



Research on the Construction of Intelligent Tourism Cloud Experiment Teaching Platform

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Abstract. With the proposal of the concept of “smart tourism”, the arrival of the Internet era has brought great changes to the tourism industry, and smart tourism has become an important trend of tourism development. At present, smart tourism supported by the Internet of Things, big data and cloud computing technologies has become the inevitable development of tourism. It has become urgent to cultivate talents in the direction of smart tourism. As the key technology of smart tourism, big data analysis technology is the core technology course of smart tourism talent training. This paper puts forward the wisdom based on education big data technology for tourism professional direction information curriculum teaching mode reform, the wisdom tourism information course teaching status for discussion, aims to build wisdom tourism cloud experiment teaching platform, discusses in the process of wisdom tourism talent training, data science course teaching problems and reform practice.

Keywords: Smart Tourism · The Internet · Teaching Reform

1 Introduction

Under the background of big data, with the rapid development of a new generation of information technology and the in-depth application of tourism, tourism industry has taken place in unprecedented changes and reform, wisdom tourism as the future development trend of tourism industry, is the tourism industry and information technology, belongs to the new tourism form, can bring new activity experience and diversified tourism services. Under the background of “smart tourism”, the training mode of tourism talents must keep pace with The Times and innovate constantly in order to meet the new requirements of the development of The Times.

2 Challenges Facing the Tourism Management Professional Teaching

With the development of tourism, there will be more demand for smart tourism talents in the future. At present, tourism management professional education in most universities has gradually realized the importance of smart tourism education, but in the context of smart tourism, there are still the following challenges (Fig. 1).

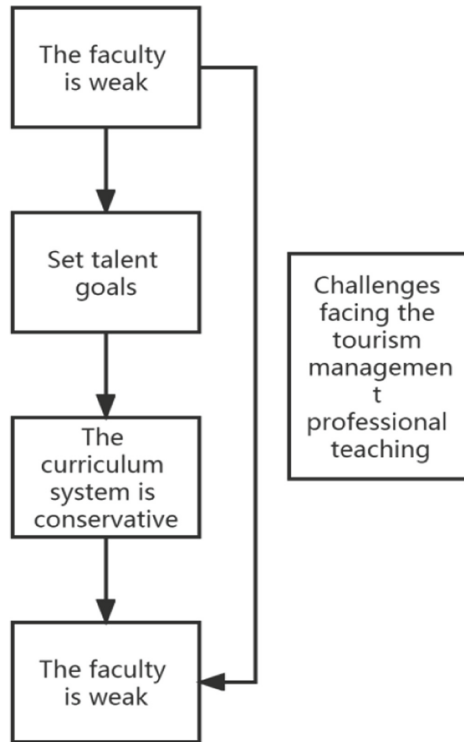


Fig. 1. Challenges faced by the teaching of tourism Management major

2.1 Reformulate the Talent Target

The expression forms of smart tourism are mainly divided into four aspects: smart service, smart business, command and management, and smart government affairs, covering various activities such as government, industry, enterprises and schools. More and more undergraduate majors in tourism management in colleges and universities began to pay attention to “smart service” and “smart business”, these two contents, such as gradually offering tourism e-commerce, network marketing and other courses. However, “smart management” and “smart government” have not received enough attention. Due to the long training cycle of technical and administrative management talents, it is difficult to integrate the course content needed to learn with the existing training system, which is the fundamental reason that it cannot be paid attention to. In addition, the goal of cultivating innovative talents in tourism management undergraduate majors in many colleges and universities is still in the initial and exploratory stage. The lack of innovative talents is also a major obstacle to the development process of smart tourism [5].

2.2 Conservative Curriculum System

The course system design of tourism management undergraduate major in most universities is still too conservative. The current curriculum system still basically follows the

Table 1. Development status of smart tourism

Development status of smart tourism	According to statistics, over the years, the proportion of tourism students employed in the right industry is between 10% and 20%, and the proportion of students working in enterprises two years later is less than 20%
The development process is fast and slow	The development progress is fast

previous undergraduate education concept, adhering to the characteristics of large and complete, in the era of smart tourism, most of these curriculum systems lack of change or far from enough. For example, skills widely used in smart tourism, such as MoCCA (Android-based mobile cloud computing programming) courses, have been fully learned on the Internet, but no other university can really offer them. If the traditional curriculum system is not greatly reformed, the talents cultivated must have a certain out of line with the current social needs [6]. At present, many undergraduate curriculum systems of tourism management majors are seriously divided. Smart tourism has comprehensive characteristics, and the necessary talents must have various knowledge. However, the current professional curriculum system is still restricted by the traditional system, and students' way to learn knowledge outside the professional curriculum system is limited [7]. The current undergraduate course system of tourism management has trained a large number of talents for the tourism industry in the past, but with the advent of the era of smart tourism, it has gradually not meet the current needs of talent training (Table 1).

2.3 Weak Teachers

Under the background of smart tourism, the reform of tourism management teaching mode should follow the principle of integration of theory and practice, not only pay attention to the cultivation of students' knowledge and ability, but also improve students' practical operation ability, effectively stimulate students' interest in learning, so that students have certain innovation ability and innovation spirit in school [9]. This requires professional teachers team, but from the current part of higher vocational colleges tourism management professional teachers is relatively weak, the faculty quality is relatively low, difficult to meet the actual needs of the current tourism management professional teaching reform, but also easy to lead to in the process of tourism management teaching theory course and practice courses. In terms of the talent training mode, smart tourism requires the cooperation between higher vocational colleges and enterprises and the government to innovate the talent training mode and integrate the smart tourism thinking into the talent training.

3 How to Carry Out Smart Tourism Construction

On the current university tourism management professional intelligent tourism talent training situation, widespread training target is not clear positioning, fuzzy, low talent

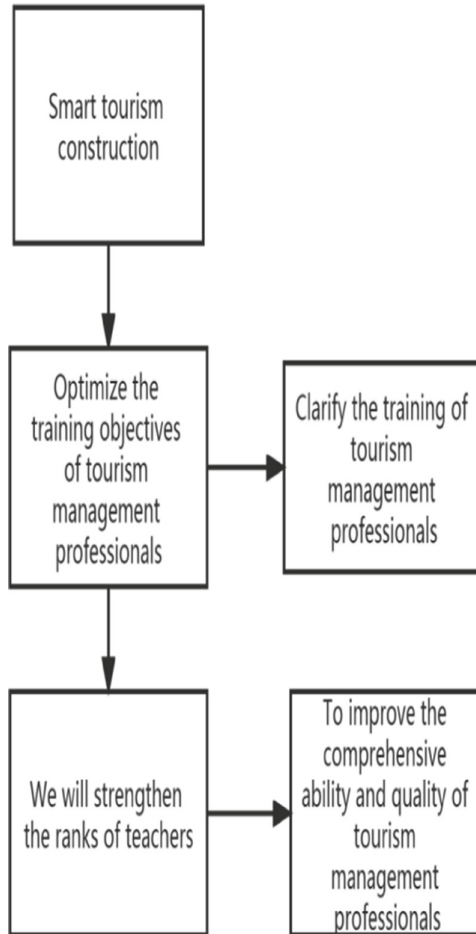


Fig. 2. How to build smart tourism

training level, specifically for the curriculum target setting characteristics and the application of modern technology, failed to judge the current industry demand, etc. [4]. Lead to tourism management graduates cannot fully meet the intelligent tourism industry talent demand, employment competitiveness is weak, employment quality is generally low. Although the development of smart tourism brings more choices and convenience to tourists. However, it is undeniable that in its development process, its big data security is also facing severe challenges [11] (Figs. 2 and 3).

We can see that in the smart tourism, tourists can realize the online understanding of travel information, the online booking of transportation and hotels, and the online payment during the shopping and entertainment process. But in the process, it also aggravates the risk of the personal information leakage of tourists. And we can also see that. Mobile terminal vulnerabilities, mobile payment security and other problems also occur frequently [2]. The security challenges faced by tourism online enterprises in the

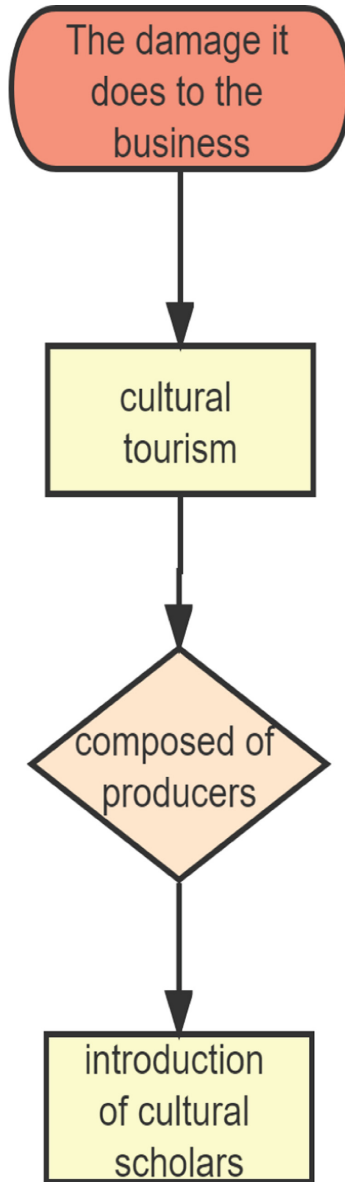


Fig. 3. State-of-the-art

era of big data are also particularly severe. A daily vulnerability occurs in the storage and use of data. The damage it does to the business will be devastating [12]. In recent years, cultural tourism has become the main force of tourism products, “culture is its attribute, tourism is its function.” Tourists who consume these tourism products are also de facto consumers of cultural products. “Creative tourism and cultural tourism are essentially

the same, that is, the creative standard, both take culture as the main content of tourism products.” Since the creative industry is in the upstream of the cultural industry in the value chain, 5, compared with cultural tourism, creative tourism can obtain more profits. This nature determines that among the cultural tourism products, the components of cultural creativity will continue to expand. According to Benjamin’s “art production theory”, artistic creation will transform into a mass copied cultural production under capitalist production conditions. Such production is also composed of producers, consumers, products and other elements, and is also restricted by the movement principle of the contradiction between productive forces and production relations. Many cultural industrial parks have so-called master studios, or have artists come in. In order to better explore tourism resources and carry out cultural tourism, some tourism industry companies will hire scholars and experts from the “cultural circle” as consultants. Even more, these expert consultants set up their own tourism development company after learning the management methods of tourism products. These are another manifestation of the artist’ a certain status in the production relations. After years of market testing, the introduction of cultural scholars into the relations of production is conducive to the development of the productive forces of the cultural industry.

Intelligent tourism talents not only need to master the basic knowledge of tourism, but more importantly, master the application method of modern information technology [3]. This requires university tourism management majors to appropriately reduce the proportion of theoretical courses, and appropriately increase the courses of skill training and skill mastery categories. However, according to the current situation of tourism management courses in colleges and universities, intelligent courses are missing. Until some schools only offer computer application and office software courses, and science and technology courses and network marketing courses are almost zero.

3.1 Optimize the Training Objectives of Tourism Management Professionals

When carrying out the reform of tourism management major in colleges and universities, it is necessary to clarify the training of tourism management professionals, conduct detailed research on the job requirements and market needs, and clarify the training objectives combined with teaching resources and the actual needs of smart tourism. In the process of tourism management teaching mode reform, the original tourism management major needs to be retained [1].

Basic courses, combined with the needs of smart tourism, add information technology, e-commerce, tourism project planning and other new courses, to train students into comprehensive talents, and better adapt to the actual needs of the current tourism market development. We should adhere to the principle of “people-oriented”, not only meet the actual needs of smart tourism, but also pay attention to the cultivation of students’ comprehensive ability, and provide a large number of qualified talents for the development of smart tourism.

3.2 Strengthen the Construction of Teachers

Improve the comprehensive ability and quality of tourism management professionals, must be “double double type” teachers as a guarantee, and the construction of teachers

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1 search(col)
2     if filled all columns
3         print solution and exit

4 for each row
5     if board(row, col) is not attacked
6         place queen at (row, col)
7         search(col+1)
8         remove queen at (row, col)

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Fig. 4. Deep-priority search

is not overnight, need to increase the introduction of higher vocational colleges teachers talents, and need to increase internal teachers talent training, so can make teachers have tourism professional teaching ability, have rich work experience, will learn to tourism management students. On the one hand, higher vocational colleges should dare to break many restrictions on the introduction of teachers, cooperate with tourism enterprises, hire professionals from tourism enterprises as part-time teachers, and further improve the practical ability of teachers majoring in tourism management. On the other hand, it is necessary to improve the teacher training system, create training opportunities and training platforms for teachers, and build a targeted training system combined with teachers 'career planning to improve teachers' teaching ability. In addition, it is necessary to improve the evaluation mechanism, expand the scope of evaluation and assessment, and select excellent professional teachers through the evaluation. Strengthen the connection with enterprises and industries, implement the socialization and openness of teaching evaluation, build diversified evaluation standards, and further improve the teaching quality of teachers through scientific evaluation.

In the construction of smart tourism, we can take the deep priority search algorithm to calculate it, as shown in the Fig. 4.

Starting from 0, since there are fewer nodes to be selected in each step, this method can be solved quickly. For smart tourism, this method can also be adopted to calculate the construction of smart tourism.

4 Conclusions

Under the background of smart tourism, the teaching mode and reform of tourism management in colleges and universities are imminent. On the one hand, the goal of the reform of tourism management teaching mode should be clarified, and on the other hand, the teaching mode and teaching management should be combined with the actual needs of smart tourism. In view of the various challenges faced in the teaching process of

intelligent tourism information courses, it is necessary to use educational big data technology to build accurate teaching mode and personalized learning methods, and explore a new road and teaching mode for the teaching of intelligent tourism information courses.

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