

Research on Innovation of Collaborative Education Mechanism of College of Culture and Tourism Industry under the background of new liberal arts

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Abstract: In order to adapt to the current development trend of education and teaching reform, each school should actively carry out the construction of industrial college, of which Taishan University Tourism School is actively building cultural tourism industry college, aiming to integrate the resources of colleges and enterprises to integrate culture and tourism teaching to achieve collaborative education, so that it can not only improve the teaching quality of cultural tourism, but also promote the construction of new liberal arts. Based on the limitations of various practical factors, there are many problems in the process of implementing collaborative education in the College of Cultural and Tourism Industry, which limits the development of colleges and students to a certain extent. In view of this, this paper makes an in-depth discussion based on the author's teaching experience. It first analyzes the research background and significance of the collaborative education mechanism of the College of Industry, then analyzes the existing problems in the collaborative education mechanism under the background of the new liberal arts, and analyzes the construction principles of the collaborative education mechanism. Finally, it can put forward specific innovation paths, aiming at contributing to the construction of the college and economic development.

Key words: New liberal arts; College of Cultural and Tourism Industry; Collaborative education mechanism; Innovation research

Introduction

Based on the background of the new liberal arts, all colleges and universities should actively build and apply the collaborative education mechanism of the School of industry, especially when building the collaborative education mechanism of the School of culture and tourism industry, they should fully tap and make use of the existing resources and technologies of the tourism industry and cultural industry, and create simulation scenarios for students and build practical training bases. In order to improve the teaching quality of each specialty of the College of Cultural and Tourism Industry, at the same time, it can also transport high-quality, high-skill and high-quality talents for the development of cultural and tourism industry, and finally promote the development of cultural and tourism industry. How to innovate the collaborative education mechanism of the College of Cultural and Tourism Industry based on the new liberal arts background is an important issue to be urgently solved by the leaders and teachers and students of the college. This paper will conduct an in-depth exploration around this issue, in order to provide theoretical basis and practical experience for the teachers to carry out relevant research.

I. Research background and significance of collaborative education mechanism in Industrial College

1. Research background

Local undergraduate universities can continuously improve the quality of talent training by establishing collaborative education mechanism. With the development of The Times, the state has issued a series of policy documents, including the integration of culture and tourism, the integration of industry and education, the construction of new liberal arts and the construction of modern industrial colleges. In September 2021, the white paper on the development of tourism talents pointed out that China's tourism professionals are still based on skills, while the proportion of professional and compound talents in planning, design and development creativity, investment and financing is low, and high-quality, practical and innovative compound talents are scarce. In September 2019, the six departments of the State jointly issued the "National Pilot Implementation Plan for the Integration of Production and Education Construction", and in November 2020, the leading group for the construction of New Liberal Arts of the Ministry of Education issued the "Declaration on the Construction of New Liberal Arts", marking the fundamental changes in the new liberal arts in education, teaching and scientific research. In order to implement the "Several Opinions of The General Office of the State Council on Deepening the Integration of Industry and Education", the Ministry of Education and the Ministry of Industry and Information Technology jointly issued the "Guidelines for the Construction of Modern Industrial Colleges (Trial Implementation)", aiming to promote the cultivation of high-quality applied, composite and innovative talents.

2. Research significance

First, it can rely on the construction of the College of Cultural and Tourism industry to effectively penetrate the new liberal arts education concept and OBE education concept, and train applied talents needed for the information and intelligent development of the cultural and tourism industry, and ultimately provide talents and intellectual support for the integrated development of cultural and tourism.

Second, it can effectively promote the depth of industry-university-research reform and successfully build a "double-qualified" faculty team, so as to improve the teaching quality of the College of Cultural and Tourism Industry and promote and drive economic development.

Third, it can improve the mechanism of collaborative education, build a platform for collaborative education and improve the ability of collaborative education; Promote school-enterprise cooperation and innovation, and provide reference and reference for the collaborative education work of the School of Tourism and tourism industry in applied undergraduate universities.

II. The existing problems in the collaborative education of College of Culture and Tourism Industry under the background of new liberal arts

First, the mechanism of education coordination education is not perfect enough, the integration of new liberal arts thought and tourism industry college is not enough, and the cultivation of talents by new technologies such as cloud computing and big data is not enough.

Second, there is a mismatch between the cultivation of cultural tourism talents and the integrated development of cultural tourism, especially in the formulation of objectives, the construction of curriculum system, the selection of textbook versions, and the optimization of teaching content, there is no close connection with the culture and tourism industry, and ultimately cannot transport the required talents for the integrated development of cultural tourism.

Thirdly, the teaching process pays more attention to teaching students basic knowledge, and neglects the cultivation of students' practical ability and innovation ability, which ultimately leads to their comprehensive quality needing to be improved.

III. The construction principle of collaborative education mechanism of College of Culture and Tourism Industry under the background of new liberal arts

First, implement the concept of new liberal arts. Based on the guidance of the new liberal arts, under the guidance of OBE ideology, combined with the development of new forms and the needs of the market, the position of the major is accurately mastered and dynamically adjusted, so as to strengthen the construction of the College of Cultural and tourism industry, break the teaching barriers between culture and tourism majors, actively carry out the construction of professional groups, and promote the pilot of "1+X" certificate.

Second, collaborative management. Under the leadership of the Board of directors, the Institute of Cultural and Tourism Industry takes the president as the center to implement collaborative management, so as to continuously improve and optimize the functional positioning, organizational structure, governance model, system system and security mechanism, rebuild the advantages and distribution methods of collaborative education, and enhance the collaborative education ability and effect of the School of Tourism Industry.

The third part is collaborative cultivation. The main goal of the Cultural and Tourism Industry Research Institute is to cultivate compound talents with high quality, practical ability and innovative ability to meet the development needs of the tourism industry. In deepening the cooperation between schools and enterprises, the Institute carries out a common talent training plan, jointly cultivates the team of teachers and jointly builds the curriculum system; Establish a mode of school-running cooperation between enterprises, universities and research institutes, and a mode of personnel training based on such cooperation.

Fourth, collaborative innovation. The College of Cultural and Tourism Industry has set up research organizations such as "Research Institute of Cultural and Tourism Industry" and "Cultural and Tourism Think Tank" to help teachers carry out applied research and assist students to participate in innovation and entrepreneurship practice activities. Through the deep combination of production, learning and research, it can promote enterprises and schools to jointly carry out product research and development, achievement transformation, project incubation and other work, realize the sharing of scientific research results, and timely transformation of scientific research results into the teaching content, and give full play to the functional value of the School in personnel training, scientific research innovation and social service.

IV. Innovative path of collaborative education mechanism of College of Culture and Tourism Industry under the background of new liberal arts

1. Design the teaching reform plan

First of all, in view of the new problems brought about by the transformation and development of application-oriented undergraduate colleges, the construction of new liberal arts and the integrated development of culture and tourism, a collaborative education mechanism for schools of culture and tourism industry shall be established, which is governed by multiple subjects and shared by both parties. On this basis, based on the concepts of "new liberal arts" and "OBE", the School of Tourism Industry has carried out collaborative management, collaborative training, collaborative resources, collaborative innovation and other links, so as to achieve the goal of collaborative education. Finally, it constructs a new paradigm for the cultivation of cultural and tourism professionals in application-oriented undergraduate colleges and universities. On this basis, based on the "output orientation", it puts forward the joint education model of "one body and two wings" at three levels: production, study, research and application, so as to achieve the purpose of cultivating high-level tourism talents and promoting high-quality employment.

2. Put forward solutions to the problems

First, implement the new liberal arts and OBE concepts, and explore a variety of operating models for the School of Tourism Industry: In accordance with the Guidelines for the Construction of Modern Industry College (Trial), implement the President responsibility system under the leadership of the Party Committee of the School of Tourism Industry. Contact), with leading enterprises and first-class majors as the main body, carry out organizational leadership, fund investment, teacher training, and strengthen the effective connection of "industrial chain", "innovation chain" and "education chain". To promote the development of technology-enabled cultural and tourism professional groups, tourism management, e-commerce, marketing and other majors to add smart cultural and tourism, new media marketing and other related fields.

Second, implement multi-dimensional and multi-level collaborative teaching, and explore the collaborative training of applied talents in the School of Cultural and Tourism Industry. The deep combination between the school and the school has established a talent training community, worked out the talent training program, curriculum system and practice system, and carried out classroom teaching and practice (graduation design, internship and training) teaching activities together. The school and the school have implemented the "double tutor"

system, and the school and the enterprise have played an important role in long-term cooperative education.

Third, implement the construction of collaborative education resources system, focusing on the training of “double teacher” teachers, the mutual employment and training of enterprises and teachers, so as to achieve the optimization of the teacher team. Schools and enterprises jointly develop new courses (smart culture and tourism courses, cultural and creative courses, etc.), combining industry knowledge, professional norms, enterprise norms and professional norms with professional norms to form high-level courses. By establishing practice bases and improving the conditions of practice, students’ ability to innovate and start their own businesses is cultivated, and teachers and enterprises are trained.

Fourth, build a collaborative innovation platform, carry out collaborative innovation activities, and improve the ability to serve the society. The College of Culture and Tourism Industry implements the development strategy of “one body and two wings” (one body: talent training as the center, talent as the center. “Two wings” : scientific research and social services are the “two wings”). In terms of talent training, it makes full use of the “two wings” role of “Taishan Tourism Think Tank” and “Taishan Tourism Research Institute”, focuses on the frontier of disciplines and industrial needs, introduces practical topics for enterprises, solves practical problems in the tourism industry, and carries out “project-oriented” teaching. By carrying out a series of internship projects such as innovation and entrepreneurship skills training, enterprise internship and project incubation, we can promote the transformation of scientific research results, and then serve the course teaching, social development and government construction, and ultimately improve the training level and quality of cultural tourism talents.

3. Formulate multiple protection systems

The University can make use of the unique advantages of the national first-class major construction point for the undergraduate of Tourism Management and the provincial first-class major construction point for the undergraduate of Geography Science, and build the Taishan Guoxin Intelligent Cultural and Tourism Industry College under the dual support of the provincial teaching team and the “twin team” of Guoxin Culture Group, so as to transport application-oriented talents for the integrated development of culture and tourism industry. Among them, the concept of collaborative education of industrial college can be effectively implemented in the process of the construction of talent training mode, professional group construction, curriculum system construction, teaching content selection, teaching mode construction, training base construction, teacher team training and network platform construction.

First, the system guarantee. In the process of introducing cutting-edge talents, training teachers, education and teaching reform, the school should fully examine the construction needs and principles of industrial college. In the construction process of industrial college, it is necessary to incorporate the annual assessment and evaluation system of secondary colleges into it, so as to dynamically monitor the construction and implementation of industrial college, and appropriately adjust the support according to the actual situation.

Second, personnel guarantee. The university should also set up full-time administrative personnel positions suitable for the construction of the School of Cultural and Tourism Industry, so that professional personnel can be responsible for the construction, operation and administrative affairs of the school.

Thirdly, resources should be guaranteed. Appropriately increase the financial support for the College of Culture and Tourism Industry, so that it can carry out the course teaching reform, the construction of “dual-qualified and dual-capable” teachers, curriculum construction and other work around the industrial chain. Among them, it is necessary to build a large-scale cultural tourism industry training base, Taishan Cultural Tourism Research Institute and Taishan Cultural Tourism think tank from the perspective of university-enterprise joint education, so as to provide support for the school to carry out joint project research. In addition, the teaching site on campus will be organically combined to establish a good practice and training base for the school and the enterprise, and assist “Guoxin Cultural Tourism Group” to carry out the construction of industrial college.

Epilogue:

All in all, under the development perspective of the new era, colleges and universities at all stages should pay more attention to the construction of industrial colleges. Among them, the School of Tourism of Taishan University can build a school of cultural tourism industry based on the new vision of liberal arts, so as to transport high-quality talents for the integration and development of cultural industry and tourism industry. In particular, measures such as designing teaching reform plans, proposing solutions to problems, and formulating a number of security systems can be adopted to innovate the collaborative education mechanism of the College of Cultural and Tourism Industry, so as to provide talents support for school education reform, regional economic development and government policy implementation.

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