

Current Situation and Countermeasure of Undergraduate Education of Tourism Management Major in Colleges and Universities

Bao Chunyu

Henan Agricultural University, Zhengzhou, 450002, China

Keywords: Tourism; Universities; Undergraduate Education

Abstract: The development of tourism and international competition put forward strict requirements for the training of tourism talents in colleges and universities. The rapid development of China's tourism industry has made the tourism industry the most attractive profession. Tourism practitioners are also facing new challenges. As a training base for tourism talents, colleges and universities have greater responsibilities. Only aiming at the problems existing in undergraduate tourism education and taking effective measures to meet the challenges, can colleges and universities cultivate high-quality managerial and operational practical talents. By selecting the practical teaching method of tourism management, colleges and universities can directly enter the workplace to participate in the work, and have the ability to do the job. Tourism products are an experience for tourists, and tourists enjoy material and spiritual enjoyment in the process of tourism. The teaching plan should keep up with the current situation of the society and raise the need for diverse talents in the market.

1. Introduction

Whether in emerging or developed economies, tourism has become a way of consumption for more and more people. It is necessary to list tourism as one of the key pillars of social and economic development. The rapid development of China's tourism industry has made the tourism industry the most attractive profession. Tourism practitioners are also facing new challenges [1]. As a training base for tourism talents, colleges and universities have more important responsibilities [2]. The development of tourism promotes the expansion of Undergraduate Tourism Management Education in Colleges and universities. But at present, the undergraduate education of Tourism Management in Colleges and universities has exposed many problems, such as students' counterpart employment, which makes education face a crisis. Institutions of higher learning have become an important force in the tourism industry of China [3]. However, there are also many problems in its development. In general, the undergraduate education of college tourism management should focus on the cultivation of talents with strong professional ability, good cognitive ability and high basic quality [4]. To meet the needs of special tourism practitioners during the social transformation period, and better serve the healthy, sustainable and stable development of our tourism industry [5].

The emergence of tourism education is not the reproduction of traditional subject professional education, but the reflection of industrial needs in higher education. Modern tourism requires a large number of applied and complex high-quality talents [6]. Tourism products are an experience for tourists, and tourists enjoy material and spiritual enjoyment in the process of tourism. China's college tourism management majors have grown rapidly from scratch, from small to large, from high vocational colleges to postgraduates [7]. With the improvement of people's living standard, tourism industry has also developed rapidly. Tourism management specialty should also step by step develop and grow to meet this demand, and there is also a professional teaching staff [8]. Students have different academic levels and abilities, and correspondingly, their training objectives are also different. Applied tourism undergraduate education mainly trains students with solid cultural foundation and professional theoretical knowledge [9]. Tourism practical education is the necessary skill, technology and management application education for the talents needed by tourism industry. With the gradual maturity of China's tourism market, Chinese tourists are also gradually mature, tourists pay more attention to the spiritual harvest in tourism.

2. Needs of Social Development and Tourism Development

Tourism, as a new industry, has a large development market. So far, the development of tourism industry has an urgent need for high-quality and comprehensive talents. However, at this stage, there is an asymmetry between the tourism talents trained in China and the market. The training of tourism talents in China is out of touch with the market demand, and the supply of tourism human resources is generally less than the demand. Especially, the supply and demand of high-quality personnel resources of application type and compound type are in short supply. The rapid development of tourism promotes the development of applied tourism undergraduate education in China. The starting point of practitioners in tourism enterprises is low. For the grassroots personnel of the enterprise, the enterprise can basically guarantee it through recruitment and self-cultivation. What is lacking are middle and senior talents who have a deep understanding of business operations and can hold important positions. School education ignores the needs of society. With some simple theoretical studies, undergraduate students are unable to face the competition of vocational high school and secondary professional students. How to adapt the training of undergraduate talents in tourism management to the requirements of tourism development has become an urgent problem to be solved.

In view of the blindness of students' elective courses, colleges and universities can strengthen the teaching management of elective courses through the establishment and improvement of the tutor system and the guidance and guidance of the tutors. In the professional setting of higher education institutions in the country, the tourism management profession is established in the category of business administration disciplines. However, some teaching managers use this as a reason to focus too much on management courses in the curriculum. Tourism practice education is based on the theoretical study of tourism management, and uses the internship venue to cultivate students' good professional habits, basic operational skills and initial management skills. This is an essential skill and technology for the tourism industry, and education in management applications [10]. In order to ensure that the students majoring in tourism management can directly enter the enterprise when they graduate and be competent for the task of the enterprise. It requires that the practice classroom of Tourism Management Specialty in Colleges and universities should be in line with the tourism enterprises. As the main body of tourism education, Undergraduate Tourism Management Education in Colleges and universities must assume the main responsibility to solve this contradiction. Therefore, it is necessary to analyze the crisis level of Undergraduate Tourism Education in China.

3. Result Analysis and Discussion

As a whole, tourism practitioners are in short supply, and highly qualified professionals are far from meeting the market demand, which is also a key problem for tourism industry to solve at this stage. In the tourism enterprises, as the managers below the middle level, they are also responsible for training new employees. This requires managers to have not only solid professional knowledge, but also skilled operation skills. Quite a few colleges and universities only pay attention to tourism theory education, but neglect tourism practice education. It results in high marks and low abilities of graduates, which is out of touch with social practice, and seriously affects the ability of graduates to compete in employment. A considerable number of tourism colleges neglect the education and training in this area, resulting in high scores and low ability of graduates, which seriously affects the employment ability. From the professional foundation before entering the school to the professional learning requirements after entering the school, the quality of college tourism management students has declined.

From the current situation of applied tourism undergraduate education, the nature of the service industry determines that the talents it needs are applied talents. Due to the structure of tourism talent demand, it determines the talent training goal of applied tourism undergraduate education in China. The data communication link is composed of a GPRS communication module, a telecommunication carrier base station, and a data processing center. The location data and other related data generated

by the electronic tour guide positioning are first transmitted to the telecommunication service operator through the GPRS channel, and then the operator transmits the data to the data processing center through the Socket technology, and vice versa. The principle of the data communication link is shown in Figure 1.

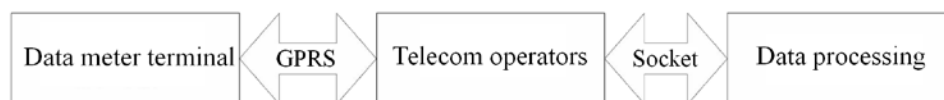


Fig.1. Principle of data communication link

In the teaching work, teachers must change the teaching goal of simply imparting knowledge, and understand that the teacher's teaching is for the students' learning, and learning is the basis and purpose of teaching. In order to meet the needs of the tourism industry in today's economic society, a teaching system that closely integrates tourism management education with market demand is established. After four years of tracking and orientation in the tourism industry, the students fully understand the operation status and development trend of the internship unit, and have the way of thinking of the enterprise. In order to strengthen the construction of teaching staff, on the one hand, teaching management departments can organize teaching supervision and teaching management personnel to inspect teachers' classroom from time to time. Deep into the classroom to listen to and evaluate lessons. Under the general trend of popularization of higher education, the training mode of applied talents is gradually favored, and the society has a wide demand for such talents. Tourism practitioners trained in Colleges and universities have a solid understanding of basic knowledge, but in the process of concrete practice and application, they can not effectively solve the actual work needs.

4. Conclusions

The major of practical teaching tour management in Colleges and universities should cultivate useful talents with multiple interests, professional skills and rich experience. The employment choice of applied tourism undergraduates is influenced by macro and micro factors. And the impact of Applied Undergraduate Education on employment shows the characteristics of theoretical relevance stage, difference of practical relevance, professionalism of post correlation and similarity of ability correlation. Practical teaching system should become a key construction project, because the knowledge gained from practice is the most reliable. The undergraduate education of college tourism management must entrust the school's concept of running a school to the whole process of running a school, and ensure that the quality of education and the quality of students are centered. Practical teaching should guide students to read a group of books in the school, absorb nutrition in the enterprise, and save their ability in the classroom. Therefore, colleges and universities should timely summarize the experience and experience in teaching when designing teaching plans, and timely adjust teaching ideas and teaching methods. The practical aspects of the students should be filled in the teaching environment of the entire university. On the basis of mastering the professional knowledge, the students' skills are also effectively improved.

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