

Research on Talent Cultivation and Teaching Reform of e-Commerce Specialty in Tourism Vocational Colleges

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Abstract: The training of e-commerce professionals in tourism vocational colleges focuses on high-level talents who meet the development needs of enterprises and industries, have professional vocational skills and craftsmanship. In tourism vocational colleges, there are certain problems in e-commerce majors in terms of talent training. There are two main types of problems: First, the dominant majors in tourism vocational colleges are mainly tourism, not e-commerce. Teachers and educational resources are relatively not concentrated; the second is that the e-commerce professional curriculum is biased towards general e-commerce companies, and it does not highlight the characteristics of tourism and decouples from the needs of the industry. Therefore, the training and teaching of e-commerce professionals in higher tourism vocational colleges must be reformed to meet the actual needs of the market, industry, and enterprises. This paper studies e-commerce professional personnel training and teaching reform in tourism vocational colleges, and provides specific reform ideas for them, and finally cultivates tourism e-commerce professionals with high quality and high professional skills.

1. Introduction

In today's society, all kinds of e-commerce talents are mainly compound talents. The first type is technical. In addition to mastering basic modern e-commerce knowledge, these talents also need to be proficient in computer networks, website construction and web page production, etc., and can make full use of e-commerce and computer-related technologies to carry out effective e-commerce business ; The second type is business type. In addition to professional e-commerce technical knowledge, this type of talent also needs to master the actual needs of customers and the law of modern business development. This is also the main goal of e-commerce professionals training, which requires many skills, such as: e-commerce operations, customer relationship management, consumer behaviour analysis, e-commerce regulations, e-commerce logistics, etc.; the third type is strategic, this type The knowledge that talents need to master includes management, economics, marketing, information technology, etc., and they must also have practical operational and management capabilities, and be able to use an overall perspective to control the management activities and information technology activities of the enterprise. Support e-commerce [1].

The main goal and direction of training in tourism vocational colleges is tourism e-commerce talents. This is due to the relatively large job demand for e-commerce talents in the industry, and the trained talents can take up many positions. Such positions mainly include: travel e-commerce platform customer service, travel website web design, travel platform website construction, and travel online marketing and international trade. Moreover, because the students in tourism vocational colleges are limited to the study of theoretical knowledge as a whole, they lack the relative practical and operational capabilities, and the two cannot be organically combined. In addition, tourism e-commerce talents need to have a certain level of computer technology while mastering tourism professional knowledge, especially the proficient use of related software, and participate in tourism business activities through these software. Finally, tourism vocational colleges also it is necessary to improve the allocation of educational resources and teachers.

2. Problems in the Training and Teaching of e-Commerce Professionals in Tourism

Vocational Colleges

2.1 Blurred Professional Orientation

On the whole, the development of e-commerce is very rapid, and involves many fields, but different industries also have a diversified understanding of the concept and scope of e-commerce. Therefore, e-commerce is a comprehensive discipline, which not only includes information technology capabilities, but also e-commerce knowledge. At the same time, due to the positioning of tourism vocational colleges, the training of e-commerce professionals also needs to involve the field of tourism [2]. The training of e-commerce professionals in higher tourism vocational colleges mainly focuses on cultivating compound talents. However, in the actual teaching process, it can be found that the training goals of such talents are relatively broad and insufficiently targeted, which leads to the final training of talents. The job applicability is not strong, nor can it meet the current high demand for e-commerce talents in the tourism industry.

2.2 Lack of Curriculum System

At present, although many scholars have compiled corresponding teaching materials for e-commerce majors, there are many versions of these teaching materials, and the structure and system are not standardized, especially for the tourism industry and enterprises. It is difficult to choose suitable teaching materials on the market. At the same time, the rapid development of e-commerce, especially the emergence of various new online media, has caused some teaching materials to be updated in time. Moreover, there is too much theoretical knowledge in most of the textbooks, and there is less content related to practical operations and cases, which is not suitable for e-commerce talent training in tourism vocational colleges [3].

In addition, e-commerce involves interdisciplinary fields, such as marketing, trade, law, information technology, etc. Therefore, e-commerce majors must have a complete and logical curriculum system, and the amount of knowledge and content required for teaching covers a wide range of [3]. However, the current tourism vocational colleges are not rigorous in curriculum design. They are either biased toward “tourism” or “e-commerce”, without a true combination of the two. Therefore, the knowledge that students learn under this system is relatively superficial, and they do not go deep into the core to learn in-depth knowledge.

2.3 Insufficient Teaching Staff

The opening of the e-commerce major is in line with the future trend of my country's economic construction and has a relatively broad development prospect. Therefore, after the establishment of the e-commerce major in tourism vocational colleges, a considerable number of students have been attracted to choose and study. However, some tourism vocational colleges do not fully consider their own teacher level and actual school situation. They basically teach with teachers majoring in computer science and economics and management, and the number of teachers with higher professional level is relatively small. At the same time, teachers also lack experience in e-commerce in the tourism industry, and it is difficult to connect the knowledge content in books with actual work in reality [4]. As a result, when students subsequently participate in e-commerce related work in tourism enterprises, it is difficult for teachers to give effective guidance and suggestions; at the same time, tourism vocational colleges are not comprehensive in building an e-commerce knowledge system and lack practicality; teachers are in the teaching process. Mainly adopt a single teaching method, it is difficult to attract students' attention to professional courses.

2.4 Disconnection of the Docking Mechanism

E-commerce majors have strong practical characteristics, which means that practical teaching links are extremely important and can help students transform the theoretical knowledge they have learned into practical skills. However, there are not many training venues and resources in tourism vocational colleges that can be allocated to e-commerce majors, and there are insufficient training funds [5]. Even if relatively simple simulation training software has been installed in the training computer room, the update speed is relatively slow, and the latest e-commerce knowledge cannot be

absorbed and accommodated in time, resulting in the students' practical training content being too old and difficult to apply into actual jobs. Moreover, the practice of e-commerce major is mainly through school-enterprise cooperation, and tourism vocational colleges are more cooperative with tourism companies. Therefore, e-commerce majors have great limitations in job selection. To enable tourism e-commerce talents who understand both tourism and information technology to be assigned to more appropriate related positions, so that only by applying what they have learned can they achieve success.

3. Training and Teaching Reform Strategies for e-Commerce Professionals in Tourism Vocational Colleges

3.1 Clarify the Orientation and Direction of e-Commerce Talent Training

With the rapid progress of social economy and science and technology, e-commerce has covered all aspects of people's daily life. It is not only an independent industry, but a complex formed by combining with other industries. Therefore, e-commerce talents must not be limited to the knowledge and skills of a single field, and the differences in the conditions, faculty and philosophy of each school will lead to differences in the skill knowledge system of e-commerce talents [6]. Therefore, tourism vocational colleges need to clarify their own positioning, and cultivate new tourism e-commerce talents with high professional quality and high practical ability according to their unique school conditions and industry concepts. They not only need to have theoretical knowledge and professional capabilities, but also have Good job adaptability. At the same time, according to the actual situation of tourism vocational colleges and industry enterprises, the projects involved in such enterprises are introduced into the curriculum. In the process of completing the project, students continue to learn, improve their quality, strengthen their skills, and effectively exercise their practical ability.

3.2 Promote the Transformation of e-Commerce Professional Teaching Mode

The transformation of e-commerce professional teaching mode in tourism vocational colleges must increase the proportion of practical training courses in the teaching mode, and adjust the direction of e-commerce education and course teaching content according to the actual needs of enterprises for e-commerce talents, so that students can truly the realization of “starting upon graduation”. And actively develop the latest teaching concepts and teaching methods, introduce practical teaching into the classroom, establish a rational and scientific teaching evaluation mechanism and system, and effectively guarantee the actual effect of teaching. This can not only improve and enrich the teaching model of e-commerce major in tourism vocational colleges, but also promote the reform of the educational philosophy and development direction of tourism vocational colleges, unify the teaching mode, compile appropriate teaching materials, and further demonstrate the tourism vocational colleges. The teaching philosophy and characteristics of the institution itself.

3.3 Optimize the Structure of e-Commerce Professional Curriculum System

The optimization of professional curriculum system can help e-commerce professionals to form a good knowledge structure. In particular, schools and enterprises work together to set up e-commerce professional job positions based on the company's job needs and suggestions; also integrate the job tasks and processes involved in e-commerce and apply them to the course teaching. Further improve the level of students' job vocational skills. In addition, schools should also consider e-commerce-related job occupation rules and typical work items as important teaching content. The project-oriented construction of the teaching situation not only mobilizes the initiative and enthusiasm of students, but also allows students to solve the project with the knowledge content they have learned. When choosing suitable project activities, teachers should abide by the principle of gradual, ability-oriented, and practice-oriented, and build the core curriculum of the job with employment and application ability as the core. Practical courses can be implemented

simultaneously with corporate training, and the company's job processes and tasks are taught as the main content of the course.

3.4 Innovate the Mechanism for the Final Assessment of e-Commerce Majors

The traditional assessment method no longer adapts to the e-commerce professional talent training method. In order to improve the effectiveness and high quality of e-commerce talent training, it is necessary to match the corresponding assessment mechanism. In the traditional assessment mechanism, the emphasis is placed on the student's final assessment, instead of examining the student's usual learning process, which limits the possibility of students' overall development. Therefore, information technology can be used to assess students' various skills, and students' simulated business and practical performance can be used as the standards for skill assessment. In addition, we should also pay attention to the assessment of students' daily learning process, monitor the students' daily learning situation at all times, and ensure the fairness and scientificity of the assessment as much as possible.

3.5 Improve the Quality of e-Commerce Professional Teachers

In the process of cultivating e-commerce professionals in tourism vocational colleges, there is a phenomenon that the level of teachers is uneven. Therefore, schools can increase the training of teachers, and improve the quality of teacher training by using a combination of online training and offline training. In addition, teachers participate in on-the-job training, accumulate experience through participating in projects in the enterprise, and transform these experiences into the main content of classroom teaching. You can also send excellent teachers to other colleges and universities to study and exchange related majors, and share the experience and results learned with other teachers in this school. Finally, it is necessary to actively introduce high-quality e-commerce talents, not only to introduce high-quality teachers of the profession, but also to introduce the elite and backbone of the enterprise, and then comprehensively improve the teaching team.

3.6 Establish and Improve a Four-in-One Talent Training System

To improve the effectiveness and quality of e-commerce professional talent training, it is necessary to change the traditional talent training and teaching system, and establish a sound training system led by the government and jointly built by tourism colleges, industry associations and enterprises. First of all, we must give full play to the guiding role of the government, and plan and stipulate the specific development form, institutional mechanism and training norms of the e-commerce professional talent training system through the introduction and implementation of relevant policies on the construction of the four-in-one talent training system [7]; It is necessary to build a school-enterprise resource database, and put the high-quality teaching resources available in higher tourism vocational colleges, the real work processes, projects and work standards in the enterprise into the resource database. Finally, we must build a high-quality school-enterprise talent training team, which is mainly composed of the elite backbone of the enterprise and the high-quality e-commerce professional teachers of the school. At the same time, the team can also participate in the talent training plan to promote the cultivation of talents. More in line with the needs of enterprises and schools.

4. Conclusion

According to the current problems in the training and teaching of e-commerce professionals in tourism vocational colleges, this article proposes: clarify the positioning and direction of e-commerce talent training, promote the transformation of e-commerce professional teaching models, and optimize the structure of e-commerce professional curriculum system, Innovate the mechanism for the final assessment of e-commerce major, improve the quality of e-commerce professional teachers, and establish and improve the reform strategy of a four-in-one talent training system. Through the application of this method, the effectiveness and high quality of e-commerce professionals training in tourism vocational colleges can be improved.

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