

Digital Platform in Colleges and Universities Based on "Internet Plus": Taking Tourism College of Zhejiang as an Example

Dong Weng

Tourism College of Zhejiang, Hangzhou, Zhejiang, China

Abstract: This study focuses on the construction of a service-oriented "Smart Union" digital platform for universities under the background of "Internet Plus", taking Tourism College of Zhejiang as a case for in-depth exploration. With the rapid development of Internet technology, university unions face an urgent need for service model transformation and innovation. Tourism College of Zhejiang, as a leader in the field of vocational education, actively explores the path of smart union construction, aiming to enhance the efficiency and quality of union services through digital platforms. This study first analyzes the current development status of university union service platforms, pointing out their deficiencies in function setting, information updating, content quality, and interactivity. Subsequently, based on the specific practice of Zhejiang Vocational College of Tourism, strategies for constructing a service-oriented "Smart Union" digital platform are proposed, including establishing a new concept of "Internet Plus Union", optimizing platform function menus, accelerating information updating, enriching content presentation forms, and enhancing interactivity. Through case analysis and empirical research, this study demonstrates the remarkable effectiveness of the smart union digital platform in enhancing faculty satisfaction, promoting campus harmony and stability, and driving the modernization of school governance. Finally, this study provides valuable experiences and insights for other universities to construct service-oriented "Smart Union" digital platforms.

Keywords: Internet plus; Service-oriented trade unions; Smart Trade Union; Digital platform; Zhejiang Tourism Vocational College

1. Research Status

The transformation of the times will inevitably bring about a wave of innovation. Nowadays, emerging media such as Xuexi Qiangguo and Douyin are constantly emerging, and the construction of smart unions with online proposals and "fingertip" services has been put on the agenda. Big data empowers university unions to stride forward on the path of refined and efficient development. As the production and lifestyles of workers are increasingly online, traditional offline and one-way working methods are facing severe challenges, making it urgent to keep pace with the times and reform and innovate. The "online union" is a brand-new digital work platform generated by the grafting of modern network information technology and traditional union work, featuring systematicness, interactivity, virtuality, and innovativeness [1]. As a grassroots organization, the university union has relatively complex work content and faces significantly different work objects [2], which requires accelerating the construction of the union's network, establishing a cloud platform, using the Internet to improve the union's ecosystem, interconnecting various organizations and institutions within the union through the network, "connecting" millions of workers, mining "union big data", and sharing information resources and wealth [3].

"Internet + Trade Unions" is a product of the development of the Internet and mobile Internet era. It applies Internet technologies such as big data, cloud computing, intelligence, and mobile Internet to the trade union field, using modern information technology to innovate trade union business processes and equip trade union work with informationization wings. In the context of the "Internet +" era, college trade unions, as vital links connecting schools and faculty members, face the urgent need to transform and innovate their service models. With the rapid

development of information technology, digitization and intelligence have become significant trends in college management and services. However, many college trade unions still have numerous deficiencies in digital platform construction, such as severe information silos, simplistic platform functions, and weak interactivity, which severely restrict the enhancement of trade union service efficiency.

Tourism College of Zhejiang is at the forefront of the construction of digital platforms for smart unions in universities. The essence of Internet thinking is a user-first mindset, which requires taking user needs as the starting and ending point. This is highly compatible with the nature of union organizations to wholeheartedly serve the masses of workers [4]. Facing the limitations of traditional union service models, the college keeps up with the pace of the times, fully utilizes "Internet+" technology, and actively explores new paths for the construction of smart unions. By integrating internal resources, the college has built a one-stop service platform, realizing the comprehensive digitization and intelligence of union work. This platform not only provides a wealth of service content, such as event registration, benefit claims, and feedback, but also utilizes big data analysis and other technical means to provide more precise and personalized services for faculty and staff.

During the platform construction process, Tourism College of Zhejiang emphasizes enhancing user experience and interactivity. By optimizing the platform interface design, simplifying operation processes, and enhancing interactive communication functions, it enables faculty members to easily and conveniently access the required information and services. At the same time, the college has established a comprehensive data management mechanism to ensure the security and accuracy of platform data, providing robust support for scientific decision-making in trade union work.

However, despite the remarkable achievements made by Tourism College of Zhejiang in the construction of a digital platform for smart unions, it still faces some challenges. Issues such as how to further expand platform functions, improve service quality, and enhance user engagement require continuous exploration and resolution [5].

Moreover, with the continuous development of technology and the increasing diversification of faculty and staff needs, the construction of a digital platform for smart unions also needs continuous iteration and optimization to adapt to new situations and demands.

In summary, the current construction of smart trade union digital platforms in colleges and universities is in a rapid development stage but still needs to overcome many challenges. Against the backdrop of the rapid development of Internet technology, the trade union work of Tourism College of Zhejiang must broaden its thinking, innovate its forms, and enhance its standards. Constructing an "Internet +" trade union service system for faculty members and creating a "smart trade union" is an inevitable move. The trade union of Tourism College of Zhejiang should give full play to the advantages of big data, interactivity, and intelligence of the Internet, reform and innovate in data sharing, platform expansion, public opinion guidance, cultural construction, and other aspects, strive to create a new situation in trade union work, and make new and greater contributions to safeguarding the legitimate rights and interests of faculty members and serving the development of the trade union cause at Tourism College of Zhejiang.

2. Main Research Content

The concept of "Internet plus" has been gradually integrated into all aspects of the work and life of the majority of teachers and workers. The school trade union organization should "make good use of big data, layout the new era", and promote the construction of "smart trade union" is imperative. The school's "Happy Travel Institute" has been in operation since 2019, and after on-site research, the effect has been good. By conducting research on the current status of the construction of "smart trade unions" and conducting on-site inspections for analysis and judgment, we aim to transform new thinking, serve trade union organizations, and create the "Happy Travel Institute" brand; Utilize digital platforms to serve faculty and staff; Using new strategies to identify problems in serving frontline workers, improve work, and propose several optimization strategies, mainly focusing on the following research:

From a macro perspective, analyze the

relevant content of smart trade union service innovation in the Internet era, mainly analyze the research background, research significance and research methods of this topic.

From a theoretical point of view, this paper focuses on discussing the relevant concepts such as the work innovation measures of the Digital Chemical Industry Association in the background of the "Internet plus" era, to lay the foundation for the follow-up research.

Mainly analyze the current situation, problems, and specific reasons of the management of school trade union work, and conduct in-depth discussions on the main issues based on the actual situation of school trade union work.

In combination with the problems, discuss the strategies to improve the work management level of "Internet plus School Trade Union", and analyze specific suggestions in combination with typical cases and work status.

3. Innovative Working Ideas of "Internet Plus"

3.1 Focus on positioning and top-level design

The union management and service information system adheres to the principle of being guided by the needs of employees, upholds the construction tenets of "demand-oriented, service-based, digitally empowered, and quality-enhanced," and follows the design concept of "intensive integration, interconnection, and sharing." It adheres to an integrated and centralized design, creating two user ends for the vast majority of faculty and staff as well as unions at all levels: the employee service end and the union management end. It constructs three basic databases for union organizations, union members, and union cadres, focusing on top-level design and systematic planning in terms of the functional positioning, construction principles, and promotion methods of digital unions. At the same time, it is necessary to integrate resources to form a joint force [6]. It is clear that the emphasis should be on disclosing union information, promoting union functions, smoothing out complaint channels, guiding work processes, and serving the masses of workers and staff.

3.2 Keeping pace with the times and

promoting overall planning

It is mainly composed of the trade union WeChat official account of Tourism College of Zhejiang, the trade union database of Zhejiang Tourism Vocational College, the trade union digital archive of Zhejiang Tourism Vocational College, and the OA office platform "Happy Tourism College". Taking into account the characteristics of Zhejiang Tourism Vocational College's employees' preference for using mobile phones, the internet, and DingTalk to strengthen communication in the new era, and utilizing the union's own resources, a work Weibo will be established to regularly publish online "micro information" such as promoting clean governance, making friends with young teachers, assisting disadvantaged faculty and staff, and providing business training.

3.3 Demand-oriented, resource sharing

Based on the new needs of the faculty and staff of Tourism College of Zhejiang, we should proactively break the self-contained cycle of closed-door union operations, strengthen collaboration with all sectors of society, and jointly build and share resources for innovative development [7]. We should actively connect with the public network service platforms of superior authorities, and gradually realize resource sharing and work coordination based on information sharing, continuously deepening the service connotation of the digital system. To become a warm and digital union, we should put ourselves in the shoes of the faculty and staff, genuinely experience their real needs and potential problems in the process of platform usage, benefit acquisition, and service participation, and think about improving the platform's functions. We must establish a mechanism for joint construction and sharing, integration and collaboration, as well as online and offline coordination [8]. Our goal is to make the "Smart Union" as user-friendly and beloved by the faculty and staff as possible.

3.4 Strengthen equipment and team building

The key for trade unions to use the Internet is to establish a talent team that understands the Internet, has new media technology, can operate computers and is also familiar with the work of trade unions in schools. To this end,

the trade unions of all secondary colleges should pay close attention to the "three major members", strengthen the team building, and provide intellectual support for the use of "Internet plus" by the trade unions. One is the information officer. Each secondary college union shall have at least one union cadre as an information officer. Organize the information staff to carry out Internet application business training, focus on learning network media technology, document writing, news report writing and other knowledge, and improve the information staff's writing level and ability to use information technology. The second is the maintenance personnel. Currently, network attacks, virus transmission, and the proliferation of harmful and harmful information have become serious network security issues. Trade unions of various secondary colleges should be prepared for the future, increase investment, and strengthen digital system technology maintenance through the deployment of professional network administrators and technical backbones within the system or through external recruitment. The third is the propagandist. Adapt to the requirements of information disclosure in the Internet era, promote the physical interaction between trade unions and social media, explore the establishment of a team of online propagandists within the trade union system, timely browse and view the information on important websites at home and abroad, conduct comprehensive analysis and research on online public opinion, especially report in a timely manner some influential employee appeals and hot issues reflected by the masses, coordinate with relevant departments to formulate propaganda caliber, respond and deal with targeted issues, effectively guide public opinion, and grasp the initiative of work.

3.5 Strengthen drive and provide precise services

"Strengthening the drive" is the primary task in building a digital platform for smart unions. This means that we must fully utilize advanced technologies such as the Internet, big data, and cloud computing to inject a powerful source of motivation into union work. On the one hand, through technological innovation, we can break the time and space constraints of

traditional union work and achieve efficient information transmission and optimal resource allocation. By leveraging the Internet platform, faculty and staff can access union information and participate in union activities anytime, anywhere, significantly improving work efficiency and participation, and enhancing their reliance on the "Smart Union" [9]. On the other hand, strengthening the interconnection and interoperability between the platform and other information systems within the school can foster a healthy ecosystem of data sharing and business collaboration, providing more comprehensive and precise data support for union work and promoting the intelligent and personalized development of union services. "Precise service" is the core goal of building a digital platform for smart unions. In the context of "Internet+", the needs of faculty and staff are increasingly diversified and personalized, making the traditional "one-size-fits-all" service model difficult to satisfy their demands. Therefore, the smart union platform needs to deeply analyze the needs and preferences of faculty and staff, utilize big data technology for user analysis, and tailor personalized service plans for each individual. This includes but is not limited to career planning guidance, health management consultation, mental health services, learning and growth resource push notifications, as well as a variety of leisure and entertainment activities. Big data, as a technology, is merely a tool, and we must make the concerns and expectations of faculty and staff the starting point and foothold for deepening reforms [10], providing more direct, precise, inclusive, convenient, and warm services to union members. This can not only effectively enhance the satisfaction and happiness of faculty and staff but also further strengthen their sense of belonging and identity with the school, promoting the harmonious development of campus culture.

3.6 Enhance interaction and user stickiness

In the process of platform operation, attention should be paid to interactive communication with faculty and staff to enhance user stickiness. Through the establishment of online forums, WeChat official account and other interactive channels, timely collect the opinions and suggestions of teachers and staff, and provide a basis for the optimization and

improvement of the platform functions. At the same time, regular online activities such as themed discussions and knowledge competitions are held to stimulate the participation enthusiasm of faculty and staff, and enhance the platform's activity and influence.

3.7 Integrating cross-border and expanding services

In the context of "Internet plus", university trade unions should actively promote cross-border integration and expand service boundaries. Establish cooperative relationships with other departments on campus and external enterprises to jointly develop service projects that meet the needs of faculty and staff. For example, collaborating with libraries to carry out online reading promotion activities; Cooperate with e-commerce platforms to provide exclusive discounts for faculty and staff. Through cross-border integration, optimize resource allocation and innovate and upgrade services.

4. Innovative Work Countermeasures of "Internet Plus"

On the basis of fully sharing data resources, exchange capabilities, and tool supply, combined with the characteristic application services of the Zhejiang Tourism Vocational College Union, we will coordinate business needs, strengthen planning and design, integrate existing information construction achievements, highlight column characteristics, and carry out innovative application construction of the Zhejiang Tourism Vocational College Union. Adhere to the work orientation centered on employees, always closely follow business needs and user experience, focus on digital transformation scenarios, strengthen the construction of mobile application services in employee work and life, education and learning, medical security, rights protection and assistance, and fully leverage the digital empowerment of application services by trade unions.

The trade union, personnel department, and finance department should fully communicate and discuss the issue of data sharing in the system, and the first and most crucial step in solving the system construction is to open up the data channel. On this basis, combined with the actual situation of the school trade union, a

membership information database with real name dynamic management, a precise and perfect two-level organizational structure, and a three-level trade union cadre database with clear responsibilities and authorities have been established, providing comprehensive, accurate, secure, and reliable data support for expanding data application scenarios and integrating various trade union businesses.

The construction of the digital platform of the "Smart Union" also needs to achieve the interoperability of the online service platforms of the Hangzhou Municipal Federation of Trade Unions and the district (municipal directly-administered trade unions). Among them, it should actively integrate with the Zhejiang Provincial Department of Culture, Radio, Television, and Tourism to achieve co-construction and sharing. At the same time, it is necessary to clarify the network assets of the secondary trade union organizations in various schools, and connect as many as possible to make data interoperable and share and reuse services. Adhering to the principles of "upward connection", "downward connection", and "interconnection", the project will integrate internal and external resources of the union, break through the barriers of applications and data, promote the application services and data sharing of the union, reduce repetitive investments, and form a complementary and efficient digital application model featuring "upward serving", "downward supplementing", and "interconnection at the same level".

5. Summary

Taking Tourism College of Zhejiang as an example, this research deeply discusses the practice and effectiveness of constructing a service-oriented "smart trade union" digital platform based on "Internet plus" in colleges and universities. Through systematic analysis and practical exploration, we have come to the following conclusions:

First of all, the digital platform of smart trade unions is an inevitable trend of service innovation of university trade unions in the era of "Internet plus". This platform has broken the time and space limitations of traditional union services by integrating online and offline resources, achieving a comprehensive upgrade of union work. It not only improves service efficiency, but also enhances the

pertinence and personalization of services, effectively meeting the diverse needs of faculty and staff.

Secondly, Tourism College of Zhejiang has demonstrated foresight and innovation in the construction of a digital platform for smart trade unions, providing valuable experience and inspiration for other universities. The school has successfully created an efficient, convenient, and interactive service-oriented smart union platform by optimizing platform functions, accelerating information updates, enriching content display forms, and enhancing interactivity, providing comprehensive and multi-level service support for faculty and staff.

Finally, this study suggests that the construction of a digital platform for smart unions is a continuous optimization process. In the future, colleges and universities should continue to deepen the application of "Internet plus" technology, constantly explore new service models and service contents, so as to better adapt to the changes in the needs of teachers and workers, and promote the sustainable development of trade union work in colleges and universities. At the same time, universities should strengthen communication and cooperation with other universities and various sectors of society, jointly promote the construction and development of a digital platform for smart trade unions, and contribute to the construction of a harmonious campus and the modernization of school governance.

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