

The teaching optimization strategy of tourism management specialty from the perspective of smart tourism

Zhiyong Zhang

School of Law and Business, Chifeng University, Chifeng,024000, China

Abstract: From the perspective of smart tourism, the traditional training mode of tourism management talents has been difficult to meet the new market demand. How to meet the needs of smart tourism industry, adjust the training objectives of professional talents, and optimize the teaching mode of tourism management has become an important issue for universities to improve the adaptability of tourism management majors. Based on the perspective of smart tourism, this paper expounds the importance of tourism management teaching optimization from the perspective of industry development, professional construction and student entrepreneurship, and analyzes the problems of professional teaching objectives, professional curriculum system, practical teaching system and construction of smart teachers. And centering on the four aspects of optimizing talent training objectives, creating a boundary-free curriculum system, strengthening wisdom practice teaching and expanding wisdom teachers, this paper discusses the teaching optimization strategies for tourism management majors, and builds a teaching system integrating wisdom technology and traditional management.

Key words: smart tourism; Tourism management major; Teaching; optimization

Introduction

With the advent of the era of smart tourism, the development of the tourism industry has undergone new changes, giving birth to the development model of smart tourism economy. With the support of technologies such as mobile communication, cloud computing and ubiquitous network, smart tourism integrates the information of tourism operation management, tourism activities, tourists and tourism resources to generate a series of smart tourism service platforms, which can intelligently perceive, acquire and process the relevant information of tourism operation and provide high-quality services for the development of tourism. In this context, the tourism industry has an increasing demand for smart tourism talents. Although some colleges and universities have recognized the importance of smart tourism education, due to the short development time of smart tourism, they have failed to integrate smart tourism education into the teaching of tourism management. The teaching content and practice form of smart tourism are relatively traditional, and students cannot master the professional knowledge and skills to adapt to the new era. Therefore, based on the perspective of smart tourism, it is imperative to promote the innovation of tourism management teaching.

1. The importance of tourism management teaching optimization from the perspective of smart tourism

1. The development demand of smart tourism industry

In the era of the integration of modern technology and industry, the tourism industry has embarked on the road of transformation and development, and gradually established a service system with smart tourism as the core. The smart tourism industry is developing rapidly. However, with the rapid development of the smart tourism industry, it is faced with the problem of lack of professional talents, especially tourism management talents who master information technology. As an important position to serve the development of society, colleges and universities can keep up with the development trend of The Times, reconstruct the teaching system of tourism management by investigating the needs of the smart tourism industry, and add courses in smart tourism, so that professional students can master new technologies and new concepts to meet the development needs of the smart tourism industry.

2. Requirements for the connotation construction of tourism major

Tourism management major is highly complex, including management, tourism, geography and other aspects of the content, requiring practitioners to have a higher comprehensive quality and the idea of advancing with The Times, coupled with the requirements of building a high-level professional, colleges and universities urgently need to base on the development of smart tourism needs, change the professional personnel training objectives, strengthen the conservation of tourism major construction. In the teaching of tourism management, by adhering to the guidance of smart tourism, the university can adjust the teaching direction of the major as a whole, emphasize the status of wisdom practice and wisdom service in talent training, update the teaching content of professional theory and practice, and improve the level of professional connotation construction.

3. The development needs of students' entrepreneurship and employment

From the perspective of global tourism and smart tourism, the level of mass tourism consumption continues to improve, and the tourism industry shows a good development, driving the development of tourism-related service industries, and bringing opportunities for students to start businesses and employment. By optimizing the teaching system of tourism management, the school can meet the needs of smart tourism, build diversified intelligent technology courses, let students master advanced technology and professional knowledge, stimulate their enthusiasm for innovation and entrepreneurship, improve their professional and entrepreneurial ability, and meet their needs for entrepreneurship and employment development.

2. Problems existing in the teaching of tourism management

1. The teaching objectives of the major lag behind The Times

Smart tourism is embodied in the four levels of smart government affairs, smart management, smart business and smart service, which requires the direct participation of schools, enterprises, industries and governments. At present, many colleges and universities have recognized the opportunity brought by smart tourism to the teaching reform of tourism management major, combined with the development trend of smart business and smart service, and added online marketing and tourism e-commerce courses. In the teaching of tourism management major, many schools start from the market demand, professional caliber, relying on the advantages of multi-disciplines, and flexibly adjust the teaching objectives. However, due to the long training cycle of management talents, teachers have not yet realized the importance of updating professional teaching objectives, and it is difficult to integrate new disciplines into the current professional system. At the same time, due to the lack of experience for reference in smart tourism, the teaching objectives of tourism management major in many schools are still in the exploratory stage, lagging behind the development of The Times.

2. The teaching system of professional courses needs to be innovated

Smart tourism requires talents not only to master the knowledge of management and tourism, but also to know how to use advanced information technology. In tourism management, colleges and universities usually set up major main courses, compulsory courses and elective courses, the course types are various, including exhibition, scenic spots, travel agencies, hotels, etc., but the curriculum system is not closely related to The Times, and there is a lack of smart tourism-related courses. In the professional curriculum system, there are few information courses set up by universities, such as tourism information management system and tourism e-commerce courses, which is difficult to reflect the advanced nature, applicability and pertinence of professional courses. In the teaching mode of tourism management courses, some teachers still use the classroom teaching method, and rarely introduce MOOCs, flipped classrooms, and discussion-style learning modes. The course content system and teaching system need to be innovated.

3. Professional practice teaching is difficult to meet the new needs of society

Based on the training goal of application-oriented talents, many colleges and universities have increased the practical teaching of tourism management majors, often setting up centralized internship and professional internship programs, arranging students to enter hotels, scenic spots and travel agencies for internship, but the types of practical teaching bases are few, and it is difficult to provide students with diversified practical training platforms. At the same time, in the face of the challenges brought by smart tourism, professional teachers lack work experience in front-line industries, it is difficult to update the practical teaching content, and can not well help students master new technologies and skills.

4. The number of intelligent and dual-professional teachers is insufficient

In terms of the composition of professional teachers, colleges and universities have formed a stable and reasonable team of teachers. However, in the professional management of tourism, teachers often come from traditional disciplines, lack the research foundation of new media, information technology and big data application, and lack of working experience in the smart tourism industry, which makes it difficult to meet the needs of smart tourism education.

3. Strategies for teaching optimization of tourism management from the perspective of smart tourism

1. Optimize talent training objectives based on the smart tourism market

In the face of the new demand brought by the development of smart tourism, first of all, universities should arrange teachers to enter the tourism industry, investigate the development trends and trends of smart tourism, combine the market demand, optimize the talent training plan, integrate the cultivation of smart tourism awareness into the talent goal, and integrate the teaching content of mobile Internet and big data analysis technology into the talent training plan. Vigorously cultivate students' smart tourism literacy and skills, and connect the needs of smart tourism with the cultivation goals of tourism talents. Secondly, colleges and universities can introduce a cooperation mechanism between government, university and enterprise. With the support of government policies, colleges and universities can invite personnel from smart tourism industry and enterprises to formulate and optimize the training goals of tourism management talents. Based on the service needs derived from smart tourism, such as smart tourism administrative services, smart travel agencies, smart hotels, smart scenic spots, etc., teachers can cooperate with enterprises and industry personnel to make more detailed professional talent training goals, plan professional construction and course construction plans, and dynamically update professional teaching system.

2. Adhere to the smart tourism orientation and create a boundary-free curriculum system

In the era of smart tourism, smart tourism enterprises need to create a series of new tourism products and service models to meet the personalized consumption needs of tourists, which requires tourism professionals to have professional management knowledge and understand a variety of advanced smart tourism technologies, such as GIS mapping technology, tourism information system, VR technology, Internet tourism technology, etc. Therefore, schools should adhere to the demand orientation of smart tourism, build a borderless curriculum system, adopt interdisciplinary teaching methods, add smart tourism technology courses, and constantly improve the course content system according to market demand to cultivate students' information technology literacy. First of all, based on the existing professional courses of tourism management, teachers should add information technology courses, such as new media application, online travel service providers, VR technology, big data analysis and other courses, so as to transition from emphasizing knowledge to emphasizing ability, so as to

provide conditions for cultivating students' professional ability and entrepreneurial ability. Secondly, in addition to traditional professional curriculum knowledge, teachers can cooperate with industry and enterprise personnel to develop professional courses in the direction of smart tourism, such as tourism informatization, tourism demand and big data analysis, so as to arouse students' attention to smart tourism and provide new ideas for students' employment and entrepreneurship. In addition, teachers should combine the development needs and personality characteristics of professional students, set up a variety of smart tourism professional elective courses, and rely on online teaching platform, support students to use PC and mobile phone terminal self-study. They can also design customized smart tourism elective courses based on students' interests and extra-curricular learning needs, combine MOOCs teaching mode with online and offline teaching mode, and encourage students to study by themselves outside of class and discuss and solve problems in class. Finally, in order to cultivate students' smart tourism literacy, teachers should readjust the proportion of professional theoretical courses and practical courses, increase the teaching hours of technical and skill courses, and encourage students to participate in virtual practical training and social practice activities, so that they can integrate the knowledge and skills of smart tourism courses.

3. Pay attention to wisdom practice teaching, and create practical training conditions for schools and enterprises

Tourism management major has strong practical application. In order to meet the demand of smart tourism market, colleges and universities should strengthen the construction of smart tourism simulation laboratories, improve the level of laboratory construction by configuring digital technology and virtual simulation system, and provide practical conditions for students to learn tourism information system and information technology courses. First of all, schools should focus on the market demand of smart tourism and the development direction of tourism management, build smart scenic spot laboratory, smart hotel laboratory and smart tourism service laboratory, introduce ERP enterprise resource planning system, hotel front desk management system and convenient ticket purchase system, and configure software and hardware facilities for simulation and practical training. To enable students to apply the theory of smart tourism courses into simulation practice and improve their comprehensive ability. Secondly, in order to solve the problem of insufficient funds for the construction of the training room, schools should rely on the integration platform of production and education, and organize students to go to smart tourism enterprises in batches by signing agreements and sending interns to experience the service process of smart hotels and smart tourism platforms. In the smart practice teaching, the school can invite enterprises and industry personnel to enter the campus to carry out lectures on technology, employment and entrepreneurship, so that students can understand special tourism technology and knowledge and broaden their horizons. In addition, the school should combine the diversified service forms of smart tourism, strengthen the connection with hiking, folk customs and smart scenic spots, increase the number of off-campus practice bases, so that students can understand various smart tourism service forms and job needs.

4. Strengthen the team of smart teachers and guarantee the teaching of smart tourism

In order to meet the demand of smart tourism market, colleges and universities should set up a team of professional knowledge with dual skills and intelligence, so that teachers can integrate smart tourism into all aspects of professional talent training. First of all, universities should make great efforts to attract outstanding talents. Based on the new goal of tourism management professional development and talent training, the school should formulate the recruitment system for intelligent and dual-skilled teachers, introduce professionals in information technology management, smart scenic spot management, big data analysis and computer technology, and set up a double-skilled and intelligent teacher team with the computer teachers on campus to jointly take charge of the development and teaching of smart tourism courses. Secondly, the school should optimize the recruitment system of part-time tutors, attract seniors and experts from the tourism industry to serve as part-time teachers of tourism management, cooperate with teachers in the school to develop and build smart tourism courses, integrate smart tourism information, job requirements and professional technology into professional teaching, stimulate students' enthusiasm for tourism entrepreneurship, and cultivate their professional quality and work ability. In addition, schools should encourage professional teachers to go out, relying on school-enterprise cooperation platforms, arrange teachers to take temporary positions in smart tourism enterprises, so that they can accumulate practical experience in exploration and work, convert work experience into practical teaching resources, and organize teachers to participate in digital literacy training and academic exchange activities to improve their theoretical level of smart tourism.

4. Concluding Remarks

To sum up, based on the era of smart tourism, optimizing the teaching system of tourism management is related to the development of tourism industry and the competitiveness of students' employment. Therefore, colleges and universities should pay close attention to the changes in the smart tourism market demand, build a professional teaching model that ADAPTS to the smart tourism market demand by optimizing the talent training objectives, creating a borderless curriculum system, creating practical training conditions for schools and enterprises, and expanding the smart teacher team, and make use of new courses, new practical resources and smart teachers to cultivate students' smart tourism literacy and technology application ability. Output tourism talents that meet the needs of the future industry.

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