

Research on the construction of the curriculum system of tourism management specialty oriented by market demand

----Take Sanya University as an example

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Abstract: In recent years, with the continuous strengthening of exchanges between domestic and foreign colleges and universities, various colleges and universities have discussed the construction of professional curriculum systems, which has become the focus of current research on the training of tourism management professionals. From the perspective of market demand, this paper conducts interviews and researches on tourism enterprises, and takes Sanya University as an example. The research finds that the current market demand for tourism management professionals is as follows: In terms of job ability, enterprises pay attention to: language expression ability, communication ability, adaptability and service awareness; in terms of knowledge literacy, it attaches importance to the professional skills of employees; in terms of professional literacy, the company attaches great importance to employees' honesty and trustworthiness, teamwork, dedication and responsibility; in terms of business capabilities, the main requirements of enterprises for employees' business capabilities are planning, organizing and coordinating capabilities. In response to the current market demand, the future curriculum system of tourism management is adjusted. The overall design of the curriculum map system for tourism management is as follows: public basic courses and public general elective courses cultivate students' basic knowledge literacy; professional basic courses and practical training courses cultivate students' majors ability; professional core courses and professional elective courses cultivate students' professional core competence.

1. Introduction

In recent years, the exchanges between domestic universities and overseas universities and universities in Taiwan have been continuously strengthened. The setting and design of the Curriculum Mapping system of these universities have had a great impact on mainland universities. The so-called curriculum map refers to the curriculum planning to guide the development direction of students' future studies and employment, so that students can plan their own careers, thereby improving students' learning achievements and interest in learning, and focusing on students' learning history files, mainly including the curriculum system and certificate system two parts^[1]. The design and setting of the curriculum map system is a powerful tool in improving the matching degree of the college curriculum system with students and society. Its functions are mainly reflected in the

following aspects: First, the curriculum map is a visual tool for teaching and learning in colleges and universities^[2], it can show the curriculum arrangement status of a college or a major, and the current situation of curriculum teaching; second, the curriculum map is a student-centered teaching resource integration tool^[3]. College students are the key and core stakeholder groups, and the design of college curriculum map and the setting should be able to reflect the learning interest and self-planning of each college student^[4]; the third is that "the school's curriculum should be actively adapted to social life", American educator John Dewey believed that educational issues are essentially a combination of personal characteristics and social goals. Therefore, the school curriculum should reflect the actual needs of society and the market.

In accordance with the logical thinking of market research → target determination → curriculum design, this research formulates the educational goals and talent training plans for undergraduate majors and determines the undergraduate education on the basis of the cognition of the employability of college students with work experience and the survey of the employment market of college students^[5]. The three basic abilities that should be reflected (basic quality, core ability and professional ability), and finally the curriculum system of travel agency operation and management major is planned according to the training and shaping of these three abilities. Through investigation, it is found that the curriculum system of travel agency operation and management major should set five types of courses from the three levels of school, college and major, namely public basic courses, public elective courses, professional basic courses, professional core courses and professional elective courses.

2. Analysis on the Current Situation of Talent Capability Demand in Tourism Enterprises

Through the analysis of the current situation of industry development, comparing the current situation of the establishment of tourism management majors in and outside the province, summarizing the needs of industry talents, and comparing and analyzing the current enterprise talent post ability requirements and graduate ability cognition, it is found that: at present, the tourism management major caters to the current domestic and foreign tourism industry demand, talent training objectives are clear, the training system is reasonable, the employment rate of graduates is higher than that of major universities in the province, with obvious advantages, and the future development of tourism agency management and talent training prospects are broad. After detailed research and data analysis, the current situation of the demand for talents in tourism enterprises is as follows:

First, there is a large shortage of talent in the industry, and the industry has broad employment prospects. Through investigation, it is found that there is a large demand for talents in the following positions in the development of the tourism industry at present, namely: planning and adjustment, tourism product sales and tour guide, network operation^[6], tourism route promotion, front desk sales and product manager; a comparison of similar colleges and universities with tourism management major shows that the tourism management major of Sanya University has advantages in enrollment scale and major setting, and the employment rate of graduates is much higher than the employment rate of graduates majoring in tourism management in the country. This major has certain advantages, and students have broad employment prospects in the future.

Second, in terms of job ability, the company currently pays attention to: language expression ability, communication ability, adaptability and service awareness^[7]; in terms of knowledge literacy, it attaches importance to employees' professional skills; in terms of professional quality, companies attach importance to employees' honesty and trustworthiness, teamwork, dedication and sense of responsibility; in terms of business ability, the main requirements of enterprises for employees' business ability are planning, organization and coordination ability; at present, the main problems existing in the entry of tourism talents into enterprises are as follows: weak ability to withstand

pressure, professional and practical ability weak and less practical experience, not strong sense of responsibility.

Finally, through face-to-face interviews, visits, etc., we can grasp the current demand positions of tourism companies rank. The positions are planning and adjustment, tourism product sales, tour guide, network operation, tourism route promotion, front desk sales and product manager. In the future, the travel agency industry mainly needs tour guide talents, tourism route development talents, tourism product marketing talents, tourism network operation talents, and tourism service reception talents^[8].

Summarizing industry research and combining industry enterprises' requirements for employees' post ability, in the future, the tourism management major of Sanya University should focus on cultivating students' abilities in the following three aspects: basic literacy includes communication ability, English ability, computer ability, healthy physical quality, healthy psychological literacy; basic professional abilities include learning ability, teamwork ability, management ability, innovation and entrepreneurship ability, practical operation ability; core professional ability includes tour guide explanation ability, marketing ability, product design ability, network operation ability, reception service ability^[9].

3. Analysis of the Problems Existing in the Training of Tourism Management Professionals

First, the employment rate has obvious advantages, but the talent training level is weak, and the talent training model lacks industry guidance. At present, the tourism management major of Sanya University is mainly based on undergraduate education, and it lags far behind other similar universities in China in terms of talent training level, and even lags behind similar universities in Sanya City. The specifications and levels of talent training need to be improved; In order to meet the talent needs of travel agencies and tourist attractions, the travel agency management major of Sanya University should establish a tourism talent training model oriented to industry talent needs, and determine the talent training specifications.

Second, the curriculum is reasonable and systematic, but the curriculum lacks characteristics and practical guidance, and the practical curriculum is not refined. This professional course strictly follows the regulations of the Ministry of Education to set up a standardized and systematic curriculum system. However, compared with the tourism talent training curriculum system of similar foreign universities, the curriculum system of this major lacks practical guidance and industry guidance, lacks ability orientation, and needs to be further standardized. The future curriculum design should reflect the actual needs of students in social work, show work situations inside and outside the classroom, attach importance to the construction of students' practical practice training courses, and focus on cultivating students' basic knowledge and skills, that is, to strengthen students' basic scientific and humanistic literacy cultivation^[10].

Third, the teaching staff is huge, but the structure and ability of the teaching staff need to be strengthened and improved.

At present, the construction of teachers in tourism management is general, and the structure is not reasonable enough. For example, the tourism management major of Sanya University has 15 full-time teachers, 3 doctors and 12 masters; 2 professors, 2 associate professors, and 11 lecturers. The results are more reasonable, but there are fewer teachers with high professional titles; teachers lack practical experience. At present, the proportion of double-qualified talents in the tourism teaching team of this major is not high. Because teachers lack professional system education and industry practice experience, they rarely carry out teaching in combination with industry practice. The knowledge and skills they cultivate are naturally related to industry needs, there will be disconnects. Lack of professional and academic leaders. In addition, the degree of internationalization of the tourism faculty of this major is still relatively low, and the proportion of teachers who have studied

abroad in this major is relatively small, and the new hotspots and trends of international tourism research are not well grasped, and the overall update speed of teaching content is slow.

Fourth, the construction of professional teaching materials is lagging behind, and the teaching facilities lack supporting facilities

In terms of textbook construction, the quantity and quality of related professional textbooks currently compiled by this major are small, especially the core textbooks such as "Guide Tour Business", "Travel Agency Operation and Management" and other core textbooks. Due to the limited investment, the teaching facilities of this major are very backward compared with well-known tourism colleges in China, and the conditions for running schools need to be improved urgently.

4. Construction Measures of Tourism Management Major Training Curriculum System Based on the Perspective of Market Demand

Through the analysis of the current situation of the industry development, comparing the current situation of the establishment of travel agency management majors in and outside the province, summarizing the industry talent needs, and comparing and analyzing the current enterprise talent post ability requirements and graduate ability cognition, it is found that: at present, the tourism management major caters to the current domestic and foreign tourism industry demand, talent training goals are clear, the training system is reasonable, the employment rate of graduates is higher than that of major universities in the province, and the advantages are obvious, and the future development of tourism management and talent training have broad prospects. After detailed research and data analysis, the following measures can be taken in the future of tourism management professional personnel training and curriculum setting

4.1 Adjustment of Professional Talent Training Goals and Capacity Training Specifications

There are the following characteristics in the training of professional talents of travel agencies in colleges and universities in my country: First, the current curriculum system of tourism management majors in colleges and universities in China is mainly constructed with management and related theoretical knowledge as the center. The theoretical knowledge included in the curriculum system is complex. It accounts for a relatively large proportion, but it is insufficient in terms of applicability and practical operability; for example, the tourism management major of Sanya University has such characteristics in the setting of the curriculum system, all of which are based on the general curriculum system. On the basis of the public basic theory, and then develop in the direction of specialization, and go deep into the field of knowledge of tourism management theory. Secondly, in the setting of talent training goals, although different colleges and universities have their own differences and emphases, many colleges and universities have the problem that the training objectives and training requirements are relatively vague and the guidance is not strong enough.

Through industry enterprise surveys and peer-to-peer college visits, we have determined the current industry talent demand trends, job competency requirements, and talent training status quo. Combined with the results of the self-ability cognition survey of professional graduates and students, we finally determine the future tourism management professional talent training goals as follows: This major systematically cultivates the basic theoretical knowledge proficient in the operation and management of tourism enterprises, masters the main business skills of the tourism industry, has a strong sense of service, management, management and professional skills, as well as healthy personality, innovative spirit and practical ability, applied and innovative tourism professionals who can meet the needs of travel agency planning, tourism product sales, tour guide reception, and tourism network operation.

The specific training specifications are as follows: Through the professional system, the future professional talents will have basic professional knowledge, professional ability and core competence. Basic literacy includes communication ability, English ability, computer ability, healthy physical quality, healthy psychological literacy; basic professional ability includes learning ability, teamwork ability, management ability, innovation and entrepreneurship ability, practical operation ability; core professional ability includes tour guide interpreting ability, marketing capability, product design capability, network operation capability, reception service capability. The details are as follows:

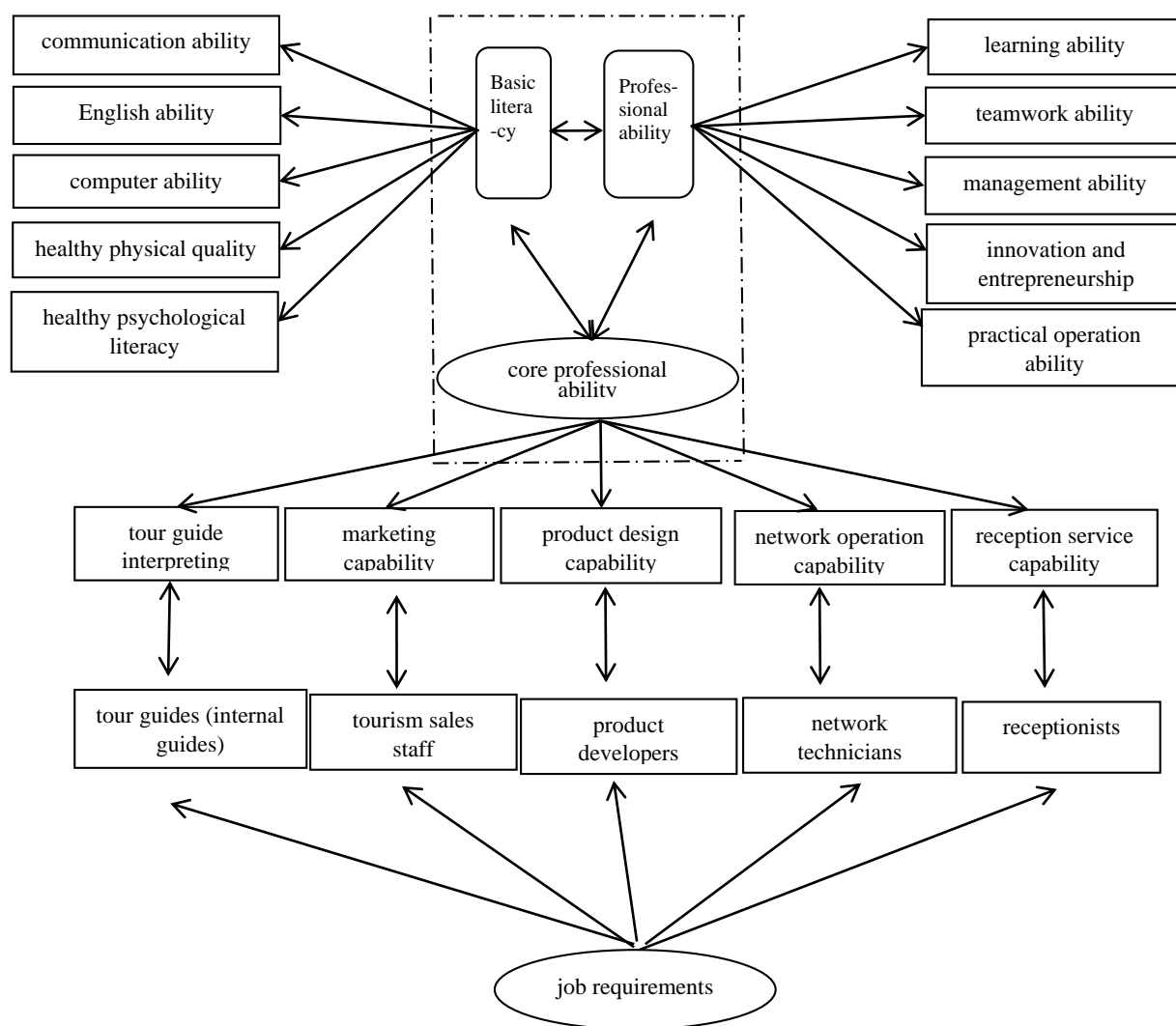


Fig.1 Schematic diagram of talent training specifications

4.2 Update the Curriculum System and Design the Curriculum Map under the Guidance of Industry Development

According to the determined professional talent training goals and ability training specifications, combined with the current curriculum design system of colleges and universities at home and abroad, to meet the current talent needs and job ability requirements of the tourism industry, the curriculum system for the future talent training of tourism management majors is designed. The overall design of the curriculum map system of the future tourism management major is as follows: public basic courses and public general elective courses cultivate students' basic knowledge literacy; professional basic courses and practical training courses cultivate students' professional ability; professional core

courses and professional elective courses cultivate students' professional core ability. Under the guidance of this kind of thinking, the specific measures for the map design of the professional course of travel agency management are as follows:

First, cultivate basic literacy courses. The basic knowledge literacy that students majoring in travel agency management have include communication skills, English skills, computer skills, healthy psychological literacy, and healthy physical qualities. In order to cultivate the above abilities and qualities of students, it mainly offers: public basic courses and public general elective courses; secondly, courses for cultivating professional ability. The professional abilities possessed by students majoring in travel agency management include learning ability, teamwork ability, management ability, innovation and entrepreneurship ability, service ability and practical skill operation ability. In order to cultivate students' abilities and literacy, the following courses can be offered: professional basic courses and practical training courses; third, courses to cultivate professional core competence. The professional core competencies possessed by students majoring in travel agency management include tour guide interpreting capability, marketing capability, product design capability, network operation capability and reception service capability. In order to cultivate students' above abilities and literacy, the following courses can be offered: professional core courses and professional elective courses.

5. Conclusions

First, summarize the industry research, combined with the requirements of industry enterprises for employees' post ability, the future tourism management major should pay attention to the cultivation of students' ability and literacy; Second, according to the existing professional talent training objectives and ability training specifications, combined with the current curriculum design system of colleges and universities at home and abroad, the curriculum system of tourism management specialty must meet the current talent needs and post ability requirements of the tourism industry, and adjust the curriculum system of talent training of Tourism Management specialty in time. Finally, summarizing the industry research, combined with the requirements of industry enterprises for employees' post ability, the future tourism management major of Sanya university should pay attention to cultivating students' basic literacy, basic professional ability and core professional ability in terms of student training.

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