

Research on the Problems and Countermeasures of the Ideological Education in Curriculum of Tourism Majors in Secondary Vocational Colleges

Yuqi Zhang

Nanning Normal University, Nanning 530000, China.

Abstract: With the current in-depth development of the concept of cultivating people with virtue, in order to further comprehensively improve the professional quality and talent training quality of tourism majors and related professionals in secondary vocational education colleges, it is urgent to integrate ideological and political elements into secondary vocational tourism courses. In the whole process of teaching, promote the implementation of moral education in an all-round way, give full play to its ideological leading and guiding role, strive to cultivate new talents in the era of high-quality tourism.

Keywords: The Ideological Education in Curriculum; Tourism Majors; Secondary Vocational Colleges

1. Introduction

"Cultivating talents and creating talents is the foundation of the country". At present, Secondary vocational education has received more and more attention as the main force for the delivery of skilled talents for industrial development. Cultivating tourism talents with a correct world outlook, outlook on life, values, good moral character and professional ethics is the top priority of the tourism management professional talent training program of secondary vocational education colleges. But the teaching of ideological education in the curriculum of China's secondary vocational colleges and universities have emerged various problems to be dealt with. Based on the current situation of the implementation of the ideological education in curriculum in the tourism professional courses of secondary vocational colleges and universities in China, the author analyzes the existing problems and proposes feasible countermeasures, in order to provide reference for the implementation of ideological education in curriculum of secondary vocational colleges and universities.

2. Analysis of the significance of the ideological and political construction of courses for secondary vocational tourism majors

2.1 Implement the general goal of cultivating people with virtue

Integrating ideological and political knowledge, values, patriotism, etc. into the daily education and teaching process is the essence of the ideological education in curriculum. Promote political education and secondary vocational education go together in the same direction, and finally complete the fundamental task of cultivating people with virtue.

2.2 Boost the high-quality development of red tourism

If we want to realize the in-depth development of red tourism in our country, it is necessary to strengthen the understanding of tourism students on red culture and cultivate tourism talents with red concepts need to be carried out the ideological education in curriculum in secondary vocational colleges. Vigorously promoting the ideological education in curriculum in the tourism majors in secondary vocational colleges is conducive to making red culture a driving force for educating people, a spiritual food for nourishing contemporary tourism talents, and promoting tourism talents to better serve for high-quality development of red tourism.

3. Analysis of the dilemma faced in the process of the ideological education in curriculum construction of the secondary vocational tourism major

In 2020, the Ministry of Education issued the "Guiding Outline for the Ideological and Political Construction of the Curriculum in Colleges and Universities", emphasizing that comprehensively promoting the construction of the ideological education of in curriculum is a strategic measure to implement the fundamental task of educating people, and has an irreplaceable role in shaping students' correct world outlook, outlook on life and values ^[1]. Secondary vocational colleges should consciously take the initiative to strengthen the ideological guidance of students while sending skilled talents to the country. However, at present, there are many practical problems in the process of carrying out the construction of the ideological education in curriculum in China's secondary vocational colleges, as follows:

3.1 Teachers' political literacy is weak, and ideological and political education cannot be effectively implemented

Compared with general education, vocational and technical education pays more attention to the ability and skill level of producing talents, which makes teachers in secondary vocational colleges have a weak awareness of the value guidance at the ideological and moral level; In addition, due to the influence of the country's traditional curriculum system, Most teachers believe that "teachers in different disciplines have their own strengths": ideological, political and moral education is the teaching content of ideological and political teachers, and will not intersperse relevant political ideas in curriculum teaching too much; Besides, teachers in secondary vocational colleges have heavy teaching tasks, and there is often a phenomenon that one teacher is responsible for multiple class management tasks, and teachers have no time to improve their own ideological and political tasks. This teaching situation has greatly reduced the teaching effect in the construction of the ideological education in curriculum in Secondary vocational colleges.

3.2 There is a separation between ideological and political elements and teaching content

How to achieve the integration between ideological and political elements and professional knowledge is the key to the construction of the ideological education in curriculum in secondary vocational colleges and universities, some teachers do not have enough understanding of the conception of "the ideological education in curriculum", and there is no excessive thinking and requirement for the integration of ideological and political elements, background explanation, and student understanding, resulting in limited effect in the construction of the ideological education in curriculum. in addition, teachers should grasp the ratio of ideological and political content and the teaching content of professional course knowledge in the classroom: Ideological and political content is imparted less, and it is too easy to lead to poor teaching results and cannot achieve the expected results of educating teenagers; too much ideological and political content can easily lead to a lack of interest in students, which is counterproductive.

3.3 There are limitations in the construction of the ideological education in curriculum and lack of organic linkage

In order to achieve the fundamental task of promoting the moral development of teenagers, it is necessary to integrate ideological and political elements into the whole process of secondary vocational education. At present, there is a lack of benign interaction between the main body of education at present, and there is little effective communication between ideological and political teachers and teachers of professional courses, which is not conducive to the effective integration

between ideological and political elements and professional knowledge, Cause the effectiveness of the ideological education in curriculum.

4. Secondary vocational tourism majors carry out the optimization path analysis of the construction of the ideological education in curriculum

4.1 Strengthen the construction of ideological and political literacy in the teaching team

Teachers are important implementers in the construction of the ideological education in curriculum. It is necessary to build a contingent of high-quality teachers who understand ideological and political concepts, pay attention to the ideological and moral construction of educators. strengthen effective communication between professional teachers and teachers of ideological and political courses, and realize benign interaction between the teachers. improve the ideological and moral quality of teachers, regularly and uninterruptedly organize the study of ideological and political theoretical knowledge, and promote teachers' political education thoughts keep pace with the times. Only in this way can teachers imperceptibly convey correct values to students through words and deeds, promote the all-round development of students' morality, intellectual, physical, and aesthetic work.

4.2 Dig deeper into ideological and political elements

If we want to achieve "teaching goal" and "education goal" at the same time, teachers are required to not only impart relevant professional skills and knowledge, but also refine the ideological and political content in the course content. When carrying out the knowledge teaching of tourism cultural landscape, after teachers explain the cases of domestic historical and cultural landscape, they can integrate into the development process and related elements of the landscape, help students form a correct view of history, and enhance their national identity and pride; In the teaching of Tour Guide Practice, aiming at the key chapter of "the professional quality of tour guides", teachers can introduce socialist core values while emphasizing the basic ethics of the tour guide industry, help students form a correct understanding of the tour guide profession, and strengthen their sense of responsibility and mission [2]; In the course of Introduction to Tourism, when explaining the knowledge of "tourism experience", teachers can guide students to establish a sense of service and form a hard-working work style. Only when teachers dig deep into the ideological and political elements in the curriculum, can they highlight the value guidance of the ideological and political elements in the curriculum, realize the "integration of work and study, integration of morality and technology".

4.3 Comprehensive use of new teaching methods to improve teaching effectiveness

In the teaching process of tourism courses in secondary vocational education colleges, teachers should combine the course contents, comprehensively apply new teaching methods such as scaffolding teaching method, flip classroom teaching method, PBL teaching method, etc. and encourage the hybrid teaching mode of online and offline synchronization, so as to transform bitter and tasteless theoretical knowledge into simple and easy-to-understand knowledge. Combining the refined ideological and political elements in the aspects of curriculum objectives, operational skills, quality training, etc. Realize the unity of value leading and ability training.

5. Conclusion

As a new type of ideological and political education concept, the emergence of curriculum ideological and political

education conforms to the trend of the times, and is an essential and important step to implement the current "big ideological and political" pattern. Secondary vocational colleges should actively explore relevant countermeasures and optimization paths in response to various problems in the current process of developing curriculum ideology and politics. The transmission of knowledge is enriched in the transmission of beliefs. Realize the same frequency resonance of professional knowledge imparting, ability training and value leadership, and promote the synergy of ideological and political elements and professional knowledge to complement each other.

References

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