

# Study on the Ways to Improve the Teaching Quality of Tourism Management Major in the Background of Digital Economy

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**Abstract:** With the recovery of the economy, tourism will certainly usher in a new round of prosperity. While the sustainable development of tourism with high quality cannot be achieved without the promotion of highly qualified professionals. Especially in the context of the digital economy, people's personalized, diversified needs are better met. The industry has also put forward higher requirements for the comprehensive quality of tourism management professionals, therefore, vocational schools should also combine the current situation of industry development and market demand to constantly adjust the mode and method of education, to improve the quality of tourism management professional teaching to promote high-quality training of talents.

**Keywords:** Digital economy; Major in Tourism Management; Teaching quality; Improving Path

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## Introduction:

In the context of the digital economy, the industry is faced with both opportunities and challenges. As for tourism management, under the promotion of digital economy, consumers have a broader choice space and the requirements for tourism services are higher<sup>[1]</sup>. This means higher requirements for the quality of talent training, and vocational schools need to further enhance their core competitiveness. It is also necessary to carry out relevant educational activities based on the real needs of the industry and the market, around the general principle of cultivating students' core literacy, and to reform and innovate the teaching quality of tourism management major in a targeted manner. This paper provides an in-depth analysis of the problems existing in the teaching of tourism management major in the context of digital economy, and briefly discusses effective strategies to improve the quality of teaching in tourism management major for reference.

## 1. Deficiencies in the Teaching of Tourism Management under the Background of Digital Economy

The development of the digital economy, facilitated by advanced technology and influenced by the Internet, is becoming more and more prominent and its forms of development have greatly enriched and facilitated people's daily lives. In addition to significant improvements in material terms, the demand for leisure and culture has also seen more paths to improvement. In this new situation, the training and supply of talents needs to be adjusted and innovated in terms of education system, methods and paths, taking into account the current situation of society and the development trend of the industry<sup>[2]</sup>. Innovative teaching methods have led to a higher quality of talent culture and a greater ability to adapt to the market. Especially for the tourism management of this service industry, it is more important to carry out comprehensive reform and innovation from the concept and method of teaching, and to promote the overall development and prosperity of the industry by strengthening the quality of personnel training. However, from the current comprehensive quality of tourism management personnel, as well as the current situation of industry development, the uneven quality of talent, to a large extent, reflects the tourism management professional teaching there are still certain shortcomings, affecting the quality of talent training.

The first is the outdated talent training system. The connotation of tourism management is very extensive, not only includes the service, but also involves the economy, culture, art and other areas of comprehensive knowledge. It is a test of the students'

comprehensive ability. There is no fixed mode and method of tourism service, thus, different consumers have different needs and requirements for tourism products and services, and high quality talents are able to provide quality services for different needs and different consumer groups. This requires vocational schools to design and organize teaching activities scientifically. But from the current situation of tourism management professional teaching, the backwardness of the teaching system makes it impossible to combine the teaching objectives with the demand of the market, and the current situation of the industry development from the teaching resources, teaching content, thus restricting the improvement of the teaching quality of tourism management teaching. Secondly, the teaching method of tourism management is backward. In terms of the practical teaching path for students, the platform is insufficient, unable to create more practical opportunities for students, making students' theoretical knowledge not fully verified, professional ability not well organized. Students can not get experience in the real job situation to enhance the comprehensive ability, resulting in the students lack of enthusiasm and subjectivity. In addition, there is no timely summary and evaluation of teaching activities, and the teaching mode is adjusted with the evaluation results, thus affecting the improvement of teaching quality.

## **2. Ways to Improve the Teaching Quality of Tourism Management Major in the Background of Digital Economy**

### **2.1 Perfecting the Talent Training System**

In light of the current situation of tourism market development and the realistic demand for better development of individual tourism management talents, it is necessary to further improve the quality of tourism management teaching and firstly improve the talent training system. The improvement of talent cultivation system must first start by problem analysis, through deep reflection and dissection, to identify problems, and to have a symptomatic effect. Besides, we must first start from the design of the curriculum, to combine the actual working situation for students, as well as the development of the digital economy and social situation and trends<sup>[3]</sup> to the content of tourism management professional teaching by enhancing teaching resources with scientific selection and positioning. In addition, we need to make good use of the curriculum resources development and curriculum construction work by integrating rich teaching content and resources, such as local culture, traditional culture, etc., to give full emphasize on the teaching resources to complement the role of promoting students' deep understanding of regional characteristics of culture, so that students in the specific work of tourism management services, can reflect a better level of quality.

### **2.2 Innovating Talent Training Mode**

Based on the current problems in the teaching of tourism management, it is necessary to address the realities of the current backward teaching mode of tourism management and the lack of practical opportunities and paths for students in order to further improve the quality of teaching in tourism management and better meet the needs of the high-quality development of the tourism industry in the context of the digital economy. Combining work with study and the educational concept of school-enterprise cooperation into the teaching activities of Tourism Management major. By giving sufficient resources of vocational schools and establishing in-depth cooperation with various social institutions, such as enterprises and groups, we can provide students with more practical channels and opportunities, so that they can handle the skills required for professional knowledge in real positions<sup>[4]</sup>. In addition, the advantages of advanced technology should be fully utilized in the theoretical teaching, and a hybrid teaching mode combining online and offline should be used to meet the individual learning needs of students. As well, the form of tasks and project cooperation should be adopted to carry out project-based learning as a way to promote students' subjective development. In short, it is important to facilitate students' deeper exploration and to put innovative ideas into practice through diverse teaching modes that are conducive to the enhancement of students' core literacy.

### **2.3 Strengthening the Construction of Comprehensive Capacity of Teaching Team**

Obviously, the improvement of the teaching system, the innovation of teaching methods, as well as the expansion of practical paths, are all inseparable from the high-quality teaching staff to carry out scientific design, organization and implementation of specific teaching activities<sup>[5]</sup>. This is also one of the important reasons that affect the quality of training of tourism management professionals. Therefore, the strengthening of the teaching staff is essential to improve the quality of teaching in tourism management. Only under the premise of effective curriculum design, from the perspective of fitting students' thinking and behavioural characteristics, can we make the innovation of tourism management professional teaching more targeted, teaching content more relevant and infectious, and enhance the interest of students' participation. In terms of the construction of the teaching team, the two main aspects are from the concept and skills. In terms of concept, teachers in vocational schools should go out to

exchange more experience and accept more new teaching concepts and methods to promote corresponding curriculum design and implementation according to the actual students' need. In terms of skills, they should continue to learn new teaching techniques and use new teaching facilities and equipment, and pay particular attention to improve their information technology skills. Because in the current social development situation, it has become an important way to use information technology to help improve the quality of teaching.

### **3. Conclusion**

In summary, in the context of the new era, we should combine the development situation of the times to strengthen the cultivation of students' core literacy. We should continue to reflect, summarize, improve and innovate the mode, path and method of cultivating tourism management talents in order to improve the comprehensive quality of students.

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