

Exploring the Path of High-Quality Development of Secondary Tourism Professionals

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Abstract: The tourism industry in the post-epidemic era is facing an unprecedented impact, and the structural changes of the tourism industry have led to changes in the structural standards of tourism talents. How to cultivate high-quality tourism professionals who meet the industry and match the requirements of the enterprises in need under the existing situation is an urgent problem to be solved.

Keywords: Secondary tourism profession; Talent training; High quality development

In 2020, the Central Committee of the Communist Party of China (CPC) made an outline of the fourteenth five-year plan of national economic and social development and 2035 visionary goals, which clearly pointed out the need to “build a high-quality education system”^[1]. The “post-course competition” comprehensive education mechanism, the actual development of the curriculum in accordance with the actual production and job requirements, the development of modular and systematic practical training course system, improve the practical ability of students^[2]. Focusing on accelerating the process of education and teaching reform for secondary tourism professionals, meeting the personal development needs of tourism students, inheriting the artisan spirit of moral and technical training, improving students’ professional core literacy, and cultivating high-quality skilled tourism talents that meet the development needs of the tourism industry.

1. The current situation of secondary tourism professional talent training

Tourism as a strategic pillar industry of national economy in the new era is in transition from high growth stage to high quality development, which puts forward new and higher requirements for secondary tourism students’ own development. As the country has increased its efforts to promote the development of vocational education, the public still has a certain degree of prejudice against vocational education in terms of social recognition at a deeper level, and in the teaching of secondary tourism, there is a phenomenon that some students are less interested in classroom participation. Many reasons affect the effectiveness of teaching, and thus hinder the development of high-quality secondary tourism professionals.

According to the characteristics of the professional development type of each secondary school in the region, we should improve the education teaching mechanism, then expand the proportion of “double-teacher” teachers to enhance the construction of teachers, and innovate teaching mode and method, and explore a scientific and effective path for the high-quality development of tourism talents.

2. Secondary tourism talents should have under the high-quality development

2.1 The basic qualities of a qualified tour guide

Secondary tourism students need the corresponding practical skills of tourism, solid mastery of professional knowledge of tour guide when carrying out tour guide work. Having good moral cultivation, healthy psychological quality and good communication ability is to obtain the professional qualification certificate of tour guide to lay a solid foundation for the future career of tour guide. Professional foundation for future tour guide career. In the daily education and teaching work, to establish moral and technical training of knowledge and practice, and promote the integration of ideological and political education and technical skills training, tour guides as the disseminator of information and culture, to have a certain cultural connotation to promote the fine traditional culture of the Chinese nation, to tell the “Chinese story”.

2.2 The constantly broadening the direction of professional development of tourism

The new era of study tours came into being, which is a comprehensive practical course with strong requirements for students to investigate the ability of students to master the study knowledge through study tours course to enhance the transferability of knowledge and promote spatial communication between school and society. Cultivating students’ multiple tourism vocational abilities broadens the path of secondary tourism professionals’ development^[3]. Secondary tourism professional talent training should also follow the craze of the times, scientific prediction to the vision of tourism talent demand, continuously promote the process of research and study courses into the construction of the curriculum system of secondary schools, effectively enhance the relevance of the social development of tourism vocational education, talent training and social demand relative to each other.

2.3 Accelerate the core force of improving students’ information level

With the continuous development of “intelligent tourism” and “online tourism”, the advent of the intelligent information age has driven the transformation and upgrading of the tourism industry structure, which brings tourists a new path of tourism development through technological means, while the demand for talents has also changed. The “skills” required for the development of industry in the digital era are not only operational skills, but also thinking skills^[4]. So, accelerating the construction of modern vocational

education system, and provide powerful talents and skills support for the comprehensive construction of socialist modernization country.,

3. The path of high-quality development of middle-grade tourism professionals

3.1 Run the regional tourism professional characteristics

According to the regional tourism industry structure and focusing on the development of students to develop a complete student evaluation system, and run a regional secondary tourism specialties with professional characteristics. Actively improve the investment environment to enhance the quality of schooling, promote mutual communication and exchange between secondary schools in the east and west to achieve complementary advantages, create regional characteristics of secondary tourism professional brand, highlight the advantages of secondary tourism professional talents in the region, and attract international investment to participate in regional cooperation for mutual benefit.

3.2 Improve the efforts to carry out the integration of industry and education

The development of vocational education can not be separated from the reliance on industry, but the current situation of the integration of industry and education, secondary tourism professional and enterprise cooperation and integration efforts are not deep enough. All parties should focus on improving the system of integration of industry and education, enhancing the synergy between industry and talent training, and enterprises should invest in the construction of schools, participate in the whole process of talent training in the education activity system of secondary schools, including the preparation of school-based teaching materials, curriculum teaching, curriculum development, etc. Enterprises can also cultivate established tourism professionals according to the needs of the industry, explore the diversified schooling pattern to promote the formation of a community of interests, a stable cooperation mechanism to add vitality to the development of enterprises, and deepen the integration of industry and education to form a linkage between the two sides to jointly promote the high-quality development of talents.

3.3 Build high-quality education evaluation system

Each secondary school should accelerate the construction of a perfect evaluation mechanism of high-quality education to promote the overall quality of schooling, the relevant authorities of secondary schools should strengthen the organization and leadership of the overall planning, build a high-quality professional vocational education cadre, combined with the actual situation of the tourism profession, the construction of the education evaluation system, increase the evaluation subjects, to carry out mutual evaluation of students, teacher evaluation and school evaluation of multiple subjects Multi-evaluation system. The whole process of schooling be more standardized related to the development of teaching ideas and strategies, can be more fully implemented ^[5].

4. Conclusion

Actively build a modern tourism vocational education system, and put the development of tourism vocational education in a prominent position, government-led effective implementation of relevant national policies, promote the regional industry enterprises according to the industrial structure to increase financial investment, continuous innovation mechanism to further deepen the “three education” reform, encourage teachers and students to participate in relevant tourism services vocational skills competition.

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