

# Research on the innovation path of curriculum ideological and political infiltration into tourism management major in Colleges and Universities

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**Abstract:** professional courses and ideological and political courses have become the main theme of the teaching reform of various majors in Colleges and universities. For the tourism management major in Colleges and universities, the infiltration of Ideological and political education in the whole process of professional construction and teaching is conducive to the comprehensive cultivation of students' patriotism, and enhance their sense of responsibility and loyalty, So as to promote the rapid and vigorous development of China's tourism. From the current situation, there are still a series of problems in the infiltration of Ideological and political education into tourism management major in Colleges and universities, which affect the ideological and political education and professional teaching effect. Therefore, it is necessary for this paper to analyze and discuss the innovation path of Ideological and political course infiltration into tourism management major in Colleges and universities from the teaching objectives and talent training plan of Tourism Management Major in Colleges and universities, in order to provide beneficial references for promoting the deep integration of Ideological and political course and Tourism management major, and escort the ideological and political construction of Tourism Management Major in Colleges and universities.

**Key words:** curriculum ideological and political education; Colleges and universities; Major in tourism management; Innovation path

## Introduction

In 2016, the concept of curriculum ideological and political education was proposed for the first time. Since then, more and more colleges and universities intend to infiltrate the concept of curriculum ideological and political education in the process of education and teaching, truly creating a new situation for the development of higher education. Especially with the increasingly prominent position of tourism in the national economy, the tourism management major in Colleges and universities is bound to pay special attention to the cultivation of students' good national spirit through the effective channel of major, enhance their initiative to inherit and carry forward traditional culture, and strive to cultivate more tourism practitioners who are suitable for the development of tourism in the new era, To lay a solid foundation for promoting the prosperity and development of China's tourism industry.

## 1 The importance and feasibility of curriculum ideological and political education infiltrating into tourism management major in Colleges and Universities

### 1. Importance

#### (1) conducive to promoting students' all-round development

At present, some college students' political literacy is weak and their sense of responsibility is not strong. No matter how they think or do things, they can not always put the collective interests above their personal interests. These students can not adapt to social development and meet the needs of socialist construction. In view of this, in order to promote the all-round development of students and meet their internal needs for healthy growth, colleges and universities must put the ideological and political construction of courses on the agenda, so that students can be well nurtured in the process of professional learning. At the same time, in the context of economic globalization,

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colleges and universities should promote students to actively strengthen the construction of their own professional ethics, Through subtle influence, students' sense of responsibility and dedication will be enhanced, and they will slowly grow into high-quality tourism management and service talents with good service awareness and pragmatic spirit.

(2) it is conducive to enhancing tourists' satisfaction

In the 21st century, China has ushered in the spring of tourism development. With the ever-changing needs of tourists, the forms of tourism are also rich and colorful, such as red tourism, parent-child tourism, research tourism, scientific research tourism and so on. In order to meet the needs of various forms of tourism and enhance tourists' satisfaction, colleges and universities should actively promote the ideological and political construction of tourism management courses, improve students' Ideological and political standing, enhance their political and professional qualities, and strengthen students' ideals and beliefs by infiltrating rich ideological and political education content into the process of professional education and teaching, So that students can better guide tourists after going to work in the future, convey positive energy values, outlook on life and world outlook to tourists, and provide high-quality services to tourists to meet the needs of tourists to the greatest extent and improve their satisfaction.

(3) conducive to promoting the development of the new normal of society

With the continuous development of international integration and economic globalization, the amount of information in modern society is expanding, and the speed of information dissemination is also gradually accelerating. Of course, people's access to information has also changed from simplification to diversification, which is basically not limited by time and space. At this time, in order to fundamentally avoid the impact of negative thoughts and culture on tourism management professionals in cross-cultural exchanges, the primary task of colleges and universities is to strengthen the ideological and political construction of professional courses, on the one hand, to create a harmonious and healthy ideological and political environment, on the other hand, to promote the development of the new normal of society.

2. Feasibility

(1) the major of tourism management is closely linked with China's traditional culture

There is a close internal relationship between culture and tourism, and culture is the soul of the tourism industry. The rapid development of the tourism industry is conducive to providing a favorable opportunity for the inheritance and promotion of China's excellent traditional culture, and is also conducive to the significant improvement of China's national spiritual connotation and cultural level. If we send invitations to people of all ethnic groups around the world through the favorable opportunity of tourism, so that more and more foreign friends can enjoy the colorful and beautiful scenery of the motherland, and at the same time, professionals can tell the Chinese story well, then China's image will be deepened again. Based on this, under the background of multicultural integration, the feasibility of exploring the ideological and political course of Tourism Management Major in Colleges and universities is further enhanced.

(2) tourism management is closely related to ecological civilization

Green development is the foundation of sustainable development. For a long time, the country has made a series of attempts to build a beautiful new China and has made many remarkable achievements. For example, the three North Shelterbelt and the Yangtze River shelterbelt have effectively curbed the expansion of desertification after decades of construction. The research data show that, in the world, China's new forest areaThe average annual area of land desertification elimination ranks in the forefront of the world. However, it is disappointing that few people know the above development achievements related to green ecological civilization. It is precisely for this reason that, by taking advantage of the favorable opportunity of infiltrating the ideological and political course of Tourism Management Major in Colleges and universities, educators can specially develop a new topic to introduce the great achievements of China in the construction of ecological civilization over the years to students, and then pass it on to tourists around the world by students, so as to promote the green and long-term development of China.

## **2 The innovation path of curriculum ideological and political infiltration into tourism management major in Colleges and Universities**

1. Improve the ability and quality of professional teachers and lay a talent foundation for the ideological and political construction of the curriculum

As an important organizer and leader of the ideological and political construction of tourism management courses, teachers' ability and quality are directly related to the depth and breadth of the ideological and political construction of the courses in the major. From this point of view, it is of great practical significance to build a team of teachers with excellent ability and quality.

First of all, teachers should pay more attention to the ideological and political education of tourism management courses and strengthen their understanding and cognition of the courses. From the fundamental point of view, tourism management major has strong practical and service characteristics. Teachers should actively change their teaching ideas, actively improve their political standing and sense of responsibility, and help students establish correct values and improve their moral quality bit by bit in the process of professional teaching, so as to lay a solid foundation for the role of Ideological and political education in the curriculum. At the same time, teachers should objectively recognize the importance of Ideological and political education for students' growth and success. In the process of daily education and teaching of tourism management major, teachers should change the teaching methods that used to be mainly based on professional knowledge, pay attention to the ideological and political education of students, pay attention to the cultivation of students' noble personality and establish firm ideals and beliefs, Speed up the ideological and political construction of tourism management courses.

Secondly, improve the overall quality of professional teaching staff. Colleges and universities should encourage teachers to actively

participate in all kinds of training organized by the school or other organizers, and regularly organize ideological and political teachers and professional teachers to carry out symposiums, seminars, sharing and exchange meetings, etc., so as to build a good platform for ideological and political teachers and professional teachers to communicate and exchange experience, experience and feelings with each other; Encourage teachers to fully tap the rich ideological and political elements contained in tourism management major through innovation meetings, seminars and other forms, encourage teachers in different professional fields to share experience, achieve the purpose of complementary advantages, and finally cultivate more backbone teachers and emerging teachers who are competent for the ideological and political education and teaching of Tourism management major, so that they can work together on the ideological and political construction of professional courses.

Finally, teachers should actively participate in Ideological and political teaching competitions or other related activities held by schools and other organizations, and learn about the latest relevant policy documents issued and implemented by the state on the development of tourism industry through the Internet and authoritative we media, and be familiar with the guiding spirit; Actively collect the rich tourism teaching resources on the network, especially the red tourism teaching resources, and truly lay a solid foundation for the ideological and political construction of tourism management courses.

2. Excavate the ideological and political elements of professional teaching content and enrich the teaching resources of Ideological and political construction of the course

In view of the extensiveness of Ideological and political education, teachers should base on the actual teaching content of tourism management courses, and realize the task goal of mining, analyzing, refining and integrating the rich ideological value and spiritual connotation contained in the professional system from multiple angles and dimensions.

First of all, tourism is closely related to the national economy. As a pillar industry in China, it has a close internal relationship with political construction and ecological construction. Therefore, teachers must guide students to pay more attention to current issues related to the country and the government on the basis of correct political guidance, and carry out the mining of Ideological and political elements from the national and international levels. For example, in the process of teaching, teachers can combine the latest national policies and the development trend of the tourism industry to popularize the changes in the economic structure of China's tourism market to students, explain the relationship between national economic development and the tourism industry, and effectively let students understand the impact of the tourism industry in the new era on China's overall economy.

Secondly, most of the tourism management courses are closely related to front-line industries. In the actual teaching process, teachers should not only teach students professional knowledge and basic management theory, but also pay attention to cultivating students' professional knowledge, professional emotion and professional will. In order to achieve this teaching goal, teachers can combine with the latest information on the forefront of industrial development, and continue to explore the exemplary deeds of artisans and post pioneers in the tourism industry, which will imperceptibly encourage students to take the road of serving the country with skills.

Finally, in order to make the ideological and political construction of tourism management courses more humane and highlight the practicality of teaching, teachers can start from the actual situation of the students' hometown and take the tourist attractions in their hometown as an example to introduce the development context of China's tourism industry to the students, so that they can feel the earth shaking changes in their hometown in recent years through comparison, And then enhance students' self-confidence in professional learning and a strong sense of belonging to the motherland.

3. Select teaching methods according to professional courses and actively carry out rich and colorful practical activities

Effective teaching method is an important condition to ensure the teaching quality of tourism management major. In the actual teaching process, teachers should start from the needs of the industry, and based on the content of teaching materials, find teaching methods suitable for integrating the course of Ideological and political education into tourism management major, so as to improve the vitality and infectivity of Ideological and political education.

First, case teaching method. The comprehensive practicality of tourism is strong. The major of tourism management should not only cultivate students' professional skills in the tourism industry, but also pay attention to the cultivation of their judgment and analysis. The core of case teaching method is rich and colorful cases. For example, when teaching the relevant content of "tour guide business", teachers can organize the theme activity "practice of leading a group", encourage students to deepen professional ethics through practice, help students establish a good sense of rule of law, and develop a good way of thinking and behavior habits.

Secondly, situational teaching method. The course content of tourism management involves a series of theoretical knowledge and operational skills. In order to strengthen students' professional skills, teachers can stimulate students' emotions and enhance their professional pride by creating vivid situations. For example, in order to cultivate students' good "emergency response skills", teachers can set up diversified practice situations for students according to the actual situation, such as "tourists require a change of meal", "eat alone", "postpone the meal", etc. students take turns as guides in the form of groups to help tourists solve a series of problems, and other students carefully observe and express their views after the end. Give reasonable suggestions for improvement in order to cultivate students' professionalism of keeping improving.

Finally, in recent years, the development of red tourism resources has been highly praised and supported by the state. The rapid development of red tourism scenic spots in various parts of China has provided fresh materials and teaching resources for the ideological and political construction of tourism management courses and education and teaching, and also built a good platform for teaching practice. Carrying out practical teaching in the red scenic spot is not only conducive to making full use of the red scene to test students' skills, but

also to appropriately carry out ideological and political education with the help of the rich and colorful red tourism resources in the red scenic spot, improve students' political literacy, and enhance students' sense of honor and responsibility as tour guides to shoulder cultural publicity, We should truly implement the ideological and political education and promote the growth and development of students.

## epilogue

To sum up, from the current situation of the development of the world tourism industry, it is particularly important to strengthen the ideological and political construction of tourism management courses, and to infiltrate the ideological and political education content with high quality in the process of professional education and teaching. On the one hand, it is conducive to meeting the internal needs of the rapid development of the tourism industry to the maximum extent, and on the other hand, it can promote the comprehensive development of students' ability and quality, The most important thing is to provide a solid guarantee for the vigorous development of China's tourism industry and meet the growing spiritual needs of tourists.

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