

Research on the Innovation of Higher Vocational Tourism Management Professional Training Mode under the Background of Integration of Culture and Tourism

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Abstract: With the sustained growth of domestic economy and the improvement of people's level, tourism has developed rapidly. However, at this stage, rural tourism and scenic tourism have gradually been unable to meet the tourism needs of tourists, and need to transform and upgrade the tourism industry. For the purpose of integration of culture and tourism, transformation and upgrading need to be based on high-quality tourism management professionals. Therefore, under the background of cultural integration, it is the main task to construct a reasonable professional training mode and train new type of comprehensive talents in tourism management. However, there are still some problems in the training of tourism management professionals in higher vocational colleges, such as unreasonable curriculum, insufficient training of students' skills and insufficient professional competence of teachers. Based on this, it is of great significance to explore the new path of talent training for promoting the integration of culture and tourism.

1. Research background

1.1 Literature review

With the deepening of the cultural and tourism integration initiative, new requirements have been put forward for the training of domestic tourism management professionals. According to the actual demand of the market for talents, it is of great significance to construct a reasonable professional training mode for promoting the development of tourism industry (Shang et al, 2015). Wang Suqin and other scholars combined with the characteristics of tourism in the off-peak season, put forward the talent training program of classroom enterprise reality exchange for the development strategy of "one city, two circles" of tourism in Hubei Province. It also puts forward the proposal of "the integration of certificates and the infiltration of engineering and learning" (Wang et al, 2012). Li Xiaoxia and Chen Chao scholars, on the basis of the development of the Internet, put forward that they should pay attention to the cultivation of students' training mode in Higher Vocational Colleges and cultivate all-round talents of Internet tourism (Li and Chen, 2018). Adapted to the rapid development. Starting from the rich cultural and tourist resources in the Yangtze River Basin, he Yimin put forward some suggestions on promoting the integration of cultural tourism, deepening the reform of management system and strengthening the training of professional talents (He, 2016). Huang Xiaofen, a scholar based on cultural integration, studied the cultural integration of tourism management teaching, and concluded that teachers should integrate culture into teaching and cultivate senior tourism talents with profound cultural connotations (Huang, 2018).

1.2 Purpose of research

With the increasing demand for professionals in the integration of culture and tourism, more and more attention has been paid to the training of tourism management professionals in Higher Vocational Colleges in China. In recent years, the state departments have gradually attached importance to the integration of culture and tourism, and issued various policies to promote the integration of culture and tourism in China. Corresponding education departments also gradually attach importance to the professional skills training of tourism management talents in Higher

Vocational colleges, which makes the domestic tourism management level of higher vocational colleges develop by leaps and bounds. However, restricted by many factors of teaching in Higher Vocational colleges, many problems in the training of tourism management professionals in higher vocational colleges have become increasingly prominent. After sorting out the relevant research results in China, the author finds that most scholars' research on the integration of culture and tourism is one-sided. Based on this, the author explores the path of the training of tourism management professionals in Higher Vocational colleges, hoping to provide reference for the training of tourism professionals in Higher Vocational Colleges in China.

2. The development status of integration of culture and tourism

With the continuous optimization of China's economic and social development, people pay more and more attention to spiritual pursuit. Tourism has become one of the important ways for people to meet their spiritual needs. Under the background of increasing domestic tourism demand, the national government has also been promulgating policies on the integration of culture and tourism to promote the in-depth development of the integration of culture and tourism. The policies related to the integration of culture and tourism are listed in Table 1.

Table1. Policies Related to Cultural and Tourism Integration

Release time	department	Related policies
2009	National Tourism Administration of the People's Republic of China	Publish Guiding Opinions on the Development of the Integration of Culture and Tourism
2011	Sixth Plenary Session of the Seventeenth Central Committee	Through the decision of the Central Committee of the Communist Party of China on several major issues concerning deepening the reform of cultural system and promoting the development and prosperity of socialist culture
2015	The State Council	Publish "Some Opinions on Promoting Cultural Creativity and Design Service for the Integration and Development of Related Industries"
2016	General Office of the State Council	Suggestions on Further Expanding Consumption in Tourism, Culture, Sports, Health Education and Training for the Aged
2017	Ministry of culture	Cultural industry development plan of the Ministry of culture during the 13th Five Year Plan Period
2018	Development and Reform Commission	The Implementation Plan of Cultural Tourism Promotion Project in the 13th Five-Year Plan Period
2018	CPC Central Committee	"Deepening the Reform Program of Party and State Institutions" Established the Ministry of Culture and Tourism of the People's Republic of China

Tourism is a social and cultural activity for sightseeing and entertainment. Its essence is to experience cultural differences and seek spiritual satisfaction. According to the statistics of the World Tourism Organization, cultural tourism accounts for 40% of the current tourism activities and more than 50% in Asia. This data proves that the development of integration of culture and tourism has a good market foundation (Lei, 2013). Therefore, it is the only way to promote the transformation and upgrading of the tourism industry in China to take the integration of culture and tourism as the development direction of tourism industry and to train professional talents for the integration of culture and tourism management.

3. The main problems existing in the training mode of tourism management in higher vocational education

3.1 Unreasonable curriculum setting

The setting of Vocational Tourism Management Courses deviates from the training objectives of Vocational Tourism Management professionals. Throughout most of the professional courses of Tourism Management in Higher Vocational colleges, they are mainly fixed courses such as political thought and tourism theory (Li, 2018). The semester and content of the course seldom change, but

the society is progressing and the tourism industry is constantly developing. The students of Tourism Management in higher vocational colleges only grasp the theoretical things, and do not carry out the course content training according to the actual employment position, nor adjust the order of the course offering. As a result, vocational college students deviate from the actual employment needs, only have the concept and quality of tourism, but do not have strong adaptability and practical ability. At the present stage, tourism industry urgently needs to develop in an all-round way. Under the background of integration of culture and tourism, it can engage in front-line management and high-quality application-oriented senior professionals in various tourism units. The invariable theory curriculum has laid hidden dangers for school-enterprise docking and hindered students' future development to a certain extent.

3.2 The training of students' skills is not outstanding enough

Vocational skills are the core goal of higher vocational education. At present, under the background of integration of culture and tourism, most higher vocational colleges have carried out “2+1” and “combination of work and learning” and other advanced personnel training methods, but in fact, most colleges and universities tourism management training teaching still consists of two parts, one part is on-campus simulation exercises according to curriculum requirements, the other part is on-the-job practice organized by the school. In school simulation exercises, students practice with classmates, who are familiar with each other, and communicate with strangers in practical operation, which are two completely different concepts. In the fixed-post internship, enterprises generally designate students' jobs for their own interests. Therefore, in the two links of simulated practice and fixed-mode department, students' professional skills have not been systematically trained, which has not optimized the students' practical operation and professional ability. Therefore, the training of students' professional skills is not outstanding enough, which is one of the reasons hindering students' employment and the lack of professional talents.

3.3 Insufficient professional ability of Teachers

At present, most of the tourism management majors in higher vocational colleges are teachers with undergraduate or postgraduate degrees. Most teachers are directly engaged in teaching work after graduation, and lack front line work experience in actual tourism management. Although some teachers have obtained relevant professional qualification certificates, their skills have not been practiced and their professionalism needs to be improved. In some higher vocational colleges, tourism management specialty also employs part-time staff in enterprises to teach part-time courses. However, the level of education of the staff is different, and most of the staff have not even undergone professional training. Although the front-line staff have rich working experience and high practical level, for the students of Higher Vocational colleges, how to improve their operational level and cultural quality at the same time is the main problem of teachers' teaching at this stage. Therefore, how to integrate the practical ability of professional teachers and improve the teaching level of part-time teachers is the fundamental problem of tourism management professional training in higher vocational colleges.

4. Innovation path of tourism management personnel training mode in higher vocational education under the background of cultural tourism integration

4.1 Deepening school-enterprise cooperation and taking the way of combining work with school

The demand for talents is changing with the development of society. Therefore, professional leaders are required to constantly adjust professional courses according to the current travel integration initiative. For example, the courses of tour guide, travel agency management and scenic spot management in tourism industry directly correspond to the courses of students' employment. To strengthen the construction of core courses in accordance with post requirements, students are required to meet the requirements of post responsibilities after the completion of this course. Higher

vocational colleges should cooperate with enterprises in depth, study course contents and accomplish teaching tasks with excellent staff in the industry. The advantages of the combination of work and study lie in solving the market demand and satisfying the teaching requirements. On the one hand, to a certain extent, we should improve the professional level of tourism management and solve the current demand for intensive talents in the tourism industry. On the other hand, let students study in front-line jobs, can deepen the understanding of the tourism industry, learn more practical professional skills.

4.2 Make clear the orientation of students' training, and build professional skills and outstanding talents at different stages

Students in higher vocational colleges pay more attention to the teaching of students' professional skills. However, some students do not have a thorough understanding of their major and future career planning at the beginning of their enrollment. Therefore, higher vocational colleges should guide students to build tourism management professionals under the background of integration of culture and tourism. The first stage is to guide teaching. First-year students are still in a state of ignorance. In the daily teaching process, teachers should guide students to choose suitable majors according to their personal characteristics and students' preferences. According to the actual needs, the school can be divided into tour guides, travel agencies, scenic spots and other different fields. Professional teachers should be responsible for different majors, and ideological training should be strengthened at the initial stage. The second stage focuses on training. At this stage, students have the direction of pre-employment. At this time, teachers should focus on training students' professional skills in different fields. This is conducive to creating outstanding professional tourism management professionals, to avoid students' lack of focus on what they grasp, and to accelerate the pace of students and enterprises docking.

4.3 Drawing on the advanced educational Ideas of foreign countries to build a teachers Team with double teachers

Based on the background of integration of culture and tourism, higher vocational colleges should build up a team of teachers with excellent professional skills if they want to cultivate professionals who can adapt to the modern tourism concept and have strong practical ability. Switzerland's tourism management education model can be taken as a reference in China, and teachers' team can be built according to the characteristics of Higher Vocational Education in China. For example, referring to the Swiss “dual system” vocational education, we can build a “double-qualified” teaching staff. Specifically, it is to cooperate with relevant enterprises to provide resources and conditions for higher vocational teachers engaged in teaching to ensure the first-line working time in enterprises and strengthen the professional quality of teachers. The students trained by teachers should be given priority to enterprises. In addition, teachers of Tourism Management Specialty in higher vocational colleges should make strict demands on themselves, closely combine with the current situation of tourism development to teach, constantly improve their self-quality and improve their self-ability. Only the excellent teachers can cultivate the students with excellent professional quality.

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