

# The ideological and political teaching design of “Introduction to tourism” based on case-based teaching -- take the chapter of “socio-cultural impact of tourism” as an example

Xiaomeng Su

Hubei Business College, Wuhan Hubei,430000

**Abstract:** As a basic core course of tourism management, the ideological and political integration of “Introduction to tourism” is of great significance. As an important medium of Ideological and political integration, cases can attract students’ interest on the one hand, and on the other hand, they can truly achieve the educational function of Ideological and political elements, such as salt in water and moistening things silently. Based on the case-based teaching, this paper takes the chapter “socio-cultural impact of tourism” in “Introduction to tourism” as an example, and actively explores the ideological and political teaching objectives of the course, the implementation of the case-based teaching and the complete teaching design, so as to provide reference for the ideological and political construction of other courses of tourism management.

**Key words:** case-based teaching; Introduction to tourism; Curriculum ideological and Political Education

## 1. Introduction to the course “Introduction to tourism” and its ideological and political construction background

According to the national standard for teaching quality of Tourism Management Majors issued by the Ministry of education in 2018, “Introduction to tourism” is the core course of tourism management majors. “Introduction to tourism” is applicable to tourism management, hotel management and other major tourism majors, with a total of 32 class hours and 2 credits. It is a basic course to establish the basic concept, basic content and basic professional knowledge of the major. It plays a basic, systematic and theoretical role in the cultivation of professional talents<sup>[1]</sup>. It integrates the elements of Ideological and political education into the teaching of “Introduction to tourism”, Guiding students to realize the internalization of humanistic knowledge and the improvement of moral sentiment will help to cultivate compound tourism talents who love the party and love the country, have social responsibility, innovative spirit, professional knowledge, professional skills and healthy body and mind<sup>[2]</sup>.

## 2. The general idea of Ideological and political construction in the course “Introduction to tourism”

Each chapter of an introduction to tourism is imbued with ideological and political education elements, and has the conditions to carry out ideological and political education. The overall idea of the ideological and political construction of the course is to integrate emotion, attitude and values into the professional knowledge and ability objectives of the course under the guiding ideology of “whole process, all staff and all-round” education<sup>[3]</sup>, combined with the relevant requirements of “four new constructions<sup>[4]</sup>” and “four gold constructions<sup>[5]</sup>”, guided by the socialist core values and referring to the relevant contents of the report of the 20th National Congress of the Communist Party of China, Strengthen the educational function of professional courses<sup>[6]</sup> and realize the organic unity of knowledge transfer, ability training and value guidance through student-centered teaching methods such as case reading, group discussion, in class reporting, group debate, classroom practice and after-school practice. The details and expected effects of the integration of Ideological and political elements in each knowledge module of the course are shown in Table 1.

**Table 1 ideological and political teaching system of introduction to tourism**<sup>[7,8,9,10,11]</sup>

Tourism Major Knowledge module		Expertise and competence objectives	Integration of Ideological and political elements	Emotional attitude values goals
basis module	subdivision module			
Basic knowledge of Tourism	walk into tourism	1. understand the development history of tourism in the world and China; 2. be familiar with representative events in the history of tourism development.	Case: Xu Xiake’s deeds; The origin of China tourism day.	1. establish the world outlook of historical materialism. 2. strengthen the confidence of Chinese culture and enhance the sense of national responsibility and mission.
“Three body” of tourism activities	Tourists	1. master the basic knowledge of tourism; 2. master the basic knowledge of tourists.	1. after class practice: classification of tourists. 2. panel discussion: cultural tourism integration and socialist core values.	1. cultivate the exploration consciousness and rigorous academic attitude of tourism discipline. 2. theory and practice should be combined to achieve the unity of knowledge and practice.

“Three body” of tourism activities	tourism resource	1. master the concept, characteristics and classification standards of tourism resources; 2. master the methods of investigation and evaluation of tourism resources.	1. classroom training: introduce the tourism resources of hometown. 2. group debate: two mountains theory.	1. cultivate patriotism and feelings of home and country. 2. train students to correctly understand the relationship between man and nature.
	Tourism	1. understand the concept, nature, characteristics and main business departments of tourism; 2. master the development strategy of tourism products.	1. after class practice: design a tourist route. 2. case: China hotel group was listed as one of the world’s top ten hotel brands in 2022.	1. cultivate national pride. 2. stimulate the love of tourism. 3. practice produces true knowledge and cultivates students’ ability to use hands and brains.
Issues related to modern tourism	Current situation of modern tourism development	1. understand the tourism market; 2. understand and master the impact of tourism; 3. be familiar with the mode and trend of modern tourism development.	Case study: the hosting of two Beijing Olympic Games and inbound tourism; The impact of tourism activities on a place.	1. find the development law of the tourism market and help students see the essence of things through the phenomenon. 2. establish a dialectical materialist world outlook. 3. understand the Chinese style modernization of the coordination of material civilization and spiritual civilization.

### 3. Ideological and political teaching design of the chapter “socio-cultural impact of tourism” based on case-based teaching

1. ideological and political teaching objectives of the chapter “social and cultural impact of tourism”

“Social and cultural impact of tourism” is the second section of the important chapter “tourism impact” in “Introduction to tourism”. Using the teaching cases collected and compiled by teachers themselves, on the one hand, it helps students realize that the social and cultural impact of tourism activities on the local is objective and bidirectional, and helps them establish a dialectical materialist world outlook<sup>[12]</sup>; On the other hand, let students realize that tourism activities are of great significance to the realization of “material and spiritual wealth” of Chinese modernization<sup>[13]</sup>, and enhance their sense of professional pride and responsibility.

2. case details

Shuiquan village is located on Zhaogong mountain, the main peak of Qingcheng Mountain in Dujiangyan, Chengdu. This small village has a beautiful scenery of “winding paths leading to seclusion”. However, due to inconvenient transportation and lack of arable land, this small village is extremely poor. Most of the young people go out to work, and the permanent population in the village is mainly the left behind elderly, left behind children and left behind women, which is a typical “613899 army”<sup>[14]</sup>. The villagers have no formal work, and the most common is to gather in groups to play cards and chat (Figure 1). In many places, modern basic living facilities such as water, electricity, optical fiber and gas can not be guaranteed, and they are still in the stage of kerosene lamp lighting and local stove making fire, so life is extremely difficult (Figure 2).



Fig. 1 villagers of Shuiquan Village



Fig. 2 Kitchen in Villagers’ home



Figure 3 villagers work in a home-stay inn that will open soon

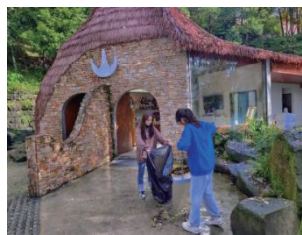


Figure 4 young people working in a home-stay inn

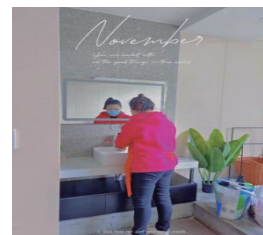


Fig.5 villager cleaning guest rooms

With the unique mountain scenery, snow scenery and hot spring resources of Zhaogong mountain becoming more and more familiar to the outside world, thanks to the advantage of adjacent to Dujiangyan scenic spot, tourism has become the pillar industry of Shuiquan village<sup>[15]</sup>, and Shuiquan village has attracted one after another boutique high-end B & B. With the arrival of tourists, the roads of Shuiquan village have been leveled, and the water, electricity and gas have been unblocked. The villagers are busy, and their mental state is greatly different (Figure 3). Many young migrant workers returned to their hometown and worked in the home stay in the village (Fig. 4 and 5). There are also some young people with ideas who use their old houses to start a farmhouse. The whole family are very busy!

For the villagers of Shuiquan village, the arrival of tourists has made their pockets bulge, made them see a different world, and made them understand the meaning of struggle and life. A new picture of a beautiful life of “material wealth and spiritual wealth” has started. (case source: suxiaomeng)

3. ideological and political teaching design of the course “social and cultural impact of tourism” based on case teaching method

This case is applicable to the second section “social and cultural impact of tourism” in the key chapter “tourism impact” of the introduction to tourism. The teaching duration is 1 class hour, and the case teaching method is mainly used. The specific teaching methods include lecture (Classroom Teaching), reading (students’ reading cases), discussion (group discussion, group debate), and performance

(students' report). The ideological and political education elements involved The ways, methods and approaches of integration are shown in Table 2.

**Table 2 ideological and political teaching design of the course "social and cultural impact of tourism" based on case teaching method**

Teaching content	The teaching link is timely and long	teaching devices	Elements of Ideological and political education and their integration
Social and cultural impacts of Tourism	Course import (3 minutes)	1. video appreciation 2. heuristic questions	1. through case reading and group discussion, let students understand the true meaning of "material wealth and spiritual wealth" of Chinese modernization; 2. through case extension, help students realize that "tourism is an industry that can help us realize Chinese style modernization", so as to enhance students' sense of professional pride and responsibility.
	Case details (5 minutes)	Case reading	
	Knowledge point 1: positive impact (20 minutes)	1. group discussion 2. report the discussion results 3. teachers' summary and refinement	
	Knowledge point 2: negative impact (15 minutes)	1. group debate 2. teacher summary	Through group debate, let students feel that the impact of tourism on social culture is objective and bidirectional, and let students feel the law of unity of opposites in the development of things.
	Class summary (2 minutes)	Teacher summary	----

#### 4. effect evaluation

This case mainly serves the content of the chapter "social and cultural impact of tourism". The expected effect is to integrate emotion, attitude and values into the curriculum based on the achievement of the established knowledge and ability goals, and finally achieve the ideological and political goals of this chapter. Specifically, through the integration of this case, we expect students to achieve the following emotional, attitude and value goals:

(1) Recognize the objectivity of the impact of tourism activities on social culture and the law of unity of opposites, and establish a dialectical materialist world outlook.

(2) Deeply understand the Chinese style modernization of "rich in material and spirit".

(3) Recognize the importance of tourism activities to the realization of Chinese style modernization, and be full of pride and responsibility for the tourism industry.

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# Analysis of legal teaching path in Colleges and Universities under the background of Ideological and Political Education

Zhang Liu

Anhui University of Finance and Economics, Bengbu Anhui, 233030

**Abstract:** with the extensive implementation and in-depth implementation of quality education, colleges and universities should not only carry out professional teaching, but also actively carry out ideological and political education, that is, law teachers need to actively explore feasible strategies for constructing ideological and political education courses, and integrate ideological and political elements into all aspects of law course teaching, so that they can not only complete basic teaching tasks, but also improve their ideological and political literacy, Finally, it can realize the fundamental teaching task of cultivating morality. At this stage, many colleges and universities have many problems in the actual teaching of the law course, and the concept of Ideological and political education has not been incorporated into the formulation of the talent training program, which ultimately leads to the low integration of the law course and ideological and political education, and the expected teaching effect cannot be achieved. How to carry out law teaching based on the ideological and political background of the course is an important issue for college teachers to solve urgently. This paper will carry out in-depth exploration around this issue, in order to provide reference for law teachers to carry out teaching research.

**Key words:** Curriculum ideological and political education; Colleges and universities; Law teaching; Path analysis

## Introduction

In order to adapt to the development trend of modern education, colleges and universities need to pay more attention to ideological and political education. As a law teacher, they need to actively explore the appropriate opportunity and practical path to introduce ideological and political education, so as to cultivate students' ideological form, improve their values, and enhance their feelings of national security while teaching students' basic knowledge and practical skills, Thus, it can promote the comprehensive and balanced development of students. In order to achieve this teaching goal, law teachers need to actively respond to the national strategy of governing the country according to law, integrate ideological and political education into the classroom, so as to activate the classroom atmosphere, enrich the teaching content, and innovate the teaching methods, so as to improve their professional ability, enhance their ideological and political literacy, and provide them with high-quality teaching services, Make it a high-quality talent with "morality and law" required by social development and national construction. In view of this, this paper takes the author's teaching experience as the starting point, analyzes the practical significance of law teaching in Colleges and Universities under the background of Ideological and political education, and puts forward specific practical teaching paths based on the analysis of the problems existing in law teaching, aiming to benefit law teachers.

## 1. The practical significance of law teaching in Colleges and Universities under the background of Ideological and Political Education

### 1.1 Improve students' Ideological and political quality

Under the background of the new era, colleges and universities need to promote the curriculum reform according to the specific requirements put forward by the state for college students' Ideological and political education, that is, teachers need to strengthen the construction of Ideological and political courses, in which the law major is an important part of college education and an important field of Ideological and political education. Under the traditional teaching mode, some colleges and universities pay more attention to the cultivation of students' professional quality in the teaching of law courses, and ignore the ideological and political education, which is ultimately not conducive to the healthy development of students. If teachers integrate ideological and political elements into the teaching of law courses, they can expand professional teaching, improve the ideological and political system, help students master ideological and political knowledge and legal knowledge, and explore the internal relationship between the two, and ultimately improve their ideological and political cultivation and moral quality .

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**About the author:** Su xiaomeng, born in September, 1988, is a lecturer in the school of management of Hubei Business College, majoring in tourism management.