

Reform, Innovation and Characteristic Cultivation of Tourism Management Major in Agricultural Universities

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Abstract: With the rapid development of tourism and tourism education, some agricultural universities have established tourism management major. This paper discusses some measures to reform and cultivate its own characteristics of tourism management in agricultural universities under the new situation. Agricultural universities can reform the training mode and teaching mode, pay attention to teaching practice, build practice bases inside and outside the university, strengthen teachers' communication with the outside world and improve teachers' teaching ability and scientific research. Agricultural universities should highlight their characteristics, rely on the advantages of agricultural and forestry disciplines, highlight professional characteristics, pay attention to rural development, and focus on leisure agriculture and beautiful rural construction.

1. Introduction

The national report has repeatedly stressed that agriculture, rural areas and farmers' issues are crucial to national economic development and people's lives. Solving the "three rural issues" should be the top priority of government work and the strategy of rural revitalization should be implemented [1]. The overall requirement of rural revitalization is to realize the comprehensive development and integrated development of rural primary, secondary and tertiary industries [2]. At present, to implement the strategy of rural revitalization, rural tourism will play a greater role. Whether it can effectively cultivate its innovation ability means whether it can continuously deliver fresh blood to the national innovation talent pool, whether it can continuously inject innovation elements into the economic upgrading and development, and whether it can continuously stimulate the vitality of economic innovation. It is an important force for the effective operation of the national innovation-driven strategy [3]. Therefore, the cultivation of innovative abilities has become an important part of talent training in colleges and universities [4].

At present, the research on innovative education in colleges and universities is mostly from a macro-perspective, combining it with the talent training mode of colleges and universities, and from the roles and functions of the government, universities and enterprises, to build an innovative platform and build an innovative education model [5–6]. Through the analysis of the composition of innovative ability, this paper probes the specific ways for colleges and universities to cultivate innovative ability [7–9]. Or from the perspective of curriculum construction, construct a curriculum

system including foundation and entrepreneurship to conduct innovative education [10]; explore innovative ability from the perspective of a professional practical teaching system, and put more emphasis on school-enterprise cooperation and the construction of practical teaching base [11]. At present, there are some problems, such as the combination of professional reform and innovation and professional characteristics are not close enough, unsystematic and so on. The major of tourism management can combine its characteristics, shape the advantage of innovative ability through a practical teaching system and promote the cultivation of innovative talents in tourism management major.

2. Current Situation of Discipline Construction of Tourism Management in Agricultural Universities

In the context of the rapid development of tourism and tourism education, some agricultural universities have successively established tourism management majors. According to statistics, there are currently 34 agricultural universities at the undergraduate level in China, among which 24 agricultural universities offer tourism management majors (Table 1), accounting for 2/3 of the total number of agricultural universities. However, there is a shortage of agricultural universities that cultivate higher-level talents. Only 7 agricultural universities have the right to confer master's degrees in tourism management and no agricultural university has the right to confer doctoral degrees in tourism management.

Table 1: Current situation of tourism management discipline construction in china agricultural university

Region	School name	master	bachelor
East China	Nanjing Agricultural University	▲	▲
	Nanjing Forestry University		▲
	Zhejiang Agriculture and Forestry University		▲
	Anhui Agricultural University		▲
	Fujian Agriculture and Forestry University	▲	▲
	Jiangxi Agricultural University	▲	▲
	Shandong Agricultural University		▲
South China	South China Agricultural University		▲
North China	Beijing Forestry University		▲
	Beijing Agricultural College		▲
	Tianjin agricultural university		▲
	Shanxi Agricultural University		▲
	Hebei Agricultural University		▲
	Inner Mongolia Agricultural University		▲
Central China	Henan Agricultural University		▲
	Xinyang College of agriculture and Forestry		▲
	Central South University of forestry science and technology	▲	▲
southwest	Sichuan Agricultural University	▲	▲
	Yunnan agricultural university		▲
	Southwest Forestry University	▲	▲
northwest	Xinjiang Agricultural University		▲
northeast	Northeast Agricultural University		▲

	Northeast Forestry University		▲
	Jilin Agricultural University		▲
	Shenyang Agricultural University	▲	▲

3. Professional Reform and Innovation

3.1. Build the 3+1 Training Mode and the "Trinity of the Classroom, Experiment and Practice" Teaching Model, and Strive to Cultivate Compound and Technology Applied Talents with Strong Professional Ability, High Innovation Consciousness and Humanistic Quality

The 3+1 talent training model can be adopted, that is, basic and public education courses + professional compulsory courses + professional elective courses, which can be completed in 3 years on campus; graduation practice and graduation design are accumulated for 1 year, in design institutes, tourism management related companies And practice base is done. By revising the talent training plan and teaching plan, optimizing the curriculum, adding courses related to leisure agriculture and tourism planning, and increasing the proportion of practical teaching, the proportion of practical teaching has reached 31%. 2-week comprehensive teaching practice is offered every semester, forming a five-module teaching system. The senior year has a 6-month comprehensive practice in tourism, including scenic spots, tea culture-related enterprises, hotels, travel agencies, etc., to improve practice teaching methods, broaden the practical teaching methods and build a talent training model oriented at cultivating practical ability and innovation ability.

The "trinity of the classroom, experiment and practice" teaching mode adopted in the design courses of Tourism Management Specialty makes full use of the comprehensive teaching platform of "professional classroom + Research Center + enterprise" and implements the "four-stage" (i.e. theoretical teaching, experimental verification, skill training and practice of design innovation ability) teaching according to the cognitive law of practical teaching, to effectively realize the intersection of experiment, practice and training The "subjective chain teaching" mode of integration and interworking. The teaching process focuses on "the stimulation and cultivation of students' subject consciousness, autonomy, initiative and creativity" and the teachers' leading role of "guiding demonstration and creative practice." The practice has proved that this teaching method can effectively mobilize students' "initiative," stimulate "subjectivity," and drive "inspiration" and "creativity," and the effect is good.

3.2. In the Way of "Developing both Inside and Outside and Complementing Each Other's Advantages," We Have Built Numerous Stable Off-Campus Practices Based on the Principle of "Mutual Benefit and Win-Win Cooperation."

Tourism management majors can use school history museums, herbariums and other school teaching practice bases. By relying on these teaching resources, students have been well trained. The establishment and continuous operation of the teaching practice base in the school provides a good place and guarantee for the practical teaching of students majoring in tourism management. While strengthening the construction of on-campus practice bases, we continue to develop off-campus practice bases to provide a stable practice base for organizing students to conduct practical training and teaching at the first site of tourism management, and to organize students' comprehensive teaching practice and graduation practice.

3.3. Adopt the "Going out and Coming in" Mode, Change the Structure of Teachers, Improve the Academic Recognition of Teachers from Domestic and Foreign Peers, and Improve Teachers' Teaching and Scientific Research Levels and Practical Ability

Tourism management majors should select teachers from time to time to go out to study, visit and exchange in well-known domestic and foreign universities, which expands the horizons of teachers and students. Send professional teachers to well-known universities at home and abroad for study and exchange, learn from and absorb advanced school-running concepts from domestic and foreign universities, and reform and improve the curriculum system, teaching methods and practical links. Simultaneously, actively encourage teachers to participate in domestic and foreign academic conferences and speeches, to improve teachers' activities in domestic and foreign academic circles.

Encourage teachers to integrate scientific research results and content into teaching, and transform scientific research results into teaching results. Judging from the rapid development of science and technology today, university teaching must be at the forefront of knowledge development, otherwise, the quality of talent training will never keep up with the pace of the times. Scientific research is the most direct, rapid and effective method to acquire frontier knowledge. Through scientific research, teachers acquire a wealth of cutting-edge knowledge of the discipline, grasp the latest development trends and trends of the discipline and understand the direction of professional development and the latest achievements, so that they can control and grasp the knowledge system of the major from a high level of teaching and keep pace with the times. We optimized the curriculum system, deepened the teaching content, improved the teaching methods, perfected the teaching methods, immediately transferred the scientific research ability to teaching ability, and continuously transformed scientific research results into teaching results.

Simultaneously, it also actively connects with international organizations in terms of students, providing opportunities for undergraduate students of this major to participate in the exercise of international organization projects, broadening students' international horizons and enriching their own experience.

4. Specialty Cultivation of Tourism Management

4.1. Relying on the Advantages of the School's Agriculture and Forestry Discipline, Highlight the Professional Characteristics

Highlighting the characteristics of agriculture and forestry in the curriculum setting, offering courses such as Introduction to Modern Agriculture, Introduction to Gardening, Leisure Agriculture and Rural Tourism, Tourism Ecology, etc., highlighting the theme of agriculture and forestry; simultaneously, relying on relevant college majors, courses of Introduction to Environmental Protection can be offered to enhance student's environmental resources Relying on land management, geographic information technology and other computer-aided design, CAD drawing, tourism management information system and other operational courses, and equipped with numerous internship opportunities, the location of the internship can choose city parks, leisure agriculture demonstration areas, forest farms, farms Wait. It can also set up courses such as Introduction to Tea Studies and Tea Art, which reflect the characteristics of tea culture, and make good use of the school's tea art performance room, tea brewing room and other teaching resources so that students can fully learn and understand tea culture. In the entire professional teaching, from the curriculum setting and professional practice, this major should focus on combining the school's advantageous disciplines, combining these with the themes of national rural revitalization, leisure

agriculture and beautiful rural construction, and tourism ecology and strive to cultivate agricultural and forestry characteristics of high-quality practical tourism personnel.

4.2. Pay Attention to Rural Development and Focus on Leisure Agriculture and Beautiful Rural Construction

Tourism management majors can set up rural tourism development research centers with the support of the government and schools, actively give full play to their professional advantages and serve local economic development. They can participate in the preparation of plans for ecological civilization characteristic villages and leisure agriculture demonstration parks, focusing on leisure agriculture and the construction of beautiful villages.

4.3. Closely Follow National and Local Policies, Integrate Industrial Elements, and Actively Participate in the National Rural Revitalization Strategy

This major extends from the agronomy of the primary industry to the tourism planning and design of leisure agriculture and beautiful countryside, and forestry to the planning and design of landscape architecture and the scientific research of ecotourism, forest tourism and low-carbon tourism. Therefore, this major should closely follow the social and economic development and perform curriculum and professional construction from the perspective of modern urban agriculture, leisure agriculture and beautiful rural construction. Relying on the tourism management of agriculture and forestry, it not only has its characteristics but also can comply with the regional and industrial development trends and actively participate in the National Rural Revitalization Strategy. Adhering to the guiding ideology of "thick foundation, wide caliber, emphasis on practice and strong quality," this major is committed to cultivating senior professionals who can engage in tourism resource development, tourism planning and design, administration, tourism services, teaching and training in tourism administrative departments at all levels, tourism enterprises and institutions, tourism colleges and universities, etc. Form a pattern of close integration and coordinated development of "disciplines and majors, teaching and scientific research, theory and practice."

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