

Tourism Planning Courses Teaching based on the Internet Thinking

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Keywords: Integration of Cultural Tourism; Tourism management; Education system

Abstract. After years of development, the deep integration of culture and tourism has been gradually strengthened. The tourism industry has been greatly developed in China. At the same time, the demand for professional talents in tourism management has greatly increased. Under the new situation, in order to meet the new needs of tourism industry development, it is necessary to build a scientific tourism management education system. This paper mainly discusses the current development position of tourism management education system, the current situation of the system, and the measures to construct a new tourism management education system, and puts forward some improvement measures.

The Development Course of Tourism Management

China's tourism education has gone through three stages: germination stage, formation stage and development stage. The existing education system of Tourism Management Specialty originates from forest conservation and recreation (tourism management) specialty. With the development of tourism industry, tourism management specialty has gradually expanded into different directions, such as hotel management, travel agency management, golf management, exhibition management, etc. According to the statistics of the Personnel Department of the Ministry of Culture and Tourism, 608 colleges and universities with undergraduate majors in tourism management, 1086 higher vocational colleges with tourism management majors and 947 secondary vocational schools with tourism majors were established in 2017. Over 277,000 students were enrolled that year, and about 134,000 graduates in the past five years. Since 1987, the first undergraduate course of Tourism Management in Northwest University has undergone tremendous changes in tourism education in the past 40 years. It has brought a large number of talents at all levels to China's tourism industry. It has made positive contributions to strengthening the ranks of tourism practitioners, improving the quality of tourism practitioners, and promoting the development of China's Tourism industry. And it has solved the problem of lacking high-level professional knowledge and skills in tourism industry.

Tourism education system basically forms and improves tourism education system, which can be divided into hierarchical system, teaching system and teacher system. In terms of hierarchical system, tourism education in China has formed such levels as postgraduate (doctor, master) - undergraduate (bachelor) - Higher Vocational College - Secondary Vocational education. Such a system of educational levels has been relatively complete in personnel training structure and basically meets the needs of industry development. And in terms of teaching system, most tourism colleges and universities in China have formed a teaching system of textbook-classroom teaching-practice teaching-curriculum construction-specialty construction. The whole teaching system is interrelated with the hierarchical structure, with various forms and different characteristics.[1][2][3][4]

Current Situation of Tourism Education System

Educational system refers to the orderly combination of various educational elements in the whole or large educational system of various interrelated educational institutions. From the point of view

of macro-education, education system can be divided into broad sense and narrow sense. In the broad sense, besides the educational structure system, the educational system also includes the talent prediction system, the educational management system, the teacher training system, the curriculum and teaching material system, the educational scientific research system, the fund raising system and so on. These systems are called service systems as opposed to educational structure systems. And in a narrow sense, the educational system refers only to the educational system, or the educational structure system, composed of all kinds of education at all levels. The Ministry of Education established the "Guiding Committee of Tourism Vocational Education of the Ministry of Education" in 1998, the "Guiding Committee of Tourism Major of Higher Vocational Colleges of the Ministry of Education" and the "Guiding Committee of Tourism Major of Higher Vocational Colleges of the Ministry of Education" in 2006. In 2003, the Ministry of Education implemented the "Teaching Quality and Teaching Reform Project in Colleges and Universities". Eighteen courses were rated as national-level top-quality courses for tourism majors in Higher Vocational colleges, three tourism teachers were rated as national-level famous teachers, and three tourism teachers teams were rated as national-level teaching teams. Shanghai Tourism College has been awarded as the National Demonstration College of Higher Vocational education, and Zhejiang Tourism Vocational College has been awarded as the Key College of Higher Vocational education.[5]

In 2002, the former National Tourism Administration first formulated 'The Outline of the Tenth Five-Year Plan for Tourism Talents in China'; in 2008, under the guidance of the former National Tourism Administration, it established the Branch of Tourism Education of the China Tourism Association; in 2006, it began bidding for scientific research projects of the former National Tourism Administration; and in 2013, it implemented the "Training Plan for Tourism Youth Experts". In 2015, the "10,000 Tourism Talents Program" will be implemented. The relevant policies of the Ministry of Education, the former National Tourism Administration and other departments have strongly promoted the development of tourism education, making tourism education quickly embark on a standardized, orderly and healthy development path.

The Impact and Change of the Integration of Culture and Tourism on Tourism Industry

"Culture is the soul and tourism is the body" For tourism industry, the core competitiveness and strategic direction of a project is soul-seeking, which is based on the organic combination of cultural height, ecological height and consumer demand. It is also the core meaning of tourism project content support. It is not only necessary but also feasible to develop tourism with the concept of culture and to disseminate culture through tourism. With the change of main social contradictions and the clear main line of supply-side structural reform in China, new requirements have been put forward for the integration of culture and tourism. Over the past 40 years of reform and opening-up, the historical achievements made by tourism industry and its outstanding contributions to national economic and social development are indelible and deserve to be affirmed. However, culture and tourism are inextricably linked together, whether in terms of human needs or in terms of the corresponding supply. Re-positioning of tourism function. Human tourism has a long history. As we all know, Zhangqian's mission to the Western Regions in the Western Han Dynasty not only opened up the "Silk Road" that has lasted to this day, but also spread Chinese culture, brought the culture of the Western Regions into the mainland, and promoted the exchange and blending of cultures among nations.

It can be seen that the primary function of tourism is the carrier and means for people to explore cultural roots, increase their knowledge and exchange national cultures. In our country, the main social contradictions have been transformed into the contradiction between the people's growing need for a better life and the unbalanced and inadequate development. The tourism industry needs to strengthen the cultural function of tourism to become the urgent demand of the people for a better life. Therefore, to promote the integration and development of cultural undertakings, cultural industries and tourism, tourism and cultural development need to follow the same trend in order to improve the soft power of national culture and the influence of Chinese culture. The attribute of tourism industry should be recognized. As an economic form, tourism is called "smokeless industry",

and it has become a leading, promoting and safeguarding factor for China to do a good job in opening up to the outside world. The basic elements of tourism should be reconstructed. Good material and humanistic foundation is its essential condition. In the development process of tourism in the past 40 years, six elements of "food, housing, transportation, travel, shopping and entertainment" have been formed, covering the needs of people in a certain historical period. However, in the historical period when the tourism industry was focused on or simply regarded as an economic industry, the three elements of "travel, purchase and entertainment" guided people's value choice, which seemed to be the main purpose and pursuit of people's outgoing tourism. At the same time, these three factors also fission out the persistent problems of tourist market, such as cheating, slaughtering and vulgar, vulgar and vulgar. In the new era when people's living standards have improved and major social contradictions have changed fundamentally, "travel, shopping and entertainment" should fulfill its historical mission. Tourism is a kind of behavior that integrates material consumption and spiritual harvest. Apart from visiting natural scenery and enjoying ecological environment, we can no longer focus on shopping and simple entertainment. We should re-examine tourism and truly realize the integration of tourism and cultural body and soul. The essence of tourism is to enable people to broaden their horizons, increase their knowledge and cultivate their sentiments through sightseeing, leisure and vacation, so as to achieve spiritual pleasure. Adapting to the requirements and rules of tourism development in the new era. In short, In today's world, culture is becoming an important factor in the core competitiveness of a country. Tourism is the lifestyle and necessities of many people. It is not only necessary but also feasible to develop tourism with the concept of culture and to disseminate culture through tourism. [6][7][8] [9]

Thoughts and Strategies for Improving Tourism Management Education

Strengthening the Education and Promotion of Internationalization Vision and Comprehensive Quality. The tourism education system from the perspective of internationalization should possess corresponding psychological and cultural qualities. Under the requirement of the development of modernization, tourism managers should not only have solid theoretical foundation knowledge, but also have the ability of innovative thinking and solving practical problems. Most of the students in higher vocational colleges have a weak source base. To master the systematic knowledge system, the students' efforts are highly demanded. Moreover, because some students have obvious bad habits, the school should strengthen guidance and education, contact and exchange with students, and do a good job of feedback. In the process of teaching, we should pay attention to the development of students' physical and mental health, especially in the aspect of psychological quality, make students be confident in learning and future development, proud of national culture and education, take the initiative to accept international education, and make themselves qualified international tourism talents.

On the one hand, the intercourse between countries involves a wide range of ethnic cultures, which requires students to broaden their horizons and grasp cultural knowledge of different countries in many ways in order to facilitate exchanges and cooperation with foreign countries. Schools should offer a variety of Humanities courses, including history, art, philosophy and culture; Schools should also focus on developing students' foreign language competence, requiring them to have a solid knowledge base of tourism management and corresponding foreign language proficiency, and combining the two in order to provide better services for businesses involving foreign tourism. On the other hand, We can strengthen our understanding of the position of traditional culture curriculum in the educational system. The excellent traditional culture displayed in the course can enhance the national pride and cultural self-confidence of the students majoring in tourism management. In this way, even in the face of the impact of multi-culture, the future tourism practitioners can also enhance their immunity to the Western value orientation.

Infiltrating Excellent Traditional Culture into Professional Courses. Firstly, teachers of professional courses should possess rich knowledge of traditional culture. But at present, many tourism management teachers do not have the background of history, so it is difficult to integrate traditional culture into classroom teaching. If we want to infiltrate traditional culture into the

teaching of tourism management, we must strengthen the training of tourism teachers in traditional culture. Secondly, we can send teachers to some comprehensive universities for further study so as to improve the ability of professional teachers to impart traditional cultural knowledge. Last but not least, many professional courses of tourism management are closely related to traditional culture. Teachers can consciously incorporate some contents of traditional culture into their courses. For example, "Tourism Culture" and "Folklore" contain a lot of traditional cultural knowledge.

Developing extracurricular traditional culture theme activities. First of all, students can be encouraged to organize associations related to traditional culture, such as calligraphy associations, lantern riddles associations and so on, which can not only enrich their spare time life, but also enable them to understand traditional culture. Then, we can carry out more activities with the theme of promoting traditional culture, such as holding recitation competitions related to Tang poetry and Song poetry, carrying out activities of ancient style poetry, organizing literary and artistic performances related to traditional culture, and so on. Lastly, students can be organized to visit museums, folk halls (villages), traditional craft shops and other places with traditional cultural characteristics. Only in this way, can make these future travelers integrate the essence of traditional culture into their own words and deeds.

In a word, in the deep integration of culture and tourism, we should adjust the education and teaching system in time to develop new science and comprehensive talents of new culture and tourism in line with the new needs and development trends of the industry.

Acknowledgement

This work was supported by grants from ‘The Key Funding Projects for Education and Teaching Reform of Beijing Agricultural College’, The Topic name: Research on the Dual-Creative Education System of Tourism Management Specialty under the Idea of Integration of Culture and Tourism (BUA2019JG009).

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