unstable in the later profit evaluation and the recovery of funds. An enterprise deals with some complicated capital flows. If the mastery of capital is invalid, there is no way to correctly assess the profit and loss of enterprise funds. It will directly cause a huge crisis in enterprise financial management.

2. Strategic analysis of improving the financial management level of tourism enterprises

2.1 Change and innovate the existing financial management system

Ensuring the orderly advancement of the enterprise's financial management system depends on a sound financial management system, and a sound financial management procedure is the foundation of the normal operation of the enterprise. Generally speaking, the management of enterprises often involves many interests. To a certain extent, backward financial management will not only greatly reduce the work efficiency and delay the development of enterprises, but also face a series of uncontrollable problems, which will also lead to some troubles in the development of enterprises. In the process of financial management of the tourism industry, relevant units should formulate a scientific and reasonable financial management system according to the actual situation, to restrict the use of various costs. In contemporary society, related enterprises can make financial management more information-based through the rapid development of the Internet and information technology, set up related network platforms and processing systems, strictly record the use of various funds before and after, and ensure that they can obtain corresponding economic benefits after investing a specific cost. Enterprises should carefully divide the various stages of the project, make the allocation of funds reasonable, honest and trustworthy, not default, and establish a good corporate management image, so that the financial management system is no longer constrained by the traditional management methods, and then achieve the result of changing the management system.

2.2 Improve the working level of financial management personnel.

Talent is the first productive force. The competition of enterprises will ultimately rest on the competition of talents. An excellent talent team is a valuable asset to the enterprise. When selecting talents, enterprises should follow a specific talent selection mechanism, select the best candidates, and focus on the professional level of candidates and the comprehensive quality of financial management in the tourism industry. In addition, enterprises can regularly assess employees' updated understanding and application of financial management knowledge through some training methods and should set up a professional, efficient, and humanized assessment system according to specific conditions. In addition, they can also refer to the management systems of some foreign companies to create assessment methods that are suitable for their development. Performance appraisal can also ensure that employees' working ability and comprehensive quality can be strengthened. A qualified performance appraisal system should be based on the actual situation of enterprise operation so that the actual operability of performance appraisal can be guaranteed. In the whole process, we can act according to the principle of fairness and justice, and ensure that the performance appraisal and talent incentive mechanism at the level of effectiveness and credibility can make enterprise employees truly convinced and connect their progress with enterprise development. At the same time, in the process of performance appraisal, we should innovate our thinking, and learn from the advanced and effective ways to ensure that the appraisal methods are reasonable, feasible, and scientific. It is also essential for both parties to communicate after the assessment. The two sides gave positive feedback, discussed and worked out plans aiming at the existing problems, and made timely improvements so that the assessment results were recognized, the internal unity of enterprises was strengthened, the construction of a talent team was effective, and the financial management level of relevant staff was further improved.

2.3 Making full use of modern computer means

The application of computer systems can effectively improve the level of financial management and reduce risks. Therefore, it is necessary to establish a complete information management system to improve management quality. With the application of computer systems, the establishment of an information platform can provide rich learning resources and a good learning environment for relevant employees, establish communication forums, provide a timely communication platform for employees, solve management problems and improve the core competitiveness of enterprises. If the relevant financial management software is selected through modern means, the managers can adjust the scheme pertinently to make it more

convenient and effective. The work progress will not be delayed and some troubles caused by staff negligence and mistakes in operation can be reduced. The bill payment can be effectively controlled, which not only greatly reduces the management cost of enterprises but also improves the financial management efficiency of tourism enterprises.

2.4 Improve the ability to cope with risks in financial management.

Risks can be assessed. At the same time, they can be effectively avoided by scientific and reasonable means. If enterprises do not pay attention to the important role of financial management risk prevention in the process of development, then the development will inevitably encounter a crisis. Financial managers should have professional awareness of risk prevention and the ability to cope with it. For example, financial personnel can judge the financial situation and possible risks in the process of enterprise development by analyzing the long-term and short-term solvency of enterprises. In addition, the relevant managers should also pay attention to the profit level, standardize the profit evaluation indicators, and set up effective risk prevention mechanisms according to the individual conditions of enterprises to improve their competitiveness of enterprises.

3. Conclusion

To sum up, people's life and social production in today's era have undergone more and more changes with the rapid development of information technology and the continuous improvement of social productivity. The improvement of the financial management level still has a broad prospect, which can effectively improve the overall competition level of tourism enterprises and expand economic benefits.

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