

Research on the Construction of Multiple Interactive Teaching Platform for College Tourism Planning Courses from the Perspective of Informatization

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Abstract: In combination with the needs of the tourism industry, this paper breaks through the traditional teaching method of tourism planning curriculums, simplifies the repeated theoretical knowledge in the curriculums group, and strengthens the teaching of practical cases. The curriculums group is divided into three modules: tourism resource development and planning, tourism product design and planning, and tourism planning theory and program design. Design corresponding information teaching software, collect teaching information and build process information base in the process of using software. Build an information exchange platform for teachers, students and industry practitioners, improve and revise the contents of the teaching information base, update the teaching cases, and finally achieve the goal of training students' basic abilities in tourism resource development, tourism product design and tourism planning, and improving their competitiveness in the tourism planning industry. At the same time, it can also provide an exchange platform for practitioners in the tourism planning industry to improve their theoretical level.

1. Introduction

In recent years, the teaching of tourism management major in colleges and universities in China has made great improvement in teaching effect by using abundant information means and technologies. However, many professional courses are limited by teaching resources and faculty, so theory and practice cannot be perfectly connected, especially the teaching effect of tourism planning courses is not satisfactory. After entering the planning industry, many tourism management graduates still need a lot of time for pre-job training before entering the industry, which directly affects students' recognition of the industry and expectations for future career development. Therefore, it is necessary to reform and improve the teaching process and teaching effect of tourism planning curriculums. Breaking the traditional teaching mode, using information means to develop and design a set of information teaching and communication platform that can connect the needs of professional teaching and industry practice, and provide help for the cultivation of students' quality and ability, the improvement of teachers' teaching ability and the vocational re-education of practitioners.

This paper first breaks through the tourism planning curriculum group, breaks through the traditional teaching section, and summarizes the course knowledge into three modules: tourism resource development and planning, tourism product design and planning, tourism planning theory and program design according to the needs of the tourism planning industry, and establishes the corresponding basic teaching information base. Secondly, the corresponding training modules are developed according to the four principles of theoretical understanding, skill mastery, quality improvement and ability training. Then collect the information of the software users in the teaching process and establish the teaching process information base. Finally, the information base is opened to teachers, students and industry users, and an information exchange platform is established. ROST public opinion method is adopted to collect and sort out the use evaluation of the information base in the information exchange platform, so as to further improve the rationality and timeliness of the

content of the information base.

2. Materials and Methods

2.1 Database and Information Platform Construction

(a) Establishment of teaching basic database

The information platform first breaks through the tourism planning curriculum group, breaks through the traditional chapter teaching links, and classifies the course knowledge into three modules: tourism resource development and planning, tourism product design and planning, and tourism planning theory and program design according to the needs of the tourism planning industry, and establishes the corresponding basic teaching information base.

(b) Establishment of teaching process information database

According to the four principles of theoretical understanding, skill acquisition, quality improvement and ability training, the corresponding training modules are developed. Then collect the information of the software user's teaching process and establish the teaching process information database.

(c) Establishment of teaching information exchange platform

Open the contents of the information base to teachers, students and industry users, and establish an information exchange platform. ROST public opinion method is adopted to give feedback on the use and evaluation of the basic teaching database and teaching process database in the information exchange platform, so as to further improve the rationality and timeliness of the database contents.

2.2 Teaching Module Design, Data Collection and Analysis Evaluation

(a) Module division of tourism planning course group and ability training module design

Select representative courses in the tourism planning curriculum group, such as tourism geography, tourism resources development and management, tourism planning and development, tourism scenic spot design, tourism product design, tourism destination development and management, tourism cultural creativity and planning, and tourism mapping. Combined with the actual needs of tourism planning industry, the course group is divided into three modules: tourism resource development and planning, tourism product design and planning, and tourism planning theory and scheme design. Secondly, the corresponding training modules are developed according to the four principles of theoretical understanding, skill mastery, quality improvement and ability training.

(b) Information platform user data collection and mining

Through the debugging and use of the software training module, the text information of classroom teaching, after-class training information of students and the use information of practitioners are collected, and then the information is divided into user identity information, teaching plan information, class discussion information, after-class training information and hot information of the exchange platform. Carry out information and digital statistics on text information to lay the foundation for the next data analysis.

(c) Public text opinion based on ROST analysis tool

When teachers, students and practitioners use the teaching software and data exchange platform, collect users' feedback and evaluation opinions on the use of teaching resources, teaching links and teaching contents in the system, and use ROST software for hot spot analysis of the text data of evaluation opinions. Public opinion analysis was conducted on users' hot spots, high-frequency words, modules with high frequency of use, highlights and errors in students' training assignments, so as to provide help for the improvement of database information in the next step.

(d) Improve and revise the information base based on public opinion analysis

Based on the analysis of public opinion data for user feedback information, this paper compares the original basic information base, further improves the content of the existing information base, and based on the industry focus of practitioners. Constantly revise the teaching methods, teaching emphases and training difficulties in the teaching process, and continuously upgrade and adjust the

quantitative assessment methods of teaching effect and training content based on the feedback of students' training assignments. The frame work of the construction of basic information base and teaching process information base is shown in Fig 1.

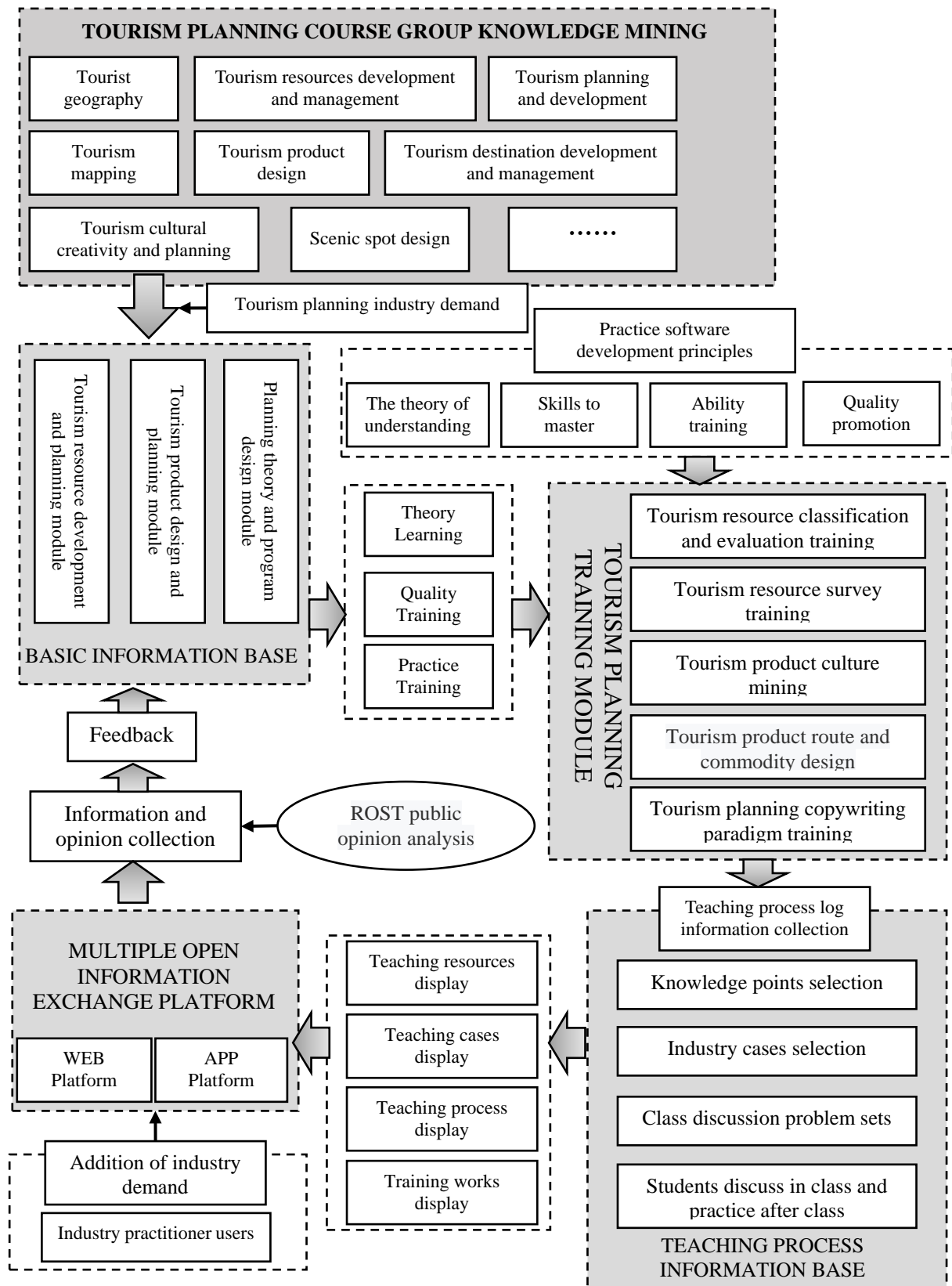


Fig.1 .1 the Frame Work of the Construction of Basic Information Base and Teaching Process Information Base

3. Result and Discussion

3.1 The Basic Information Base of Tourism Planning Course is the Foundation of the Construction of Multiple Interactive Teaching Platform

Combined with the actual needs of planning projects, relevant knowledge points and ability training points are sorted out, and tourism planning courses are divided into three modules: tourism resource development and planning, tourism product design and planning, and tourism planning theory and program design. These training modules are highly targeted for case studies, copywriting and creative design of students engaged in tourism planning in the future. Therefore, how to comprehensively sort out the knowledge points of the tourism planning course and design the corresponding ability training points is the basis of the development and communication of the multiple interactive teaching platform.

3.2 Tourism Planning Teaching and Training Software Based on Ability Training is an Important Teaching Tool to Cultivate Students' Practical Ability in Tourism Planning

Relying on course knowledge foundation database, combining the reality of industry and the need of ability training, according to the theory of control, quality and ability training and practical experience, develop practical software with the quantitative assessment standard, including tourism resource classification and evaluation of training, tourist resources survey training, cultural tourism products circuit design, design of tourism products, tourism products, tourism planning and writing paradigm training, etc. Through different modules, students are trained to master theoretical knowledge points, and a large number of practical teaching cases are used for simulation training to cultivate students' basic planning copywriting ability and tourism product design ability.

3.3 The Information Base of Teaching Process is the Basis of Objective Evaluation of Teaching Link and Teaching Effect

Collect text data such as lesson plans, classroom contact, class discussion records, homework and comments generated during the use of practical training software between students and teachers. The teaching process information base is divided into four parts: pre-class preview, classroom teaching, classroom discussion and homework. Based on the text data in the teaching process information base, the goal-process-results-oriented teaching feedback model can be effectively established. On the premise of information sharing, open the teaching process information base to teachers, students and practitioners, and evaluate the content of the four parts of the information base, so as to evaluate the rationality of the plan in the course and the effectiveness of teaching practice more objectively.

3.4 Multiple Interactive Information Platforms Can Connect Classroom Teaching More Closely with the Actual Needs of the Industry

Integrate the basic information base and the teaching process information base, open the information exchange port to industry practitioners, and build a multi-interactive information platform for students, teachers and industry practitioners. Gathering information exchange platform users (teachers, students and practitioners) feedback case, knowledge demand, industry requirements and information exchange, fixed teaching basic information database and process information database, perfect the training module of teaching practice platform, so that we can more closely to combine classroom teaching content and industry actual need.

4. Conclusion

The construction of teaching foundation and teaching process information base of tourism planning breaks the traditional way of reclassification of tourism planning courses, and designs a new teaching and training system module.

The traditional teaching mode of tourism planning courses is to teach according to the chapters of

the textbook, and a small number of case teaching contents will be added in the theoretical learning process. However, due to the longtime of compiling and publishing textbooks, the theories and selected cases in textbooks are often divorced from the national policy orientation and the technical requirements of the rapidly developing tourism planning industry. However, after learning relevant courses related to tourism planning, students still cannot have the basic literacy and work skills required by the tourism planning industry. Therefore, it is more necessary to break the traditional course group according to the actual needs of the industry, and to establish the basic teaching database and teaching process information base for the convenience of teachers, students and practitioners, teaching and learning in class, practicing after class and cases study.

In combination with industry needs and course teaching requirements, relevant practical training software develops teaching modules from three aspects of theoretical mastery, quality and ability improvement and practical practice, so as to effectively improve students' ability to combine theory with practice

To meet the practical needs of the industry, practical training teaching software has developed corresponding training units from three aspects: theoretical learning, ability improvement and practical practice. Including planning theory, tourism resources evaluation, project product design, planning copywriting and planning drawing. Combined with a large number of practical cases, the practical training course can effectively improve students' ability to guide the practice of theory.

Building an information exchange platform for the society can help us grasp the needs and trends of the industry in a timely manner, and adjust the teaching direction more pertinently, so as to improve the teaching effect and teaching level of college tourism planning courses

Based on the principle of pluralistic openness, the teaching foundation and teaching process information base are open to the whole society, and an information exchange platform is built through the connection with database users. Through the communication with practitioners in planning ideas, planning experience, planning working methods, drawing experience and other aspects, the content of classroom teaching and after-class feedback can be dynamically adjusted to truly combine theory with practice. Constantly adjust the teaching focus, teaching difficulties and teaching content, and constantly revise the evaluation criteria of teaching plans, classroom exercises and homework in the information base of teaching process, so as to make the teaching process and teaching results more in line with the working process and technical requirements of tourism planning industry.

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