

# Ways of educational innovation of tourism and hotel management major in Colleges and Universities

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**Abstract:** with the rapid development of social economy, the tourism industry has developed rapidly, which also injects development power into the prosperity of the hotel industry, and promotes the industry to have higher and higher requirements for students majoring in tourism and hotel management. In order to ensure that the employment needs proposed by the industry can be met, colleges and universities need to innovate the current education mode of tourism and hotel management major, improve the quality of education as a whole, and then cultivate high-quality talents required by the industry. In this regard, this paper explores the innovative ways of tourism and hotel management education in Colleges and universities for reference.

**Key words:** colleges and universities; Tourism and hotel management; Innovation; education

Based on the current industry situation, innovative tourism and hotel management professional education plays a positive role in promoting the development of the industry. As the main position of tourism and hotel management professionals, colleges and universities need to analyze the shortcomings of the current tourism and hotel management education in order to effectively improve the education quality of the major, and actively explore effective education paths according to these shortcomings, so as to build a new professional education mode, and effectively improve the education level of tourism and hotel management, Cultivate talents in line with the development needs of the industry, and ultimately promote the healthy development of the industry.

## 1. The significance of educational innovation of tourism and hotel management major in Colleges and Universities

### (1) Conducive to optimizing the mode of professional education

In the professional education of tourism and hotel management, the use of innovative strategies plays a role in optimizing the education mode. The details are as follows: first, colleges and universities can break through the limitations of tourism and hotel management professional education by innovating the education mode, and constantly expand the professional education mode, making the education mode more and more diversified. For example, the application of information technology can directly present professional knowledge to students, and strengthen their understanding of knowledge and skills. Secondly, the innovation of tourism and hotel management professional education can promote the development of professional education in the direction of modernization, promote the organic integration of theoretical teaching and practical teaching, so as to ensure that students master professional knowledge, their professional skills can also be significantly improved, and have an in-depth understanding of the working mode of tourism and hotel management, Guide students to use their professional knowledge to solve practical problems, and then effectively improve the quality of tourism and hotel management education.

### (2) Help to improve students' comprehensive quality

At present, by actively innovating the education mode of tourism and hotel management major, colleges and universities can not only break through the limitations of the traditional education mode, but also improve the educational effect of the new tourism and hotel management major, and promote the comprehensive quality of students to be comprehensively improved. For example, in the actual education process, teachers will actively practice the relevant concepts of education reform, which will not only enable students to acquire the necessary professional knowledge and skills, but also enhance their thinking ability and professional quality, so as to promote the significant improvement of students' comprehensive quality and cultivate high-quality talents required by the industry, And then inject inexhaustible power into the sustainable development of the industry.

## 2. The deficiencies of tourism and hotel management education

### (1) Practical teaching needs to be improved

Nowadays, when most colleges and universities carry out tourism and hotel management professional education, although they have a clear understanding of the positioning of professional education, they also pay attention to highlighting the subjectivity of students in education. However, in the actual education process, due to the differences of some students' professional level and foundation, and the lack of diversity of practical positions provided by schools and cooperative enterprises to students, even the practical activities carried out by a few schools do not meet the actual needs of the industry, which is unfavorable to improve the quality of practical teaching. It is mainly caused by the following two reasons: first, the practical activities carried out by students fail to achieve the expected results, it is difficult to lead them to generate the practical ability consistent with the job requirements, and their professional qualities can not meet the employment standards of enterprises; Secondly, although the school has established a cooperative relationship with enterprises, the cooperative relationship is not deep enough and the number is relatively small, so it is difficult to improve the quality of practical teaching in a short time, and thus can not significantly improve the students' practical ability.

(2) Teaching objectives to be clarified

At present, although the tourism industry is developing rapidly, the development prospect of tourism and hotel management can not be judged only from the surface. Moreover, with the improvement of people's living standards, the requirements for the tourism and hotel industry are getting higher and higher, which requires industry practitioners to actively innovate the current management form to avoid fierce competition in the same industry. However, colleges and universities fail to clarify this content when carrying out the teaching of tourism and hotel management, which leads to the failure of effective improvement of the main framework of professional education, which is not conducive to improving the comprehensive level of students. In addition, restricted by the traditional education concept, teachers fail to clarify the teaching objectives of tourism and hotel management major. At the same time, it is also difficult to provide targeted guidance to students in the teaching process, which makes it difficult for students to clarify their own learning goals, and thus unable to cultivate high-quality talents to meet the needs of industry development.

(3) The teaching mode is relatively simple

Influenced by the traditional education concept, the teaching contents and methods adopted by teachers are relatively single. They not only fail to innovate the current teaching methods in time, but also fail to expand the teaching contents of tourism and hotel management, which leads to the relatively single mode of professional education. Therefore, in the actual teaching, teachers need to actively innovate the current education mode to make the teaching mode more diversified, which can make professional teaching more flexible, fully stimulate students' enthusiasm to participate in teaching activities, and effectively enhance students' comprehensive quality. At the same time, teachers need to introduce extracurricular teaching resources to enrich the teaching content of tourism and hotel management major, enrich students' learning content, mobilize their learning enthusiasm, effectively expand their professional vision, and continuously improve students' learning effectiveness.

### 3. Ways of educational innovation of tourism and hotel management major in Colleges and Universities

(1) Innovating educational ideas and improving educational quality

At this stage, the main factor restricting the improvement of the quality of tourism and hotel management education is the urgent need for innovation in the concept of professional education. Therefore, in the actual process of education, teachers need to innovate their own educational ideas in time, which are as follows: first, the pace of social development is relatively fast. Although the tourism and hotel management industry is also developing, influenced by the traditional educational ideas, teachers fail to introduce new educational ideas into the specific teaching process in time, which is difficult to effectively correct students' learning attitude, Encouraging them to actively explore professional knowledge and skills is not conducive to improving the quality of education; Secondly, with the steady progress of education reform, the current educational philosophy applied by teachers is difficult to meet the needs of education reform. Therefore, teachers need to introduce modern education concepts, such as relying on multimedia, network distance and other teaching tools to assist the orderly development of tourism and hotel management professional teaching activities, so as to comprehensively improve the quality of education; Finally, although the classroom is the main place for students to acquire knowledge and skills, educational activities cannot be limited to the classroom. Teachers need to actively expand the teaching place to help students effectively master the professional knowledge of tourism and hotel management. In addition, colleges and universities need to actively improve the existing education mode according to the development of the industry. Through a sound education mode, they can lead students to build a relatively perfect knowledge system and promote their professional quality to be significantly improved. Further, we should effectively improve the quality of tourism and hotel management education, cultivate high-quality talents to meet the development needs of the industry, and ultimately promote the sustainable development of the industry.

(2) Innovating teaching mode and improving teaching effectiveness

In the past, in the teaching of tourism and hotel management, the teacher's explanation was usually given priority, while the students were in a passive learning state. It is not only difficult to mobilize the enthusiasm of students, but also unable to meet the needs of education reform, and then unable to cultivate talents really needed by the industry. Therefore, teachers need to innovate teaching methods in time to ensure the innovation of tourism and hotel management mode. The details are as follows: first, teachers need to abandon the traditional indoctrination teaching method, and can introduce teaching methods that can stimulate students' interest, such as case teaching method. Through practical work cases, students can discuss it and tell them about the development trend of the industry. In this way, the teaching content of tourism and hotel management can be enriched to the greatest extent. On the basis of consolidating students' professional knowledge base and improving professional skills, their ability to solve practical problems can be enhanced, and the comprehensive level of students can be effectively improved. Secondly, to enhance the practicality of teaching content, in order to improve students' practical operation ability, teachers can create corresponding practical teaching situations according to the teaching content, so as to mobilize students' enthusiasm to participate in teaching. For example, in tourism, teachers can provide students with real tour guide situations and organize students to play the roles of tourists and tour guides in the form of role play. Of course, the tourist attractions are constantly changing, which makes it easier for students to better master the knowledge of tour guides and improve their tour guide skills. In terms of hotel management, customer dining service situations can be created, and teachers need to set different dining conditions to guide students to think about these issues from the perspective of hotels and customers. In this way, enriching the teaching content through situational teaching can help students better understand the professional knowledge of tourism and hotel management, and continuously improve their practical ability, so

as to significantly enhance their comprehensive quality, and finally lay a solid foundation for students to quickly adapt to their posts.

### (3) Innovating practice management mode and improving practice quality

When colleges and universities carry out tourism and hotel management education, they need to actively innovate the current practice management mode according to the actual situation, so as to guide teachers to establish a correct concept of talent cultivation and promote the comprehensive quality of students to be comprehensively improved. For example, by analyzing the actual situation of internship, colleges and universities have changed the previous form of “scattered cooperation and one-way effect”, promoted enterprises to carry out in-depth cooperation with colleges and universities, innovated internship management mode from different dimensions, improved the current education mode of tourism and hotel management, focused on improving students’ practical ability, and effectively improved the quality of internship. In addition, colleges and universities can build a coordination mechanism with enterprises, create an effective internship management mode, promote students to establish a correct career outlook, and continuously enhance the cooperation effect between enterprises and colleges, so as to lay a solid foundation for the improvement of the quality of follow-up education. At the same time, colleges and universities should build an education mode integrating production and education, so as to improve the standardization of school enterprise cooperation, and take improving students’ comprehensive quality and vocational skills as the core, clarify the training points that enterprises need to follow, and improve students’ professional skills, so as to ensure their comprehensive development. In this way, through the innovation of internship management mode, it is convenient for colleges and universities to monitor the whole process of students’ internship in real time, strengthen the training connection between colleges and enterprises, make the talent training mechanism more perfect, and then carry out high-quality internship management activities, and also ensure that the trained students can meet the employment standards of enterprises, The educational level of tourism and hotel management major in Colleges and universities has been significantly improved.

### (4) Deepen school enterprise cooperation and improve teachers' professional quality

In the education of tourism and hotel management, in order to promote the effective integration of theory and practice, colleges and universities need to be aware of the importance of school enterprise cooperation and continue to deepen the effect of school enterprise cooperation. By deepening the cooperation between colleges and enterprises, in addition to building a good cooperative relationship between colleges and enterprises, colleges and universities can also provide professional talents for enterprises and effectively improve the employment rate of tourism and hotel management. In addition, colleges and universities can use the real projects and working facilities of enterprises to carry out practical teaching, which is convenient for colleges and universities to cultivate the talents that enterprises really need. At the same time, enterprises can also save investment in talent cultivation, and ensure the organic combination of theory and practice, so as to significantly improve the comprehensive level of students. In addition, in the school enterprise cooperation, teachers and students have a clear understanding of the employment needs of enterprises. Teachers can adjust the teaching content according to the employment needs, and students can actively improve their abilities. In addition, teachers’ professional quality is directly related to the quality of education. Although the professional development of tourism and hotel management is fast, the professional quality of teachers is not very ideal. Although they have relatively high professional level, they are not rich in practical experience and experience, so it is difficult to give effective guidance to students in practical teaching. Therefore, colleges and universities need to pay attention to improving students’ professional quality, strengthen teacher training, and send professional teachers to enterprises in batches for temporary training. By participating in real projects of enterprises, they can enrich their practical experience, promote them to grasp the cutting-edge knowledge of the industry in time, and guide them to update their knowledge system in time. Moreover, colleges and universities can invite experts in tourism and hotel management to hold a symposium, through which teachers’ knowledge reserves can be continuously enriched, so as to effectively improve teachers’ professional quality and ensure the improvement of the quality of tourism and hotel management education.

## Summary:

In a word, based on the current education situation, colleges and universities need to actively innovate the professional education of tourism and hotel management to improve the quality of talent cultivation. In this regard, we can start from the following aspects: innovating educational ideas and improving the quality of education; Innovating teaching mode and improving teaching effectiveness; Innovate the practice management mode and improve the practice quality; Deepen school enterprise cooperation and improve teachers’ professional quality. This can mobilize the enthusiasm of students to participate in teaching activities, effectively improve their comprehensive quality, and then promote the cultivation of high-quality talents really needed by the industry.

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# The Negative Influence of Subculture on Chinese Youth' Values and Its Educational Countermeasures

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**Abstract:** Chinese society is experiencing the social transition from planned economy to market economy and her ideas, culture, values and so on are experiencing unprecedented shocks and changes. Various subcultures in different ways are influencing the formation and development of correct values for Chinese youth to different degrees, some positive but more negative. Studying the reason and embodiment of subculture on young people's values helps to avoid its negative impacts and find effective educational countermeasures to foster the correct and healthy values for Chinese youth.

**Keywords:** Negative Influence; subculture; Chinese Youth' Values; Educational Countermeasures

In the process of Chinese social development, subculture, as the necessary components of the mainstream culture, has penetrated into Chinese youth's daily life, affecting their thoughts, behaviors and values, some positive but more negative. This essay will focus on the unhealthy and negative effects of subculture on Chinese youth's values, exploring the deep factors why youth are affected by subculture and putting forward some effective educational countermeasures to ensure the healthy development of their body and mind.

## 1. Connotation of subculture

The term "subculture" officially appeared in the mid-1940s and was first used by the American Chicago School. Before studying it, it's necessary to distinguish some concepts. As an abstract concept, it is difficult to give "culture" a unique, precise and explicit definition and there are hundreds of different versions. In sociology and anthropology, it usually refers to "the way of life of a particular society or group of people, including patterns of thought, beliefs, behaviors, customs, traditions, rituals, dress and language, as well as art, music, and literature". In any society, there must be mainstream culture, a predominant one, and subculture, a subordinate one. According to Merriam-Webster Dictionary, "mainstream culture" refers to "a culture having, reflecting, or being compatible with the prevailing attitudes and values of established society" while "subculture" refers to "the ideas, art, and way of life of a group of people within a society, which are different from the ideas, art, and way of life of the most of the society." (Collins English-Chinese Dictionary)

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