

Based on the "Tourism Law": An Exploration of Countermeasures for Enhancing the Legal Literacy of College Students in the Tourism Industry

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Abstract: Based on the legal literacy of college students and the current research status of the "Tourism Law", this study explored the intrinsic connection between the legal literacy of college students in the tourism industry and the "Tourism Law". Questionnaires were designed and distributed to college students based on the legal and regulatory knowledge of the "Tourism Law" and issues related to legal awareness and legal behavior. The results of the collected questionnaires show that there are urgent problems to be solved among college students in four aspects of the "Tourism Law": the level of legal knowledge, the degree of legal awareness, the situation of legal belief, and the ability of legal application. This study proposes corresponding improvement countermeasures for the above problems and applies them to similar universities to solve the problem of improving the legal literacy of students in tourism universities.

1. Introduction

With the vigorous development of the tourism industry, China promulgated the "Tourism Law of the People's Republic of China" on April 25, 2013 and it was officially implemented on October 1 of the same year. Since then, this law has been revised twice, in 2016 and 2018. As the first law in the history of China's tourism development, the Tourism Law is the basic law to ensure the healthy development of the tourism industry. Its promulgation and implementation mark that China's tourism industry has entered a new stage of promoting and governing tourism in accordance with the law. Tourism-related colleges and universities, as important bases for cultivating tourism professionals, strengthening the cultivation of legal literacy among students in tourism-related colleges and universities is an inevitable requirement for implementing the strategy of comprehensively advancing law-based governance and promoting the construction of a law-based society.

This article aims to conduct in-depth research on the "Tourism Law of the People's Republic of China", combine the characteristics and demands of students in tourism-related colleges and universities, analyze the existing problems in the cultivation of legal literacy of current college students, explore effective strategies and methods to enhance the legal literacy of college students, and provide useful references for promoting the reform of legal education in tourism-related colleges and universities and improving the legal literacy of college students.

2. Research Status

2.1 Legal Literacy of College Students

The research on the legal literacy of college students by domestic scholars in the past decade can be summarized into the following four aspects:

- (1) Research on the Path to Enhancing the Legal Literacy of College Students in the Context of the Internet. [1]
- (2) Discussion on the Current Situation of Cultivating Legal Literacy among College Students. [2]
- (3) Discussion on the Predicaments and Problems of Legal Literacy among College Students. [3]

(4) Research on Countermeasures for Enhancing Legal Literacy of College Students. [4]

2.2 Tourism Law

(1) The research on China's "Tourism Law" can be traced back to the end of the last century. In 1998, scholar Wang Lixia initially explored the composition of the system of China's "Tourism Law". [5]The earliest discussion on the issues of China's "Tourism Law" was held at the first national academic symposium on Tourism Law. [6]Up to now, the research based on the perspective of "Tourism Law" and targeting college students mainly manifests in: The cultivation of tour guides in secondary vocational education under the background of the implementation of the Tourism Law.[7] (2) College students use new media means to popularize the "Tourism Law". [8](3)The impact of the promulgation of the "Tourism Law" on college students' part-time tour guides.[9] (4)The Influence of the Tourism Economic Law Course on Students in Higher vocational colleges.[10] It can be seen that no article has studied the legal literacy of college students from the perspective of the "Tourism Law" yet.

2.3 The Intrinsic Connection between the Legal Literacy of Students in Tourism-related Colleges and Universities and the Tourism Law

The legal concepts and spirit contained in the "Tourism Law" are conducive to cultivating college students' legal awareness and legal faith. It emphasizes principles such as fairness, impartiality, integrity and the rule of law, advocates legal and compliant behaviors in tourism activities, and maintains the normal order of the tourism market. In the process of studying and researching the "Tourism Law", college students will gradually be influenced by these legal concepts and form the awareness of consciously abiding by the law and safeguarding the authority of the law. When confronted with situations where the quality of tourism services fails to meet standards, college students with legal awareness will, in accordance with the relevant provisions of the Tourism Law, safeguard their own and other tourists' legitimate rights and interests through legal channels, thereby promoting the legal process of the tourism industry.

3. Empirical Research

3.1 Questionnaire Design

This research adheres to the principles of scientificity, systematicness and pertinence, and is carried out around multiple dimensions such as college students' mastery of legal knowledge, level of legal awareness, status of legal belief and ability to apply law. The content of the questionnaire covers the knowledge of the "Tourism Law" and other laws and regulations closely related to the tourism industry, as well as the application of the "Contract Law", "Consumer Rights and Interests Protection Law", etc. in tourism scenarios.Table 1

Table 1 Questionnaire on the Current Situation of Legal Literacy of Students in Tourism-related Colleges and Universities

Dimension	issue
Personal Information	A1 Grade
	A2 Major
Level of legal knowledge	B1 awareness of the core terms of tourism contracts in the Tourism Law
	B2awareness of the core provisions regarding tourism safety in the Tourism Law
	B3awareness of the core provisions regarding tourism service quality in the Tourism Law
	B4What key information should be clearly defined tourism contract
	B5What legal responsibilities should tourism operators bear in ensuring the safety of tourists
	B6When tourists encounter consumer fraud during their travels, which

	legal provisions can they rely on to protect their own rights and interests
Degree of legal awareness	C1The role of Law in the Development of the Tourism industry
	C2How does the law specifically play its role and how can it be applied to solve problems in actual tourism activities
	C3When one's own rights and interests are infringed upon during tourism activities, they will consider resolving the problem through legal means
	C4The specific ways and legal basis for safeguarding one's rights and interests when they are infringed upon during tourism activities
	C5There have been violations of the regulations of the scenic area
The status of legal belief	D1Believe that the law can resolve disputes impartially and safeguard social fairness and justice
	D2Be skeptical of the authority of the law
	D3When disputes arise with tourism operators, they choose to resolve them through legal channels
	D4When disputes arise with tourism operators, they choose to resolve them through personal connections or other non-legal means
Ability to apply law	E1Be capable of accurately determining the legal relationships in cases, conducting reasonable analyses by applying relevant legal provisions, and proposing feasible solutions
	E2Be able to file complaints in accordance with the correct procedures, such as submitting complaint materials to relevant departments and clarifying complaint demands, etc
	E3Be capable of accurately stating the facts of the case, providing relevant evidence, and conducting debates by applying legal knowledge

3.2 Questionnaire Results

Considering the differences among tourism-related universities in different regions and at different levels, a stratified sampling method was adopted to select several representative universities. Finally, 500 questionnaires were distributed and 485 valid questionnaires were retrieved, with an effective recovery rate reaching 97%.

3.2.1 Level of legal knowledge

The mastery of the "Tourism Law" and related legal knowledge by college students is not optimistic. The awareness rates of core provisions in the "Tourism Law" such as tourism contracts, tourism safety and tourism service quality have only reached 9%, 18% and 14% respectively. In terms of legal knowledge related to tourism safety, only 15% of the students can accurately answer the main responsibilities such as providing safety facilities, giving safety tips, and formulating emergency plans. Students' understanding of the application of the "Consumer Rights and Interests Protection Law" in tourism scenarios is also relatively low. Only 5% of the students can accurately mention the relevant provisions of the "Consumer Rights and Interests Protection Law", such as consumers' right to know and right to claim compensation, while nearly 80% of the students know very little about it.

3.2.2 Degree of Legal Awareness

In terms of legal cognition, over 70% of the students were able to answer common viewpoints such as the law regulating market order and safeguarding rights and interests, but less than 20% of the students were able to elaborate in depth on how the law specifically functions.

In terms of rights protection awareness, when their own rights are infringed upon during tourism activities, about 80% of the students indicated that they would consider resolving the problem through legal means. However, when further asked about their specific rights protection methods and legal basis, only 39% of the students could give relatively reasonable answers.

In terms of law-abiding awareness, most students can abide by laws and regulations in their daily

lives. However, during tourism activities, when facing some special circumstances, their awareness of law-abiding is somewhat weak: when visiting scenic spots, about 67% of the students indicated that they had violated the regulations of the scenic spots.

3.2.3 Status of Legal Belief

Approximately 79% of the students expressed their belief that the law can resolve disputes fairly and maintain social fairness and justice, considering it the most effective means to safeguard their own rights and interests. When it comes to handling tourism disputes, when asked "If you have a dispute with a tourism operator, which way would you prefer to resolve it?", 75% of the students chose "Trust the law and resolve it through legal channels", while 25% chose "resolve it through connections or other non-legal means".

3.2.4 Legal Application Ability

In the analysis of actual cases, when students are required to analyze and solve problems by applying legal knowledge, only 5% of the students can accurately judge the legal relationship in the case, conduct reasonable analysis by using relevant legal provisions, and propose feasible solutions. Most students have problems such as inaccurate application of legal knowledge, unclear analytical thinking and lack of feasibility of solutions when analyzing cases.

In the simulated scenario of handling tourism complaints, approximately 10% of the students were able to file complaints in accordance with the correct procedures, such as submitting complaint materials to relevant departments and clarifying complaint demands. However, when communicating and negotiating with tourism operators, they lacked effective communication skills and the application of legal basis, thus failing to reach satisfactory solutions.

3.3 Cause Analysis

The reasons for the problems in the legal literacy of students in colleges and universities related to tourism are multi-faceted. At the higher education stage, although some universities offer basic legal courses, for non-law major students, as public compulsory courses, the course hours are relatively few, which is difficult to meet students' in-depth learning needs for legal knowledge. In terms of the curriculum setting of legal literacy in school education, the law courses in tourism colleges and universities are often not closely integrated with the courses of tourism majors, failing to fully reflect the characteristics and demands of the tourism industry. In terms of teaching methods, the traditional legal teaching method mainly relies on teachers' lectures, emphasizing the indoctrination of theoretical knowledge, and lacks practical teaching links and interactivity. In addition, the school's legal practice teaching resources are relatively scarce. For instance, there is a lack of practical teaching venues and facilities such as mock courts and legal aid centers, which limits the cultivation of students' legal practice abilities. Some students do not attach enough importance to the study of legal knowledge and lack the initiative and consciousness to learn. In the study of tourism, students often pay more attention to the acquisition of professional skills and business knowledge, believing that legal knowledge has little impact on their career development, and thus neglect the cultivation of legal literacy.

4. Conclusions and Countermeasures

4.1 Conclusion

This study deeply explores the close connection between the improvement of legal literacy of students in tourism-related colleges and universities under the new situation and the "Tourism Law of the People's Republic of China". Through systematic theoretical analysis, empirical research and case analysis, the following conclusions are drawn:

In terms of legal knowledge, college students have a relatively low awareness rate of the "Tourism Law" and related laws and regulations. They have insufficient understanding of legal knowledge in key areas such as tourism contracts, tourism safety, and tourism service quality, making it difficult for them to accurately apply legal knowledge in actual tourism activities to

safeguard their own rights and interests.

In terms of legal awareness, college students have a weak sense of law, do not attach sufficient importance to the law, and lack the awareness and ability to actively apply the law to solve problems.

In terms of legal beliefs, some college students have doubts about the authority and fairness of the law. When facing tourism disputes, they tend to seek non-legal means to solve problems and lack confidence in the ability of the law to resolve disputes.

In terms of legal application ability, college students perform poorly in the analysis of actual cases and the handling of simulated tourism disputes. They are unable to effectively transform the legal knowledge they have learned into the ability to solve practical problems and lack legal thinking and practical experience.

4.2 Countermeasures

4.2.1 Improve the curriculum system and teaching methods

In the curriculum system of colleges and universities related to tourism, the proportion of the "Tourism Law" course should be significantly increased to make it a core compulsory course for students majoring in tourism. Meanwhile, the course time should be reasonably planned. The "Tourism Law" course should be set as a systematic study for one semester or longer to ensure that students have sufficient time to deeply study its provisions and understand the legislative intent. In terms of course content, it is important to closely integrate it with the actual demands of the tourism industry. When explaining the relevant contents of tourism contracts, a large number of actual tourism contract cases can be introduced to analyze the common terms, risk points in the contracts and how to use the "Tourism Law" for contract review and risk prevention. Meanwhile, the case teaching method should be vigorously advocated. Teachers should carefully collect and screen representative, authentic and timely tourism legal cases, and guide students to conduct in-depth analysis and discussion of the cases, and put forward their own viewpoints and solutions by applying the knowledge of the Tourism Law.

4.2.2 Strengthen the construction and cooperation of the teaching staff

Tourism colleges and universities should attach great importance to the cultivation of professional teachers of the "Tourism Law" and build a high-quality and professional teaching staff.

On the one hand, schools can select teachers with a legal background and a certain understanding of the tourism industry. Through participating in professional training, academic symposiums, and on-the-job training in enterprises, their teaching level and practical ability of the "Tourism Law" can be enhanced. On the other hand, actively introduce professional talents with rich practical experience in tourism law, such as tourism lawyers and legal personnel of tourism enterprises, to serve as part-time teachers. These part-time teachers can bring cases and experiences from their actual work into the classroom, making the teaching content more closely related to reality and enabling students to understand the latest developments and demands of legal practice in the tourism industry.

4.2.3 Carry out a variety of legal practice activities

Schools should actively establish close cooperative relations with tourism enterprises, tourism administrative departments, judicial organs, etc., to jointly build internship and practice bases.

By cooperating with tourism enterprises, students can intern in travel agencies, hotels, scenic spots and other tourism enterprises to understand the operation and management models of tourism enterprises. In cooperation with tourism administrative departments, students can participate in the supervision of the tourism market, the formulation and implementation of tourism policies, and other related work. Students interning in tourism administrative departments can assist staff in conducting law enforcement inspections of tourism enterprises, supervise whether tourism enterprises abide by the "Tourism Law" and related laws and regulations, and investigate and handle illegal and non-compliant behaviors.

4.2.4 Create a favorable atmosphere of the rule of law on campus

Holding regular legal knowledge lectures is an important measure to popularize legal knowledge and enhance legal literacy among students in tourism colleges and universities. Schools can invite legal experts, scholars and senior legal personnel from the tourism industry to enter the campus and hold special lectures on the "Tourism Law" and other laws and regulations closely related to the tourism industry.

Organize and carry out theme legal publicity activities on important legal festivals and commemorative days. By holding legal knowledge competitions, legal essay contests, legal art performances and other forms, we attract students to actively participate and deepen their understanding and memory of legal knowledge. On National Constitution Day, a knowledge competition with the theme of "The Relationship between the Tourism Law and the Constitution" will be held, setting questions related to the Tourism Law and the Constitution. Through this competition, students' enthusiasm for learning the law will be stimulated, and at the same time, they will understand the intrinsic connection between the Tourism Law and the Constitution, enhancing their awareness of the Constitution and the concept of the rule of law.

4.2.5 Guide college students to enhance their legal awareness

Encouraging college students majoring in tourism to independently study the "Tourism Law" and related laws and regulations through various channels and methods is a key link to enhance their legal literacy. Schools and teachers should actively guide students to establish the awareness of autonomous learning and stimulate their interest and enthusiasm for learning legal knowledge.

In the Internet era, online learning platforms provide students with abundant legal learning resources. On platforms such as China University MOOC and Xuetangx, there are numerous courses related to the "Tourism Law" offered by professors from renowned law schools. Students can make full use of their spare time to comprehensively understand the legislative background, interpretation of the provisions, and application in practical cases of the "Tourism Law" through these learning platforms.

Reading legal books and academic journals is also an important way for students to learn legal knowledge independently. The school library should be equipped with a rich variety of legal books and periodicals to enable students to deeply study legal knowledge and keep abreast of the latest academic trends.

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