

Reform and Construction of Tourism Management Major in Higher Vocational Colleges under the Background of Global Tourism

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Abstract: Based on a lot of research on the tourism employers, the employment demands in the current tourism industry have been clear. By communicating and exchanging with the relevant units such as the scenic areas and travel agencies, the tourism posts in the actual work have been combined with the classroom teaching tasks to carry out the school-enterprise cooperation mode, highlight the combination of learning with working with the market as orientation as well as conduct the teaching reform and explore the new mode for the teaching reform of tourism management major combined with the suggestions raised by the tourism units and the current situation of tourism management major so as to contribute to improving the students' employability.

Keywords: Whole-region tourism; Tourism management; Reform and construction

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1. Overview

Currently, China's tourism industry has comprehensively blended in the national strategic system, has moved towards the leading edge of the national economic construction and has become the strategic pillar industry of the national economic and social development. During "the 13th Five-year Plan" period, building a moderately well-off society in an all-round way, carrying out five major development ideas and promoting the supply-side structural reform has provided the significant opportunities for the development of the tourism industry, and China's tourism industry will usher in a new round of golden period of development. Facing new circumstances, new tasks and new demands, and based on a lot of research on the tourism employers, the employment demands in the current tourism industry have been clear. By communicating and exchanging with the relevant units such as the scenic areas and travel agencies, the tourism posts in the actual work have been combined with the classroom teaching tasks to carry out the school-enterprise

cooperation mode, highlight the combination of learning with working with the market as orientation as well as conduct the teaching reform and explore the new mode for the teaching reform of tourism management major combined with the suggestions raised by the tourism units and the current situation of tourism management major so as to contribute to improving the students' employability.

2. Target Location and Connotation Construction

2.1 Target location

With the talent cultivation mode of innovative combination of learning with working, to reasonably set the course system of tourism management major focusing on post demand, and to established the practice and training base integrated with theory teaching, serving society and social training through the multiple channels; to further strengthen the establishment of the security system and build "double-qualified-teacher type" teaching team of the reasonable structure; meanwhile, to pay attention to the students' comprehensive quality, improve their employability, promote the social service and radiation and

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driving ability and strengthen the strength of the economic and service industries in the professional service area.

2.2 Connotation Construction

With the demands of the tourism industry as the starting point, the course system with the mass entrepreneurship and innovation as the subject will be set up, and the innovation and entrepreneurship-type tourism talents comprehensively developing in quality and ability will be provided for the tourist attractions, the relevant industries and the relevant management departments by taking the industry and academy as approach. The talent cultivation mode shall be deepened continuously to improve the comprehensive quality of the students majoring in tourism so that the students of this major will have the vocational ability of tourism management before stepping into society and taking the working post due to have the gracious personality and moral charter and strong learning ability as well as the innovative skill of using the working post; finally, the seamless connection with the employers will be reached.

3. Course System Construction

"The 13th Five-year Plan" period has been the gold stage of tourism development that the state has paid attention to. As the tourism age comes, the current tourism departments' demands on the professional talents have also had the new characteristics so the high vocational colleges and universities cultivating the tourism talents shall comprehensively consider and plan according to the market demands. As the important content of tourism education, the course system construction of tourism management major has played very important role in the construction and development of tourism management major as well as the cultivation of the professional high-quality talents.

3.1 With Quality Cultivation as the Fundamental Point

- 1) Strengthening the quality education cultivation will enable the students to have the solid theoretical knowledge in the tourism management major after study for a period of time.
- 2) Strengthening the cultivation of various skills will enable the major students to have the public relation ability, information technology application ability, communication ability, practice and training operation ability and strong innovation and entrepreneurship ability adapting to the market demands.

3.2 With the Logistical Thinking of Innovation and Creation as Breakthrough Point

With the logistical thinking of innovation and creation as breakthrough point, the talent cultivation system in line with the tourism management major shall be created,

focusing on the mass entrepreneurship and innovation ability cultivation, and the 3D model position (integrated with time, space and manner) shall be adopted to conduct cultivation combined with practice and training.

4. Teaching Resource and Teaching Content Construction

In order to effectively promote the connotation construction of course system and cultivate the truly high-quality talents majoring in tourism according to the demands of the market and employers, the online and offline course systems shall be united to integrate the course resource and give play to the resource advantages of tourism major to optimize the talent cultivation course system.

- 1) The relevant online and offline courses shall be united and interacted to integrate the innovation and entrepreneurship talent cultivation courses into a complete ecological chain. For its course system form, first, (the high vocational colleges) set up the online courses according to the actual situation, develop more video courses, Moocs and some public resource courses and establish the WeChat public accounts and QQ group with the course as unit by taking advantage of the modern information technologies; in addition, they can simulate and establish the professional course supermarket to make the major students select their required courses online according to their actual demands in order to realize the intelligent learning of the courses. Second, for some offline courses, the innovative teaching will also be required. In addition to the interactive learning in class, the filed teaching can also be conducted. Additionally, the organic interaction between the offline and the online courses can be conducted so that the students can systematically and comprehensively learn the major courses.

- 2) Combined with the extracurricular and in-class association, they shall construct the innovation and entrepreneurship course construction platform, establish the course education platform integrated with theory, interaction, experience and practice, initiate the platform for the off-campus enterprise part-time tutors and the on-campus professional tutors to conduct the online exchanges and set up the innovation and entrepreneurship club, innovation and entrepreneurship mass organization, innovation and entrepreneurship teacher-student exchange platform and innovation and entrepreneurship practice and training platform based on the course demands to link the extracurricular with the in-course classrooms with the professional course resources as the link so as to provide the major students with the professional, systemic and practical innovation and entrepreneurship consulting and guidance.

- 3) With the high-quality courses as support and based on

the talent cultivation course system, they shall integrate the off-campus course resource system, the current professional course resource system on campus, innovation and entrepreneurship new development course resource system and course resource system of network information to build the high-quality courses, further exploit the course resources, organize and improve the teaching content, improve and promote the high-quality courses of innovation and entrepreneurship, in order to improve the course resources of innovation and entrepreneurship professional cultivation

5. Strengthen Teaching Staff Construction

5.1 Cultivate the "Double-Qualified-Teacher Type" Teaching Group of Tourism Management Major

To build the target of the "double-qualified-teacher type" teaching group of tourism management major through innovation based on industry, academy and practice. Firstly, they shall take advantage of the education and teaching ability of the teaching of the current resources on campus. Secondly, they shall provide the professional teachers will the practice and training bases by the rich resources such as the practice bases, including the tourist attractions and travel agencies so that they can contact the industrial exercise. Finally, the teachers shall promote their own professional quality combined with the learning of the theoretical knowledge and practice knowledge to accomplish the "double-qualified-teacher type" in a real sense.

5.2 Improve the Scientific Research and Operational Ability and High-quality Transformation of Scientific Research Achievement of the Professional Teachers

1) They shall correctly guide the professional teachers to be able to correctly know the importance of scientific research innovation and have the good innovation and scientific research motivation according to the school management system so that the teachers will improve their comprehensive quality by scientific research instead of conducting research for research.

2) They shall continuously strengthen the scientific power of the professional teacher team so that the teachers can continuously learn and innovate based on the current scientific research ability to improve the scientific research quality, build the strong and powerful scientific research teaching team and build the good scientific research atmosphere and academic research.

3) They shall establish the scientific research award and punishment system suitable for the teacher team development and shall strongly support the domestic and international high-quality paper publishing, all-level horizontal topics, various vertical topics as well as professional pat-

ent applications.

4) The high vocational colleges shall accelerate the industry-academy-doing integration construction and build the platform of cooperation between the industry and teaching unit with the school as the leader, positively concern the new situation of the tourism development, timely find the new phenomena and new problems, timely make summary and take advantage of the professional scientific research team to positively serve the society, promote the transformation of the scientific research results in to the achievements in the tourism industry and improve the transformation efficiency, in order to continuously promote the sustainability of the ecological development of China's tourism industry.

5.3 Build the Teaching Staff in Conformity with the International Tourism Major

2014-2015 China's Travel Development Forecast and Analysis released by Tourism Research Centre, Chinese Academy of Social Sciences has pointed as follows: China should play more core role in the global tourism value chain. With the rapid development of outbound tourism, "The Belt and Road Initiative" policy practice as well as the globalization of China's tourism enterprises, the teaching staff construction of tourism management major will certainly conform to the globalization trend, and the international level of the teaching staff shall be further increased. For this purpose, combined with the current tourism industry, the teaching concept shall be required to be changed and the ideology reform shall be conducted. The tourism major teaching staff shall positively conform to international requirements; meanwhile, the high vocational colleges shall increase the professional teachers' opportunities of going out for study, encourage the professional teachers to attend the international professional academic conferences and expand their horizon; additionally, they shall also encourage the professional teachers to be able to be competent with bilingual teaching and reflect the international characteristics.

6. Reform measures for team construction

6.1 Scheme Design

They shall build the reform thought of "three teaching platforms", that is, first, teaching management work; second, technical connotation of teaching; third, tracing and monitoring of teaching quality. The high vocational colleges shall utilize the teaching management system platform, innovation and entrepreneurship course system platform and teaching monitoring and supervision platform to realize higher vocational education system which will cultivate the students of the high comprehensive quality and strong innovation and entrepreneurship ability, to which

the professional teachers will actively participate and in which and the overall quality education will be improved.

6.2 Establish the Improved Teaching Management System Platform in Higher Vocational Colleges.

The college shall build the teaching team based on tourism major, establish the lecturer system in courses of the basic tourism discipline and the teaching management system according to the function division and unified management, establish the comprehensive research-type innovation and entrepreneurship teaching management system, develop the tutor responsibility system and found the professionally constituted Teaching Guidance Commission.

6.3 Establish the Comprehensive Innovation Course System and Construct the Technology Platform of Teaching

The high vocational colleges shall comprehensively promote the construction of innovation and entrepreneurship course system, strengthen the basic course construction, enhance the vision and exploit the approach, highlight the characteristics and personality, comprehensively promote the major students' comprehensive quality level, and the specific content shall contain developing the teaching plan task, teaching outline of professional courses and course reform content, reforming the training teaching system and cultivation of the talents of the innovation ability; they shall regularly and irregularly hold the academic lectures; they shall reform the teaching methods and content and strengthen the teaching material construction and key course and good course construction; they shall strengthen the construction of the internship base and improve the internship teaching conditions; they shall vigorously carry out the scientific research and teaching research.

6.4 Construct the Comprehensive Teaching and Learning Quality Monitoring Platform System

After a series of teaching reforms, the improved and effective teaching management and quality management system shall be established, and the main content are as follows:

- 1) The high vocational colleges shall reemploy the retired teachers with rich teaching experience and from the well-known colleges and teachers to serve as the teaching quality inspector at schools to regularly trace the teaching quality problems at the fixed time and hinder them and feed them back.
- 2) They shall construct the system of the school's leader attending the lectures to enable to the schools' leaders and the relevant teaching commissions to regularly attend the lectures as the fixed time and timely concern and learn about the situation and major teaching.
- 3) The leader mainly managing teaching in the depart-

ment, education administrator, class messenger and supervisor shall constitute the teaching quality management team to regularly or irregularly hold the centralized discussions for the teaching content, monitor and feed back the problems occurring in the teaching work and timely solve them to guarantee the smooth teaching.

4) With the semester as the unit, the high vocational colleges shall require the students to evaluate teaching at the end of each semester to comprehensively and timely learn about the students' mastery degree of the major courses and make adjustment.

5) The high vocational colleges shall construct the education and teaching assessment system to take the course teaching reform and actual teaching as one of the standards for measuring the teachers' assessment and fully mobilize the enthusiasm and activity of the professional teachers.

6.5 Construction of the Practice and Training Base Conditions

The high vocational colleges shall organize the on-campus and off-campus internship and training center integrated with professional technical ability verification, training, teaching and social service and perfect the management system so that they can carry out the post training and conduct the professional practice and training, and they can organize the qualification verification and examinations of the relevant tourism skills and simulate the actual environment to conduct the physical teaching in order to create the more favorable conditions for the tourism professionals' continuous knowledge updating, professional technical ability verification and promotion of new methods and new skills finally.

7. Conclusion

Major connotation construction is the important core of the high vocational colleges, is also one of the important signs to measure the talent cultivation schemes and the important reflection of school-running level. Currently, with the rapid development of tourism, the high vocational colleges having tourism major should seize this favorable opportunity to feasibly plan the tourism management major with the thinking and form of project mode management and accelerate the rapid development of the tourism management major. Diversification has been raised for the talent cultivation mode. The high vocational colleges shall follow the construction thoughts of "taking the working process as direction, taking the vocational ability cultivation as the course target, taking the vocational standards as the course content, taking the practice projects as the carrier of course teaching, taking the combination of teaching, learning with doing the course teaching method,

taking the double-qualified-teacher type teachers as the course leaders, taking the students as the subject, taking the latest technology as the vocational expansion, taking the lifelong education and personal education as the education target" to establish the characteristic school-enterprise cooperation in the process of connecting to the vocational post and vocational work and the diversified ability-based course system of learning and working combination. For the long-term sustainable development of the tourism management major, the schools shall conduct the continuous research from the high starting point and with high requirements to explore a way of sustainable development for the construction projects of tourism management major.

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