
Analysis on Talent Demand of Tourism Enterprises in Beijing in the Internet Plus Era

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Abstract: The high penetration rate of Internet and mobile phones has brought about changes in consumption and payment methods, and prompted the transformation of traditional tourism industrial structure to "Internet+Tourism", and then the demand for tourism talents has also changed. The paper is based on the analysis of talent demand in Beijing tourism enterprises, using questionnaire survey method, investigates the current situation of talent recruitment in tourism enterprises and the training of tourism talents from the perspective of tourism enterprises, and analyze the data of 252 tourism enterprises by SPSS statistical software, the results show that: tourism enterprises are in shortage of talents, and there is an urgent need for composite talents with high intersection of service technical talents and professional disciplines talent, and then changes in the demand for talents are the result of a combination of internal and external factors, the disconnect between production and demand causes a large shortage of talents in tourism enterprises while tourism talents are still difficult to be employed. Finally, the financial investment in the construction of tourism talents should be increased in Beijing, and tourism enterprises are proposed that they should cooperate with the universities offering related majors especially in practice and should accelerate the transformation of "Internet+Tourism".

Keywords: Talent Demand, Tourism Enterprises, Internet+

1. Introduction

In March 2015, the "Internet+" plan was first proposed in China, which was to create a new development ecosystem through the integration of Internet information technology and traditional industries. By June 2021, statistics from the China Internet Information Center showed that the size of Internet users in China was 1.011 billion, the Internet penetration rate was 71.6%, and the number of mobile phone users was 1.007 billion, of which 812 million people made online purchases and 872 million users used online payments [1]. In the context of the information era, the tourism industry and the Internet are also rapidly integrating and interpenetrating, ushering in a new type of development structure.

The tourism industry in foreign countries has been developed earlier and the research related to tourism talents is relatively mature. 5586 articles were searched by keywords "Tourism Human Resources Challenge" in Emerald insight, a foreign literature website, and the books and materials related

to the study of tourism talents were analyzed. According to the analysis of the literature, foreign research on tourism human resources demand mainly focused on the problems involved in the real tourism industry and the relationship between human resources demand and tourism education and training [2-5]. In recent years, there have been numerous studies related to tourism talent demand in China, and the search results through the keywords "tourism talent demand" on China Knowledge Network showed that there have been 375 relevant articles in the past five years, among which 73 articles were precisely matched with the "Internet+" and "tourism talent demand". And the keywords search of "tourism talent demand" in Wanfang data library showed that there were 6,584 related articles in the past five years, and 73 of them were precisely matched. Regarding the characteristics of tourism talent demand, the views held in the literature are divided into the following types: the demand for practitioners with high educational level and culture [6-9], the demand for professional knowledge and skills with high practical ability

and application-oriented talents [10-12], and the demand for composite talents with comprehensive knowledge and skills and innovative ability [13-18]. There were a longer and richer history and experience in focusing on the tourism industry in Foreign countries than in China. In Europe and the United States, the research on tourism talents focuses more on case studies, discovering the actual problems reflected in the cases and proposing solution strategies. As well as exploring the supply-demand relationship between talents demand and education and training, three successful training models have been built to cope with the shortage of market demand for talents, accumulating successful experience. In contrast in recent years, although researchers in China began to pay attention to the phenomenon of the contradiction between the shortage of talents in tourism enterprises and the high unemployment rate of tourism majors, analyzed the demand characteristics of employers in the tourism industry, and further explored the optimization of the talents training model in tourism majors, but there were still at the stage of simple suggestions and proposed countermeasures. Most of the tourism talent research in China was based on the observed social situation as the entry point, reflecting on the shortcomings of the education model and offering opinions for the reform of the education model. Only a few studies were based on actual cases, and conducted intensive and comprehensive investigation on tourism enterprises.

With the development of tourism industry, the demand for talents in tourism enterprises was increasing, but there was still a high unemployment rate in the tourism industry in China. The mismatch was the result of the disconnect between education output and market demand. The paper took Beijing as an example, through the investigation of the employment demand of tourism enterprises in Beijing in the era of "Internet+", analyzed the problems in the current situation of talents demand in tourism enterprises, clarified the specific standards for the ability of talents in different positions in the talents demand of the employing enterprises, so as to further put forward suggestions and schemes to optimize the educational structure. It also provided a reference standard for students to find their professional orientation and understand the abilities they need to enhance.

2. Research Methodology

2.1. Questionnaire Method

Based on relevant literature and interview collation analysis, the paper designed the first draft of the questionnaire on talents demand of tourism enterprises in Beijing, after which some experts were invited to give guidance. Next, the modified questionnaire was pre-surveyed, and 10 managers of enterprises were randomly selected to fill in this questionnaire, and then the questionnaire was modified after problems were found. The final version of the questionnaire consisted of three main sections with 20 questions. They cover the basic information of the questionnaire fillers, the current situation of human resources of the enterprise, and the demand standard of

the enterprise for the current tourism college students. The survey was distributed to Beijing accommodation, catering, travel agents, scenic spots and life services, the five major tourism-related enterprises by sampling. The questionnaire was targeted to be completed at the levels of HR, junior managers, middle managers and senior managers, because the analysis of talents demand requires an understanding of the overall human resource situation of enterprises. The distribution started from January 28, 2019, and the surveyors included a total of four tourism management students and instructors. The total number of questionnaires was 338, of which 86 were invalid because the fillers were front-line grassroots employees, considering their insufficient knowledge of the overall human resource situation of the enterprise, so 252 questionnaires were valid.

2.2. Statistical Analysis Method

This paper used SPSS statistical software to process and analyze the collected questionnaires on talent demand of tourism enterprises in Beijing. Firstly, the reliability of the questionnaire data was analyzed, and the Clone-Bach coefficient of the survey was 0.889, indicating a high degree of reliability.

The questionnaire was then subjected to validity analysis. The KMO test and Bartlett's spherical test were first conducted on the raw data to test whether the raw data had structural validity before the overall analysis. The probability of significant value of Bartlett's spherical test for this questionnaire was $p=0.000$ less than 0.05, and the KMO test value was 0.827 greater than 0.5, so the original data were tested for structural validity. Further, cumulative variance contribution rate were observed to demonstrate the structural validity of the questionnaire data, and the results of this survey data were analyzed by SPSS software, which showed 66.494% indicating good structural validity of the data.

Finally, statistical analysis and cross-analysis were conducted on the data of the basic characteristics of the samples, the current situation of talents demand in tourism enterprises, the influencing factors of the change of talents demand in tourism enterprises, and the training of tourism students from the perspective of tourism enterprises, so as to summarize the regulations and conclusions.

3. Basic Characteristics of the Samples

The basic characteristics of this survey samples included the type of tourism enterprises, job level, education level, age level, income level, etc. The specific analysis was as follows.

Tourism enterprises samples in Beijing mainly focused on accommodation and catering, while tourism business agents, scenic spots and life services accounted for a smaller proportion. Among the respondents, 48.41% belong to junior management, partly from HR and middle management, and a small part from senior management. The education level was mainly distributed in high school (junior college), college, and bachelor's degree, but those with junior high school or below only accounted for 17.86%, with fewer people with high

educated and only one person with master's degree and above. The age level was concentrated between 26 and 60 years old, partly from 18 to 25 years old, and less from 60 years old and above. Although most of them come from management, the monthly income level was concentrated between 3001 and 6000 RMB, and from the data in Table 1, it could be found that 66.27% of people's salary income was in this range, some of

them were in the two levels of 3000 and below and 6001 to 10000 RMB, and the proportion of those whose monthly income reached 10001 and above was less. From the summary of information, it could be seen that the wages and personnel qualifications of tourism-related enterprises were generally lower than the average living standard in Beijing.

Table 1. Summary of basic information of respondents.

Projects	Features	Number of respondents	Proportion
Unit Type	Accommodation	200	79.37%
	Catering	177	70.24%
	Travel Business Agent	14	5.56%
	Scenic Area Tour	10	3.97%
	Life Services	10	3.97%
Job Level	Senior Managers	12	4.76%
	Mid-level managers	62	24.60%
	Junior Managers	122	48.41%
	HR	56	22.22%
Education level	Junior high school and below	45	17.86%
	High School (Secondary School)	67	26.59%
	College	78	30.95%
	Undergraduate	61	24.21%
	Master and above	1	0.40%
Age Level	18-25 years old	34	13.49%
	26-35 years old	72	28.57%
	36-45 years old	73	28.97%
	46-60 years old	68	26.98%
	60 years old and above	5	1.98%
Income Level	3000 yuan and below	26	10.32%
	3001-6000RMB	167	66.27%
	6001-10000RMB	45	17.86%
	10001-15000RMB	5	1.98%
	15001-20000RMB	7	2.78%
	20,000 yuan and above	2	0.79%

4. Analysis on the Current Demand for Talents in Tourism Enterprises

In this paper, the impact on tourism demand in terms of basic tourism enterprise, travel time, travel destination, travel price, leisure time and the availability of companions were analyzed (Figure 1).

(1) Basic situation analysis on tourism enterprises

The current situation of talents demand in tourism enterprises was one of the main parts of the questionnaire. It was found that 86.11% of the enterprises believe that the staffing structure was reasonable in general, and only 13.89% of the interviewed enterprises thought that there were certain problems in the staffing structure (Table 2).

The optimization of the industrial structure not only brought changes in the type of talents demand, but also led to continuous changes in recruitment methods. Unlike the traditional posting of recruitment advertisements, modern recruitment channels

had become the main way to recruit people for tourism enterprises. From Figure 1, it could be found that recruitment APP had the largest proportion of 29.37% and talent market accounted for 26.98%. Campus recruitment and internal training accounted for a smaller proportion, and few of the tourism enterprises through headhunting.

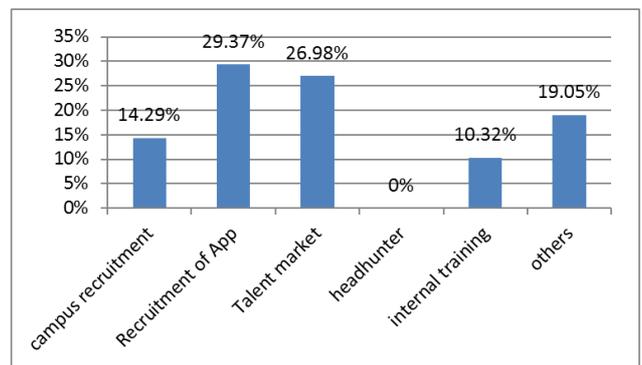


Figure 1. Statistical chart of recruitment channels of tourism enterprises.

Table 2. Statistical table of enterprise personnel structure rationality.

The structure rationality of current enterprise personnel	Number of samples	Proportion
Reasonable	217	86.11%
Not reasonable	35	13.89%

(2) Analysis on the types of talents urgently needed by tourism enterprises

The results of the cross-analysis on the types of talents that were urgently needed by tourism enterprises at present and the necessary professional backgrounds that enterprises think talents should have were shown by SPSS statistical software (Table 3). From the analysis on the data in the table, the most urgent type of talents in tourism enterprises was service skilled talents, almost all tourism-related enterprises were service industries, among 252 tourism enterprises, 117 enterprises management thought that service skilled talents were the most urgent type of human resources at present. 68 tourism enterprises needed professional and technical talents, 45 enterprises believed that enterprise operation and management talents were the most urgent resources at present. A small number of enterprises believed that there was a lack of administrative personnel. According to the supplementary answers, 7 enterprises thought that all the above types of talents were in shortage. It could be seen that the demand for talents in tourism enterprises in Beijing was high, and tourism human resources were relatively tight.

When tourism enterprises would conduct talents recruitment, the favorite professional background was English major (Table 3), selected 141 times. And the tourism management major was ranked second with 128 times. Public relations, computer, business administration, economics and e-commerce were also selected more often. It could be seen that in the context of the transformation of many traditional industries, traditional professional knowledge had begun to fail to meet the needs of positions, and the tourism industry has also begun to focus on the ability of cross-border integration of talents. Comprehensive cross-analysis, service technical talents with a foreign language professional background were most recognized by tourism enterprises, followed by service skilled talents in tourism management. Tourism industry was an industry with service as the main product, and the level of service skills was the reference indicator to measure the quality of products, and barrier-free communication was the basis of services. With the

popularization of tourism and the promotion of regional tourism, the importance of foreign language skills was growing, which made enterprises in the recruitment process, whether it was business operation and management, professional and technical personnel were in urgent need of English professional skills. "Internet +" era, the basic operations of various industries, were beginning to integrate computer technology office intelligence, the tourism industry was no exception, intelligent tourism was increasingly known to the public, accelerating the speed of cross-border integration of the tourism industry, so from the table cross data could be seen, computer professional and public relations background of the service technical personnel also were human resources that were urgently needed by tourism enterprises at present. On the whole, it was agreed that the most needed professional background for business operation and management-oriented talents was still tourism management.

5. Analysis on Factors Affecting the Change in Demand for Talents in Tourism Enterprises

The questionnaire had a total of 15 options for influencing factor set, except for other supplementary items, the remaining 14 items were covering 8 external factors and 6 internal factors. External factors included macroeconomic situation GDP, trend of industry economic development, labor productivity, national policies and regulations, talents team construction, social development level, social talents supply and demand, general education level of society. Internal factors included corporate salary level, corporate management style, corporate public service system, employee education level, technical level or title, and working life level. Figures 2-3 showed that the factors affecting the change of talents demand come from many aspects, from the macro environment to the small and individual employees, however in comparative analysis, tourism enterprises believed that the overall internal reasons account for more than the external factors.

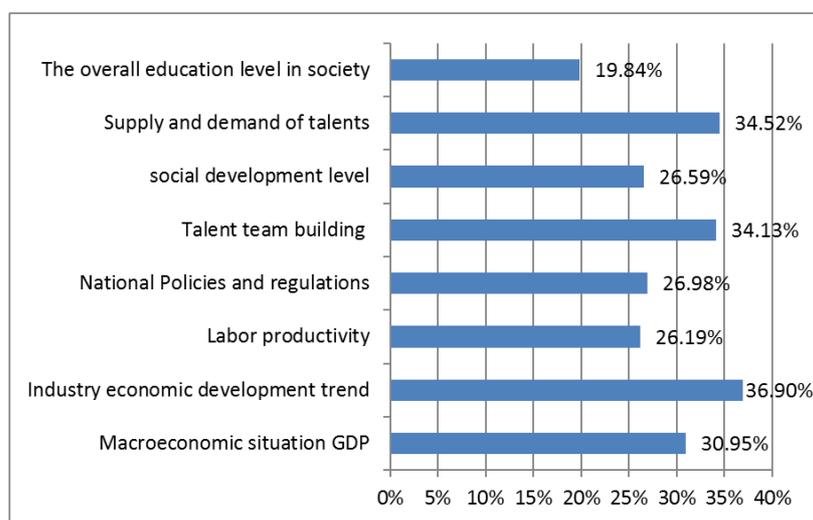


Figure 2. Statistical diagram of external influencing factors.

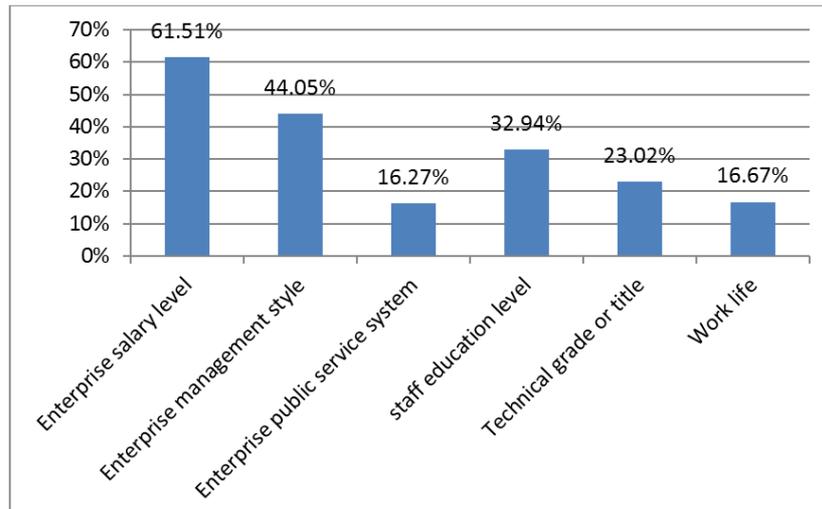


Figure 3. Statistical diagram of internal influence factors.

Among the external influencing factors (Figure 2), tourism enterprises believed that the largest proportion was 36.90% for the industry economic development trend. Secondly, 34.52% for the supply and demand of social talents, and then 34.13% for talents team building. The generation of talents demand in tourism enterprises was inseparable from the supply of social talents and the construction of talent teams. The mismatch between supply and demand and the shortage of talents team building had caused a shortage of talents.

From the analysis of internal factors (Figure 3), tourism enterprises believed that the most influential change in talents demand was the corporate salary level, accounting for 61.51%. Most of the tourism-related industries were service-oriented industries, both from the overall income level of the respondents of the questionnaire and the salary of tourism-related positions in various regions of the country presented by current recruitment websites, the salary wages of tourism industry positions were generally low. Internal factors that accounted for a large proportion also include corporate management style and employee literacy.

When discussing the internal factors of enterprises, the article further analyzed whether different types of tourism companies have an impact on the types of tourism talent demand. Through a one-way analysis of variance (ANOVA) on the type of tourism enterprises and the type of tourism talent demand, the results are shown in Table 4.

There was no significant relationship between accommodation and catering tourism enterprises and the type of talents demand. However, the significant values of tourism business agents, tourist attractions, and other life services were 0.003, 0.001, and 0.045, respectively, which were all less than 0.05, indicating that these three types of tourism companies were significantly related to the types of talents demand. On the whole, the type of tourism enterprises had an impact on the demand for tourism talents. In the development process of the intelligent era of Internet Plus, the degree of change in the industrial structure of accommodation and catering tourism enterprises was less than that of tourism business agents, scenic spots and other life services. As

always, the types of tourism talents for accommodation and catering requirements were mainly service talents. Other types of enterprises were more intelligent in construction, and were no longer satisfied with ordinary service talents, but had begun to turn to professional and technical talents.

6. The Cultivation of Tourism Majors from the Perspective of Tourism Enterprises

(1) Analysis on the degree of agreement between tourism majors and enterprises

The relationship between talents demand and supply was inseparable, and the main source of talents supply was tourism professional training. The questionnaire survey of tourism professional student training was based on the perspective of tourism enterprises, according to whether they needed to recruit college students and the results of the cross analysis of college students and enterprise agreement were shown in Table 5. More than 80% of tourism enterprises thought they need college students majoring in tourism management, but 48 tourism companies thought they don't need it. On the whole, 97 tourism companies believed that the abilities of tourism majors were more compatible with the needs of enterprises, and 84 tourism companies thought that the fit was average, only 52 had very consistent compatibility, and 14 were very inconsistent. The number of enterprises that thought they need to recruit tourism students was 92, and the number of enterprises that thought they have a good fit was 56. 28 of the 48 companies that did not want college students majoring in tourism management all believed that tourism majors fit the job well. In general, the degree of compatibility between the cultivation of tourism majors and enterprises was more consistent, but there were still some discrepancies.

A one-way ANOVA was conducted to determine whether there was a correlation between the business fit of tourism majors and which abilities of tourism companies focus on students in school recruitment (Table 6). We could find that

the significant value of whether they were the class leader and the student's own awards were respectively 0.136 and 0.177, which were greater than the significance level of 0.05, indicating that these two items had nothing to do with the evaluation of corporate compatibility. The significance values of school popularity, student appearance, student professional skills, student personality, and internship experience were all less than 0.05, indicating that these five items were all related to the evaluation of corporate compatibility. And from the summary results of the data (Figures 4-5), we could find that the most important thing for companies in school recruitment

was the professional and technical skills of students, followed by internship experience. Enterprises believed that what students should enhance was the cultivation of practical ability and the improvement of corporate internship opportunities.

(2) Analysis on the specific standards of tourist talents by tourism enterprises

Through the questionnaire survey of tourism enterprises' views on the cultivation of tourism professionals, the specific standards of enterprises for tourism talents were further analyzed, as shown in Table 7.

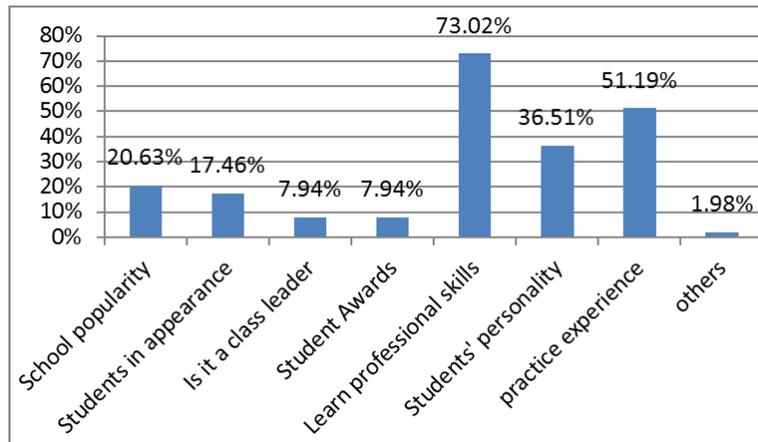


Figure 4. The ability of students valued by the enterprise.

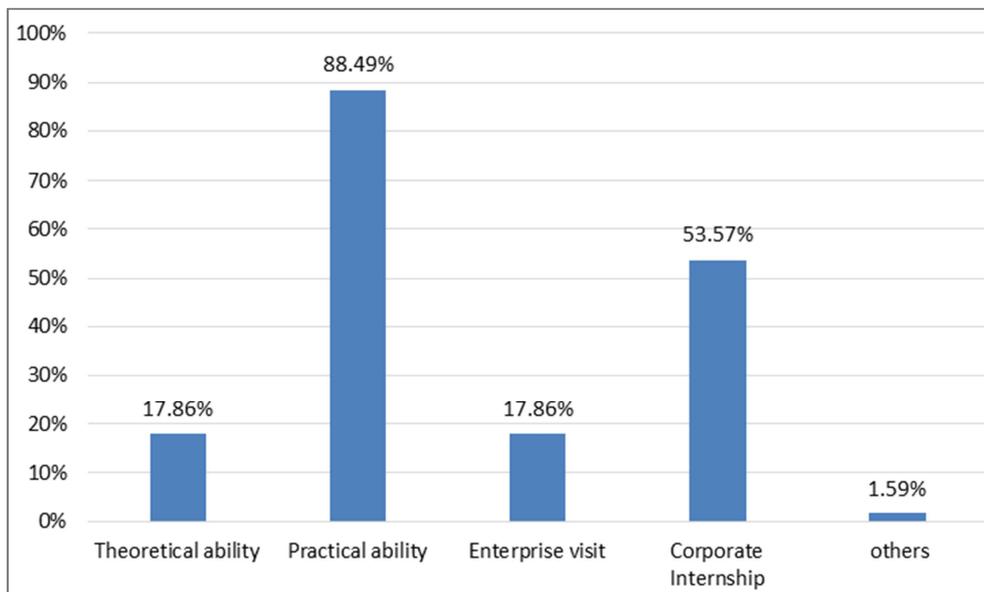


Figure 5. The ability that students should strengthen.

The paper focused on three aspects of talent standards. Firstly, the theoretical knowledge segment, 74.60% of tourism enterprises in Beijing believed that professional knowledge of tourism management student was the foundation and an essential knowledge reserve for a tourism industry employee. More than half of tourism enterprises believed that knowledge of foreign languages and etiquette was an important part of the knowledge reserve of the tourism industry. 34.92% of the

tourism enterprises realized that computer and network knowledge was also increasingly important for tourism management, as well as liberal arts knowledge courses would further improve students' vision. Secondly, in terms of practical skills, 76.98% of tourism companies believed that communication skills were indispensable, because services were built on human communication and the process of completion requires organizational cooperation and

collaboration, so 72.62% of tourism companies believed that teamwork skills were also important. At the same time, more than half of the enterprises still believed that professional and technical skills, learning ability, stress resistance and pioneering ability were very important. The third major segment was the professionalism that students should have, 80.56% of tourism enterprises believed that professional ethics was the quality that tourism management students must have to enter the position, no matter what occupation or position professional quality for employees and enterprises were necessary to ensure the quality of production services, while physical and mental health, professional quality to ensure that a student in the position to work smoothly.

On the basis, the summary chart of the abilities and training methods that tourism enterprises thought students should strengthen could be seen in Figure 6 and Figure 7. Enterprises believe that the most important training content for college students majoring in tourism management was the ability to communicate, and more than half of tourism enterprises also believed that students should also improve their professional knowledge and professional skills, teamwork spirit and their own courtesy. In terms of training methods, more practical operations or case studies should be conducted to allow students to face real problems, as well as role-playing by setting up scenarios to improve professional skills and learn theoretical knowledge at the same time.

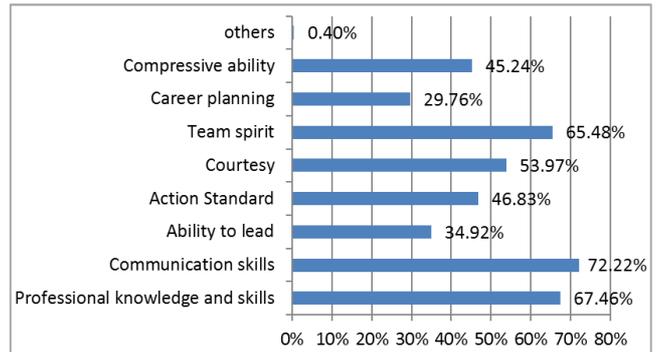


Figure 6. Summary of abilities students should strengthen.

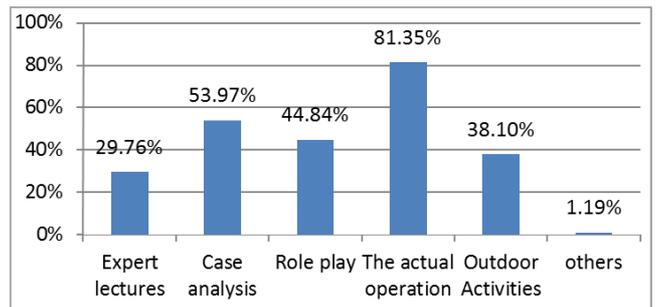


Figure 7. Statistics of tourism professional training methods.

Table 3. Cross-tabulation of the most urgently needed talent types and talent needs professional background.

			Professional background of talent needs				
			Tourism Management	Business Administration	Computers	Foreign Languages	Economy
The most urgent type of talent	Business Operations Management	Counting	23	20	15	21	12
	Administration	Counting	6	8	5	9	4
	Service Skills Talent	Counting	67	19	30	72	17
	Professional and technical personnel	Counting	26	13	12	34	17
	Other	Counting	6	1	1	5	0
Total		Counting	128	61	63	141	50

Table 3. Continue.

			Professional background of talent needs				Total
			Geography	Public Relations	E-commerce	Other	
The most urgent type of talent	Business Operations Management	Counting	4	14	8	11	45
	Administration	Counting	3	8	4	1	15
	Service Skills Talent	Counting	7	37	21	19	117
	Professional and technical personnel	Counting	3	28	11	16	68
	Other	Counting	0	1	1	0	7
Total		Counting	17	88	45	47	252

Table 4. One-way ANOVA table on the type of tourism enterprises and the type of tourism talent demand.

		sum of square	df	Mean Square	F	Significance
1. Accommodation category	intergroup	1.264	4	0.316	1.951	0.103
	Within the group	40.006	247	0.162		
	Total	41.270	251			
2. Catering	intergroup	0.940	4	0.235	1.096	0.359
	Within the group	52.918	247	0.214		
	Total	53.857	251			
3. Travel business agent category	intergroup	0.816	4	0.204	4.059	0.003
	Within the group	12.407	247	0.50		
	Total	13.222	251			
4. Tourist Attractions category	intergroup	0.678	4	0.170	4.694	0.001
	Within the group	8.925	247	0.036		

		sum of square	df	Mean Square	F	Significance
5. Other	Total	9.603	251			
	intergroup	0.475	4	0.119	2.472	0.045
	Within the group	11.855	247	0.048		
	Total	12.329	251			

Table 5. Cross-tabulation of the quality and enterprises agreement of college students.

		the cross analysis of college students and enterprise agreement					
		Very consistent	more consistent	General	More inconsistent	Very inconsistent	Total
whether they needed to recruit college students	Yes	47	92	56	7	2	204
	No	5	5	28	7	3	48
Total		52	97	84	14	5	252

Table 6. One-way ANOVA table on the abilities of tourism companies focus on students in school recruitment.

		sum of square	df	Mean Square	F	Significance
School Visibility	intergroup	3.968	4	0.992	6.569	0.000
	Within the group	37.302	247	0.151		
	Total	41.270	251			
Student Appearance	intergroup	2.894	4	0.723	5.347	0.000
	Within the group	33.424	247	0.135		
	Total	36.317	251			
Is a class officer	intergroup	0.512	4	0.128	1.767	0.136
	Within the group	17.900	247	0.072		
	Total	18.413	251			
Student Awards	intergroup	0.463	4	0.116	1.593	0.177
	Within the group	17.950	247	0.073		
	Total	18.413	251			
Student Professional Skills	intergroup	3.299	4	0.825	4.395	0.002
	Within the group	46.352	247	0.188		
	Total	49.651	251			
Student personality	intergroup	2.214	4	0.553	2.432	0.048
	Within the group	56.199	247	0.228		
	Total	58.413	251			
Internship experience	intergroup	2.457	4	0.614	2.508	0.043
	Within the group	60.507	247	0.245		
	Total	62.964	251			
Other	intergroup	0.253	4	0.063	3.366	0.011
	Within the group	4.674	247	0.19		
	Total	4.901	251			

Table 7. Summary table of specific standards of enterprises for tourism talents.

Knowledge students should have	Proportion	Ability students should have	Proportion	Qualities students should have	Proportion
Expertise	74.60%	Learning Ability	59.52%	Healthy body	70.63%
Computer and network knowledge	34.92%	Professional and Technical Capabilities	61.11%	Healthy Mind	73.81%
Foreign Language Knowledge	67.46%	Teamwork ability	72.62%	Public Welfare	30.56%
Etiquette knowledge	69.05%	Communication skills	76.98%	Professional quality	75.00%
Knowledge	24.21%	Stress resistance	55.16%	Professional Ethics	80.56%
Other	1.19%	Innovation Capability	50.40%	Other	0.79%
		Other	0.79%		

7. Conclusion

(1) The overall salary and qualifications of the employees of tourism enterprises in Beijing were low, and the demand for talents was tight. At present, most of the tourism enterprises had a reasonable staff structure, but some of them could not reasonably deploy their staff structure, and there were gaps in service technical talents, professional technical talents, business operation and management talents, and administrative management, and the overall human resources were tight.

(2) Tourism enterprises in Beijing were in urgent need of service-oriented technical personnel and interdisciplinary composite talents. The demand for front-line service technical personnel in accommodation and catering tourism enterprises was the greatest, but traditional service personnel could not meet the current needs of industry development, and the requirements of enterprises for the employed were also increasing accordingly. Practitioners in the tourism industry no longer needed only a professional background in tourism. At the same time, compound talents with professional knowledge of English, public

relations, computer network knowledge, business management, etc. were more favored by the industry.

- (3) The changes in demand for talents were the result of a combination of internal and external factors. On the whole, companies believed that the degree of influence of internal factors was greater than the degree of influence of external factors. And the most important factor was the level of corporate wages.
- (4) The training of tourism students and the fit of their positions, as well as students' practical professional ability, all needed to be improved. Some of the tourism enterprises believed that the training of college students were more consistent with enterprises. There were also a considerable number of enterprises thought that the training of tourism professionals was generally compatible with the posts of tourism enterprises. Tourism enterprises were more interested in practical ability of students, they thought that nowadays communication ability, teamwork ability, practical professional and technical ability of students still needed to strengthen.

8. Recommendations

- (1) The financial investment in the construction of tourism talents should be increased in Beijing. The wages of personnel in tourism enterprises are generally low, and the most important factor influencing the change of talent demand is the salary of enterprises. Therefore, more financial investment should be invested not only to cultivate tourism talents, but also in the management and construction of talents in Beijing. And the welfare of tourism professionals should be properly improved in order to retain the needed talents for the enterprises.
- (2) Tourism enterprises in Beijing should strengthen school-enterprise cooperation with neighboring universities. For example, tourism enterprises provide internship positions for neighboring tourism management majors, tourism enterprises open enterprise visits to schools, tourism enterprises cooperate with schools to carry out practical courses, tourism enterprises and tourism colleges and universities jointly run competitions, and tourism enterprises cooperate with colleges and universities to carry out re-education and training.
- (3) Tourism enterprises should accelerate the pace of construction to "Internet + tourism" transformation. In order to meet the changing needs, tourism enterprises in Beijing should accelerate the pace of intelligent construction, whether accommodation, catering, travel agents, scenic spots, life and leisure services, etc. in the process of online and offline integration development, optimize online sales model, increase online publicity, strengthen their own online website construction, improve their own visibility.
- (4) The attention to the cultivation of talents should be strengthened. Tourism is a highly practical profession,

which cannot only focus on theoretical knowledge-based training, but also should be practiced and theoretical literacy in a two-pronged way to prevent the disconnect between production and demand. In addition, school-enterprise cooperation education mode can be widely promoted, and practical teachers can substitute students into enterprises to improve their practical work ability, and also bring the actual cases of enterprises back to school for research, which is conducive to the renewal of knowledge system.

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