

Research on Tourism Management Teaching Reform from the Perspective of Applied Talents Training

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Abstract: This paper aims to explore the importance of training applied talents and teaching reform strategies for tourism management major. First of all, this paper discusses the necessity of training applied talents in tourism management specialty and analyzes the problems and challenges facing the field of tourism management. Secondly, it puts forward the strategy of tourism management teaching reform from four aspects, including optimizing teaching objectives and curriculum setting, strengthening practical teaching and teacher team construction, so as to improve teaching quality. In the end, this paper looks forward to the reform of tourism management education and teaching, emphasizes the importance of training applied talents, and puts forward some suggestions on how to strengthen the reform of education and teaching.

Keywords: Applied talents; Teaching reform; Tourism management major

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Introduction:

With the continuous development of social economy, tourism management has become a popular major in colleges and universities. However, in the current educational situation, the talent training objectives of tourism management major are not clear, the curriculum system is not perfect, and the practical teaching is insufficient. Therefore, this paper discusses the necessity and strategy of tourism management teaching reform from the perspective of application-oriented personnel training, so as to improve the education quality of tourism management major and better serve the social and economic development. The following will be discussed from four aspects: optimize teaching objectives and curriculum Settings, strengthen practical teaching, improve students' practical ability, so as to strengthen team construction.

1. The necessity of training applied talents for tourism management specialty

1.1 The development of tourism needs applied talents

As a comprehensive industry, tourism has higher requirements on all aspects of practitioners, such as tourism planners, tourism planners, tour guides, tourism management cadres, etc. Tourism management is a comprehensive major, which not only requires students to have a solid basic theoretical knowledge, but also requires students to have good practical ability in practical work and have a high comprehensive quality.

1.2 Improve the competitiveness of tourism management

Traditional tourism management education often focuses on theory but neglects practice, resulting in the lack of practical ability

and competitiveness of students in practical work. Therefore, training practical talents can enhance the competitiveness of tourism management majors and provide more employment advantages for graduates.

1.3 Adapting to the development needs of the tourism management industry

The development of tourism management industry needs continuous innovation and progress. Therefore, training applied talents is a necessary way to adapt to the development needs of tourism management industry. Professional educators of tourism management should constantly update teaching content and teaching methods, so that students can master the latest knowledge and skills of tourism management, so as to better adapt to the development needs of tourism management industry.

1.4 Improve students' practical ability and comprehensive quality

Practical teaching is a very important part of tourism management education. Through practical teaching, students can better master practical skills and management ability. At the same time, through the training of applied talents, the overall quality of students can be improved, so that their competitiveness is strengthened.

2. Teaching reform strategies of tourism management from the perspective of applied talents training

2.1 Optimize teaching objectives and curriculum

First of all, we need to optimize the teaching objectives. In tourism management major, practical teaching should be emphasized and students' practical ability, innovative spirit and teamwork spirit should be cultivated. Have clear teaching objectives, make it concrete and feasible, and in line with industry standards and social needs.

Second, the curriculum needs to be optimized. The curriculum of tourism management major should be closely combined with the needs of application-oriented talent training, emphasizing interdisciplinary and comprehensive ability training, strengthening practical teaching of tourism project management, tourism marketing, tourism planning, rural tourism and so on, so that students can have a comprehensive understanding of the reality of the tourism industry.

In addition, it is also necessary to strengthen the study of the latest trends and cutting-edge technologies in the tourism industry, so as to provide students with the latest theoretical knowledge and practical skills. For example, the teaching level and quality of tourism management can be improved through artificial intelligence, tourism big data, blockchain and other new technological means^[1].

2.2 Strengthen practical teaching

Through practical teaching, students can personally participate in tourism project management, tourism market development and other activities, so that students' practical ability and innovation ability are fully improved. In addition, practical teaching can also enable students to have a deeper understanding of the real situation of the tourism industry, so as to strengthen their industry identity, improve their professional quality and employment competitiveness. To be specific, practical teaching can take the following ways:

2.2.1 Project practice

Project practice refers to allowing students to participate in real tourism project management, such as organizing tour groups and planning tourism marketing activities. Specifically, students can learn how to make travel plans, arrange travel itineraries, coordinate travel teams, etc., so as to improve students' organizational ability and management ability.

2.2.2 Market research

Market research refers to the activities involving students in tourism market research, such as investigating tourists' needs and developing new markets. In this way, students can understand the actual situation of the tourism market in practice, so that students can improve their market acuity, but also improve their judgment. Students can learn about tourists' travel needs, preferences, trends and other information through questionnaires and in-depth interviews, so as to better develop tourism product and service strategies.

2.2.3 Marketing planning

Marketing planning refers to allowing students to participate in tourism marketing planning activities, such as designing tourism routes and formulating tourism publicity programs. Specifically, students can learn how to formulate tourism promotion strategies, design tourism routes, promote tourism products and services, so as to improve their marketing ability. In this process, it can also exercise students' innovative ability.

In addition to the above two ways, the school can also organize students to participate in domestic and foreign travel activities. This course not only enables students to understand the latest trends in the world tourism industry, but also enables them to have rich practical experience and broaden their horizons.

2.2.4 Business practice

Corporate practice refers to cooperation with tourism companies to provide practical opportunities for students, such as

internships, part-time jobs, etc. In practice, students can have a deeper understanding of the organizational structure, business process and human resource management of enterprises, so as to better understand the current situation of the tourism industry and cultivate students' practical ability. At the same time, students can learn management experience and technology of enterprises and improve their comprehensive quality by communicating with enterprise managers and technicians ^[2].

2.3 Strengthen students' practical ability

Students' practical ability is the key to application-oriented talent training, because the goal of application-oriented talent training is to enable students to quickly adapt to the job and have the ability to deal with problems independently. In order to strengthen the practicability, the school can hold a variety of tourism contests, tourism planning contests and so on is a good way. These competitions expose students to practical problems and are able to solve problems in teamwork and practice. In addition, schools can also organize students to practice in tourism enterprises, so that students can have an in-depth understanding of the operation and management of tourism enterprises. In this way, students can understand various details and matters needing attention in practical work and improve their practical ability ^[3].

2.4 Strengthening the construction of teaching staff

First of all, strengthen the training of tourism management teachers, which can be realized by organizing teachers to participate in various academic conferences and academic exchange activities. These activities can let teachers know the latest theories and practical experience of tourism management, improve their academic communication ability and scientific research level.

Secondly, schools should develop relevant incentive measures to encourage teachers to carry out tourism related research. Only in this way can teachers better understand the status quo of tourism and provide theoretical and practical support for its application in practice.

In addition to strengthening teacher training and encouraging tourism industry research, schools can also organize teaching reform of tourism management. Schools can invite well-known scholars and industry experts to participate in teaching to improve teaching standards and students' practical ability. In addition, schools can carry out extracurricular activities for students. Such as tourism practice and tourism culture investigation, so as to improve students' practical ability and comprehensive quality ^[4].

3. Concluding Remarks

To sum up, this paper discusses the necessity and strategy of tourism management teaching reform. Based on the analysis of the problems existing in the tourism management major, the author puts forward four teaching reform strategies, including optimizing teaching objectives and curriculum setting, strengthening practical teaching, strengthening students' practical ability and strengthening the construction of teachers. However, the reform of tourism management teaching is not an overnight process, which needs the support and efforts of universities and governments. First of all, institutions of higher learning should work out a set of scientific educational reform programs according to their own reality. Secondly, the government should increase the support and investment for tourism management, and provide better teaching conditions and practice platforms for universities. Finally, teachers should actively participate in educational reform to lay a solid foundation for students' future development. Only in the continuous exploration and practice, the quality of tourism management professional talent training can be continuously improved.

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