

# Research on Practical Teaching of Applied Undergraduate Tourism English Course from the Perspective of Ideology and Politics

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**Abstract:** Tourism English is the core course of tourism management major, and ideological and political content is an important part of the course. This paper analyzes the pain points of tourism English ideological and political education in applied colleges and universities, and resolves the implantation and penetration of ideological and political content in the curriculum from four aspects: teaching, competition, research and industry.

**Keywords:** Ideological and political education; Tourism English; Textbook

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## 1. Introduction

### 1.1 Background

Ideological and political education is the basic education in colleges and universities, and it is also the direction and benchmark of the ideological consciousness and moral quality of teachers and students in colleges and universities. In 2019, the General Secretary Mr Jinping Xi proposed that ideological and political education in colleges and universities should solve three problems: 1. Who is the priority to cultivate; 2. How to train people; 3. The ultimate purpose of cultivating people. In August of the same year, China again passed the “Several Opinions on Deepening the Reform and Innovation of ideological and Political Theory courses in Schools in the New Era”, which made more explicit provisions for the ideological and political curriculum, requiring full implementation of effectiveness and strengthening the construction of teachers.

### 1.2 Research significance

In application-oriented undergraduate education, practice and practical operation are the core and focus of education. As a practical major, tourism management major should pay more attention to the value orientation and professional quality of students and teachers in curriculum construction. As the core course of tourism management major, Tourism English is also a language course, which has the responsibility of spreading Chinese culture and establishing students' correct way of thinking and cultural concept.

## 2. Problems in the course construction of ‘Tourism English’ in applied colleges and universities

### 2.1 Barriers between expertise and language perception

The essence of Tourism English course is a professional course for tourism management. However, due to its unique language characteristics, many schools tend to ignore professionalism and focus on language when doing course education. In particular,

application-oriented colleges and universities focus on students' application practice, and often make this course into a language translation course, reviewing the knowledge points and main contents of some previous courses through English translation. Without the introduction of social culture and policies, it is difficult to implant ideological and political content into the course.

## 2.2 The low matching degree between professional teachers' background and curriculum connotation

Due to the particularity of Tourism English course, it has a high requirement for English. Teachers who specialize in foreign languages are generally sought for teaching, so as to ensure that students can obtain higher quality language services. Such teachers tend to focus on the language itself rather than the major itself, and emphasize the correct expression rather than the cultural or policy factors behind the expression. Most college teachers have not really worked in enterprises, so they have a limited understanding of current employment trends and career demands. In the process of explaining, the definition of professional ethics and moral character is relatively written, which makes it difficult to use vivid cases to increase the depth of students' understanding.

## 2.3 It is difficult to inject ideological and political contents into the college practice module

Practice has always been the focus of professional construction in application-oriented universities. Tourism management major, as a strong practice major, often has many opportunities for practice in the discipline construction, and practice courses account for a large proportion in the total credits. Many courses even have half of the credits divided into practice, practical training, the process of training skills guidance is difficult to combine with ideological and political theory. Teachers pay more attention to the practical results of students, and tend to ignore the guidance of ideological and political education. Students can not fully understand the special situation in the work, and it is difficult to distinguish the scope of application of some codes of conduct.

## 2.4 It is difficult to introduce the contents of existing textbooks smoothly in the course of teaching without ideological and political modules

Most of the current tourism English textbooks focus on the introduction of tourism destinations or tourism industries, but lack relevant policy analysis and moral instructions in professional scenarios. In most textbooks, there is almost no mention of patriotic education or national inheritance. In the introduction of industry or industry, there is very little talk about professional ethics and professional accomplishment, and there is no relevant case or practical theoretical explanation. In the process of teaching, teachers need to introduce ideological and political content by themselves, but because there is no content support of relevant modules, so they are often blunt. Due to the teacher's own experience and expression problems, it is easy to cause the deviation of students' understanding in the process of explanation.

## 3. The infiltration path of ideological and political modules of Tourism English courses in applied colleges and universities

Starting from the four aspects of "teaching, competition, production and research", this paper integrates the ideological and political concept of "national identity, patriotism and love for work" into each module of tourism English curriculum education.

### 3.1 Increase the cultural knowledge module in tourism English courses to reduce the weariness caused by language barriers

Chinese traditional culture and literacy have always been an important module of ideological and political education, as well as an important part of tourism management professional cognition. Through the comparison of Chinese and western cultures, the construction concept of "patriotism, power and rich country" can eliminate students' stereotype of ideological and political education, and at the same time use the story attribute of cultural connotation to help students remember words and improve their understanding of sentences and articles. For those students with poor English foundation and difficulties in language learning, case study and historical and cultural content output can weaken their resistance to language courses. The model of "culture + specialty + industry" can be used to highlight the professionalism of tourism English, weaken the characteristics of the language discipline, and build tourism English into a diversified curriculum system integrating traditional knowledge, patriotic education, professional quality and language promotion.

### 3.2 Strengthen the personnel training in colleges and universities to promote the training of students'

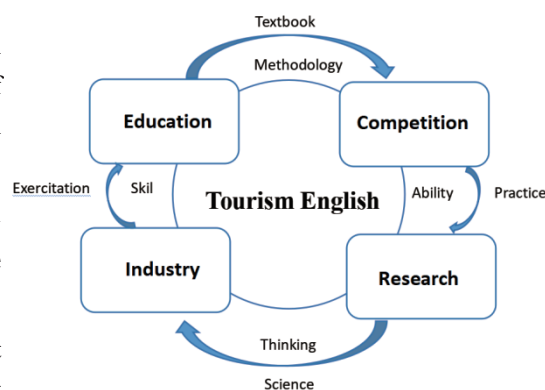


Figure 1: Research road-map

## **application ability together with industry mentors**

As a practical major, tourism students need to frequently participate in various internship projects, and its teaching staff should also have profound market experience and enterprise practice experience. However, many teachers without working experience in enterprises or only a brief temporary job training in enterprises, their own business skills and practical ability are limited, so they cannot give students more professional guidance. The preaching and teaching of professional quality focus on personal cognition and more stereotype theoretical impression, and lack of fresh practical experience. In order to make up for this deficiency, it is necessary to improve teachers' practical experience and professional skills through competitions. Teachers can continuously improve and iterate their teaching level by guiding students to compete. At the same time, they can also know many well-known people and enterprises in the industry through the competition, and understand the latest information of the industry and the core ability of contemporary enterprises to employ people. Teachers can through the competition to make up for their own lack of experience, while helping students to improve their own ability, promote their faster integration into the enterprise after graduation.

### **3.3 Take industrial college or industry-study project as the basis of student internship to improve the overall quality of internship**

The in-depth cooperation between the construction of industrial colleges and enterprises is an industry-study cooperation policy that is very recognized by universities and enterprises at present. Students can truly do "doing in learning, learning by doing", and perfectly integrate the industry cognition and professional quality module into the teaching system. Through the platform of the industrial college, the school sets up corresponding project-based teaching modules to give full play to students' innovation, thus improving the overall quality of internship. It has fundamentally changed the disadvantages of labor intensity, high foundation and no innovation in tourism internship, and also enhanced students' confidence in industry service innovation and future development of the industry. It not only reduces the turnover rate of graduates in the industry, but also selects more fresh blood and new forces for enterprises.

### **3.4 Through the scientific research platform, teachers are encouraged to compile textbooks in line with curriculum design to improve their scientific research ability**

Scientific research has always been an important job performance of teachers in schools. College teachers often have high academic accomplishment, but due to limited time and experience, they have no chance to compile textbooks for their own courses, and there are very few matching textbooks on the market. Schools and branches should provide corresponding assistance to teachers, establish a teaching material group and encourage teachers to actively participate in the compilation of teaching materials by allocating certain scientific research funds. Teachers' scientific research ability should be improved through the compilation of teaching materials, and the evaluation of teaching materials should be held regularly, so that teaching and learning, learning and application can be closely combined. Form a comprehensive cycle of improving teaching materials, teachers, teaching and teaching ability, and finally inject the ideological and political content from the root of books into the hearts of students and teachers.

## **4. Conclusion**

With the deepening of the "One Belt and One Road" policy, the future tourism market is in urgent need of a group of tourism talents with national feelings and professional knowledge and skills to inject new vitality into the whole tourism industry. As a professional foreign language course, tourism English shoulders the important mission and significance of the dissemination of academic knowledge and the promotion of national culture. It is the responsibility of every teacher and the mission of application-oriented universities to enhance the effective link between the local and the world and bring more economic and cultural benefits to China's tourism industry.

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