

Problems in the Cultivation of Innovation and Entrepreneurship Ability of College Tourism Management Students under the New Normal and Countermeasures

Zhen Hua

Harbin University, Harbin China. 150001

Keywords: Tourism management; Innovation and entrepreneurship; Countermeasures

Abstract: With the development of the tourism industry, China's demand for tourism talents continues to increase. However, due to the influence of traditional education models, tourism management professionals are trained in curriculum, teacher strength, educational concepts, and teaching internships. A series of problems need to be resolved by the college as soon as possible. Therefore, the rapid development of tourism and the rapid changes in tourism have put forward higher requirements for the cultivation of tourism management professionals. This paper combines the requirements of tourism development on the requirements of tourism management students in innovation and entrepreneurship, from innovation consciousness, innovation ability and innovation. The knowledge system expounds the problems existing in the tourism management majors in terms of innovation and entrepreneurship, and proposes countermeasures in a targeted manner.

Introduction

Along with tourism demand worldwide continues to grow, covering a very broad range of tourism there are many opportunities for innovation and entrepreneurship, tourism provides a very rich ground for innovation and entrepreneurial economy. However, the status of innovation and entrepreneurship in the tourism industry at home and abroad shows that the status quo of independent innovation and entrepreneurship in the tourism industry and the status quo of innovation and entrepreneurship education in college tourism management are far from the development level. Therefore, the development of innovation and entrepreneurship education in college tourism management has become an inevitable requirement for the development of college education. This thesis will study the development of innovation and entrepreneurship education for college students majoring in tourism management, and provide theoretical support for the good development of innovation and entrepreneurship education in college tourism management. From a new perspective, enrich the theory of tourism education; The tourism management professional innovation and entrepreneurial talents provide a more specific promotion method to promote the transformation of the knowledge management students from the knowledge type to the innovation and entrepreneurship.

The Basic Mode of Training Professional Talents in College Tourism Management

Independent creation mode.

The independent creation mode of college tourism management professionals training is the talent training mode proposed by college tourism management professional educators from their own experience. China is more famous for the "T"-shaped talent training model proposed by Zhang Shiying of Changsha University. This model focuses on cultivating students' practical ability and innovative spirit, and emphasizes the cultivation of applied talents with solid theoretical foundation, strong operational ability and high professional quality. Moreover, this model attaches great importance to the horizontal expansion of students and the deep professional development of students, and requires the university tourism management profession to continuously improve students' adaptability and professional ability.

Enterprise push mode.

The enterprise promotion model refers to the mode in which universities and enterprises cooperate with each other to cultivate talents according to market demand. The enterprise training mode mainly adopts the method of engineering and learning, and carries out teaching in the two venues of the school and the enterprise. The teaching activities are centered on the agreement between the enterprise and the school, and the students directly go to the relevant units to work after graduation. The enterprise promotion model requires enterprises to actively participate in the goal of talent training in colleges and universities and the formulation of talent training programs, and incorporate the talent requirements and talent training methods of enterprises into the talent training system of colleges and universities.

College development model.

The college development model mainly refers to the teaching mode developed by the college tourism college according to its own teaching experience and teaching needs. The talent development under the college development model is closely related to the tourism industry, and students can adapt to the post work after graduation. Moreover, under the college development model, colleges and universities set up majors according to the needs of the development of the local tourism industry, fully considering the employment needs of the development of the tourism industry. Therefore, talent development in the college development model can achieve the connection between student learning and work.

Some Problems Exist in the Cultivation of Professional Talents in the "Tourism Management" of Colleges and Universities in China

The university "Tourism Management" professional personnel training is unclear.

At present, there are two tendencies in tourism education in Colleges and universities. One is that from the view of the industry, the recognition degree of the vocational college students in the domestic tourism industry is generally higher than that of the students in the general colleges and universities. The two is that the non key college students will make the tourism management major as the first voluntary enrollment rate far higher than the key colleges and universities. Tourism management major is a voluntary enrollment rate. Tourism management major enrollment in key institutions is basically a voluntary adjustment. No matter the "985" colleges and "211" colleges which are listed in the national key, the provincial key colleges and the general colleges and universities, the teaching activities are carried out in accordance with the same pattern, the same teaching design and the same curriculum arrangement.

The Curriculum is not reasonable, teaching methods are single.

The teaching of Tourism Management in Colleges and universities still continues the stereotyped mode of "Teacher centered, classroom centered teaching and theoretical knowledge infusion". Most of the foundation of Tourism Management in China's colleges and universities is related to geography, history, economy, foreign language, Chinese and management. Teachers are mostly transferred from these specialties. "Teacher centered" means that the curriculum design and arrangement have the tendency of setting up classes, rather than market demand oriented, not special. Industry construction, centered on tourism management specialty, brand building and students' professional learning.

Out of contact with the tourism industry, there is little substantive cooperation and exchange between schools and enterprises.

Domestic tourism public universities basically still in the mode from the sale of self-management education, and tourism industry, tourism enterprises in cooperative education level did not break, and now the cooperation only stay up some concrete, practice base and other forms of matter in the relevant tourism enterprises, However, the cooperation of some internship bases only stays in the form of paper agreements, and it is rarely put into practice when arranging student internships. As the school aims to cultivate talents, the company aims to pursue efficiency. If there is no common bond between the two, it is difficult to form a common goal.

The development of teachers can not adapt to the development of tourism.

(1) the construction of master's points and doctoral points in domestic tourism colleges and universities has been lagging behind the construction of other economic, management master's and doctoral points. There are only a large number of master's points in many tourist directions only in the last one or two years, but few of the doctoral programs in the tourism subject are in China. (2) over the past decade, tourism professional teachers have not been divorced from the transformation mode of geography, history, economics, foreign languages, Chinese, management and other professional teachers. (3) professional teachers have a serious lack of practical experience in the industry, so that the teaching activities are limited to books, empty and empty, and it is difficult to guarantee the teaching quality that meets the teaching rules of tourism management and meet the needs of tourism development.

The Requirements of the Development of Tourism in the New Normal to the Ability of Practitioners to Innovate and Create

Innovation and entrepreneurship are important ways for the growth of youth learning, and also the core requirements of social economic development for college students in the era of knowledge economy. Looking at the development and changes of tourism today, the requirements for the future innovation and entrepreneurship of practitioners are mainly reflected in the following aspects.

Innovation consciousness.

Despite the many objections, the "Internet + " integration, restructuring of the industry and the ability to change people's daily lives have impressed the entire world. The application of technologies such as the Internet, the Internet of Things, and big data is not so much a guarantee of technology, but rather a barrier to the elimination of people's minds. Therefore, the ability to cultivate innovation and entrepreneurship must have the consciousness of dare to innovate.

The ability to innovate.

Innovation ability covers cognitive ability, memory ability, observation ability, analytical ability, imagination ability, experiment ability, judgment ability and self-study ability, which is the concrete embodiment of a person's comprehensive ability. The core of innovation ability is learning ability, or creative learning ability. The social and economic changes, including the tourism industry, have greatly challenged the traditional mode of teaching and educating people. To cultivate students' ability to learn continuously must become the focus of teaching and assessment in the future.

Protection of knowledge innovation system.

Whether it is a higher vocational college or an applied undergraduate university, there has been a long-standing dispute between the humanities literacy generalization courses and professional courses. This kind of dispute is also an objective embodiment of some universities' emphasis on employment-oriented. It should be noted that the traditional concept of "employment" is a reflection of the post-center system in the industrial age. If there are jobs, there can be employment, and employment must meet the needs of the post. In the era of knowledge economy and the Internet, the entire employment pattern is gridded and matrixed, and a single post has gradually become a multi-functional, and the objective requirement for post responsibility has turned into a subjective commitment to the role of the team.

Research on the Countermeasures for the Development of Innovation and Entrepreneurship Education for College Students Majoring in Tourism Management Under the New Normal

Change the traditional teaching methods, the creation of innovation and entrepreneurship courses.

At present, it is a traditional teaching method of tourism education for college students majoring in tourism management to accept the relevant basic knowledge of tourism professionally. For example, the theoretical courses such as "management", "travel agency management", "tourism basic theory" and "travel agency information system management" have not cultivated the creative practice ability of college students, such as the training and training of tour guide service, hotel guest service,

and not the subjective initiative and self of college students. The main creativity was well inspired, and the innovative thinking ability of college students was not effectively developed. The core value of innovation and entrepreneurship is innovative thinking, which is one of the essential qualities necessary for college students to innovate and start a pioneering work. It is also the basis for the sustainable development of tourism enterprises founded by tourism management majors.

Create a reasonable campus culture, to provide a good atmosphere for innovation and entrepreneurship.

Colleges and universities should carry out some activities to promote innovation and Entrepreneurship of tourism management students, create a new environment for innovation and entrepreneurship, and cultivate the innovative and entrepreneurial awareness of tourism management students in all aspects of education. Using the propaganda means and facilities such as the broadcasting station and the propaganda column of the University, the corresponding tourism innovation and entrepreneurship plate is opened up, and the successful history of the successful tourism innovation entrepreneurs is reported, and so on. In addition, some lectures, forums, and simulation activities related to innovation and entrepreneurship can be carried out to make the college students of Tourism Management living in an environment of innovative and entrepreneurial culture, to stimulate their innovative and entrepreneurial spirit, and to exercise their innovative and entrepreneurial qualities in the course of education. Innovation and entrepreneurial ability. Colleges and universities should also build a demonstration base of innovation and entrepreneurship, set up relevant institutions for college students to innovate and start a business planning and consulting, and guide the innovative and entrepreneurial direction of tourism management majors.

Colleges and universities to carry out business cooperation, to provide practical training opportunities.

Tourism industry (such as hotel industry, travel agency industry, recreational and recreational industry, catering service industry, etc.) all play a very important role in the process of innovation and entrepreneurship education for tourism management students. Carrying out school enterprise cooperation for innovation and entrepreneurship education is a win-win mode of school and enterprise to meet the dual needs of innovation and entrepreneurship education and educational revolution. Colleges and universities should make full use of all kinds of educational resources inside and outside school, and organize high quality "Innovation Forum" and "innovation and Entrepreneurship Forum" for tourism management majors. With the help of social forces, colleges and universities can invite innovative entrepreneurs, entrepreneurs, venture capitalists, and even government staff in the related fields, to offer innovative entrepreneurship lectures and dialogue with college students in Colleges and universities, for example, to invite senior managers of travel agencies to travel management major. The students explain the industry and teach them the knowledge and experience of innovation and entrepreneurship. In order to promote the innovative and entrepreneurial ability of tourism management majors, we should promote the implementation of innovation and entrepreneurship education for Tourism Management Majors in Colleges and universities.

Conclusion

Under the new normal background of "all kinds of innovation and mass entrepreneurship", the training of "Tourism Management" professionals in China has deviating from the demand trend of tourism management personnel in China. This paper systematically studies the problems existing in the entrepreneurship education of college students in tourism management, and gives the corresponding countermeasures based on the basic theory of entrepreneurship education and the unique characteristics of tourism management major, which can enrich the related theories of entrepreneurship education and tourism education to a certain extent. There are many places to be further improved. The Countermeasures for the development of college tourism management students' entrepreneurship education need to be continuously tested and deepened in the process of practical use, further research, development and improvement. On this basis, it can also expand to

other professional innovation and entrepreneurship education research, play a greater practical research significance of entrepreneurship education.

Acknowledgement

This paper is sponsored by Heilongjiang Province educational key project China 2017(GBB1317146); Heilongjiang Province educational project China 2018 (GBD1317046); Heilongjiang Province philosophy and social science project 2018(18JLD313).

References

- [1] Liu H X, School T. Study on the Construction Strategy of College Students' Innovative and Entrepreneurial Ability Cultivation System[J]. Journal of Jilin Teachers Institute of Engineering & Technology, 2014.
- [2] Lan Q Z, Accounting D O. Research on Cultivation of College Students' Innovative and Entrepreneurship Abilities in the Perspective of Fujian FTZ Development[J]. Journal of Fujian Commercial College, 2016.
- [3] Cheng B, Zhao X. Problems and Countermeasures of Cultivating the Innovation and Entrepreneurship Ability of College Students Majoring in Tourism Management under the New Normality[J]. Journal of Hechi University, 2015.
- [4] Gao Y F, Xie Z J. On the Cultivation of Innovative and Entrepreneurship Ability in Higher Vocational Colleges[J]. Value Engineering, 2017.
- [5] Zhang N. The Exploration of Cultivation Path Based on College Student Innovation and Entrepreneurship Ability[J]. Journal of Liaoning Higher Vocational, 2016.
- [6] Huang M. Exploration on the Cultivation of Innovative and Entrepreneurial Ability of Students Majoring in Food Specialty in Higher Vocational Colleges: Taking Liming Vocational University as the Example[J]. Journal of Liming Vocational University, 2017.
- [7] Chen X, Zhong J M. Based on the Cultivation of Innovative and Entrepreneurial Ability of Higher Vocational College Students to Explore the Overall Design of "Pressed Flower Entrepreneurship" Course[J]. Education Teaching Forum, 2017.
- [8] Wangcun H U, Liu X, Zhang S, et al. A Study on the Cultivation of Entrepreneurial Ability into Management Course[J]. Journal of West Anhui University, 2017.
- [9] Wang W, Sui H, Zhao X, et al. Discussion on Cultivating Innovative and Entrepreneurial Ability of Medical College Students by "Trinity" Training Mode[J]. Guangdong Chemical Industry, 2018.
- [10] Zhang W. An Inquiry into the Cultivation Mode of College Students' Innovative and Entrepreneurial Ability[J]. Science Education Article Collects, 2013.
- [11] Qing-Gang W U. Study on Cultivating the Independent Entrepreneurial Ability of College Students Majored in Economics and Management[J]. Journal of North China Institute of Aerospace Engineering, 2012.
- [12] Zhang Y, School B. Analysis on the Practice Teaching Reform of Marketing Course in the Cultivation of Innovative and Entrepreneurial Ability[J]. Journal of Mianyang Teachers College, 2016.
- [13] Cui Y, Zhu J, Yao Y, et al. Application of TRIZ in Cultivation of Innovation and Entrepreneurship Ability of Agricultural Vocational Student[J]. China Modern Educational Equipment, 2017.
- [14] Wu D, Liang J. Construction of the cultivation system of innovation and entrepreneurship ability of economics and management specialty relying on multi-way tree optimal solution set[J]. Boletín Tecnico/technical Bulletin, 2017, 55(17):380-387.