

# Reflections on the Reform of Higher Tourism Education in China in the New Century

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**Abstract:** With the development of the new century, the overall scale of tourism higher education is in the forefront of China, with a complete training level, a wide distribution of colleges and universities, and a large number of teachers, but there are still many problems. To cope with the competition of international tourism market, tourism enterprises put forward higher requirements for the knowledge, ability and quality of talents, and tourism education is facing severe challenges. Education guarantees the continuity of society and the ability to advance, innovate and change the society, including the economic field, through the education of knowledge, skills and norms accumulated by mankind in all its history and the imparting of experience. The development of tourism education must grasp the main contradictions and choose the breakthrough of reform, that is, to consistently grasp the construction of the teaching staff; to lay the capacity training in a prominent position; to establish a teaching system in which theory and practice mutually promote each other. Guided by modern educational theory, this paper explores the challenges faced by China's tourism higher education, the cultivation of cross-century creative composite tourism talents and the construction of a scientific capacity structure system, to clarify the professional training objectives, improve the quality of teachers in an all-round way, realize the scientific and internationalization of the curriculum system, improve teaching methods and means, and cultivate high-quality talents with innovative ability.

## 1. Introduction

Looking at the history of education in the 20th century, we can say that it is a history of educational reform. It has become the consensus of people to seek national prosperity, national prosperity, economic development and social stability through educational reform [1]. After experiencing such a sustained and rapid development stage, China's tourism industry began to show a strong trend in the early 20th century, from relying on quantity and scale to relying on quality and efficiency [2]. After entering the new century, the tourism industry has accelerated development in all parts of the country, and the scale of higher education in China has expanded rapidly. A large number of Vocational Colleges and independent colleges have emerged at the historic moment. The establishment of tourism majors or directions is the common choice of many freshmen colleges [3]. In the end, the talents trained by the traditional tourism education mode can only be inherited talents with defects in creativity and pioneering consciousness. In the arrangement of teaching links, there is the narrowness and lag of practical teaching. It is necessary to explore the internal laws of socialist higher education and explore the laws that enable higher education to serve socialist construction. It is necessary to develop higher education based on the reality of socialist construction in China, and to learn from and learn from the benefits of foreign higher education Experience [4]. The reform of higher tourism education mainly focuses on the reform of educational thoughts, concepts and talent training mode. It emphasizes that talent training should pay attention to quality education, attach importance to the cultivation of innovative spirit and creative ability, attach importance to the development of students' individuality, and guide students to teach students in accordance with their aptitude [5].

Higher education should cultivate high-level national construction talents with high cultural level, mastering the achievements of modern science and technology, serving the people wholeheartedly, and specifying the direction of higher education and the criteria for training talents [6]. In the

process of transition from elite education to mass education in higher education, as a tourism education institution, we must base ourselves on this new change and constantly strengthen the reform of tourism education [7]. Only in this way can we continuously transport high-level talents for the new development of China's tourism industry. The ability and efficiency of producing and applying knowledge will become an important factor affecting a country's comprehensive national strength and international competitiveness [8]. Obviously, the ability and efficiency of generating knowledge and the ability and efficiency of applying knowledge are inseparable from "innovation". In the era of knowledge economy, the country's ability to innovate includes knowledge innovation and technological innovation capabilities. At the same time, a strict teaching evaluation system should be established to form a fair competition mechanism for survival of the fittest, and efforts should be made to promote the transformation of tourism education from quantity to quality [9]. On the basis of education, we provide practical talent guarantee for the sustainable development of tourism. Facing the problems existing in China's higher tourism education and addressing the existing problems, the guiding ideology, development strategy, development scale, layout structure, discipline, management system and training mode of China's higher tourism education. In the focus on curriculum integration, it also shows the unity of the curriculum and the pursuit of standardization, and tends to diversify the teaching model while tending toward the unity and standardization of the curriculum structure [10].

## **2. Strengthening the Training Consciousness of Innovative Talents**

Tourism colleges and universities should teach students innovative consciousness, innovative thinking, innovative methods and innovative abilities, teach students how to behave and how to do things, and train innovative, entrepreneurial and creative tourism management and tourism marketing talents with ideal, knowledge, ability and responsibility. The so-called innovative talents refer to those who have innovative intention, innovative personality, innovative spirit and innovative ability. This aim must run through the whole process of higher education reform, be truly embodied in various forms of education and teaching activities, and be widely permeated in the content of education and teaching. Higher education and tourism administrative organs should guide tourism colleges and universities to scientifically locate their talent training orientation, levels and development goals of colleges and departments according to their own nature, characteristics, strength and the characteristics and development plans of local tourism industry, so that different levels and different types of colleges and universities can be placed in their respective positions and get their place. It is necessary to provide learners with the space to receive advanced training and learning for life, and to provide them with a series of courses of the best choices so that they can acquire their own development and social mobility, so as to cultivate them into citizens who actively participate in society. The ability structure is scientifically divided into layers to form a system. The cultivation and requirements of the ability of college tourism majors should not only take into account the needs of socio-economic and scientific and technological development, but also the characteristics of the cultivation process of higher education institutions.

At present, tourism education is out of touch with industry needs, failing to provide graduates who can make enterprises survive in the current situation. Tourism enterprises tend to employ versatile talents who are familiar with many disciplines, have professional spirit and can fulfill their post roles. Whether it is tourism industry or tourists, they regard tourism as a kind of cultural activity, and pay more attention to whether the cultural connotation of tourism activities is rich, vivid and colorful. This means that the higher tourism education must adjust or improve its concept and content in accordance with it. The tourism specialty must systematically and systematically construct a new curriculum structure system, reform its teaching content and methods, strengthen the teaching and training of basic knowledge, basic theory and basic skills, pay particular attention to the cultivation of learning ability and creativity, and comprehensively improve the teaching quality. The cultivation of talents at different levels of tourism and higher education should pay attention to and embody the cultivation of innovative spirit and innovative ability. At the same time, it should also pay attention to accurately judge and correctly grasp the situation and development

trend, especially the “transition period” and “industry trends”. “New ideas for education. It can be seen that in order to cultivate tourism innovative talents, it is necessary to implement tourism innovation education, establish the educational concept of cultivating “comprehensive people”, “social people” and “modern people”, and commit to the development of students' potential and the cultivation of the main spirit.

The task of tourism management education reform is to improve the quality of teaching, which depends on the scientificization of curriculum, textbooks, teachers and teaching methods. Among them, setting up courses according to the teaching objectives of tourism management is the basis to ensure the quality of teaching. Under the new century, the tourism industry will implement computer network management in an all-round way. Therefore, based on the height of personnel training, the tourism specialty should systematically plan computer courses as a whole, arrange teaching contents as a whole, and adapt to the requirements of timeliness, professionalism, permeability and functionality of education. Focus on cultivating students' imagination and association, improving students' rigidity, resilience and comprehension, optimizing students' personality and psychological quality, and cultivating compound tourism management talents with good overall quality, reasonable knowledge structure and broad vision, which can adapt to all kinds of tourism work and have pioneering, creative and adaptable abilities. Creative problem solving, analysis, decision making, planning organization, team concept, leadership, change, initiative, ethics, tourism-related socio-cultural knowledge, self-study, computer, practical learning, entrepreneurship, foreign language, world and tourism geography. Schools and enterprises must establish a truly equal cooperative relationship and establish a system of interns and tutors for schools and enterprises. Schools must respect the interests and individuality of students, encourage students to find internship units on their own, and monitor the internship content and internship process.

### **3. The Breakthrough of Tourism Education Reform to be Selected**

In the new century, tourism teaching not only involves many physical objects such as tourist attractions, facilities and equipment, but also involves many practical skills. It is urgent to create conditions for the gradual modernization of tourism teaching. It emphasizes the teaching method of students' participation. In the process of teaching, while teaching students the basic principles and viewpoints, we should give more questions to students, let them think and design solutions for themselves. Teachers should take the task of consulting and guiding, and change teachers' full-room teaching into students' active learning. The content of tourism education reform should embody the characteristics of informationization, integration and dynamics, and timely impart the latest theory, knowledge and technology to students, so that students can timely understand the latest developments of tourism, and acquire more basic knowledge and frontier theoretical knowledge in the professional field in a relatively short period of time. Since the tourism profession is very practical, it is also necessary to grasp the positive interaction between the classroom and the society. For example, colleges and universities should have planned and targeted personnel from government functions and tourism companies to employ part-time teachers and practical guidance teachers. It is necessary to reform the existing evaluation system, encourage teachers to work part-time in tourism enterprises and institutions, and accumulate valuable practical experience, and then promote their quality of teaching and research.

After scientifically determining the orientation, level and professional development goals of their talents training, tourism colleges and universities should carefully revise their teaching plans to make them conform to them. When multimedia technology is applied to classroom teaching, its intuitive, dynamic and large information capacity can greatly improve the teaching efficiency. At the same time, their teaching contents can transcend time and space and students' thinking space. Fundamentality means that people's basic knowledge and skills should occupy an appropriate proportion in the content of education. Frontier refers to the content of education should reflect new scientific and technological achievements, new cultural trends, new subject knowledge and theory. Simulate the real business environment, adopt similar organization, personnel relationship and time,

space, apply the same conditional constraints, competitive pressure, data and information, closely follow the teaching content, grasp the key points of the textbook, and abstract the concept and profound theory. And complicated skills. Use a relatively simple set of doubts as a starting point, and use an easy-to-understand, lively and suspicious question to analyze the problem. The theoretical knowledge and operational skills of students to obtain tourism management are no longer subject to strict time and space restrictions, and diversify the ways and means of obtaining knowledge. This is conducive to accepting information, enlightening thinking, transferring knowledge, cultivating skills, and improving teaching effectiveness.

The reform of higher education has promoted the development of higher education and provided strong talents and knowledge support for the construction of two civilizations. However, it is facing the new situation that will enter the new century. Our educational concepts, educational system, educational structure, personnel training mode, educational content and teaching methods still lag behind and do not adapt to the situation. Higher tourism education has a very prominent industry characteristics, and at the same time it is a relatively independent and scientific education system. This determines that tourism education must be an open system to industry practice. It should constantly adjust and improve itself according to the development and changes of the industry. Teachers should answer questions appropriately in time, break through key points and point out skills for new questions. However, we must leave room for others to continue to guide students through analysis, synthesis, induction, judgment and reasoning, gradually lead the thinking to the depths, step by step to solve the doubts, to achieve the depth of understanding, to obtain clear concepts and accurate judgments. The teacher puts forward certain discussion questions in combination with the teaching content. The students collect materials and write discussion papers. The teachers organize and guide the students to discuss. The discussion can take the form of class discussion, group discussion, and conference speech. Discussions can encourage students to think and fully express their opinions. Hold a scientific way of thinking. The emergence of innovative opportunities cannot be based on luck. It requires a correct way of thinking and analyzing problems. Therefore, learning and mastering dialectical materialism and historical materialism are crucial to cultivating students' innovative thinking.

#### **4. Conclusion**

This paper makes a study of the reform of Higher Tourism Education in China in the new century. The basic mission of higher education should be to develop teaching, scientific research and social services centered on training talents, so as to promote the sustainable development and progress of the whole society. On the one hand, we should strengthen the teaching of practical links, on the other hand, we should strengthen the close combination of disciplines and industries. Only in this way can we truly realize the integration of production, learning and research, promote each other and develop together. Strengthen the sensory stimulation of teaching content to students, improve their interest in learning, promote the understanding and memory of teaching content, and enable students to understand the development trend of scientific research and practice of their specialty as soon as possible. In the process of its development, expanding scale is the key, improving quality is the center of gravity, and paying attention to efficiency is the premise. Among the three, ignoring or not attaching importance to any aspect is not conducive to the further development of tourism education, which must be taken into account at the same time. With creative education concept, distinctive personality characteristics, unique theoretical insights, innovative teaching theories and novel teaching art, it is good at drawing new teaching and scientific research results, and applying it flexibly to teaching to stimulate students' curiosity. Enlighten students' innovative thinking and develop students' innovative ability. The development of educational and ideological education concept does not create an independent educational model. The idea of lifelong education has become the consensus of governments and society. The cultivation of talents must conform to this A trend.

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