

Promotion Path on Vocational Ability of Tourism Talents in Intelligent Tourism Era

Junfang Lv

School of Management, Bohai University, Jinzhou, 121013, China

2467958978@qq.com

Keywords: intelligent tourism; tourism talents; vocational ability; promotion path

Abstract: In the era of intelligent tourism, innovative mechanisms are needed to continuously improve the professional ability of tourism talents to meet the needs of the development of the tourism market. In response to the requirements of knowledge structure, professional habits, cultural knowledge, service concept, learning ability and information literacy in the era of smart tourism, the author proposes the path of improving the professional ability of tourism talents in the era of intelligent tourism: the formation of tourism talents unremitting lifelong learning, perfecting the tourism professional curriculum system from the perspective of internationalization, continuously improving the information technology literacy of tourism professionals, building the core value of tourism talents "service first", and improving the basic work of building a smart tourism talent team ability-based to improve the professional competence of tourism talents and increase the intensity of intelligent tourism talent introduction.

1. Introduction

Intelligent tourism, using new technologies such as cloud computing and Internet of Things, through the Internet/mobile Internet, with the use of portable terminal Internet devices, actively perceive information on tourism resources, tourism economy, tourism activities and tourists, and release them in time to enable people to timely understand this information, arrange and adjust work and travel plans in the timely manner, so as to achieve the intelligent perception and convenient use of various types of tourism information. From the perspective of connotation, intelligent tourism can improve the level of tourism services, optimize tourism resources, innovate tourism management, and enhance the core competitiveness of tourism enterprises. From the perspective of extension, intelligent tourism has played a magnetic role in the core force, promoted the development of tourism informationization, and coordinated the relationship between tourists, destination residents, tourism enterprises and governments. With intelligent travel, tourists can obtain tourist route information and ticket reservations, and provide navigation, tour guides, guided tours and shopping guides anytime and anywhere. Tourist destination residents enjoy the convenience of sharing information such as transportation and leisure with the help of intelligent tourism development; The intelligent tourism platform obtains the statistics of tourists' satisfaction and industry management data. The government improves the level of tourism informatization, conducts market supervision on the tourism industry, improves the utilization rate of tourism information, predicts and responds to emergencies in a timely manner, and forms an innovative model of industrial integration development. Therefore, intelligent tourism has brought about a new revolution in the tourism industry and also highlighted strong market demand.

Tourism talents, from a microscopic point of view, tourism talents can be understood as people who work in the tourism industry, have certain tourism-related professional knowledge or expertise, and contribute to tourism development; from a macro perspective, all have certain tourism-related knowledge or local folk knowledge, all tourism practitioners and ordinary people who contribute to the local tourism economy or image through occupational or non-occupational labor, can be called tourism talents. Professional ability refers to the sum of the various abilities and characteristics of the employees who have acquired the purpose of the professional activities and the ability to adapt

to the changes in the occupation according to their belief in the professional work. The professional ability mainly includes three basic elements: the ability to be qualified for a specific occupation, the performance qualification; the professional quality after entering the field; the career management ability after starting a career. In the era of intelligent tourism, eating, living, traveling, traveling, purchasing and entertainment are still the basic elements of tourism, but tourists can obtain various information about related attractions through the use of intelligent mobile devices and scenic navigation machines, and the explaining work of tourism practitioners is greatly replaced. In the era of intelligent tourism, the job skills and living space of tourism practitioners are affected. The crisis of tour guides brought by intelligent tourism has made tourism practitioners be defined as lecturers, liaisons and even waiters. Talent training has been hit and challenged as never before. In the era of intelligent tourism, innovative mechanisms are needed to continuously improve the professional ability of tourism talents to meet the needs of the development of the tourism market. Through the research of this paper, the paper proposes the path of improving the professional ability of tourism talents in the era of intelligent tourism, and helps the healthy and sustainable development of China's tourism industry in the era of intelligent tourism, and realizes the transition from traditional tourism power to intelligent tourism power.

2. Requirement on Vocational Ability of Tourism Talents in Intelligent Tourism Era

Combining the talent demand of the tourism market in the era of intelligent tourism and the development trend of tourism, the professional competence requirements for tourism talents include the following six aspects:

(1) Reasonable knowledge structure. Knowledge structure refers to the composition and combination of the knowledge system owned by a person after special training. A reasonable knowledge structure means that it has both in-depth expertise and extensive knowledge, and has the most reasonable and optimized knowledge system in line with the needs of career development. Establish a reasonable knowledge structure, cultivate scientific thinking methods, and improve practical skills to meet the requirements of future professional positions in society. The knowledge structure of tourism talents should have basic professional skills, strong adaptability and high comprehensive quality. It can not only engage in basic travel agency and hotel grassroots management, but also adapt to travel agency and hotel management, and have certain cross-industry development capabilities.

(2) Good professional habits. Habit is a repetitive and unconscious routine of daily behavior, obtained through repeated repetition of certain behaviors. Professional habits are cultivated in professional life, and the daily behavioral rules closely related to professional life are the characteristics of the very professional characteristics of long-term occupation of a certain occupation. Once a professional habit is formed, it is difficult to change. In the tourism service work, good professional habits can not only guarantee the quality of tourism service work, but also promote the development of tourism talents. Bad professional habits will not only seriously affect the quality of tourism services, but also seriously affect the career of tourism talents. Therefore, good professional habits are also an indispensable basic quality of tourism talents.

(3) Rich cultural knowledge. Tourism is an industry with a wide range of knowledge, involving both political and historical knowledge, as well as knowledge of geography and nature; knowledge of both literary and psychological aspects, as well as knowledge of social and ethnic customs; economic and ecological knowledge, as well as knowledge of tourism goods and tourism. If you do not master the cultural knowledge related to tourism, it is not a qualified tourism talent, especially the knowledge involved in the tour guide. The cultural knowledge related to tourism mainly includes: knowledge of the overall situation of local tourism resources, basic knowledge of local economic and social development, local tourism geography, ethnic customs and history and culture.

(4) Wisdom service concept. As a tourist, the most concerned about whether you can get value for money or even a good value for money in tourism, can maximize relaxation and pleasure, which is also a prerequisite for improving the service concept. This requires improving the quality of services, giving consumers the right to know, and tourism services are recognized by tourists. The

so-called intelligent service concept, in addition to paying attention to service quality, must fully respect the tourists and provide personalized and people-oriented travel services. While strictly implementing the standard service process, we must fully realize the current situation of the increasing demand for personalized services by tourists. Under the premise of not affecting the integrity of the basic service process, it will be promoted by people with wisdom. More intelligent service products.

(5) Strong learning ability. The information age is the era of knowledge explosion, the content of knowledge is increasing, and the speed of renewal is accelerating. To adapt to the social development needs of the information age, we must have strong learning ability and constantly learn new knowledge. From the characteristics of tourism services, it not only includes tourism knowledge, but also literature, history, geography, art and economics, including not only social science knowledge, but also natural science knowledge. This knowledge is not only rich in content, but also faster to update. This requires tourism talents to have strong learning ability, continuous learning, constantly update their knowledge, and constantly enrich their knowledge, in order to adapt to the needs of social development and tourism industry development.

(6) Good information literacy. Information literacy is also known as information culture and is an adaptability to the information society. The ability and quality of contemporary talents includes learning skills, information literacy, innovative thinking, interpersonal communication, cooperative spirit and practical ability. Information literacy is one of the important aspects, involving the awareness, ability and application of information. In the process of tourism development, the degree of informatization continues to increase. From daily office and personnel communication to product design, marketing and industry research, informationization has become a basic method. Tourism practitioners need to constantly communicate with the outside world to deal with relationships with customers, peers and partners. Therefore, tourism talents need to learn information skills, improve information processing capabilities, and improve their information literacy.

3. Promotion Path on Vocational Ability of Tourism Talents in Intelligent Tourism Era

Intelligent tourism is the perfect combination of the Internet and tourism, bringing vitality and vitality to the development of tourism. Only by cultivating intelligent tourism talents that meet the needs of the times can we inject the driving force into this sunrise industry. To adapt to the real needs of the era of intelligent tourism, we must start with the promotion of professional capabilities and cultivate high-quality skilled tourism talents. The path of improving the professional ability of tourism talents in the intelligent tourism era proposed in this paper is as follows:

(1) Forming the idea that tourism talents persist in lifelong learning. Lifelong learning refers to the need to adapt to social development and the realization of individual development, throughout the life of the person, the continuous learning process. In modern society, science is developing with each passing day, knowledge is getting faster and faster, and learning becomes a lifelong activity. The improvement of the professional ability of tourism talents is a process of lifelong learning and continuous improvement. Through the formulation of financial plans, government departments have increased their support for the improvement of professional competence of tourism professionals, provided corresponding hardware facilities and software environments, and improved the information literacy and practical skills of tourism talents. Through the formulation of administrative regulations, effectively standardize and supervise the tourism personnel training system, and continuously provide the society with specialized talents that meet the requirements of the intelligent tourism market. The government tourism department can guide the school to open a "cloud classroom" distance education course to help tourism talents continue to strengthen their learning, adjust the learning content in time according to the development requirements of the industry, and achieve the goal of lifelong learning for smart tourism talents.

(2) Improve the tourism professional curriculum system from the perspective of internationalization. The tourism professional curriculum system needs to construct the core curriculum and key curriculum according to the needs of the development of the tourism industry, so as to form an effective connection between the various courses, and promote the cultivation of

the professional core competence and professional ability of tourism talents. First, in order to adapt to the needs of internationalization, strengthen the construction of foreign language courses, highlight the content of foreign language professionalized listening and speaking, and join cross-cultural communication content, so that students can learn through foreign language courses and effectively improve the application ability of foreign languages. Second, strengthen the construction of tourism professional textbooks, closely focus on the needs of the cultivation of core talents of tourism talents, ensure the practicability and advancement of content, integrate practical educational content, guide students to participate in tourism practice activities, and enhance students' tourism practice ability. At the same time, do a good job in industry investigations, delete outdated content, and compile supporting exercises and practical courseware to ensure the richness and practicality of professional course construction content.

(3) Continuously improve the information technology literacy of tourism professionals. Information technology literacy is a kind of adaptability to the information society. It is a knowledge structure for understanding, collecting, evaluating and utilizing information. It needs to be completed through both expert information technology and perfect survey methods through identification and reasoning. Based on the latest information technology, intelligent travel emphasizes the ability of tourism professionals to operate and apply information technology. The basic information technology literacy that tourism talents need in the era of intelligent tourism includes: using mobile communication and cloud computing technologies to determine and identify the types of information needed for tourism business, selecting sources of information, and efficiently obtaining information needed for tourism business. Good at analyzing the use of tourism information for intelligent marketing and management, for example, by analyzing tourists' evaluation of products and consumption data, designing marketable tourism products; observing basic social ethics when collecting and using information technology legal.

(4) Constructing the core value of "service first" for tourism talents. The fundamental problem of intelligent tourism's new requirements for tourism talents is to establish the concept of "intelligent" tourism talents and build the core value of "service first". Wisdom is a process that reflects the deep integration of informatization in the development of tourism. Tourism talents must firmly grasp the wisdom of technology and tools, and skillfully apply them to practical work, making them the basic quality of tourism talents. In the case that the tourism talents are fully intelligent and literate, the quality of tourism services will be qualitatively improved, thus forming a service-oriented tourism talent team. Therefore, wisdom and service are parallel, mutually supportive and closely integrated. It is necessary to change the concept of training and accelerate the cultivation of high-quality skilled personnel to meet the needs of talent development in the era of intelligent tourism. When relevant departments formulate intelligent tourism development plans, they must integrate the industry concept and core value of intelligent tourism, and timely understand the concept renewal and value reshaping brought about by the development of the industry.

(5) Improve the basic work of building a intelligent tourism talent team. First, actively promote the scientific classification of intelligent tourism talents, rationally define the concept of intelligent tourism talents, standardize the unified management of all types of talents, and explore the division of talents in the new industry. Second, promote the information construction of intelligent tourism talents, build a network platform for intelligent tourism talents, and normalize the statistics of intelligent tourism human resources statistics, job training and vocational education. Establish a classified talent database according to regions, levels and majors, and conduct in-depth research on key groups. Strengthen the dynamic monitoring and demand warning of intelligent tourism talents, and establish a unified national talent supply and demand information platform and tourism talent resource forecasting system. Third, strengthen and improve the intelligent tourism human resources market. At the national level, introduce tourism human resources market management standards and market norms, and establish specialized tourism talent markets at the provincial and municipal levels. Strengthen the identification of vocational skills, increase the supervision of tourism enterprises, and safeguard the legitimate rights and interests of employed persons.

(6) Improve the professional competence of tourism talents based on ability. Competence is the use of knowledge, technology, abilities, behaviors and personal traits to successfully complete work tasks and assume the responsibilities assigned to the position. Professional competence belongs to the category of human resource management and is now used by many enterprises in the work of human resource management. In line with the development trend of intelligent tourism, tourism enterprises need application-oriented talents who understand both the theoretical knowledge of tourism and the information technology, focusing on the demand for professional talents of tourism talents. Therefore, tourism education institutions should investigate the needs of talents in the era of smart tourism, combine the needs of tourism enterprises, the development trend of intelligent tourism and the actual situation of educational institutions, and establish the training objectives based on professional competence, through training content and training methods to innovate and cultivate talents needed for intelligent travel. On the one hand, based on professional courses, the addition of practical courses such as information technology; on the other hand, the establishment of hardware facilities compatible with the curriculum to achieve synergy between content and means.

(7) Strengthen the work of introducing intelligent tourism talents. Human resources are the core of social activities and the key to realizing the two fundamental changes in the economic system and economic growth mode. The introduction of talents is an effective way to accelerate the development of tourism. Efforts will be made to create a relaxed and harmonious international talent environment, improve the green channel for overseas tourism talents to serve in China, and encourage tourism enterprises and institutions of higher learning to introduce high-level tourism talents with international vision. Vigorously develop tourism think tanks, encourage local and provincial management departments to adopt various measures flexibly, and flexibly gather high-end management talents for tourism to make suggestions for local tourism development. Encourage competent tourism companies to cooperate with universities to form a library of experts in tourism enterprises. Implement a flexible introduction of talent policies, encourage retired old experts and old professors to enter the tourism talent team, and establish a relatively stable part-time tourism talent team and volunteer team. Encourage professionals who pass the tour guide business training and assessment to enter the tour guide team in the form of part-time tour guides.

References

- [1] X. Chen, "Analysis on the professional ability of foreign tour guides based on the development of Intelligent Tourism in Jiangsu," *Journal of Hubei University of Economics (Humanities and Social Sciences)*, vol. 14, no. 8, pp. 25-26, 2017.
- [2] L. Zou, "Research on knowledge structure of tourism management talents training in Higher Vocational Colleges," *Journal of Liaoning Economic Management Cadre Institute (Journal of Liaoning Economic Vocational Technological Institute)*, vol. 14, no. 5, pp. 67-69, 2012.
- [3] D. H. Fan, "Basic requirements and training of professional development quality of tourism talents," *Thinking*, vol. 39, no. 2, pp. 256-258, 2013.
- [4] N. S. Zheng, "Promotion and improvement of service concept in modern tourism," Home of the document: http://www.doczj.com/list_31/, 2018-11-10.
- [5] G. H. Feng, "Countermeasures for improving professional ability of tourism talents in the view of internationalization," *Talent resources development*, vol. 23, no. 6, pp. 174-175, 2017.
- [6] Y. Sun, Y. L. Sun, "The present situation, problems and Countermeasures of tourism talents' work and talent team construction in China," <http://www.doc88.com/p-9002383689431.html>, 2018-11-10.
- [7] Y. Y. Jiang, "The training mode of tourism management talents in Universities from the perspective of smart Tourism," *Tourism Overview*, vol. 8, no. 4, pp. 202-203, 2018.