

Exploration on the Methods and Paths of Ideological and Political Construction of Tourism Management Courses in Colleges and Universities

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Abstract: To carry out "cultivating morality and cultivating people" in university professional courses is an important guarantee for universities to improve training quality and realize "people-oriented" in the new era. At present, the ideological and political implementation of the curriculum of university tourism management specialty is not ideal. We should establish an effective way of ideological and political implementation of the curriculum from the perspectives of teachers, students, teaching design and school system, so as to promote the ideological and political construction of the curriculum of university tourism management specialty to achieve obvious results.

Keywords: Tourism management; Curriculum ideological and political; Construction method; Path exploration

Curriculum ideological and political education is the need to implement the fundamental task of "building morality and cultivating people", and also the urgent need for the curriculum reform of tourism management specialty in colleges and universities, as well as the need for the curriculum reform of tourism management specialty in colleges and universities. In the era of "Internet plus", integrating ideological and political courses into the teaching of tourism management is an important way to improve the quality of training tourism management professionals. At present, there are still some problems in the ideological and political construction of tourism management courses in colleges and universities in China, such as: low attention, single form, insufficient theoretical research, inadequate system, and so on. Therefore, colleges and universities should actively explore the effective ways and methods of ideological and political construction of tourism management professional courses in the aspects of curriculum goal design, teaching content update, teaching method reform, teaching team construction, teaching effect evaluation, etc., so as to comprehensively improve the ideological and political quality of college students, cultivate high-quality professional and innovative talents, and promote the overall improvement of the quality of tourism management professional personnel training in colleges and universities.

1. Problems in the ideological and political construction of tourism management courses

First, at present, the ideological and political construction of professional courses in China's universities, including tourism management, is still in its infancy. According to the survey, there are the following problems in the ideological and political construction of university tourism management curriculum: First, the degree of recognition of curriculum ideological and political is not enough, and not enough attention is given. In tourism management, teachers pay more attention to how to impart their professional knowledge. Generally, they do not actively integrate ideological and political elements into their professional knowledge, and there is no effective evaluation of their curriculum ideological and political construction in universities.

Second, the willingness to integrate the "ideological and political" elements into the tourism management professional curriculum is not strong; Most students think that learning their own professional knowledge is the "king way" to find a job, and the content of ideological and political course is not important. Moreover, in the ideological and political course of the university, the ideological and political course has clear content, and it is undoubtedly a waste to combine these contents into their own professional courses. Therefore, if the professional course teachers can not add ideological and

political content to their own courses, then, It is also very difficult to make their students resonate and improve their enthusiasm and initiative.

Thirdly, there are still some deficiencies in the construction of ideological and political courses, teaching methods and relevant concepts. Most teachers in the major of tourism management still follow the ideas in the ideological and political courses, and still use the traditional teaching methods of classroom teaching. Such teaching methods are likely to cause students to learn old knowledge mechanically, repeatedly and wearily. For example, in a simulated tour guide class, case I - a tour guide deliberately exaggerates the value and efficacy of a special product in order to improve the quality of the shopping guide, so as to lure tourists to buy. In addition to guiding students to analyze this behavior, the teacher should also let students understand that in the process of providing "guide" and "travel" services, there should be a correct value based on honesty and safeguarding the interests of consumers.

2. Exploration on the methods and paths of curriculum ideological and political construction

2.1 Construction of the "trinity" objective system of curriculum ideological and political education

The construction of curriculum ideology and politics is a systematic project, which must be comprehensively designed and refined. At present, the ideological and political construction of university tourism management courses is absent in the overall goal design. There is a lack of scientific planning and overall design for the ideological and political construction of courses, and the ideological and political elements are not integrated into professional courses for systematic research and teaching practice. In view of this situation, university tourism management majors should build a "trinity" curriculum ideological and political goal system with knowledge teaching as the goal, ability training as the goal, and value guidance as the goal according to the professional talent training goal. Among them, "knowledge teaching" refers to training students into professional talents with noble moral character, solid theoretical foundation and strong practical ability through curriculum teaching; The cultivation of ability is to cultivate students' professional skills in the teaching process; Value guidance is to guide students to form correct world outlook, outlook on life and values through curriculum teaching;

2.2 Integrate ideological and political education elements to optimize the curriculum system

In the process of ideological and political construction of tourism management professional courses, colleges and universities should organically integrate the elements of ideological and political education into each course according to the training objectives of professional talents, so as to form the resultant force of ideological and political education. In the curriculum of tourism management, we should fully consider the ideological and moral character of students, organically combine traditional culture with current affairs and politics, and constantly enrich the content and form of practical teaching. On the one hand, introduce ideological and political education elements into the curriculum system of tourism management specialty, and integrate patriotism, traditional culture, ecological civilization and other related topics into the curriculum system; On the other hand, we should integrate the content of ideological and political education into the teaching of professional courses, and use the form of thematic class meetings and subject competitions to innovate teaching methods. On this basis, the author puts forward the idea of the construction of ideological and political teachers in the tourism management professional curriculum. To this end, the university can set up a professional curriculum ideological and political construction guidance group with discipline leaders as the main body, and formulate the goal and task breakdown table of ideological and political construction of tourism management professional curriculum in colleges and universities. The members of the guidance group should organize the teaching group to carry out scientific research activities according to the requirements of curriculum ideological and political construction.

2.3 Innovate teaching methods to improve teaching effect

In the process of ideological and political construction of tourism management courses in colleges and universities, we should make full use of modern teaching methods such as the Internet, adopt interactive and exploratory teaching methods, stimulate students' enthusiasm for learning, let students actively participate in teaching activities, and cultivate their sense of social responsibility and mission. Secondly, we should fully tap the ideological and political elements and resources contained in the curriculum, organically combine the ideological and political elements with teaching activities, and carefully design teaching activities to make them play a greater role. Third, innovate the form of practical teaching activities, introduce and share practical teaching activities based on the deeds of advanced figures and typical cases at the front line of enterprise production and service, so that students can have a deeper

understanding of the development status of tourism industry, the operation and management mode of tourism enterprises and the development prospects.

2.4 Strengthen teachers' quality with the goal of enhancing teachers' educational ability

In the new curriculum, teachers must actively participate in the new curriculum, so the construction of teachers' team in the new curriculum is particularly important. In the process of teaching, we must strengthen the education of students and strengthen the education of students. Teachers should integrate curriculum ideological and political into their knowledge structure and ability structure, and actively participate in the construction of curriculum ideological and political, so as to continuously improve their ideological and political quality and educational ability. In the process of building teachers' team, we can actively organize teachers to carry out ideological and political education activities on various topics by means of thematic training, experience exchange, discussion and discussion, so as to comprehensively improve teachers' ideological and political level and educational ability. In addition, ideological and political experts from relevant departments should also be invited to provide teachers with guidance on teaching and integrate ideological and political factors into teaching. At the same time, we should continue to strengthen teachers' moral education and actively carry out various forms of educational training and research to improve teachers' moral quality and improve the quality of education.

3. Conclusion

As an important part of the curriculum reform in colleges and universities, curriculum ideological and political education is of great significance for cultivating socialist builders and successors with all-round development of morality, intelligence, physique, beauty and labor. In the ideological and political construction of tourism management major courses in colleges and universities, the goal should be to cultivate students to establish correct outlook on life, world outlook and values, and give full play to the advantages of professional courses in imparting knowledge and cultivating skills, so that students can continuously improve their ideological and political literacy while mastering knowledge and skills. Based on the age characteristics and employment orientation of the students majoring in tourism management, teachers should fully explore the ideological and political elements contained in the teaching content, adopt flexible and diversified teaching methods, and organically integrate ideological and political education into the whole teaching process. Only in this way can the training quality of tourism management professionals be effectively improved and high-quality talents be continuously supplied for the cause of socialist modernization.

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