

Research on Curriculum Teaching Reform of Tour Guide Business under the Background of COVID-19 Prevention and Control Normalization

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Abstract: Covid-19 has swept the world since January 2020. With the passage of time, relevant departments pointed out that all localities and schools should deeply understand the arduousness and long-term nature of epidemic prevention and control, comprehensively promote epidemic prevention and control and educational reform and development, effectively enhance the awareness of prevention and control, and resolutely avoid a relaxed attitude. In this context, the main purpose of the teaching reform of the course "tour guide business" is to summarize the problems existing in the teaching reform and put forward improvement measures, so as to realize out of class, on-site teaching, case teaching and project teaching combined with the integrated machine of tour guide practice, and highlight the implementation of the educational concept of "student-centered" in the process of reform.

1. Basic Information and Reform Purpose of the Course

Tour guide business mainly trains students' group leading skills. The teaching objects of the course have a certain reserve of professional knowledge, have a considerable understanding of the tourism industry and relevant posts, and basically have the ability to use professional thinking to find, analyze and solve practical problems. Its teaching goal is to master the basic knowledge of tour guide business courses, and have the organization and coordination ability, explanation ability, emergency handling ability and flexible response ability required by tour guides. Under the background of COVID-19 prevention and control, some students are not very good in learning attitude towards this course, and have poor learning initiative. They are not prepared for training when they are practicing projects. Some students do things carelessly when they are actually practicing. In order to arouse students' learning enthusiasm and initiative, explore and use a variety of teaching methods, comprehensively use the teaching platform, constantly optimize the teaching methods, carefully prepare each class for the students and improve the teaching quality.

2. Problems in the Course

2.1. Some Students Have Poor Learning Initiative and Low Learning Enthusiasm

In the process of practice, some students are not very active in this course training project, and their learning initiative is poor. The assigned projects were not carefully prepared, and the actual drill was perfunctory, which did not achieve the purpose of training.

2.2. The Utilization Rate of All-in-One Machine System for Tour Guide Practice is Not High.

The all-in-one machine system for tour guide actual combat drill is equipped with a comprehensive training system for tour guide actual combat sand table drill. However, because there are only four machines and the training hours are limited, at present, students use the system mainly to practice tour guide service procedures and tour guide group leading skills, but the practice of emergency case analysis and emergency handling items is not enough.

2.3. Data Collection Methods and Data Storage Conditions Need To Be Improved

During the teaching, the students' training contents were videotaped and collected, but the effect was not very ideal. Students often use mobile phones for recording, coupled with the interference of outdoor environment, the recording effect is not very ideal. In addition, the number of students is large, and the recorded video content is large. Although compressed, it still occupies a lot of space. Special storage space is required for the sorting and storage of this part of data.

3. Curriculum Reform Measures

3.1. Make Full Use of the All-In-One Machine for Tour Guide Practice to Carry Out Case Teaching and Project Teaching, So as To Improve Students' Learning Initiative.

The all-in-one machine for tour guide practical exercise is respectively equipped with a comprehensive practical training system for tour guide practical sand table exercise. The system is composed of a tour guide skill practical exercise module and a tour guide basic quality skill learning module. The tour guide skill practical exercise module supports students to play the role of accompanying the tour guide and fully accompanying the tour guide from the service preparation, pick-up service, store entry service, tour service Dining service, shopping and entertainment, check-out service, delivery service, follow-up work and other training. The tour guide skill and quality learning module can support students to learn and train common emergencies in the process of tour guide leading.

3.1.1. Case Teaching Method

In the course of teaching, students will be divided into groups and use the integrated machine of tour guide practice to learn the emergency case analysis, so as to help students learn and master the emergency display and handling methods of natural disasters, accident disasters, public security accidents, public safety, business accidents, etc.

3.1.2. Project Teaching Method

Project teaching method is mainly used in tour guide service procedures, tour guide group skills, tour guide explanation skills, common problems and accidents. In the teaching process, the students are grouped, and the one-piece machine for guided practice is used to make full use of the one-piece machine in combination with teaching projects, so as to improve the students' practical operation ability.

The first, tour guide service program project. Tour guide service procedures mainly include local escort, full escort and scenic spot tour guide service procedures.

Service procedure of local escort tour guide: mainly train students to serve as local escort tour guide for service preparation, pick-up service, store entry service, tour service, dining service, shopping and entertainment, check-out service, drop off service, follow-up work, etc.

Service procedure of full escort tour guide: mainly train students as full escort tour guide to carry out service preparation, pick-up service, store entry service, tour service, dining service, shopping and entertainment, check-out service, drop off service, follow-up work, etc.

Service procedure of scenic spot tour guide: train students to serve as scenic spot tour guide for service preparation, tour service, explanation service, group delivery service, etc.

The second, tour guide skills project. It mainly trains students' skills of providing psychological services for guests as tour guides, guiding tourists' aesthetic skills, organization and coordination skills, and receiving special tourists.

The third, tour guide explains the project. It mainly trains students as tour guides to comprehensively use a variety of explanation methods to improve the quality of explanation. For example, the oral language expression skills of tour guides, the use skills of tour guide situation language, the communication skills of tour guide language, the common techniques of tour guide explanation, etc.

The fourth, common problems and accident handling items. It mainly trains students to deal with common problems and accidents as tour guides. For example, the processing of tourists' individual requests, problems and accident handling, methods of avoiding major natural disasters, and normalization prevention and control measures of COVID-19

3.2. Comprehensive Use of Online Teaching Platform to Improve Teaching Quality.

3.2.1. Use the Learning Platform to Release Learning Guidance Materials to Ensure that Students Study on Time

First of all, in order to ensure the quality of learning, use QQ, Tintin platform and other learning platforms to release learning guidance materials and supervise learning. Students study the course materials carefully. In order to ensure the learning quality of students, the student check-in situation and learning duration are counted through the course check-in table. In addition, in order to avoid students using software to brush classes, bullet questions are set in the learning materials. At the

same time, students are required to provide real-time learning screenshots and urge students to study online. Check the messages in the student comment area in time to understand the students' learning situation. The message exchange helps to promote the students' absorption of knowledge.

Secondly, upload teaching plans, PPT and course e-books through the BB platform to help students solve the problem of no textbooks. By publishing the two-dimensional code of course materials, help students easily download course related cases, chapter exercises and texts. After class, homework will be arranged on the BB platform in combination with the teaching points to help students review and master the classroom knowledge. The forms of homework are diversified, including text homework, video homework and so on, so as to improve students' mastery of knowledge. Through these changeable forms, improve students' learning enthusiasm and initiative.

3.2.2. Carry Out Ideological and Political Education in Combination with the Classroom Content

When teaching, in order to improve students' professional quality, the course is explained in combination with excellent tour guide deeds, so that students can participate in the discussion. When facing the choice of interests, what should an excellent tour guide do. Through case analysis and classroom discussion, guide students to establish a correct sense of professional honor and responsibility.

3.3. Increase the Proportion of Ordinary Achievements, Reform the Assessment Methods,

The evaluation methods of the course are as follows: Volume 1 is uniformly organized by the academic affairs office and carried out in the way of separation of teaching and examination; In Volume II, the combination of process assessment and final training assessment is adopted, in which 60% are homework, attendance, unit test and reading notes, and 40% are final examination. Through the assessment of students' usual performance, increase the proportion of usual results, and encourage students to attend class on time, study actively and finish their homework seriously, so as to improve students' learning initiative.

3.4. Use the Network Cloud Disk to Store Data and Accumulate Materials

In the course of teaching, pay attention to material accumulation and use network cloud disk for storage. During the practical training of welcome speech, tour guide at the first stop and explanation of scenic spots, as well as the project practice with the all-in-one machine of tour guide practical exercise, the students' performance and harvest in the training process and the guidance process of the teacher to the students are collected in the form of videos and photos.

4. Effectiveness of Teaching Reform

4.1. It Improves Students' Professional Skills

Through on-site teaching and project teaching, students' organization and coordination ability, explanation ability, emergency handling ability and flexible response ability are improved. During the teaching, special training was set for the teaching contents such as welcome speech, tour guide

along the first battle, explanation of scenic spots and farewell speech, which guided the students according to their existing problems and improved the students' explanation level; Through the use of the case analysis module of the guide actual combat drill all-in-one machine, the students' emergency response ability to emergencies is improved; Students improve their tour guide skills by playing local and full tour guides, practicing the service preparation, pick-up service, store entry service, tour service, dining service, shopping and entertainment, check-out service, drop off service, follow-up work, etc.

4.2. It Improves Students' Enthusiasm for Autonomous Learning

During the lecture, project tasks are set for service links such as service preparation, pick-up service, in store service, tour service, dining service, shopping and entertainment, check-out service, drop off service and follow-up work. Group tasks are set for implementing reception tasks, welcoming tourist groups, hotel check-in service and check-out service. For pick-up service, tour service Set personal tasks for station delivery service, etc. Group tasks shall be jointly completed by the group and displayed collectively; The individual tasks are completed by students alone and displayed separately. The setting of the project improves students' learning enthusiasm and initiative, cultivates students' collective sense of honor and stimulates students' learning enthusiasm.

4.3. It improves the Practical Teaching Ability of Instructors

In order to better guide the students during the practical teaching of tour guide business this semester, teachers need to learn the use and operation methods of the integrated machine for tour guide practice, so as to better guide the students. In this process, the operation ability of instructors has been greatly improved.

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