

Innovation and Technology Application in Tourism Management

WeiQi Kong

School of Economics and Management, Zhejiang Ocean University, Zhoushan, 316000, China

Abstract: Under the national planning, investment, and guidance, China's tourism industry has developed rapidly in recent years, effectively driving social and economic growth. In order to adapt to the macro development trend of the information age, when planning the future development of the tourism industry in China, it is clearly pointed out and emphasized to strengthen the deep integration with information technology, empower the tourism industry with new technologies, upgrade the traditional tourism industry market structure, and further enhance the development momentum of the tourism industry, so that the tourism industry can meet the people's pursuit of high-quality living quality. Play a greater role in driving socio-economic growth. As a new form of media, new media can break through the limitations of time and space with the assistance of mobile devices such as smartphones, digital televisions, and computers, providing users with diversified information services. With the increasing degree of social networking, new media has become a commonly used way of information dissemination and communication. Applying it to tourism management not only helps to diversify the channels of tourism information dissemination, but also helps to improve the speed of tourism information dissemination. This article studies innovative methods of tourism management in the context of new media, in order to promote the healthy and sustainable development of the tourism industry.

Keywords: Tourism Industry; Tourism Management; New Media; Innovation and Technology Application.

1. Introduction

The most taboo aspect of the development of the tourism industry is the homogenization of tourism products, which will greatly reduce the vitality of the tourism market and fail to stimulate tourists' interest in tourism. Therefore, it is necessary to innovate tourism products and avoid homogenization issues as much as possible in order to maintain the vitality of the tourism market and stimulate tourists' interest in tourism. However, the innovation of tourism products cannot be baseless. If innovation is carried out arbitrarily, it not only fails to stimulate tourists' interest in tourism, but also leads to resource waste. In smart tourism management, the application of big data technology can accurately identify tourists' preferences and tendencies. However, this information is difficult to obtain solely through manual investigation and analysis. Big data analysis can provide a reliable basis for innovation in tourism products. Ensure tourism.

The innovation of products can meet the needs of tourists, stimulate their interest in tourism, and enhance the vitality of the tourism market.

Nowadays, with the increasing abundance of material life, people's demands for spiritual life are becoming higher and higher. As an important way of entertainment, tourism activities can help people relax and broaden their horizons, which is why they are increasingly favored by more and more people. The innovation of tourism management work can improve the service quality of tourism management personnel and provide tourists with rich and colorful forms of tourism activities. In the era of new media, there are more and more ways and choices of tourism. Tourism managers use the advantages of new media to help tourists choose tourism activities according to their needs, purchase suitable tourism products, and obtain a good tourism experience through more innovative promotional and guidance methods. The innovation of tourism management not only enables tourism

practitioners to provide more humanized services to tourists, but also enables them to understand the overall trend of the tourism market, create more attractive tourism activities, and attract more tourists to come for tourism.

2. Optimizing the Quality of Tourism Services to Drive the Development of the Tourism Industry

Modern people's pursuit of quality of life is becoming increasingly high, especially during the tourism process. People originally want to relax and enjoy life through tourism, so they will pay great attention to the quality of tourism services. If tourism services cannot satisfy people, even the most beautiful tourism scenery and novel tourism products cannot be recognized by tourists. In smart tourism management, the application of big data technology can not only directly analyze the needs of tourists for tourism services, but also integrate relevant tourism services to provide more efficient and convenient services for tourists in an intelligent manner. To achieve what tourists want, optimize the quality of tourism services, improve the tourist service experience and their recognition of tourism, and form a better market reputation. Tourism activities contain rich content and have outstanding professionalism.

In tourism management, relevant personnel should not only guide tourists and design more diverse sightseeing activities, but also analyze the specific business situation of tourism enterprises and develop service projects that meet the needs of tourists. In the context of new media, tourists have increasingly high demands for tourism activities. The tourism industry must grasp the consumption trends and psychological needs of tourists, develop detailed and tailored tourism plans through innovative means, thereby improving the economic benefits of the tourism industry, and ensure the stable development of the tourism industry through scientific management methods. In this regard, new media technology

can be used as a basis for tourism management, regularly and timely releasing tourism related information, allowing tourists to have a deeper understanding of tourism products, clarify the routes of tourism activities, and provide more choices for tourists. By providing high-quality tourism services, tourism activities can be smoothly carried out, thereby promoting the improvement of the development level of the tourism industry and forming a good tourism market environment.

3. Strengthen Supervision of the Tourism Market

Strong market regulation is the key to promoting and ensuring the standardized, orderly, and long-term development of the tourism market. The tourism market in China has a large scale, making it difficult to regulate the market. Traditional regulatory methods are difficult to detect and rectify related chaos in the tourism market in a timely manner. In smart tourism management, the application of big data technology allows for dynamic and real-time understanding of the entire tourism market situation. If there is a non-compliant market disorder, as long as someone reflects relevant information, is collected by big data, and after analysis, it is basically confirmed that the information is true, it can issue a prompt, attract regulatory attention, and effectively strengthen the supervision of the tourism market, create a more standardized tourism market order and ensure the long-term development of the tourism market.

4. Smart Tourism Management Strategy Based on Big Data

1. Improve the construction of information infrastructure and build a large number of smart tourism

According to the platform

Smart tourism management based on big data first requires a comprehensive information infrastructure, such as various tourist attractions and various businesses in the tourism industry chain. They should improve their own information infrastructure construction according to the development needs of smart tourism, comprehensively apply the Internet, the Internet of Things, and other technologies to their own operations and services, and achieve automatic ticket purchasing, ticket checking, electronic tour guides, service reservations, and online ordering. Its purpose is not only to improve and optimize services for tourists, but also to collect tourism information and continuously enrich the data volume of tourism big data. In addition, it is necessary to build specialized smart tourism big data platforms, including tourism big data supervision platform, tourism big data tourist platform, tourism big data enterprise platform, and tourism big data scenic area platform. These different big data platforms correspond to different user objects. The tourism big data supervision platform is mainly used to supervise the tourism market and strengthen the supervision of the tourism market; The tourism big data tourist platform is used to provide tourists with various tourism information, making it easy for tourists to formulate travel plans and itineraries; The tourism big data enterprise platform is used to provide enterprises with tourism market information, assist in enterprise operations, decision-making, and project planning; The tourism big data scenic spot platform is used for internal management of scenic spots and promotes the improvement of scenic spot services.

2. Utilize big data to predict tourism demand, innovate tourism products, and service

At present, the main reason why various industries attach great importance to the construction and application of big data is that big data has strong data analysis and processing capabilities, and can make relevant predictions based on existing data. In the development of the tourism industry, through big data analysis of tourism information data, it is possible to make predictions about tourists' tourism needs. Predicting tourism demand not only enables enterprises to improve relevant services within tourist attractions in a timely manner, but also enables government departments to provide corresponding guarantees based on the predicted results. Predicting tourism demand can be based on statistical methods and supplemented by econometric knowledge. There are several common models for predicting tourism demand. The first is a qualitative model, which asks experts for relevant opinions in the form of a questionnaire.

Through multiple rounds of repeated consultation, the expert opinions are basically consistent, achieving effective prediction of results; The second is a structural model that establishes tourism demand based on the relationship between tourism demand and related causal variables, such as clarifying the impact of income, season, and other factors on tourism demand. Based on this, it predicts the size of tourism demand over a period of time and prepares in advance; The third is the trend extrapolation model, which mainly infers the development situation based on relevant historical data; The fourth is the simulation mode, which forms a set of more comprehensive multi-system equations through the fusion of structural models and trend extrapolation models. After using big data to predict tourism demand.

It is necessary to innovate tourism products and services based on the analysis results of big data, aiming to meet the tourism needs of tourists, stimulate their interest in tourism, and enhance the vitality of the tourism market.

3. Utilize big data for precise marketing and promote the integration of the tourism industry

Big data is not an isolated technology. In fact, it must cooperate with other information platforms in order to truly demonstrate its role and value. In the process of tourism marketing, the traditional marketing method is full coverage, which not only has high marketing costs but also may not necessarily achieve ideal marketing results. By leveraging big data and collaborating with various information platforms, precise marketing can be achieved, pushing relevant tourism information and advertisements directly to those who may be interested. This not only reduces marketing costs, but also greatly improves marketing effectiveness. Currently, various information-based social platforms or specialized tourism apps are very easy to collect information about tourist destinations, projects, and other areas of interest. Based on this information, big data can draw user profiles of tourists, which can accurately reflect their travel preferences. Based on this, big data can specifically promote tourism information and advertisements that interest tourists, and even plan their travel routes, itineraries, meals, and accommodations. It focuses on showcasing content that can attract tourists, making them feel unprecedented convenience and satisfaction, stimulating their travel desire and motivation.

4. Strengthen the construction of smart tourism talent team and strengthen the tourism industry

According to information security guarantee

The smart tourism management based on big data has significant differences from traditional tourism management concepts and methods, so its requirements for relevant practitioners have also changed. In order to meet the demand for smart tourism management talents based on big data, it is currently necessary to strengthen the construction of smart tourism talent teams. As the regulatory body of the tourism industry, the tourism administrative department should provide policy and financial support for the development of the industry, such as attracting high-quality intelligent tourism management talents to participate in local tourism management work through financial subsidies, policy guidance, and other means. At the same time, it is necessary to strengthen cooperation between universities, vocational colleges, and tourism enterprises, so that universities can more accurately understand the development of big data and smart tourism, as well as the demand and standards for talent, in order to promote the development of the college.

The curriculum reform of the school's tourism major aims to cultivate practical, versatile, and intelligent high-quality tourism talents for society. Finally, various information security technologies such as access control, data encryption, and data desensitization should be applied to the storage of tourism big data information, strengthening the security guarantee of tourism big data information, preventing information leakage, and improving the public's trust and support for tourism big data.

5. Innovating Tourism Management Models with New Media Technology

Firstly, create an efficiency-oriented tourism management plan. In the era of new media, the speed of information dissemination is very fast, which not only brings convenience to tourism management work but also brings greater challenges. Firstly, the rapid dissemination of information can enable tourists to obtain tourism related information in more diverse forms, making communication and exchange between tourists and tourism enterprises more convenient. Tourism management personnel can design appropriate tourism activities based on tourists' needs, bringing tourists a better consumption experience. At the same time, efficient information dissemination can enable tourism enterprises to use information technology and media tools to design tourism products more scientifically, strengthen internal communication and cooperation within the industry, and jointly provide assistance for the development of the tourism industry. It can be said that the emergence of new media technology has greatly improved the efficiency of tourism services and management. Secondly, the rapid development of new media technology has made the information on the internet increasingly complex. While tourists have more choices, tourism enterprises are also facing greater competitive pressure. Therefore, tourism enterprises must further improve service efficiency and management energy efficiency. Only by mastering advanced tourism management models can they ensure that tourism enterprises stay at the forefront of the market and occupy a larger market share. From this perspective, new media technology not only brings challenges to tourism enterprises, but also promotes their continuous progress, prompting tourism enterprises to continuously innovate management methods and achieve faster development. Secondly, innovate the promotion methods of tourism brands. Nowadays, the impact of new

media platforms on people's lives is becoming increasingly profound, and tourism enterprises can use new media platforms to innovate in the promotion of tourism brands. Firstly, tourism companies can establish official websites and open official social media accounts to carry out promotional work by regularly publishing tourism related information. At the same time, open channels for tourist consultation and feedback, promptly answer tourists' questions, and improve service methods based on their opinions and suggestions. Secondly, tourism enterprises can strengthen cooperation with other new media platforms such as short video platforms and online shopping platforms, so that tourists can also learn more about tourism related information in their daily lives and attract more potential customers. In addition, more diversified tourism products can be designed for tourists through exclusive channel discounts, in order to stimulate their interest in tourism and develop them into target customers. Finally, tourism enterprises should strengthen cooperation with commercial institutions around the scenic area. While providing tourism services to tourists, they can also help them solve their accommodation problems. In this way, surrounding hotels, etc. can also become carriers of tourism product promotion, achieving mutual benefit through multi-party cooperation.

Thirdly, adopt new tourism route design methods. With the development of the tourism industry and the rapid growth of tourist numbers, the types of tourists received by tourism enterprises are becoming increasingly diverse. Therefore, more effective tourism route design methods must be adopted to help.

Assist tourists in making good tourism plans. From a geographical perspective, tourists may come from all over the country, and even foreign tourists may come to visit. In the design of tourist routes, the transportation and habits preferences of tourists from different regions must be considered. By analyzing and integrating tourist information through new media technology and planning the best routes, not only can tourists enjoy the best tourist scenery, but also help tourism enterprises reduce costs. From the perspective of tourists' preferences for different tourist attractions and activities, presenting tourist attractions and activities in front of tourists through scientific tourism route design can keep tourists interested and deepen their impression of tourist attractions and activities. When designing routes, tourism enterprises should comprehensively consider multiple factors and adopt innovative design methods to enhance tourists' enthusiasm for tourism. In addition, tourism enterprises can build new media platforms to allow tourists to share their tourism experiences through online communication, which can help more tourists understand tourism information and design tourism plans in advance based on their feedback, thereby improving service efficiency.

6. Practical Suggestions

In order to effectively apply innovation and technology, tourism managers can take the following measures:

Strengthen awareness and understanding of innovation and technology, and pay attention to the latest development trends in the industry.

Establish partnerships and collaborate with technology companies to jointly develop and apply new technologies.

Provide training and education to enhance employees' technological application ability and innovation awareness.

Focus on user experience, continuously improve and

optimize technology applications, and provide better tourism services

7. Epilogue

In the current digital era, the development of the tourism industry should actively seek integration with information technology, apply big data technology to the management of smart tourism, leverage the advantages of big data in smart tourism management, and promote faster and better development of the tourism industry towards the future.

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