

Analysis of the Implementation Mechanism of Modern Apprenticeship System for Tourism Management Major in Higher Vocational Colleges Based on Citespace Data

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Abstract: Modern apprenticeship system is a vocational education mode of cooperation between schools and enterprises, and it is also a new type of vocational education mode of cultivating applied talents. The implementation of modern apprenticeship evaluation system for tourism management major in higher vocational colleges should grasp the key points such as enrollment, personnel training plan formulation, teacher construction, curriculum setting, employment destination and so on, so as to realize the docking of teaching process and production process. Integration of industry and education is an important guiding ideology for the development of modern vocational education in our country. Deepening integration of industry and education can promote the organic connection between education system and industrial system, which is of great significance to the development of vocational education in our country and even the whole economy and society. As a highly practical specialty, Tourism Management Specialty in higher vocational colleges should seize this opportunity and actively promote the reform of modern apprenticeship system. Based on CiteSpace data analysis, this paper summarizes the characteristics of modern apprenticeship, introduces the specific application of modern apprenticeship, and puts forward its own opinions and Thoughts on its further development.

1. Introduction

Modern apprenticeship system is a reference to traditional apprenticeship system. It not only inherits the fine tradition of traditional apprenticeship system, but also effectively integrates the development concept of modern vocational education. It is a new talent training mode in the development process of vocational education [1]. The specialty setting of higher vocational education is fundamentally different from that of ordinary higher education. It sets up specialties for different occupational divisions [2]. In order to promote the development of modern vocational education, the state has stepped up efforts to promote the implementation of modern apprenticeship system and increased the pilot work. Students should not only learn practical operation in enterprises, but also learn relevant professional theoretical knowledge in schools. The two should integrate and promote improvement [3]. With the advent of the mass tourism era, the demand for tourism talents has increased sharply. How to cultivate high-quality skilled personnel in line with the development of modern tourism is the fundamental appeal of higher vocational colleges [4]. The construction of professional groups is the focus of the construction of model institutions, and it is the concentrated expression of the overall level and basic characteristics of the school, which determines the popularity and reputation of a school [5]. Exploring the practice of the modern apprenticeship training mode undoubtedly plays an important role in promoting the healthy and effective implementation of the modern apprenticeship system in China.

The modern apprenticeship system is a combination of traditional apprenticeship training and modern vocational education. Schools and enterprises jointly enroll students, and schools and enterprises jointly cultivate a vocational education system for applied technical talents needed by industry enterprises [6]. As a very practical professional, the tourism management major of higher vocational education should seize this opportunity and actively promote the modern apprenticeship reform [7]. Each major in the professional group, the post chain for the enterprise, can basically

complete its basic practical teaching in the same training system. The modern apprenticeship system is a combination of vocational education and traditional apprenticeship training. It develops traditional apprenticeship education based on school-enterprise cooperation [8]. It is a vocational education system that combines traditional apprenticeship training with modern school education with the focus on student development. The Ministry of Education announced the first batch of national modern apprenticeship pilot units and pilot areas, which pushed the importance of the modern apprenticeship training model to another level [9]. How to make good use of citespace data analysis to better implement the modern apprenticeship talent training mode and the continuous exploration and improvement of the modern apprenticeship talent training mode will also have important significance for building a good vocational education system.

2. Characteristics of Modern Apprenticeship

2.1. The Organic Combination of Theory and Practice

Modern apprenticeship system is to combine theoretical education in schools with on-the-job practical training in enterprises, emphasizing the organic combination of theory and enterprise practice. The tourism management department has strengthened its alliance with industrial enterprises, deepened school-enterprise cooperation, and established a talent order training mechanism combining production and learning. In order to promote the development of vocational education, in the process of continuously exploring the development path of vocational education suitable for China's national conditions, China has continuously promoted the reform and improvement of talent training mode, and the research on the integration of production and education has begun to receive attention. Teachers teach students basic theoretical knowledge, basic operating skills, professional ethics, etc. in schools. Enterprises should assign professional teachers to guide students on their posts. Modern apprenticeship system is the whole process in which enterprises participate in the training of talents. The training of professional talents should be connected with the needs of the industry. Professional personnel training programs should be jointly formulated by schools and enterprises, which should not only reflect the all-round development of people but also reflect professional skills. When the existing apprenticeship training mode and citespace data analysis are deeply integrated, there will be a huge spark, even overturning the existing apprenticeship education mode [10].

Although the modern apprenticeship system has been piloted in many higher vocational colleges and has accumulated some experience, there are still many problems that need to be solved and improved. Through the form of professional combination to cultivate professional-oriented senior professional managers, to better meet the dual needs of students and society. Location data and other related data generated by electronic tour guide card positioning are first transmitted to the telecommunication service operator through GPRS channel, and then the operator transmits the data to the data processing center through Socket technology, and vice versa. The principle of data communication link is shown in Fig. 1.

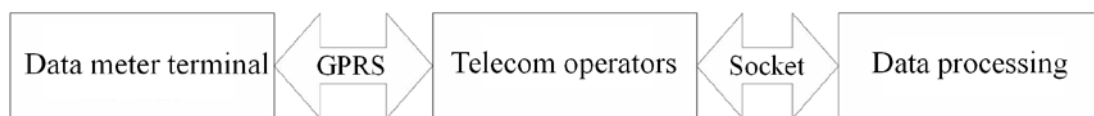


Fig. 1 Principle of data communication link

2.2. On the basis of school-enterprise cooperation

School-enterprise cooperation is an important lifeline for higher vocational colleges, while modern apprenticeship system needs to be based on close ties and full cooperation between schools and enterprises. The curriculum system of modern apprenticeship system for tourism management specialty should be based on the cooperation between school and enterprise, and jointly study and select, and determine the skill modules required by the occupation. Although the modern apprenticeship system has been implemented by the state for many years, and vocational colleges all over the country are also trying to apply it to various specialties, the actual effect is not ideal, and many colleges lack relevant mature theories or practical guidance. Through cooperation with hotels, travel agencies, tourist attractions, exhibition companies and other enterprises, the tourism management professional group construction team focuses on the sharing of training conditions for

various specialties of the professional group around the curriculum system reform. The curriculum should not only meet the development needs of industrial enterprises, but also meet the needs of the state in training socialist successors. With the development of social economy, the state has increasingly emphasized the connection between vocational education and industrial economic development in policy guidance.

Enterprises have paid a certain cost for training students, and they hope to get the needed employees from them. Therefore, it is the hope of enterprises and schools for students to work in these enterprises after graduation. The training objectives of applied talents in tourism specialty include the specification, characteristics and employment destination of talents. In the teaching materials of tourism psychology, tourism consumption psychology and tourism service psychology are the core contents. Tourism consumption psychology, also called tourist psychology, is to understand and master the psychological needs and characteristics of tourists in the process of tourism. For example, Table 1 shows the statistics of tourism consumption psychology in tourism teaching materials.

Table 1 Statistics on the psychological content of tourism consumption

Content	Tourism perception	Tourism motivation	Tourist personality	Tourists' Attitude	Tourists study
Quantity (Ben)	104	110	112	106	36
Proportion (%)	89.3	87.3	88.9	84.1	28.6

3. Implementation of Modern Apprenticeship System for Tourism Management Major in Higher Vocational Colleges

Prenticeship system for tourism management major is open, multi-choice and shared. In order for the modern apprenticeship system to develop healthily in the tourism management specialty, it is necessary to define the role of apprenticeship, and at the same time, it is also necessary to put forward clear requirements for professional accomplishment. Modern apprenticeship system is conducive to promoting the industry and enterprises to participate in the whole process of vocational education personnel training, to realize the docking of professional settings and industrial needs, and the docking of curriculum content and professional standards. The modern apprenticeship evaluation system based on citespace data analysis must be based on the network, and it is a process-based and interactive evaluation, which makes the evaluation more real and effective. The establishment of modern apprenticeship system is a requirement for vocational education to actively serve the current economic and social development and to promote the interactive development of vocational education system and labor employment system. The data management system includes a student's original score database and a student's incremental evaluation database. The value-added evaluation system carries out value-added evaluation and has a prediction function, and can predict students' important examination results in the future based on the results of each student. Tourism enterprises need talented people who are versatile, have strong psychological quality and understand management. The talent training plan formulated by tourism management major in higher vocational colleges should reflect these characteristics.

Driven by the external force of the increasingly advanced tourism consumption structure, tourists' consumption demand attaches great importance to participation and experience. The development of tourism industry needs both the content basis of activities and natural resources as the spatial basis. The Web server is responsible for loading map resources and displaying the data in the database to the map, and the management personnel can query the information of the personnel on the map. The database is responsible for recording basic personnel information and track information obtained through Beidou tour guide cards. The Beidou data acquisition architecture is shown in Fig. 2.

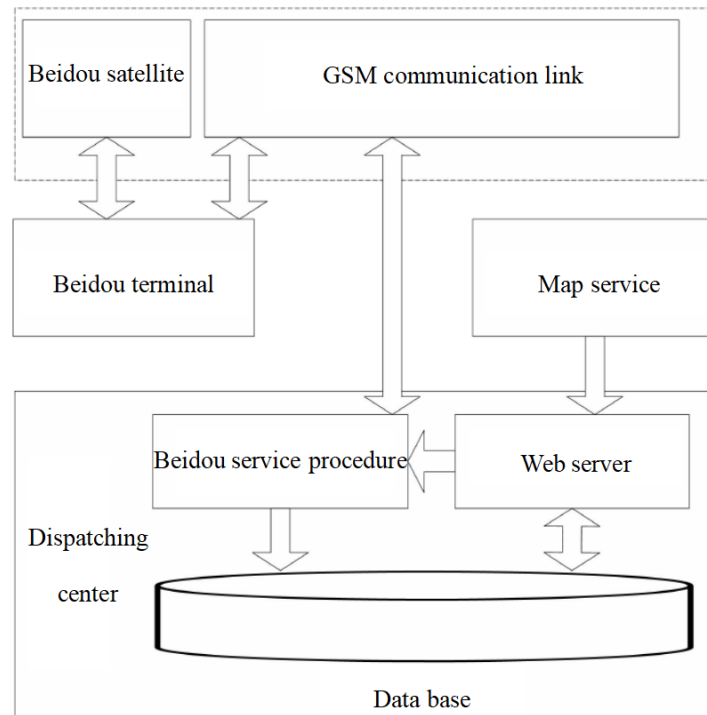


Fig. 2 Beidou data acquisition architecture diagram

Under the modern apprenticeship system, the tourism management major should consult with the cooperative enterprises, formulate the curriculum, and jointly develop teaching materials that meet the needs of the enterprises and are in line with the actual situation. At present, college students are generally active in thinking, strong in learning ability and easy to accept new things, but their thinking is not mature enough and their organizational concepts and sense of responsibility are relatively weak. Academic value-added evaluation takes into account the original foundation of students and the extent of progress. It evaluates the progress of students before and after receiving school education and strengthens the principle of fair efforts. Teachers and business masters should have a clear division of labor, and school teachers should be responsible for students' ideological education, basic knowledge and basic skills. Tourism enterprise masters are responsible for teaching students enterprise culture, operation skills, customer service skills and emergency handling as well as how to become a professional. The integration of production and education is closely related to the development level of the national economy and the training quality of skilled talents. The state continuously promotes the integration of production and education in modern vocational education and continuously encourages vocational colleges to explore new talent training modes. Shifu plays an important role in teaching activities and bears the important responsibility of training and educating people, especially from the perspective of the employment needs of enterprises, it is necessary to train apprentices into tourism talents that meet the needs of the post.

4. Conclusion

Higher vocational education is still facing severe challenges. The practical experience of developing higher vocational education at home and abroad proves that improving the basic system of school-enterprise cooperation is the key to ensure the quality and characteristics of higher vocational education. Modern apprenticeship system is an important development path for the education and teaching reform of tourism management major in higher vocational education. It is also a path for the development of vocational education advocated by the state. It requires the participation and coordination of the government, schools, enterprises, industries, students, parents and teachers. Extension module is a bonus item for the implementation of modern apprenticeship system, which also determines the high-level and long-term development of modern apprenticeship system. The professional certificates that the tourism management major can obtain during the

school period include tour guide certificate, restaurant attendant certificate and room attendant certificate. Based on citespace data analysis, the training mode of modern apprenticeship for tourism management major in higher vocational colleges is mainly to change the current common single mode of modern apprenticeship from school to enterprise, make full use of citespace data analysis technology and resources, and break all boundaries. Through the implementation of modern apprenticeship system, teachers go deep into tourism enterprises, understand tourism enterprises, find out the characteristics and problems existing in enterprises, and can study these problems through topics.

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