Research on the Innovative Strategies of Tourism Management Talents Personnel Training in Colleges and Universities under the Background of Smart Tourism

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Abstract: A type of emerging industry in the current tourism sector, intelligent tourism is causing a significant upheaval in China's tourism sector. It has not only altered the traditional modes of service delivery and operation, but it has also partially fueled changes in the employment landscape in the sector. Due to the increased demands placed on tourist talent by the industry, educational institutions need to adapt and innovate their talent training programs accordingly. In order to discuss effective strategies for the cultivation of tourism professionals in colleges and universities to perform well in the current environment, the article conducts relevant research, introduces the current state of the development of intelligent tourism, and discusses the requirements of professional talent training under the background of intelligent tourism. This is done in the hopes of simultaneously promoting the good development of China's tourism industry and improving the quality of talent cultivation, which prompt the positive growth in China's tourism sector.

Keywords: Intelligent Tourism; Talent Cultivation; Tourism Management Majors; Colleges and Universities

1. Introduction

In recent times, tourism has emerged as a significant global industry. The tourist business is expanding along with the advancement of economic globalization and the rise in living standards of people. One significant trend in the tourism industry's growth is smart tourism. With information technology, intelligence, and connectivity as its key components, intelligent tourism refers to the application of cutting-edge information technology methods combined with the integration of tourism resources and services to offer travelers more precise and personalized tourism experiences. The tourism sector has presented new development opportunities as well as challenges. In light of this, colleges, which play a crucial role in developing talent for tourist management, must adapt to current trends and develop new approaches to developing talent for tourism management in order to satisfy the industry's pressing demand for highly qualified, astute tourism personnel.

The concept of "smart tourism" originated from the pt of "Smart Planet" put forward by International Business Machines Corporation (IBM) in the United States in 2008.[1] With the development of the Internet, tourists' demands tend to be diversified and personalized. The development of smart tourism using modern intelligent technology can meet the diversified and personalized development needs of the current tourism industry and promote the continuous development of the tourism industry. Sigala (2018) analyzed the development trend of smart tourism from a global perspective, pointing out that smart tourism is gradually developing in the direction of intelligence, personalization and sustainable development.[2] In addition, Zheng (2023) proposed that smart tourism emphasizes the integration, interaction, and personalization of information, covering a variety of aspects such as information push, itinerary planning, transportation and travel, scenic area guides, booking and payment, intelligent navigation, and online reviews of tourist destinations, aiming to provide tourists with more convenient, efficient, and personalized tourism services and experiences.[3] Li (2020) believes that it is necessary to focus on the intelligent management of the tourism industry and the customer's own experience, strengthen the intelligent training of practitioners, narrow the

gap of composite talents, and at the same time, accelerate the introduction of domestic and foreign highly intelligent talents.[4]

With the improvement of intelligence in the tourism industry, the service mode of tourism has undergone significant changes. The model provided by tourism in the past can no longer meet the demand of tourism customers for precise services, and the development of smart tourism provides new opportunities and challenges for tourism management talents.Neuhofer et al. (2019) found through a survey of European tourism enterprises that with the development of smart tourism, the enterprises' demand for tourism management talents has been increasing, especially those with digital competence and innovative spirit .[5] While Xiang et al. (2020) proposed from the perspective of tourism talent cultivation that the integration of tourism specialties with information technology and other related fields should be strengthened in order to improve the comprehensive quality of tourism management talents.[6] Xiaoying (2021) proposed that universities should change the teaching method of smart tourism education and clarify its purpose to improve the quality of education, and the most crucial thing is to combine the real needs, make constant reforms in the education method and teaching, and improve the relevance and effectiveness of training, so as to provide more intelligent and skillful talents for the society.[7] In conclusion, smart tourism necessitates more comprehensive and effective skills and attributes from tourism management personnel. These include not only traditional management experience and technology, but also professional knowledge and technology in fields like marketing, data analysis, and information technology. Thus, the main problem facing the industry's current development is how to better meet the demands of the talent market in the context of smart tourism while also enhancing the overall quality of talent.

2. Trend Analysis of Tourism Management Personnel Training in Colleges and Universities

2.1 Intelligent Tourism Requires Emphasis on Technical Management Personnel

A new concept of "intelligent tourism" has replaced the traditional tourism sector, which has been completely overtaken by the Internet, big data analysis, cloud computing, and other technology. In the tourism sector, information technology has been ingrained in every department and organization, particularly in the operations and management of newer ventures like online travel agencies, which largely necessitate that practitioners possess adequate IT skills. In the context of intelligent tourism, a lot of communications change quickly, necessitating staff members to sharpen their Internet, big data, and other abilities as well as their capacity to choose which messages to screen and, in the end, analyze and synthesize these messages in order to address problems.[8]

2.2 Smart Tourism Requires Focusing on Innovation Ability and Product Development Ability

The Internet, mobile applications (APPs), microblogging, and other media marketing network platform channels have made it popular for people to use online informational media as the primary medium and supplement it with offline advertising output. This marketing model has become the standard in China's smart tourism industry. But, as a new breed of astute management staff, they shouldn't be restricted to allowing visitors to simply obtain some basic information from these platforms. Instead, they should attempt to examine and interpret the current social hotspots and tourist hotspots in order to create new tourism resources that are distinct from traditional resources, keep up with current events, and are designed to pique visitors' interests and satiate their hobbies. In addition to being more inventive and curious, the next generation of savvy tourists should also be aware of social hotspots.[9] Those working in the industry can produce more appealing goods as a result. When you have a good idea, the following step should be to connect the thoughts and ideas with products and resources for tourism, and you should never stop exploring the possibilities of both.

2.3 Intelligent Tourism Requires Improvement of Comprehensive Quality Capability

The tourism industry encompasses a wide range of travel experiences from the six

elements of tourism. These elements include transportation, scenic locations, lodging, food and drink, shopping, culture, and other aspects of the industry. Because tourism is such a broad and powerful sector, its practitioners must possess not only strong organizational leadership, a strong work ethic, and excellent interpersonal skills, but also the capacity for accurate language expression, flexibility, and adaptability. The growth of the travel and tourist sector and the emergence of smart tourism A strong ability to lead the tourism industry at the forefront of all integrated talent is also necessary, as the tourism industry develops and the business scope of smart tourism continues to expand, along with the emergence of business tourism, adventure tourism, graduation tourism, and other new tourism. In contrast to the past, there has been a growth in the ability of big data analysis practitioners, network innovation marketing and planning, and other work content. Additionally, the staff's overall quality has improved, making them more capable of learning and adapting to the new tourism industry's rapid pace of change.

2.4 Intelligent Tourism Requires the Concept of Personalized Service

Intelligent tourism has greatly developed e-tourism business, to a certain extent, replacing the function of traditional travel agencies, and secondly, modern tourism is becoming more and more popular in the sense of relaxation and freedom, so there are more and more tourists choosing casual mono-tourism. The development of free-form will gradually change the tourism industry from the traditional universal service mode to a detailed service. For example, various types of travel software in the selection of hotels, will provide detailed hotel classification, not only the hotel type, room type classification, and even special equipment such as whether there is a bathtub, whether there is a balcony, floor-to-ceiling windows and so on made a special label, but also according to the different styles of the hotel classification to choose. Customization, freedom, autonomy and personalization are favored by modern tourists and have become one of the characteristics of the new concept of tourism. Intelligent tourism era came, the popularity of electronic tour guides and other tourism platform software, replacing part of

the business of the travel agency, in the context of this new change, tourism practitioners also need to keep abreast of the times, learn the concept of personalized service, in order to better stand in the new environment.[10] The new tourism personnel should not only have a solid theoretical foundation and sufficient practical exercises to process and analyze tourists' information and provide personalized services for tourists, but also have the initiative to provide tourists with intelligent decision-making and personalized services.

3. Innovative Strategies for Cultivating Tourism Management Talents in Colleges and Universities under the Background of Smart Tourism

3.1 Enhance the Level of Faculty and Introduce Industry Mentors

The construction and training of teachers is the main quality performance of tourism education in a college or university, and the successful construction of teachers' strength allows students to learn a rich theoretical knowledge base, but also allows students to develop practical hands-on ability. And this must require teachers in colleges and universities to have the ability to do so, that is, theory + practice. And further improve the evaluation system, broaden the evaluation field, and select more excellent professional teachers from the evaluation. To make intelligent tourism talent matching corresponding "intelligent" tourism teachers.

Intelligent tourism talent training faculty should have profound theoretical teaching knowledge, and at the same time should have a high level of practical ability and innovation. Schools should improve the business quality and cross-disciplinary comprehensive level of smart tourism teachers through various ways of teacher training. On the one hand, we should actively invite experts, scholars and innovative talents in the field of tourism industry and intelligent tourism construction to share and guide the industry experience and professional knowledge for the intelligent tourism personnel training faculty, so as to improve the innovation ability and entrepreneurial experience of the faculty; on the other hand, we should encourage the intelligent tourism personnel training teachers to "go out". On the other hand, it is necessary

to encourage the teachers of intelligent tourism talent training to "go out", to work on the front line of enterprises or industry authorities, to broaden the vision of the industry of teachers of intelligent tourism talent training, to improve the practical ability, and to form the professional literacy of the integration of science and reality. In addition, to promote multi-disciplinary and multi-perspective teacher teamwork, cross-disciplinary, cross-specialty, cross-field, cross-college formation of intelligent tourism talent training team, scientific research and innovation team, the formation of cross-competence, rich disciplinary background, professional knowledge and integration of a good, innovative thinking of scientific research and high level of talent training pattern.

3.2 Carry out Interdisciplinary Integration Education and Strengthen the Cultivation of Composite Talents

The construction of intelligent tourism talent training curriculum system should focus on the practical and applied nature of the courses facing the industry demand and solving the tourism informatization, and at the same time, it should show the intermixing and synthesis between the courses in the process of intelligent tourism engineering talent education, and construct the intelligent tourism talent training course group and discipline knowledge system with the intermixing of engineering and management, and the penetration of arts and sciences.

In the context of the intelligent transformation and upgrading of tourism enterprises, the cultivation of smart tourism talents should adapt to the development of new tourism formats, models, and technologies, closely adhere to the market, industry, and profession, and revolve around the large tourism industry chain. Focusing on "Internet+" and "Tourism+", with the cultivation of "technology and skills" of smart tourism as the core, we should expand the relevant connotation of tourism, pay attention to the transformation and upgrading of traditional majors by smart tourism technology, so as to form a professional group of smart tourism engineering supported by technology in the tourism industry, and constantly optimize the structure of disciplines and specialties, so that professional settings and talent cultivation are more in line with the needs of the tourism industry and social development, and the majors are more distinctive.[11]

3.3 Strengthen the Construction of On-Campus Laboratories and Internship Bases

In terms of on-campus practical training, modern information technology is used to plan and design training rooms in combination with various specialties in tourism education, such as: simulation tour guide training room, tourism e-commerce training room, tourism big data training room, tourism VR training room, hotel information management training room, hotel e-commerce operation training room and so on. You can also develop a boutique teaching and training system platform according to your own school's professional characteristics to create a good learning environment for teachers and students, and at the same time, make students enter their roles faster after the internship, and make fewer mistakes in the internship work.[12]

For the off-campus internship base, the two sides, based on the principle of mutual benefit, establish a stable, comprehensive, professional and intelligent tourism cooperation internship teaching base under the guarantee of the agreement (contract) between the university and the tourism enterprise. The development of diversified practical teaching platform, so that teachers and students and intelligent tourism "double contact", while tourism enterprises can also find and select talents.

3.4 In-Depth Construction of School-Enterprise Cooperation Mechanism

First of all, through the introduction of real cases of intelligent tourism projects, students can simulate the actual situation in the teaching process, so as to cultivate their IT application ability and problem solving ability. Strengthening the cultivation of information technology ability and data analysis ability can not only enhance students' competitiveness in the field of smart tourism, but also enable them to better understand and respond to the changes in the tourism industry.

Second, establish cooperative relationships with tourism enterprises and scenic spots to provide students with internship opportunities. In this way, students can learn in the actual working environment and apply what they have learned in the classroom to actual

business operations, thus enhancing their practical application ability.

4. Conclusion

As the new generation of information technology continues to be deeply integrated into the traditional tourism industry, the tourism industry is in desperate need of high-quality intelligent tourism talents to support the reconstruction of the tourism industry chain, the change in tourists' behavioral patterns, the transformation of tourism enterprises' business models and the government's management model, and the promotion of the tourism industry's overall upgrading. This study investigates the new smart tourism needs for the development of tourist management talent in colleges and universities, as well as some optimization solutions. The cultivation of applied talents for smart tourism must rely on the background of the tourism industry's development of informatization, adhere to the guidance of social demand, effectively use the cross background of information technology majors and other tourism majors, put the setting and construction of disciplines and majors into the environment of smart tourism, and innovate the cultivation mode of smart tourism talents.

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