Construction and Optimization of Practical Teaching Mode of Tourism Management Major in Colleges and Universities

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Abstract: As a new discipline, the development of tourism management in recent years can be seen. In China, this discipline has only been established for 20 years, but it has already become an important discipline department in the management discipline system. The major of tourism management aims to train a large number of high-level, applied and comprehensive talents for the country. These talents should not only have professional tourism management knowledge, but also have good comprehensive quality and strong comprehensive professional ability. And they can be engaged in management, consultation and service in various tourism related enterprises or institutions. However, the cultivation of such talents is inseparable from the education of colleges and universities. Next, we will discussion on the construction and optimization of practical teaching mode for tourism management major in colleges and universities.

Keywords: Colleges and universities; Tourism management major; Practical teaching; Construction and optimization

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In today’s society, under the situation of “mass entrepreneurship and innovation”, the development of tourism education also needs to keep pace with the pace of the country. As a front-line trench for training tourism education talents, colleges and universities should also conform to the national trend in the teaching of tourism management major, vigorously develop tourism education, pay attention to the cultivation of innovative talents, and make contributions to the development of national tourism. Tourism management major is a practical, comprehensive and ap-

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plied major. In many single and traditional theoretical teaching modes, practice teaching stands out and plays an important role in the cultivation of comprehensive, innovative and applied talents. Practical teaching integrates students’ theoretical knowledge with reality, makes full use of professional skills to carry out practical teaching, such as curriculum internship, graduation practice, simulation training and so on, to organize students to carry out tourism planning, including tourism design, publicity planning and other activities, which conforms to the national trend and cultivates students’ innovation ability.

1. The Significance and Deficiency of Practical Teaching for Tourism Management Major in Colleges and Universities

**(1) The significance of practical teaching for tourism management major in colleges and universities**

The knowledge of books is important, but without practice, it can not occupy a place in the fierce competition mode of today’s society. The current social situation is the survival of the fittest and natural selection. Many fresh graduates have difficulty in finding jobs because of their lack of practical experience. Therefore, it is not enough to have theoretical knowledge alone. Theoretical knowledge is a threshold, but practical experience is the most important part. We should make students integrate theoretical knowledge with life and improve their application ability. Chernychevsky once said that “everything that must be disputed in theory should be solved simply by the practice of real life.” Therefore, it is urgent to carry out practical teaching for tourism management major in colleges and universities. And it is the most important thing to cultivate compound innovative talents who have theoretical knowledge and can practice theoretical knowledge in real life, so as to promote the development of China’s modern tourism.

**(2) The deficiency of practical teaching for tourism management major in colleges and universities**

1) The school still does not pay enough attention to practical teaching

The traditional talent training mode of tourism discipline still emphasizes theoretical research, high education and professional title, but ignores practical teaching. Nowadays, most colleges and universities carry out practical courses only as supplementary courses when carrying out teaching plans. In terms of teaching content and teaching mode, the emphasis is still on the transmission of theoretical knowledge and the teaching mode based on classroom teaching. The backward teaching consciousness makes students blindly receive the superficial practical
knowledge conveyed by the teacher in the learning process. The practice in tourism management is diversified and complex. It only teaches theory without paying attention to practice, which makes students “sit in the well and watch the sky”. The practice teaching experience is too little to cultivate innovative and compound talents to meet the social needs of the country.

2) Lack of teachers

Tourism management is a highly comprehensive discipline, which pays more attention to business operation skills, theory and practice. And this also represents a relatively high demand for teachers. However, in many colleges and universities nowadays, it is often the teachers in school tourism management professional theory course to take up the practical teaching, and these teachers have rich theoretical knowledge, but they lack practical practical experience because they have been teaching in schools for a long time. Therefore, it is difficult to deeply teach students about the problems in practice and even to solve them.

3) Practical teaching in a mere formality

Generally, the teaching plan of tourism management for students in colleges and universities is 0.5-1 week of curriculum practice, 2 weeks of knowledge practice, and 4-24 weeks of graduation practice. There is little practice time of more than half a year. The time for knowledge practice in graduation practice is too little, which directly leads to the failure of practical teaching to achieve the educational purpose. We only tend to form to let students practice, but not give students enough practice time, they are just confused about many things when the internship time has ended, such a mere formality of practice teaching can not really improve students’ practical ability.

2. The Construction and Optimization of Practical Teaching Mode for Tourism Management Major in Colleges and Universities

(1) Colleges and universities should attach importance to practical teaching

When the country promotes the development of “mass entrepreneurship and innovation”, colleges and universities should have the idea that they should take students as the main body, and fully realize the importance that nation trains talents with application, innovativeness and comprehensiveness. And they should take this as the ultimate goal of tourism management major in colleges and universities. As an important front of training national talents, colleges and universities should attach importance to the development of practical teaching on the basis of theoretical
teaching. Only when the two complement each other to make students improve and discover the problems and solutions that theoretical knowledge can’t bring, can students realize the combination of knowledge and ability. And this can really promotes the future employment of students and the development of the country.

For example, we can carry out some after-school practical activities, so that students can participate in tourism services, social surveys and social obligations activities, such as the establishment of affiliated star hotels in the Australian International Hotel College and the Hilton Restaurant Hotel Management School established by the University of Houston in the United States. We can also hold skills competitions and other activities to enhance students’ interest and promote students’ innovation and practical ability.

(2) Improving the teaching staff and establishing the team of practical teachers

In the development of practice teaching mode, the most important thing is to have a strong and professional practice teaching team. The teaching level, professional quality and practical ability of practical teaching workers have a direct impact on the final effect of practical teaching. Therefore, colleges and universities should pay attention to the establishment and training of practice teachers’ team, so that the practice teachers not only have excellent theoretical knowledge, but also have rich practical experience to answer questions and solve doubts for students.

For example, colleges and universities can let their teachers study in famous hotels or famous scenic management areas or well-known travel agencies in a planned way, so as to master the management concept and improve their practical skills. For foreign universities, we can broaden the source of recruitment, can hire foreign teachers, or invite famous tour guides to explain tour guide skills for students, or invite famous hotel managers to give lectures to students and communicate with them.

(3) Practice teaching mode can’t tend to form and should be optimized and innovated

At present, the school gives students too little practice time, which leads to students not having more professional skills in the practice stage and not being able to combine theory with practice. In recent years, most colleges and enterprises have carried out school enterprise cooperation, which is also an important channel for the development of national education development policy and tourism industry. Cooperation with enterprises to realize joint education and joint-stock education can not only make full use of off-campus resources, but also promote students’ real practice and study in enterprises.
For example, the Tourism Institute established by Beijing Second Foreign Language Institute in cooperation with China Civil Aviation Jingrui Building. It has created a new mode of school-enterprise cooperation in running schools, which not only solves the problem of funds for the establishment of tourism management teaching mode, but also solves the problem that practical teaching is a mere formality. It also enables students to achieve the integration of knowledge and skills through the practice of school enterprise cooperation.

3. Conclusion

In the face of increasingly fierce market competition, the tourism industry is eager for talents and hopes to have compound, comprehensive and innovative talents to join in. As the base of training talents, colleges and universities are duty bound to carry out tourism management practice teaching and respond to the call of the state. Colleges and universities should take a correct and positive attitude towards the problems existing in the practical teaching of tourism management major, constantly develop, perfect and innovate, and really attach importance to the practical teaching. It is necessary to strengthen the construction of teachers’ team, make clear the goal of cultivating students’ practical ability, give full play to the role of the school in talent cultivation, make progress and development with tourism enterprises, and jointly promote the development of China’s tourism industry, so as to truly cultivate the compound, comprehensive, innovative and applied talents needed by the country, make students can realize the integration of knowledge and skills, and lay a foundation for students’ future development in society.

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