

# **Talent Cultivation Model of Tourism Management Major under the Background of Smart Tourism**

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**Abstract:** With the continuous development of the economy, China's tourism industry has developed rapidly in recent years, and the demand for related tourism professionals are getting higher and higher. This article is based on the research and exploration of the talent training model of tourism management under the background of smart tourism.

## **Introduction**

Smart tourism is a tourism concept that has gradually emerged in recent years, and has quickly been promoted in the tourism industry, becoming one of the development trends of the future tourism industry. In order to meet the needs of smart tourism development, relevant colleges and universities have adjusted the training mode in the training of tourism management talents in order to better meet the needs of the smart tourism industry and promote the development of tourism.

## **1. Analysis of the concept of smart tourism and its impact on the training of tourism management professionals**

### **1.1 Smart Tourism Concept Analysis**

Smart tourism mainly refers to the modern tourism model with the purpose of improving service efficiency and taking a variety of informational means. Compared with traditional tourism, smart tourism has a higher level of informationization. It can provide a variety of tourism services through online networks, improve the convenience of people's tourism, and provide assistance for the development and progress of society [1]. With the emergence of smart tourism-related concepts, many researchers have been researching smart tourism-related topics in an endless stream, but the current research on talent cultivation in the context of smart tourism is not much, providing sufficient space for talent cultivation research in the context of smart tourism.

### **1.2 Impact of Smart Tourism on Talent Training**

The arrival of smart tourism has brought a great impact on the training of university tourism management professionals. In order to meet the needs of the development of smart tourism, vocational colleges need to re-analyze the talent training model and improve the quality of talents in order to meet the actual needs of society and promote the development of the tourism industry. The impact of smart tourism on the training of tourism management professionals in higher vocational colleges mainly includes the following aspects: first, smart tourism requires tourism professionals to have the ability to operate professional information equipment; second, tourism professionals need to Strong information technology level; third, under the background of smart tourism, tourism professionals are required to have strong service innovation capabilities [2].

## **2. Analysis of the shortcomings in the current training model of tourism management profession**

### **2.1 Social needs analysis is not comprehensive**

In the context of smart tourism, social demand largely determines the direction of talent training. At present, some higher vocational colleges do not analyze the social needs comprehensively, which has led to a certain deviation between the professional training of tourism management and the actual needs of society. Cause adverse effects. At present, the analysis of social needs in higher vocational colleges is not comprehensive enough, which is mainly reflected in the insufficient analysis of the needs of the tourism industry and the insufficient analysis of the needs of tourism enterprises.

## **2.2 The setting of training goals for tourism professionals is not scientific enough**

In the context of smart tourism, some higher vocational colleges currently have unscientific goal setting in the training of tourism professionals, which adversely affects the promotion of tourism professionals. First of all, the professional setting of tourism management in some vocational colleges is not scientific enough. The goals set by some tourism management majors in some colleges are not clear enough, which leads to a certain degree of deviation between the introduction and training of professional talents and actual needs, which limits the promotion of talents training. Second, some vocational colleges lack overall planning for their own development. Some higher vocational colleges lack corresponding overall planning in the development of related tourism management majors, which adversely affects talent training.

## **2.3 Teachers' teaching level is not high enough**

Under the background of smart tourism, the teaching level of teachers in some vocational colleges is not high enough, which has adversely affected the cultivation of tourism management professionals. At present, the professional teaching level of teachers in some vocational colleges is relatively inadequate, which is mainly reflected in the following aspects: First, there is a wide disparity in the level of teacher teaching, which brings some difficulties to the improvement of the overall teacher level; The inadequacy of the introduction of high-quality professional teachers has greatly limited the construction of professional and high-quality teacher teams in vocational colleges. Third, vocational colleges are not strong enough in teacher training. In the context of smart tourism, teachers need to fully increase the teaching of skills and content related to smart tourism. This requires teachers to have relevant professional skills and knowledge. At present, the relevant skills and knowledge reserves of teachers are not sufficient, and the relevant training is not sufficient. This has limited the promotion of tourism professional training.

## **2.4 The level of cooperation between higher vocational colleges and enterprises is not high enough**

In the context of smart tourism, the level of cooperation between higher vocational colleges and enterprises is not high enough, which has adversely affected the cultivation of tourism management professionals. First, higher vocational colleges are not strict enough in the management of tourism internships. The related management mechanism of interns in some vocational colleges is not perfect, which makes interns management difficult, and the effect of internship teaching is not ideal. Second, the level of cooperation between higher vocational colleges and related tourism enterprises is not high enough. In the context of smart tourism, higher vocational colleges need to work closely with related tourism companies in order to facilitate colleges to adjust teaching settings according to corporate needs and meet corporate needs. However, at present, the level of cooperation between some vocational colleges and enterprises is not high enough, and the degree of matching of course settings and corporate needs in the later period is relatively low, which adversely affects talent training.

## **3. Innovative research on the training model of tourism management professionals under the background of smart tourism**

### **3.1 Do a good job of social needs analysis**

Higher vocational colleges need to do a good job of social demand analysis in the training of

tourism management professionals. Starting from the social needs, it is necessary to improve the level of tourism management personnel training with higher quality. First of all, higher vocational colleges need to do a good job analysis of tourism industry talent needs. Higher vocational colleges can use information technology to widely collect the demand for talents in the tourism industry, and then adjust the teaching content according to the needs of the industry to improve the teaching level [3]. In terms of social needs analysis, higher vocational colleges can conduct surveys from several general directions, such as tourism hotel management, tourism guides, and tourism scenic spot services, to collect as much comprehensive information as possible about the current development status and future development trends of the tourism industry, in order to accurately analyze the society Demand protection. Secondly, do a good job analysis of enterprise talent needs. Industry analysis is the needs of the environment in the context of the entire smart tourism, and analysis of corporate needs is the most direct basis for talent training. In the context of smart tourism, higher vocational colleges can increase their own exchanges with enterprises, facilitate higher vocational colleges to grasp the needs of enterprises, and develop targeted training to improve the level of talents in tourism management [4].

### **3.2 Clarify the training goals of tourism professionals**

In the context of smart tourism, higher vocational colleges need to identify specific training goals in the field of tourism professional talent training, more scientifically guide talent training, and improve the quality of tourism professionals. First, higher vocational colleges need to clarify the professional design goals of tourism management-related professionals. Higher vocational colleges can clarify the professional design goals of tourism management-related professionals, coordinate the introduction of talents, achieve targeted recruitment of professional counterparts, and provide convenience for later training. In the setting of tourism majors, higher vocational colleges can set different majors according to different occupations.

For example, with the development of the tourism hotel industry, higher vocational colleges can set up tourism hotel management majors, further broaden the scope of tourism management majors, and promote the development of tourism management talents. In terms of training target design, higher vocational colleges can also arrange different teaching content according to different grades, scientifically improve the training level, and promote students' tourism management skills. Second, higher vocational colleges need to make overall plans for their own development. Higher vocational colleges can plan their own professional development in tourism management related to their own development situation, optimize professional development prospects, training goals, talent direction, etc., and comprehensively improve the level of talent training.

### **3.3 Create a high-quality teacher team**

In the context of smart tourism, higher vocational colleges can create a team of teachers to improve the training of high-quality tourism management professionals, and provide support for improving the quality and level of talent training. In terms of building a high-quality teacher team, higher vocational colleges can start from the following aspects: First, strengthen the management of high-quality teacher teams. To improve the quality and level of the teacher team, higher vocational colleges can strengthen the management of high-quality teacher teams, set teacher leaders in the teacher team, mobilize teachers' enthusiasm through exemplary roles, and provide guarantee for the improvement of the level of talents in tourism management; Focus on the introduction of high-quality teachers. The construction of high-quality teachers 'teams in higher vocational colleges can be achieved by introducing professional teachers. Higher vocational colleges can comprehensively introduce professional and high-quality talents according to social needs and their own future development needs, to provide guarantee for the construction of high-quality teachers' teams; Third, higher vocational colleges strengthen teacher training. In the context of smart tourism, higher vocational colleges can use information technology to improve the teacher training system, improve the teaching level of teachers, and provide support for the cultivation of tourism professionals [5].

### 3.4 Strengthening school-enterprise cooperation with distinctive schools

In terms of talent training for tourism majors, higher vocational colleges can strengthen the level of school-enterprise cooperation through characteristic schooling, and further enhance the talent training level for tourism management. First, improve the intern management mechanism. Higher vocational colleges can improve the management system of interns, ensure the quality of internships, and improve the level of management talents in tourism. Higher vocational colleges can appropriately arrange different enterprise internship opportunities according to different tourism professional talents, improve the training of talents more precisely, and promote the training of tourism professional talents. For example, higher vocational colleges can provide tourism hotel management students with internship opportunities for tourism hotel management students, to facilitate students in the internship in tourism hotel management career specific requirements, modify their behavior, and improve their actual professional ability. Second, strengthen cooperation between higher vocational colleges and related tourism enterprises. Higher vocational colleges can strengthen the level of cooperation with tourism enterprises, adjust the tourism professional curriculum settings according to the specific needs of tourism enterprises, increase the participation of talents in talent training, and improve the quality of talent training [6-7].

### Conclusion

There are many innovative methods for the training model of tourism management professionals in the context of smart tourism. Higher vocational colleges can strengthen the analysis of social needs, clarify the training goals of tourism professionals, create high-quality teacher teams, and strengthen unique schooling. The level of school-enterprise cooperation and other methods will comprehensively improve the training level of its own tourism professionals and promote the promotion and development of smart tourism.

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