

Innovative Countermeasures of College Tourism Education under the Rural Revitalization Strategy

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Abstract: The implementation of the rural revitalization strategy promotes the boom of rural tourism, and the rural tourism boom also puts forward practical requirements for the development of rural tourism resources, the positioning of the tourism industry, the construction of tourism supporting services, and the training of tourism professionals. In this context, this work first analyzed the problems in the innovation of university tourism education under the village revitalization strategy, and then discussed the innovative development road of university tourism education under the rural revitalization strategies, including the adjustment of talent training objectives, building of double teachers, deepening of school-enterprise cooperation, professional curriculum reform, integration of teaching and competition, teaching feedback optimization. The research results of this paper can help to improve the level of tourism education in colleges and universities, and promote the development of rural tourism industry and the implementation of rural revitalization strategy.

1. Introduction

The tourism management major in colleges and universities should consciously explore the innovative countermeasures of tourism education based on the realistic demands of rural tourism industry development and the historical background of rural revitalization. This is a conclusion drawn from theoretical research and practical summary, and a vane to guide the management of tourism education in colleges and universities. Rural revitalization and development have a more urgent demand for tourism professionals, which also objectively requires the teaching of tourism majors in colleges and universities to carry out educational innovation and reform according to the time background and the demands of industrial development [1]. The urgent task is to train tourism innovation talents with professional knowledge and skills of tourism management. The output of outstanding talents with high quality and outstanding comprehensive ability will provide talent support for the development of the rural tourism industry, inject the vitality of innovation and development, focus on rural development, and serve the local economy. As such, it is essential to discuss the cultivation of university tourism professional talents under the rural revitalization strategy, which specifically involves the educational objectives, school-enterprise cooperation, curriculum reform, teaching evaluation, and other related aspects.

2. The necessity of colleges and universities to train the "mass entrepreneurship and innovation" talents in rural tourism

2.1 Providing talent guarantee for rural revitalization

At the 2018 Conference of academicians of the Chinese Academy of Sciences, General Secretary Xi Jinping proposed that the essence of innovation-driven is talent-driven, emphasizing that talent is the first resource for innovation. In the context of this era, only by adhering to the training of "double entrepreneurship and innovation" tourism talents can we give full play to the important role of tourism in the innovation strategy of the new normal of the economy. Under the rural revitalization strategy, a large number of professional rural tourism entrepreneurship talents are especially needed [2]. For rural revitalization and tourism industry development, talent is always the key. In the strong talent team built by the whole society, we should not only pay attention to local talents but also have agricultural technology talents at all levels and fields, thus gathering a large number of "mass entrepreneurship and innovation" talents who are rooted in the countryside and dare to create and understand professional rural tourism.

2.2 Enabling the development of the rural tourism industry

At present, the development of rural tourism resources is insufficient, the rural tourism products are single and homogeneous, and the integration degree of the rural tourism industry is relatively low. The core competitiveness of rural tourism destinations is widespread, resulting in the low contribution rate of rural tourism to rural economic development and the low degree of rural industrial and economic integration. Based on the current situation of rural industry development, only by grasping the core element of talent, and vigorously cultivating "mass entrepreneurship and innovation" talents with professional knowledge and skills, innovation consciousness and sustainable management ability, can we effectively promote the organic integration of rural tourism industry with the related industries. This approach can enrich creative products and strengthen the brand building, thus making the comprehensive benefits of the development of rural tourism continuously improve and promoting the quality and efficiency of rural industries.

2.3 Realizing the employment of tourism professionals

With the increasing downward pressure on China's economy and the continuous shock of the international economic order, the employment situation of large-scale college graduates is becoming more and more severe, and the graduates majoring in tourism also bear the great pressure of choosing and employment. To enhance the competitiveness of professionals and meet the needs of the tourism market in the new era, universities should attach great importance to the training of "mass entrepreneurship and innovation" talents in rural tourism to improve the innovative thinking, entrepreneurial ability and practical level of tourism students [3]. At the same time, the entrepreneurial achievements of tourism "mass entrepreneurship and innovation" talents have the incentive and demonstration effect, which can be transformed from the previous job demand to the job supplier, and create more job opportunities for rural areas.

2.4 Promoting the teaching reform of tourism management major in colleges and universities

College students are the main force of the future mass entrepreneurship and innovation talents, bearing the heavy responsibility of building a modern socialist country with Chinese characteristics. Therefore, colleges and universities should play a role in the training of mass entrepreneurship and

innovation talents. First of all, through connotative development, colleges and universities generally implement the education, teaching, and management system reform, specifically implement the teaching syllabus and curriculum system reform of tourism management major to innovate and improve the training mechanism and measures of mass entrepreneurship and innovation in tourism management. Secondly, colleges and universities should integrate campus resources and realize interdisciplinary and cross-professional integration of innovative and entrepreneurial talents according to professional characteristics. Finally, colleges and universities should actively meet social needs, strengthen cooperation with the government, enterprises, and rural communities, and provide diversified practical channels for talent training, to enhance the ability of college students to apply theory to practice. As such, they can better and faster adapt to the demands of rural revitalization strategy and fulfill the development needs of the tourism industry.

3. Training mechanism of professional mass entrepreneurship and innovation talents in tourism management under the background of rural revitalization

3.1 Formulating feasible training targets for mass entrepreneurship and innovation talents

Under the general framework of following the teaching syllabus of the Ministry of Education, colleges and universities can formulate and adjust the training objectives and plans of tourism management majors according to the actual needs of tourism development and the positioning of cultivating innovative applied talents [4]. At the same time, taking advantage of their own characteristics and advantages, colleges and universities can offer rural tourism courses in the tourism management major in light of the specific requirements of rural revitalization and mass entrepreneurship and innovation talent training strategy, and increase the practice links of mass entrepreneurship and innovation, which can be included in the credits or included in the evaluation system.

3.2 Building a high-quality double-qualified team of teachers

Double-qualified type usually refers to a teacher with solid professional knowledge and practical operation ability. Under the background of rural revitalization strategy, the cultivation of rural tourism mass entrepreneurship and innovation talents cannot be separated from high-quality double-qualified teachers. Every teacher should firmly establish the consciousness of lifelong learning and have the subjective initiative to constantly strengthen business learning and enhance practical ability. At the same time, schools should set up a teacher ability development center, establish a teacher ability improvement mechanism, and encourage teachers to take temporary posts in rural tourism enterprises or tourism administrative departments, to better guide students and cultivate students' innovative thinking ability and tourism industry serviceability. Teachers of tourism management major should strengthen the research on the new problems and new opportunities faced by rural tourism under the background of rural revitalization, and translate the research results into teaching practice.

3.3 Deepening the teaching reform of tourism management professional courses

Curriculum teaching is an important link in the training of tourism management professionals and the cornerstone of building students' professional knowledge system and practical ability. Because of the demand of rural revitalization for rural tourism entrepreneurship and innovation talents, tourism management majors can add more direction courses and special courses for rural tourism. The courses can cover the knowledge modules of rural tourism economics, management, marketing, tourism planning and development, and so on. The course teaching can be not limited to on-campus.

According to the teaching needs, we can implement on-site teaching in rural tourist attractions, enterprises and communities, or have long-term cooperation with rural tourism destinations to establish a joint training base and order-type mass entrepreneurship and innovation talent training mechanism.

3.4 Carrying out the competition and training activities for rural tourism mass entrepreneurship and innovation talents

Schools or colleges provide opportunities and platforms for students to show their knowledge and improve their innovation and entrepreneurship ability through competitions and training. On the one hand, the rural tourism knowledge competition, rural tourism planning and development planning competition, rural tourism commodity creative design and rural tourism route design competition can be carried out, in which the professional teachers and industry experts can be invited as judges to commend students with the potential of mass entrepreneurship and innovation or enterprises to provide employment opportunities for students. On the other hand, the rural tourism innovation ability training base and business incubation base should be established to integrate campus resources, create an atmosphere for mass entrepreneurship and innovation, carry out a series of targeted practical training activities and establish a long-term mechanism for the training of mass entrepreneurship and innovation talents.

Deepening school-enterprise cooperation in the training of mass entrepreneurship and innovation talents

3.5 Deepening school-enterprise cooperation in the training of mass entrepreneurship and innovation talents

In the context of rural revitalization, it is necessary to strengthen the cooperation between schools and tourism enterprises centering on the training goals of rural tourism entrepreneurship and innovation talents, jointly formulate talent training plans and employment plans, and establish an effective training mechanism for innovation and entrepreneurship of college students majoring in tourism management. At present, the rural tourism maker demonstration base is a new way to train and attract innovative and entrepreneurial talents, which is conducive to the in-depth development of school-enterprise cooperation. Through the exploration of rural cultural connotations, makers should organically integrate new concepts and new technologies into the design of rural tourism creative products, injecting new vitality into the development of rural tourism. At the same time, students majoring in tourism management should go to the rural tourism maker demonstration base for training and practical training [5]. With the deepening of the cognition of rural landform and context, students can use the professional knowledge they have learned to explore how to protect and inherit the rural tourism resources, and activate their tourism. The situational and in-in functions of the demonstration base have enhanced students' awareness of makers, and their enthusiasm for innovation and entrepreneurial ability is stimulated and improved in the osmosis and practical training.

3.6 Establishing a scientific and reasonable evaluation and feedback mechanism

The establishment of an evaluation and feedback mechanism for the training effect of rural tourism mass entrepreneurship and innovation talents is conducive to timely and accurately grasping the problems existing in the process of talent training, and providing a feasible basis for revising and improving the talent training plan in the next step. In the form of the online evaluation, discussion and questionnaire, a teaching quality evaluation system with "student evaluation-teacher self-evaluation-teacher mutual evaluation-school and department leadership evaluation" can be

established. In addition, the campus teaching quality evaluation feedback, off-campus peer expert evaluation feedback, and graduate training quality continuous tracking feedback system can be also established. According to the evaluation and feedback information, it can continue to improve the training program for rural tourism mass entrepreneurship and innovation talents

4. Conclusions

The implementation of the rural revitalization strategy provides policy guidance for the development of the rural tourism industry, which is a powerful measure for the development points of the rural economy, and also a useful choice for sustainable rural development. Also, the development of the rural tourism industry calls for professional service personnel so colleges and universities in tourism management professional teaching should be based on the market, rural demand for tourism talents, actively explore talent training route. This can provide human guarantee for the innovation and sustainable development of the rural tourism industry, and realize the training and outputs of excellent tourism professionals.

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