

# Discussion on Teaching Methods of Tourism Management Major in Colleges and Universities under the Background of Internationalization

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**Abstract:** Based on the background of internationalization, the teaching system of tourism management in colleges and universities should continue to improve and actively adapt to the international situation. In this process, how to innovate the teaching methods of tourism management is the focus of college teachers' attention. This article mainly focuses on the two aspects of "internationalization requirements for university tourism management majors" and "university tourism management major teaching methods under the background of internationalization". It focuses on combining international backgrounds to explore the teaching methods of university tourism management majors, hoping to further to realize the innovation of "teaching" and the progress of "learning", the tourism management major of colleges and universities will become a window, leading students to understand the challenges and opportunities of internationalization, and clarify the future career direction.

**Keywords:** Internationalization; Colleges and Universities; Tourism Management; Teaching Methods

At present, my country's tourism industry is facing a complex situation that is constantly changing at home and abroad. Among them, there are both unlimited opportunities and numerous difficulties. For teachers of tourism management majors in colleges and universities, when designing teaching methods, they should not only consider the objective needs of the domestic tourism industry, but also consider the development trend of the foreign tourism industry, and cultivate the ability to "practice and apply" and "good careers" "quality" and "patriotic spirit" compound talents. In order to better adapt to the international situation, teachers of tourism management majors in colleges and universities should cultivate their own international vision, actively learn new teaching methods, and contribute their own strength to the international construction of tourism management majors through the optimization of teaching methods.

## 1. Internationalization's requirements for tourism management majors in colleges and universities

The tourism management major of colleges and universities should not follow the old fashioned and closed development. It should closely follow the international situation, continuously optimize the teaching methods, and develop in a more open direction. So, what new requirements does internationalization have for tourism management majors in colleges and universities?

### 1.1 Cultivate students with practical application ability

Only with the ability of practical application can students better deal with the various challenges brought about by internationalization. Specifically, on the one hand, flexibly apply tourism management expertise. Under the situation of internationalization, colleges and universities should focus on students' practical application ability, so that students can

move from textbooks to life, and be able to flexibly apply what they have learned to various life scenarios. In this way, after graduation, students can quickly find their ideal job and give full play to the social value of the tourism management major; On the other hand, they have relevant experience in tourism management. In order to better improve students' practical application ability, colleges and universities should create some internship opportunities, lead students into the tourism industry, and learn from first-line tourism management work. This will also benefit students' practical application skills.

### **1.2 Train students with good professional qualities**

The trend of internationalization is a trend that is becoming more and more open. Students should show their good professional qualities through the study of tourism management. Specifically, on the one hand, they should recognize the tourism industry. The first step in cultivating students' professional quality is to step into the hearts of students and make them truly recognize the tourism industry. For example, college teachers can introduce the development prospects of the tourism industry, analyze the social value created by the tourism industry, and guide students to formulate professional plans in tourism management. On the other hand, they can uphold professional ethics. In order to cultivate the professional quality of students, college teachers can focus on infiltrating professional ethics education, encouraging students not to forget their original intentions and uphold professional ethics. In this way, after students participate in tourism management, they will treat their work more seriously and carefully.

### **1.3 Cultivate students with patriotic spirit**

The prerequisite for keeping up with the international situation is to firmly love the motherland. This is an important content that cannot be ignored in the talent training of the tourism management major in colleges and universities. Specifically, first, the love for the domestic tourism industry. Colleges and universities should establish a teaching height for tourism management, start from patriotism, introduce the domestic tourism industry, encourage students to learn about tourism management, establish their ideals in life, study hard for the prosperity of the country, and devote their love and responsibility to the domestic tourism industry in the future; Second, the love for the international tourism industry. Under the background of internationalization, college students majoring in tourism management should take the initiative to learn international tourism-related knowledge with a patriotic spirit, and be determined to contribute to the international tourism industry. The development of the international tourism industry can promote exchanges between countries in the world. Only when countries in the world coexist in harmony can China usher in better development, which is a sublimation of patriotism.

## **2. Teaching methods of tourism management major in colleges and universities under the background of internationalization**

In response to the various requirements put forward by the international situation, the tourism management major of colleges and universities should reflect on the teaching work, optimize the existing teaching methods, and through the innovation of teaching methods, bring students a new experience and stimulate students to explore tourism management knowledge independently interest of specifically.

### **2.1 Conduct guided teaching**

On the one hand, guide students to think independently. When carrying out the teaching work of tourism management, college teachers can conduct guided teaching. For example, ask a question: Do you have relatives and friends around you who can work on tourism management? Guide students to discuss and think. Or, play a short video: introducing the domestic and international tourism situation during the May 1st holiday to inspire students' thinking. Such a learning mode is more conducive to the improvement of students' thinking. On the other hand, it guides students to explore independently. At present, the reason why some students are not interested in professional knowledge of tourism management is because of their low sense of participation. Teachers in colleges and universities can assign "Tourism Management Self-Inquiry Learning Tasks", such as: collecting information on tourism peak periods, summarizing the reasons for tourism troughs, investigating popular tourist attractions in China, etc., to encourage students to learn independently.

### **2.2 Adopt information teaching**

On the one hand, multimedia teaching is used. College teachers can make multimedia courseware and carry out "Multimedia Teaching of Tourism Management Major". For example, in the introduction link, with the help of multimedia teaching tools,

the wonderful short videos of the tourism industry are played to attract students' attention. In the teaching session, a mind map of tourism management knowledge is presented to assist teachers in sorting out key knowledge points. Compared with traditional teaching methods, multimedia teaching is more vivid, easy for students to understand, and easy for teachers to create a classroom atmosphere. On the other hand, micro-class teaching is adopted. The form of micro-classes can attract students' attention very well. For example, college teachers can create a "Yunnan Lijiang-Tourism Management Micro-Lesson" to show the great scenery of Lijiang, Yunnan, and make students aware of the interest and social significance of the tourism management profession. Generally speaking, whether it is multimedia teaching or micro-class teaching, it can create a good atmosphere and help the teaching work of tourism management in colleges and universities to proceed smoothly.

### 2.3 Carry out school-enterprise cooperation teaching

First, school-enterprise cooperative teaching. Universities can unite with enterprises to carry out a series of school-enterprise cooperation activities with "tourism management teaching" as the core. For example, organize "tourism management school-enterprise form-teaching seminar", "tourism management school-enterprise form-teaching training", "tourism management school-enterprise form-teaching assessment", etc., so that students can participate in school-enterprise activities. In-depth thinking, extensive practice, and growth of knowledge. Second, school-enterprise cooperation in educating people. After uniting the power of enterprises, the tourism management major of colleges and universities can better realize the goal of educating people. For example, holding "tourism management school-enterprise form-lectures", "tourism management school-enterprise form-sports meeting", "tourism management school-enterprise form-social research", etc., so that students can learn more about the tourism industry beyond textbooks and experience tourism. The mentality of outstanding workers in the industry, draw nourishment from them, and gradually improve their professional quality. The professional quality of students continues to improve, and the education of tourism management in colleges and universities will continue to improve.

## 3. Conclusion

In summary, in order to better innovate the teaching methods of tourism management majors in colleges and universities, adjustments can be made from these aspects: ① Conduct guided teaching; ② Use information-based teaching; ③ Carry out school-enterprise cooperation teaching. In the process of practicing these teaching methods, college teachers should do a good job of "preparation" between formal teaching, for example, "preparing teaching content", "preparing teaching tools", "preparing teaching introduction" and so on. Especially in the "teaching introduction" link, college teachers should seriously think about: What is the intersection between students' personal interests and tourism management knowledge? Starting from the people and things that students are interested in, let students start formal learning with a relaxed and happy mood.

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