

Research on the Reform Countermeasure of Three-dimensional Experimental Teaching System of Applied Undergraduate Tourism Management Major

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Abstract: At present, the teaching orientation of Tourism Management Specialty in many applied undergraduate colleges and universities in China is not clear, the experimental teaching settings are unreasonable, and there are many problems. As a result, the students' practical ability of this specialty is poor, and the practical operation ability needs to be improved. Therefore, the research and practice of experimental teaching reform are carried out to strengthen experimental teaching links, strengthen professional technical skills training, and cultivate innovative and applied talents. Experimental teaching is an important means for tourism management majors to achieve the goal of training applied talents. The applied tourism colleges should change their consciousness and attach importance to experimental teaching. They should rationally allocate internship resources, improve the experimental teaching management mechanism, and then build an experimental teaching system. In order to better enhance the ability of tourism management professionals to adapt to society and serve the society.

1. Introduction

Applied undergraduate colleges and universities are positioned at the level of popular higher education, with the main task of serving local and regional economic and social development and training practical talents. In recent years, the scale of tourism colleges and universities has been developing slowly, the attraction of Applied Undergraduate Tourism Management specialty is weakening, the students trained can not meet the needs of the tourism market, the industry turnover rate is high, and the employment of students is difficult, which has been an indisputable fact, which has attracted great attention from all walks of life [1]. The effectiveness of tourism education, the level, quality and quantity of talents trained directly affect the success or failure of China's tourism industry in international competition [2]. The teaching concept, practice form, software and hardware facilities and quality monitoring system of experimental teaching greatly influence the cultivation of students' practical skills [3]. Cultivate high-quality applied talents with strong social adaptability and competitiveness, require all majors to closely combine local characteristics, pay attention to students' practical ability, and cultivate applied talents. The practice teaching mode with diverse design forms, close links, rich layers, scientific and reasonable, and the establishment of a practical and effective practical teaching system is an effective method for training applied professionals in tourism management.

2. Correctly Understanding the Importance of Practical Teaching of Applied Undergraduate Tourism Management Major

2.1. The characteristics of tourism discipline determine the importance of practical teaching

As a second-level discipline under the First-Level Discipline of business administration, tourism management specialty not only has the characteristics of interdisciplinary and multidisciplinary, but also has strong practicality and applicability. To cultivate students, we must adopt the trinity of knowledge, ability and quality [4]. The ultimate goal of the practical teaching system of Tourism Management Specialty in applied universities is to cultivate the practical operation ability and employment skills of Undergraduates of tourism management and to cultivate their good

comprehensive employment competitiveness. In particular, it is necessary to cultivate students' ability to do hands-on, find problems, analyze problems and solve problems. Therefore, practical teaching is very important for students of tourism management majors. This is not only the need for the development of tourism disciplines, but also the characteristics of tourism management professions. Where [5]. The course practice is mainly when the professional courses of tourism management are interspersed with the department practice class in the course of theoretical teaching, in order to facilitate students' understanding and mastery of theoretical knowledge. The practice location is outside the school or in the laboratory and training base of the school. Required to ensure the internship effect [6]. Only the talents cultivated in this way can be used by the society; they can adapt to the needs of tourism development; they can be brave and be good at innovation and development in international tourism competition.

2.2. The training goal of tourism management major determines the importance of practical teaching

The Application-oriented Undergraduate Tourism Management Education is neither a vocational education based on skills nor a theoretical research-oriented education, but the cultivation of applied tourism management talents between the application-oriented and research-oriented skills [7]. The major of Tourism Management in Applied Undergraduate Colleges and universities has a clear industry orientation. It is committed to cultivating high-level talents with knowledge and ability of enterprise management, economy, law, etc., who can analyze and solve practical management problems, and have adaptability and innovation ability [8]. A new type of undergraduate education. The application-oriented undergraduate focuses on the word "application" and requires the talent, quality and education concepts that reflect the requirements of social development and the spirit of the times as the guide to build and meet the needs of economic and social development under the new higher education situation. . The undergraduate training objectives of tourism management majors should be oriented to the development of comprehensive development of moral and intellectual development, professional knowledge of tourism management, and the ability to provide business, business, public relations, marketing, management, etc. Talent. This determines the importance of practical teaching of applied undergraduate tourism management.

2.3. Systematic curriculum system determines the importance of practical teaching

The traditional curriculum system of Tourism Management Major in China is basically a trinity of basic courses (public courses), professional basic courses and professional courses. Practical courses have not been paid attention to. In order to achieve this goal, tourism higher education must pay attention to the education and cultivation of students' overall quality. The basic purpose is to cultivate students' ability to use English skillfully in the tourism industry. Some applied undergraduate universities are aware of the importance of English in the tourism industry and specialize in setting up tourism majors in foreign language colleges or foreign language departments. According to the four-year time of the tourism management major, the curriculum system should be a four-in-one model of one-year basic courses, one-year professional basic courses, one-year professional courses and one-year practical courses. Applied undergraduate colleges should change their concepts, change the traditional education method centered on theoretical teaching, supplemented by practical teaching, pay attention to practical teaching, and strengthen the training of students' practical ability and comprehensive quality.

3. A Tentative Plan for Reforming the Three-dimensional Practical Teaching System of Applied Undergraduate Tourism Management Major

Under the background of continuous economic development and fierce competition, the employing units require tourism talents to have strong practical ability and high comprehensive quality while mastering solid theoretical knowledge. The practical undergraduate tourism management professional practice content system must be a combination of professional technology application ability and professional technology theory. It must be conducive to cultivating students'

practical ability, ability to research problems and ability to develop and innovate.

3.1. Cognition practice

The ultimate goal of the practical teaching system of Tourism Management Specialty in applied universities is to cultivate the practical operation ability and employment skills of Undergraduates of tourism management and to cultivate their good comprehensive employment competitiveness. These abilities include basic abilities and the necessary professional abilities to engage in the tourism industry. The main courses of understanding practice are professional basic courses and professional courses; the focus of practice is to recognize professional knowledge, so that students can have a perceptual understanding of future work. Arrange the actual teaching work according to the needs, reasonably arrange the theoretical teaching and practice teaching time and credit ratio, increase the proportion of practical links such as comprehensive and design operation, highlight the students' practical ability, develop students' innovative thinking and train students' business ability. You can also arrange internships in the field during the holidays, such as tourism resource survey internships, visitor market survey internships, and tourist attractions simulation planning internships. It is also necessary to learn practical knowledge, learn to learn, learn to survive, learn to work and learn to create. Students have both strong professional knowledge and the ability to use practical knowledge and innovative skills.

3.2. Simulation practice

In the era of knowledge economy, it is not good to have no knowledge, but to fill the mind with knowledge. Therefore, in curriculum setting, we should pay attention to the need of all-round development of students' ability system. The simulation practice mainly uses in-school laboratories, such as voice room, body training room, multimedia classroom, simulated restaurant, simulated guest room, simulated bar, guided tour simulation laboratory, tourism planning and design room, tourism geography laboratory, tourism e-commerce, tourism information system and other laboratories. The time arrangement of practical teaching can keep certain flexibility. Tourism management majors in different schools are subdivided into several directions. For example, the direction of tourism scenic spots, the direction of tourism planning, the direction of hotel management, etc., for the different training directions of tourism management, respectively develop a practical teaching and training system. Through the penetration, intersection and grafting of knowledge, students will be able to adapt to the challenges of knowledge updating and elimination in a knowledge-promoting information society. On the one hand, it provides students with a place to display their talents. On the other hand, the arrival of students has brought unlimited vitality and vitality to tourism companies. Rationalization proposals have been put forward for the reform and development of tourism enterprises, and tourism enterprises can also find and select talents.

3.3. Management practice

Management practice can run through the process of simulated practice teaching. Taking the hotel management experiment course as an example, by setting up a simulation operation atmosphere, students are allowed to follow the hotel organizational structure. Setting up experimental projects by changing roles in posts, creating perceptual awareness in management, perceiving the applicability of professional knowledge, and improving students' autonomy in learning and applying professional knowledge. That is, from knowledge education to intelligent education, from imparting education to innovative education, not only between teaching and knowledge, but also teaching and learning and developing knowledge. Schools can employ the form of hiring corporate mentors to involve enterprises in the whole process of student development: from the formulation of talent training programs to the practice of post-internship practice, to improve the professional management system of tourism management. In order to cultivate students' resilience, organizational ability, management ability, management ability and psychological endurance, students' emotional intelligence is shaped. Management practice can also use the foundation of off-campus internships, strengthen school-enterprise cooperation, and participate in planning, marketing and other management aspects on the basis of service internship.

4. Conclusions

Tourism management is a practical and practical application. The strength of students' practical skills directly affects the employment of graduates and the recognition of the quality of school personnel. The establishment of the experimental teaching system is a long-term, complicated and continuous improvement process. In the actual application process, experts should also organize the inspection, evaluation and guidance of their effects, and strive to meet the requirements, clear requirements, clear procedures, and the whole process. Monitoring, layer-by-layer implementation. The leading role of teachers should be more prominent. It is very important for teachers to correctly understand and strengthen students' language application ability. They should actively improve teaching concepts, make use of new technologies in the Internet era, better play the role of teaching design and guidance, constantly improve teaching methods and improve teaching level. Tourism management specialty is an application-oriented specialty with great characteristics. Only by constantly reforming and perfecting its teaching system can qualified talents be trained to meet the needs of Tourism Management in the 21st century.

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