

# **Research on the Teaching Mode of the Construction Path of the Core Courses of the Applied Undergraduate Tourism Management Major -- Taking Tourism Reception Industry as an Example**

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**Keywords:** Practical Teaching Mode of Applied Talents, Tourism Management Major.

**Abstract:** To transport high-level talents for the tourism industry is an important standard to measure the quality of tourism management talents in Colleges and universities. Combined with the training objectives of Tourism Management Application-oriented Undergraduate Talents in local colleges and universities, the goal is to serve the needs of economic development. In order to improve the comprehensive quality and industry adaptability, the practical teaching mode of tourism management specialty is put forward.

## **1. Introduction**

Transportation of high-level talents for tourism industry is an important standard to measure the quality of tourism management talents in Colleges and universities. Combined with the training objectives of Tourism Management Application-oriented Undergraduate Talents in local colleges and universities, the goal is to serve the needs of economic development[1]. In order to improve the comprehensive quality and industry adaptability of the students majoring in tourism management, the practical teaching mode of "combination of production and education, school enterprise cooperation" is put forward.

## **2. Characteristics of Applied Undergraduate Tourism Management Talents**

The training objective of applied professional tourism management talents is to contribute to the development of regional tourism economy, and to cultivate talents with higher professional knowledge, stronger professional practice innovation and entrepreneurship, professional skills management and service management. Tourism application orientation can have the following characteristics: firstly, considering knowledge + knowledge + comprehensive knowledge training, reflecting the nature of industry orientation, and matching the talent training objectives with the talent needs of tourism industry; secondly, combining the knowledge structure with the industry model, the professional courses are closely related to the resource allocation of teaching materials and the teaching process. Third, the combination of tourism content practice and education content[2]. In addition, practical ability training emphasizes the practical characteristics of the major and runs through the whole teaching process of the major. Universities and academic departments should attach importance to the importance of social service function, adapt to the needs of regional economic and social development, and pay attention to the cultivation of students' professional knowledge. Professional training and professional ability. Therefore, the optimization and innovation of tourism management practice teaching mode is very important.

## **3. The Innovation of Practical Teaching Mode is the Inevitable Requirement for the Cultivation of Tourism Application-oriented Undergraduate Talents**

Practical education is to actively participate in problem exploration, creative activities and on-site experience under the guidance of teachers, guide students to understand knowledge, develop skills, form important thinking and improve comprehensive ability[3]. Practical teaching is an important part of the design of university teaching system and the implementation of quality

education. This is an important link, combining students' practice with theory, improving students' practical ability, innovation ability and comprehensive quality. Educational practice is based on discipline professional platform, including curriculum practice education, professional practice education and social practice education. The Ministry of education and culture of the people's Republic of China, through "several opinions on improving the quality of higher education" and "opinions on guiding ordinary universities to transform into Application-oriented Universities", stressed the issues and conditions for improving the quality of university education. Specifically, it establishes the talent training process of strengthening practice guidance, enriching practice guidance, establishing quality assurance mechanism, improving practical ability and integrating production education. In addition, in order to achieve the connection between the professional chain and the industrial chain, collaborative education can train the model. In recent years, with the lack of high-level talents in the tourism industry, the academic year of university tourism is also expanding[4]. The main reasons are as follows: the cultivation of professional talents is unique to the needs and talents of the industry, especially the industry weakness and professional practice ability of tourism graduates to adapt to the influence of professional talent industry maintenance and future career development. Therefore, it is necessary to provide guarantee for the sustainable development of tourism industry with high level of application.

#### **4. Innovation of Practical Teaching Mode of Tourism Application-Oriented Undergraduate Based on "Integration of Industry and Education, Cooperation Between School and Enterprise"**

"Integration of industry and education, school enterprise cooperation" is an important foundation to improve the adaptability of professional talents and ensure the sustainable development of tourism.

##### **4.1. Define Talent Training Objectives and Build a Three-Dimensional School Enterprise Cooperation Alliance**

The talent training mode of "the unification of industrial education and the cooperation between schools and enterprises" is applicable to the purpose of talent training. Therefore, the industrial mode and the practice of enterprises, the combination of the education system of tourism management specialty, the complementary advantages of the enterprise resources of the school play the role of the specialized "industry" as the main production line of education, the prospect ability + specialty + comprehensive quality of comprehensive university, society and enterprise. In order to train and combine, we must score goals. At the same time, it has established research cooperation alliance with Tourism Bureau, association and other relevant enterprises of local autonomous government. Based on the knowledge structure of Chinese talents and the real needs of the industrial quality field, seminars, discussion, consultation, industrial operation methods and development pioneers, industrial service standards and norms, and the results of business operation experience, through the talent training, in order to achieve the goal of professional learning projects are integrated, scientific research, and professional education guidance groups, in order to cultivate talents and evaluate talents. The whole process of the docking of the foundation of further education and practice and the joint construction of talent cultivation has formed the seamless connection of "professional industry, talent market" promotion through the three-dimensional school enterprise cooperation alliance, and the realization of the advanced tourism application to promote the University and university talent cultivation goal is the deepening of the reform and innovation of the common education mechanism. It is necessary for the school to set up the enterprise joint research and development platform[5]. The university tourism specialty should strengthen the cooperation with the enterprises related to the level oriented scientific research projects, speed up the change of scientific research achievements, improve the professional running level of the University, and improve the contribution ability to the region. At the same time, colleges and universities should transform scientific research results, cutting-edge technology and the latest creativity into teaching content in time, promote the improvement of teachers' scientific research

and teaching ability, and promote the cultivation of professional students' innovative spirit and practical ability.

#### **4.2. The Talent Training Program is Relatively Connected With the Industrial Development Trend to Improve the Practical Application Ability of Professional Talents**

With the transformation and upgrading of the tourism industry, the tourism industry presents a variety of new formats, actively adapts to the adjustment of the industrial structure, optimizes the existing personnel training mode, explores the application-oriented personnel training, and serves the industrial economic development. Heavy responsibility[6]. Colleges and universities should adhere to the guidance of industry demand, accurately position training objectives, and reasonably set up professional direction. Starting from the new industry format, such as "global tourism", "smart tourism", "leisure tourism", "tourism consumption upgrading" and "tourism e-commerce marketing", etc., we will carry out adaptive research on the transformation and upgrading of industrial economy and the construction of tourism management specialty, and build a professional training plan for industry to ensure professional talents and market. On the one hand, select representative tourism enterprises in the region to conduct in-depth research, master the new needs and standards of industry talents, formulate talent training programs, and cultivate tourism talents with strong professional migration and professional ability; on the other hand, analyze the current situation of tourism majors in similar colleges and universities at home and abroad, summarize experience and enlightenment, form a professional talent training model, and build and implement The characteristic core curriculum group of industry integration, training high-level applied talents.

Table 1 Curriculum system diagram

Curriculum classification	Content	Effect
Public basic platform courses	In addition to basic courses, other courses, such as applied writing and business English, should be set as optional courses as far as possible, so that students have enough freedom to choose their favorite courses and Practice	Carry out professional basic platform education, further refine the content and ability of financial management, lay a solid theoretical foundation for professional learning, and prepare for module practice training in professional direction
Course of subject foundation platform	Economics, financial management, commercial bank management, audit, management accounting, marketing, asset evaluation, tax planning, logistics management, financial accounting and finance and other courses, according to the students' selection of courses related to professional development	Carry out professional basic platform education, further refine the content and ability of financial management, lay a solid theoretical foundation for professional learning, and prepare for module practice training in professional direction
Professional module practice course	Case analysis of financial management, advanced financial management, capital budget, short-term financial management, strategic investment management and international financial management, insurance, financial report and analysis, monetary banking, human resource management, accounting simulation comprehensive practice and other characteristic courses, which are divided into modules and professional skills practice according to the possible employment positions of students	This paper introduces the practical frontier financing problems, and puts forward the effective application of financial management theory to solve the actual financial problems and improve the ability to solve the financial management problems in the complex environment

#### **4.3. The Knowledge Structure is Connected With the Tourism Industry Mode, and the Characteristic Practical Teaching System is Constructed**

Practice teaching focuses on cultivating students, taking students as the basis, taking students as the main body, reflecting students' enthusiasm in an all-round way, attaching importance to

students' active participation, mastering students' knowledge and improving students' cognitive ability[7]. And cultivate their innovation ability. In the aspect of tourism application talents development, according to the characteristics of tourism management, analyze the knowledge structure and ability structure required by the industry, and build the basic foundation and starting point of practical education system; in order to build the use of school enterprise cooperation platform of the curriculum, and in the curriculum, as well as special courses, The unified "teaching practice and practice" unifies the actual education system, which is the students' comprehensive innovation and practical ability to improve. The core of tourism high-energy talents training is to build a curriculum system, especially to optimize the curriculum structure and cultivate practical ability. Therefore, on the basis of the expert knowledge system, the education system of tourism specialty, the cultivation of professional theory, practical ability and professional quality should focus on the training of "ability + quality". Students understand and learn a simple education system. First, in the theoretical education of professional courses, in order to improve the ability of combining theory and practice, students have added a set of practical teaching links with specified time. Experts in the industry, for example, in order to promote sales, give lectures in schools, introduce specific theories and combinations, introduce the development and development of tourism industry, encourage students to participate in group discussions, cultivate students' critical thinking skills, lecture halls and other resources of practical routes, expand students' horizons, so as to improve their comprehensive and practical application ability[8]. Second, in the professional training activities, the specific knowledge module combination, and the practice activities of social practice and simulation experiments for the entrepreneurial studios of active university students are used as a competitive platform for innovation and entrepreneurship projects of university students. Then, work with travel companies to conduct market research and planning activities. In order to improve the students' effective communication ability and team consciousness, and strengthen their professional application ability and overall quality. Third, the experimental training resources and the dependence conditions of universities and colleges, the multi-faceted and multi-disciplinary open competition sharing experiment (training) center, the construction of the "network + tourism" platform, and the promotion of virtual experiment education center and project formulation. Fourth, in the process of understanding internship and graduation internship, the representative enterprises of industry awareness and vocational education, and carry out practical activities with the positions selected by the partner enterprises to improve the students' tourism service and management ability, so as to unify the study period and employment promotion[9]. Fifth, through strengthening social practice activities and employment guidance, students' sense of responsibility, sense of mission and social public welfare ability will be cultivated, and their industrial and professional awareness will be enhanced to improve their comprehensive quality.

#### **4.4. The Teaching Content Should Be Connected With the Practice of Tourism Enterprises, and the "Double Teacher" Teaching Team Should be Improved**

Combined with the characteristics of tourism professionals, a team of "Double Teachers" with solid tourism theoretical knowledge and high-level education has been established, with strong tourism implementation ability and rich professional experience, which is an important part of tourism talent training in China. One of the main factors of quality is to encourage full-time teachers to work in the company, strengthen the cultivation of teachers' practical ability, and actively carry out horizontal topic research, opinion and suggestion activities and enterprise diagnosis training services. Second, provide lectures for business operators and students who hire outstanding and successful people. Promote the improvement of practical teaching level of university teachers, so as to achieve the combination of theory and practice of teaching forum or other series of extended courses[10]. Based on typical industrial cases and scientific research results, specialized universities and comprehensive universities should be encouraged to introduce professional teachers into professional education so as to promote the combination of school enterprise cooperation and scientific education. Professional and practical educational resources.

## 5. Conclusion

In a word, the training of university tourism management talents should be combined with the characteristics of tourism specialty and industrial demand, optimize the specialty setting and professional direction with the goal of training senior and applied talents, adjust the talent training projects, innovate the talent training mode, and actively explore the characteristics of "industrial education integration, school enterprise cooperation" based on the "cultivation of practical talents", In order to provide an important guarantee for the sustainable development of tourism industry, we should improve the practical ability and professional quality of Tourism Undergraduates in local universities.

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