Research and Practice on Informatization Construction of higher vocational Tourism Courses based on OBE concept -- Taking customized travel Butler Practice Course as an example

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Abstract: based on the theory of OBE (Outcome based Education), this paper deeply analyzes the status quo and problems of informatization construction of tourism courses in higher vocational colleges, and through the practice and research of "Custom travel Butler Practice" course of customized travel management and service. This paper discusses the establishment of information classification training objectives, the construction of curriculum system under the background of information technology, the construction of resource base and the optimization strategy of information training links of higher vocational tourism professional courses based on the OBE concept, which provides useful reference and practical guidance for the information construction of higher vocational tourism professional.

Key words: OBE concept; Vocational tourism major; Curriculum informatization; Informationization training link; Professional curriculum system

Introduction

With the upgrading of tourism consumption structure, high-quality, personalized and refined customized tourism products have been developed by leaps and bounds, and the rapid development of customized tourism requires that the teaching practice of "customized travel Butler Practice course" in higher vocational colleges should keep up with the market demand and changes. Oriented by educational outcomes, the OBE concept comes into being through the design and implementation of courses to ensure that students have the ability to cope with social and professional challenges when they graduate. The informatization construction of tourism courses in higher vocational colleges is an important measure to promote the construction of digital teaching resources, achieve teaching objectives, and cultivate students' required knowledge and skills. However, it faces many problems and challenges in the informatization construction. This paper aims to start from the concept of OBE, take "customized travel butler practice course" as an example, deeply analyze the problems existing in the informatization construction of tourism professional courses in higher vocational colleges, and explore how to optimize the classification training objectives, curriculum system and resource base construction through informatization. To improve students' comprehensive quality and adaptability by optimizing training links. In order to provide theoretical support and practical guidance for the improvement of training quality and standardization of information construction of tourism majors in higher vocational colleges.

1. Problems in informatization construction of tourism courses in higher vocational colleges

1.1 Insufficient information in teaching content and means

With the rapid development of customized travel, the current teaching practice and informationization of this industry are still insufficient, mainly manifested in: customized butler practice courses are obsolete; Professional software of the industry has not been reflected in the teaching; Teaching books are still the main way to acquire knowledge; Subject frontier and related research are few, failing to match the needs of The Times. At present, the traditional teaching of "PPT + lecture" is still the main teaching means, and this kind of teaching lacks the deep integration with the industry information technology.

1.2 Different levels of teaching objects

Students majoring in customized travel and service in higher vocational tourism colleges are mainly composed of ordinary high school students and vocational high school students. In teaching practice, the basic knowledge and learning ability of these two parts of students are quite different. Among them, vocational high school students have a clearer understanding of customized travel and the knowledge of large-scale tourism industry, but they lack a good grasp of the new industry information technology; While the students of ordinary high schools learn and master the new industry information technology faster, but their cognition of the industry is relatively poor. Therefore, the cognitive deviation of different students increases the difficulty of teaching this course.

2. Establishment of training objectives of curriculum informatization classification under the concept of OBE

2.1 Establishment of classification training objectives

OBE (Outcome-based Education) is an educational concept that emphasizes the combination of learning outcomes and students' ability development to make education closer to actual needs and career development. Through targeted training of students, it analyzes the required ability of each student based on the educational outcome, and then reverse designs the learning courses of students.] The customized travel not only clarifies the development orientation of disciplines, students' needs and social needs, but also teaches students in accordance with their aptitude for different teaching objects. In teaching practice, customized travel management and service major should have training

goals in line with the positioning of the school and the needs of social development. These goals are not only the results that students should achieve within 3-5 years after graduation, but also the key to ensure that students themselves have the required knowledge and skills.

2.2 Adoption of new teaching methods

With the development of emerging information technologies such as artificial intelligence and big data, the application of OBE concept is changing the form of teaching organization, transforming the role of teachers, making customized travel butler practical courses more in line with market demand, improving students' comprehensive quality and practical ability, more in line with industry demand, and better cultivating travel butler talents with professional skills and qualities. The curriculum reform based on the OBE concept can adopt the flipped classroom teaching mode, combine online and offline teaching, and help students master theoretical knowledge and practical skills through industry practice projects as the carrier. And use case analysis, role play, field trips and other teaching methods, so that students learn in practice, adapt to the new technology, in order to achieve better teaching results.

3. Construction of curriculum system under the background of information technology

3.1 Reconstruction and optimization of curriculum system

Informationization is accelerating the change of customized travel industry, and customized travel butler requires students to have the necessary information processing ability, industry professional software operation ability, etc. Through the information construction of "Customized travel Butler Practice" course, it is particularly urgent and important to build a course system that matches the industry requirements. By integrating course resources, optimizing course structure and content, the course system based on OBE concept is established to make it have self-adaptability and market adaptability, which has gradually become the development trend of customized travel teaching.

3.2 Integration of practicability and informatization

The application of OBE concept can promote students to participate in practical activities more actively, cultivate their practical operation ability, problem-solving ability and teamwork ability, enhance their competitiveness in the tourism industry, and improve the quality of tourism education for higher vocational tourism majors. For example, in the course of "Custom travel Butler Practice", the combination of project-based learning and application of information tools is adopted for teaching. Through the operation of online travel booking software, the use of online learning platforms, social media and other information tools, so that students can actually handle customized travel orders, cultivate their practical skills and information processing ability, so that the course content is more close to the actual work.

3.3 Independent learning and personalized development

The construction of the curriculum system combined with information technology emphasizes students' independent learning and personalized development. Through the introduction of online learning platforms and independent learning resources, students can choose learning content according to their learning progress and interests, which enhances their learning motivation and cultivates their independent learning ability and information acquisition ability. In the course teaching process, students should be encouraged to improve their innovative thinking, give play to their imagination and creativity, and personalized guidance should be provided to help students solve difficulties in learning. At the same time, cultivating students' critical thinking ability through active discussion and analysis of cases will help them improve their ability to think independently and solve problems.

4. Construction and optimization of information resource base

4.1 Construction and optimization of industry resource database

Through the establishment of the resource database integrating industry production and teaching, the latest information and technology of the industry are introduced into the classroom, so that the teaching content is synchronized with the development of the industry, and the course content is closely matched with the actual demand. Among them, the customized software of online Internet travel companies (such as Ctrip, Flying Pig Travel, Where to Go, etc.) contains the operation process of tourism business and data processing methods, which is an important resource for realizing the integration of production and teaching. In the teaching process, diversified integration of industry resources and tools, practical cases, rich course teaching content, provide rich support for course teaching, realize the efficient use of information resource library, enable students to obtain diversified learning resources, and industry-oriented skills training of students, which is conducive to improving students' adaptability to the industry.

4.2 Construction and optimization of the school resource library

At present, most higher vocational colleges lack the awareness and ability to establish the network teaching platform of customized travel courses, and have not carried out the construction of customized travel teaching resource database. The establishment of customized travel teaching resource database is a systematic and dynamic project. In the construction process, the integrity and consistency of the content of the resource database must be ensured, covering the subject field of customized travel service, and forming an organic knowledge system. The construction and optimization of the school resource base is not only related to the input and management of hardware facilities, but also involves the renewal of educational ideas and the innovation of teaching methods. When the resource database is really practical and rich, and gets the active participation and support of teachers and students, it can better promote the subject information teaching and realize the education information.

5. Optimization strategy of information training link

5.1 Curriculum evaluation and continuous optimization

Under the background of informatization and under the guidance of OBE concept, the course evaluation and optimization of "Customized Travel Butler Practice" is a continuous process (including the establishment of course informatization classification objectives, the construction of informatization course system, the construction of resource database, etc.). It is necessary to collect feedback regularly, analyze data, and make corresponding adjustments according to the results. For example, the establishment of quality monitoring system and evaluation mechanism to ensure the effective implementation of information training, and the introduction of online assessment tools, timely understanding of students' learning situation, can also introduce industry experts to participate in third-party evaluation, obtain a more objective and comprehensive evaluation results, timely adjustment and improvement of the course according to the evaluation results. Through these measures, it will help build a more scientific and effective curriculum system with strong adaptability, and provide strong support and guarantee for the informatization construction of tourism majors in higher vocational colleges.

5.2 Continuous optimization of multiple evaluation indicators for students

Under the guidance of the OBE concept, the student evaluation index system should be designed to highlight the multidimensional development of morality, intelligence, physical fitness, evaluate students' learning results in multiple ways, pay more attention to the realization of students' classified training goals, and provide feedback and improvement directions for cultivating high-quality students. It emphasizes the cultivation of students' practical integration and personalized development, so as to improve students' practical operation ability and comprehensive quality. Through the establishment of clear teaching objectives and corresponding curriculum system, students are evaluated regularly and timely feedback is provided to help them understand their strengths and areas for improvement. Students are encouraged to keep learning and to constantly update their knowledge and skills to adapt to changing industry developments. Actively promote cooperation and communication with students, teachers and industry experts to share resources and experiences and solve problems together, while implementing formative and terminal evaluation to ensure that students' learning progress is in line with predetermined training objectives.

6. Conclusions and Prospects

This paper analyzes the information construction of tourism courses in higher vocational colleges under the concept of OBE, and takes "Custom travel Butler Practice" course for customized travel and service majors as an example to provide specific operation methods and practical guidance for the information construction of tourism majors in higher vocational colleges. The application of OBE concept has become an effective way to improve the quality of students and train professionals to meet the vocational requirements. Through setting clear classification training objectives, course system construction, resource base construction and optimization, optimization of training links, etc., it is established that students pay more attention to the training of vocational skills in the learning of "custom travel butler practice", and improve the ability of practical application of customized travel services. Combining learning objectives with practical ability training, higher vocational tourism education is closer to the needs of the industry, and provides strong support for students' career development. The research results further emphasize the application prospect of the OBE concept in the tourism major of higher vocational colleges. By combining the learning results with the cultivation of students' ability, the OBE concept helps to make the tourism education of higher vocational colleges more close to the actual needs and cultivate the professionals with strong adaptability.

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