

Discussion on the Teaching of Travel Agency Management Course in Universities under the Background of New Trend of Tourism Development

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Abstract: At present, tourism industry has a new development trend, and travel agency industry is also experiencing from travel agencies to travel service providers: this industrial change and theoretical restructuring is in the process of butterfly change. And traditional travel agency management courses in universities are also dealing with this historical change. The author tries to think about the purpose of course construction, analyze the corresponding relationship between the course objectives and the index points of graduation requirements, and reconstruct the goal of talent training. It is undoubtedly a kind of educational innovation and discussion on the future development path of university tourism management major.

1. Introduction

In its 20th report, the Communist Party of China pointed out that it should implement the strategy of rejuvenating the country through science and education and strengthen talent support for modernization. Education, science and technology, and human resources are the basic and strategic support for comprehensively building a modern socialist country. We should give priority to the development of education, accelerate the building of a strong education country, and comprehensively improve the quality of independent personnel training; and accelerate the construction of high-quality education system, develop quality education, and promote educational equity.

The Outline of the 14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and the Long-term Goals for 2035 calls for improving the quality of higher education. We should deepen the reform of education evaluation in the new era, develop quality-oriented education, and pay more attention to the cultivation of students' patriotism, innovative spirit and healthy personality.^[1]

The 14th Five-Year Plan period is important for the high-quality development of China's tourism industry. For the development of tourism industry, it needs forward-looking theoretical research to guide its future development, the optimized development of the industrial structure to support its

model construction, and more interdisciplinary professional talents with interdisciplinary background to promote its development. In view of the interdisciplinary characteristics of tourism management major, we have put forward new and higher requirements for the cultivation of students' professional ability. Therefore, from the perspective of one of the pillars of the development of the tourism industry, it may be of great significance to further construct the training standard and evaluation mechanism of travel agency management discipline, which is necessary to re-examine and construct the training system of tourism management majors.

2. China's Tourism Industry Emerged New Development Trend—Tourism Management And Education Industry Also Facing Innovative Development

China's tourism industry will usher in a new development trend in the 14th Five-year Plan period. With the improvement of people's living standard and the increase of tourism demand, China's tourism industry will face a series of new opportunities and challenges. Travel agencies have experienced Chinese development changes and vicissitudes, and are completing the historical change from travel agency to travel service provider, industrial change and theoretical restructuring. During the epidemic outbreak in 2020, for example, China tourism group development BBS launched culture and tourism integration ten cases, especially China Tourism Group Travel Service Co., LTD. East of the Forbidden City "text brigade industry cross-border integration, coordinated development", Spring and Autumn Travel Agency "building reading, city tourism", Ctrip Travel Network destination marketing, Air catering at Caesars Travel Agency, etc., shows the travel agency has initially begun to travel service transformation.

First of all, with the development of economy and urbanization, China's middle class and consumption power are increasing, and they are more willing to invest in tourism experience. It will promote the tourism development to high-quality, personalized and diversified direction. The demand for culture, history, natural landscape and rural tourism will also increase.

Second, the rapid development of digitization and technology will have a profound impact on tourism. People rely more on the internet and mobile devices for travel planning and booking. Technologies such as virtual reality, augmented reality and artificial intelligence will also bring new possibilities to the travel experience.

In addition, sustainable development will also become an important direction of tourism development. People's awareness of environmental protection and cultural protection is increasing, and people pay more attention to ecological environment protection, rational utilization of resources and cultural heritage protection, so as to ensure the sustainable development of tourism.

In short, in the 14th Five-year period, China's tourism industry will move towards the direction of high quality, personalized, digital and sustainable development. It will provide a better travel experience for tourists, but also bring more opportunities for tourism practitioners and related industries. According to the statistical survey report of national travel agencies in the first quarter of 2023 released by the Market Management Department of the Ministry of Culture and Tourism in May 2023: As of March 31, 2023, the total number of travel agencies nationwide was 47,069 in the first quarter. Under the background of the normalization of the epidemic, the demand side and the supply side of tourism have been double impacted. Tourism education in higher universities is also facing the innovation and challenge of the times. On the one hand, it undertakes the arduous task of tourism education talent reserve and training; on the other hand, it is the key link of the innovation platform of tourism management professionals, and needs teaching reform. More importantly, the professional setting and course selection of colleges and universities will determine the quality and direction of intelligent service in the tourism industry.

Therefore, the teaching discussion and research of travel agency management courses have

become the epitome of the future development of tourism management major. The change of curriculum and teaching objectives under the requirements of high standards has attracted great attention from teachers, and this group is trying to combine modern high-tech technology and means to change a variety of teaching methods. The optimization of the teaching methods of tourism major is gradually becoming one of the important ways to improve the teaching quality of tourism major.

3. "Travel Agency Management" Course Construction Overview

3.1 Course overview

"Travel Agency Management" is a required course to improve the basic knowledge of tourism management students in undergraduate universities and to cultivate high-quality reserve management talents of travel agencies. Through the study of this course, students can comprehensively and systematically understand the basic principles and methods of enterprise management of travel agencies, so as to improve their basic quality and ability to correctly analyze and solve the problems of operation and management of travel agencies, and lay a professional foundation for entering the society to work in related industries in the future. In terms of teaching content, the course team not only pays attention to the explanation of theoretical knowledge, but also the integration of course practice content. In terms of teaching method, the course team not only uses case explanation method, but also adopts interactive teaching method to combine various teaching methods, so as to realize multi-dimensional integrated teaching effect.

The knowledge that needs to be expanded in this course includes the basic knowledge of introduction to tourism, tourism marketing and management. The course teaching insists on the close connection between theory and practice, and uses teaching methods such as case analysis as much as possible to enhance students' perceptual understanding of the operation and management of travel agencies, and to think rationally about them.

3.2 Curriculum construction objectives of the Travel Agency Management program

The course construction objectives of "Travel Agency Management" include: knowledge goal, ability goal, quality goal and ideological and political goal. First, the knowledge objectives include: understanding the basic concept of Travel Agency Management and the basic professional knowledge necessary for travel agency management; training students to discover travel needs and explore product development. Second, the capability objectives include: good communication, coordination and teamwork skills, strong tourism management practices and the ability to solve complex tourism problems, and the ability to transform travel needs and innovation momentum into products and services. Thirdly, the quality objectives include: cultivating students' scientific and creative spirit, improving the ability to understand and transform the world with a realistic quality; cultivating students' professional quality of dedication, focus, discovering opportunities and coping with challenges; cultivating students' international vision and globalization consciousness, and being able to actively learn to adapt to the changing market environment in tourism management practice. Fourth, ideological and political goals include: correct world outlook, outlook on life and values; sound personality and good humanistic quality, moral quality, professional thought, travel service values and innovative consciousness.

3.3 The corresponding relationship between the course objectives of the Travel Agency Management program and the index points of the graduation requirements

First, in terms of moral cultivation, the trained students should have scientific spirit, humanistic quality and artistic taste; have a sense of family and country, public welfare, sense of responsibility

and mission. The indicators to support the graduation requirements: understand and master the scientific world outlook and methodology, with good moral character and social morality; have the sense of family and social responsibility, able to practice the core socialist values.

Secondly, in terms of tourism management knowledge, trained students should master the theoretical knowledge and methods of tourism management; have interdisciplinary knowledge reserve, can integrate Chinese and Western, ancient and modern, permeate arts and sciences, and master the ideas and methods of humanistic research. In terms of supporting the graduation requirements, the graduates should be able to use the basic principles of management, marketing and tourism management to analyze the complex problems in the field of travel agency management, and use the knowledge of travel agency management to analyze and innovate the specific problems of travel agency management.

Thirdly, in terms of application ability, the trained students should be able to apply the basic skills of professional knowledge to practice; have the awareness of tourism service and the management ability; have the ability to analyze and solve the complex problems in the field of tourism management, propose corresponding countermeasures or plans, and analyze the possible social impact of countermeasures and plans. In terms of supporting the index points of students, graduates should be able to use the relevant scientific principles of tourism management major to identify and judge the key links of travel agency management innovation, analyze the influencing factors in the process of operation and management, and obtain a reasonable and effective conclusion through information synthesis; to use the principles and methods of empirical, case and deduction methods to obtain reasonable conclusions and make solutions.

Fourth, in terms of innovation ability, the trained students should have logical thinking ability, critical consciousness and innovative spirit, be able to use the research ideas and methods of the discipline to organize and carry out investigation and research, master the basic knowledge required for innovation and entrepreneurship activities, and have the exploration spirit, innovation consciousness and practical ability required by innovation and entrepreneurship. In terms of the index points supporting the graduation requirements, students should be able to analyze and study the operation and management problems of travel agencies based on the principles and methods of tourism management, design and formulate solutions to reflect the innovation consciousness; at the same time, students should be able to choose reasonable solutions for the specific problems of the operation and management of travel agencies, discover, distinguish, question and evaluate the phenomena and problems in the operation and management of travel agencies, and form personal judgments, opinions or countermeasures.

Fifth, in terms of learning and development, the trained students should have the ability of self-planning, self-management, self-learning and lifelong learning, acquire and update the relevant knowledge of tourism management major, and take the initiative to improve themselves to meet the needs of the high-level sustainable development of the society and individuals. In terms of supporting the graduation requirements, students should have the ability of self-planning, self-management, self-learning and lifelong learning, and the ability to acquire and update relevant knowledge of tourism management, and to meet the needs of social and personal sustainable development.

3.4 Curriculum evaluation, course resources, teaching conditions and requirements

First, course evaluation. The assessment of this course is a 100-point system, which consists of two parts: the usual score and the final writing plan (open book), of which the usual score accounts for 50% and the final exam accounts for 50%. The usual score consists of class performance (10%), online discussion (10%), homework (10%) and group homework (20%).

Second, course resources. It is recommended to use the latest version of the textbook, as well as the relevant references. Online course platform and resources include chaoxing online teaching platform: "Travel Agency Management" courseware, teaching video, study and discussion, online

homework, chapter test, etc.

Third, teaching conditions and requirements. In terms of teacher requirements, the teaching teachers of this course should have the teaching or practical experience of tourism management, travel agency management, tourism marketing, tourism project planning and other professional courses. In classroom learning requirements, because this course has the characteristics of comprehensive, practical, thus requires students to use the teaching platform resources preview and self-study, requires students to participate in the discussion in class, after class requires students to actively seek every opportunity to tourism administrative departments, tourism enterprises or scenic spots (attractions) site visit and practice, strive to combine theory and practice.

4. Conclusions

The development of traditional travel agencies is undergoing the change of travel agencies to the deconstruction and reconstruction of industrial innovation and theoretical construction of travel service providers. The teaching goal of travel agency management course has changed and has a new development tendency in new period.

4.1. Establish the confidence of students 'professional thoughts and cultivate students' determination to serve the people.

The historical beginning of traditional travel agencies originated from the train prohibition tour initiated by Thomas Cook in 1841, which is a milestone event in modern tourism. It is the first time in human history to provide professional and efficient travel services for tourists in a commercial way. In 1923, banker Mr. Chen Guangfu founded China Travel Agency, which is a milestone practice of China travel agencies to meet the needs of tourists, and also the beginning of modern tourism service providers in China, which is also the starting point of tourism service providers to provide tourism services for tourists and meet the tourism needs.

Therefore, it is very important to cultivate students' professional ideas and the core values of travel services.^[2]Professional thinking refers to the knowledge, skills and attitudes of students in a specific field, which are crucial to students' career development. By cultivating professional ideas, students can better understand and apply what they have learned and improve their competitiveness in related fields. The core values of travel services refer to the values and principles that should be upheld in the travel service industry. These values include customer first, integrity, teamwork, quality first and so on. Cultivating students' recognition and understanding of these core values will help them become excellent travel service professionals, provide high-quality services for customers, and show good professional ethics and sense of responsibility in their work.

Through education and training, schools and educational institutions can help students build up professional ideas and core values of travel services. This can be achieved through curriculum setting, practical activities, case analysis, etc. At the same time, the school can also provide relevant internship and practice opportunities, so that students can constantly exercise and improve their professional quality and values in the practical work.

4.2. Cultivate students 'ability to think diligently, and build a knowledge system that combines students' professional core, complex development theory and practice.

The indoctrination of professional ideas and the ability of students' self-development in the future are hot issues faced by tourism management majors, and also new problems to be solved in the course of travel agency management. The emergence of travel agencies and the evolution of travel service providers exist precisely for the requirements of the development of the social situation, and also because of the demand of tourists for travel services in the market. The traditional travel service mode has been facing the change of external challenges, and constantly

self-innovation and development. The change of the market mechanism constantly creates new demand for tourists. The operation and management personnel of travel agencies are also clearly aware of this situation, and they are also trying to adopt and use new business forms to meet the new demand mode.

Therefore, it is an interesting and challenging task to train students to explore travel needs and product development.^[2] There are some suggestions to help students establish such knowledge systems: understand the travel market; develop innovative thinking; learn the product development process; provide practical opportunities; develop teamwork; and focus on technology and innovation trends. In short, the knowledge system for training students to discover travel needs and explore product development requires a comprehensive use of theoretical learning, practical projects and teamwork. In these ways, students can gradually master the relevant knowledge and skills to prepare for the future travel product development work.

4.3. Cultivate students' comprehensive ability to practice theory connection, knowledge to guide practice, and transform learning results into industrial kinetic energy.

Materialist dialectics holds that things are universally connected, and everything in the world is in the universal connection, and no one thing can exist in isolation. The whole world is a unified whole of universal connection, and the universal connection of things is realized through "intermediary". Since the rise of "digital China" as a national strategy, the digital reform in the education field has gradually accelerated. We should cultivate students' digital thinking, make full use of digital technology, and transform travel demand and innovation momentum into products and services, so as to sell the developed products and designed services.^[2] There are some suggestions: fostering observation; providing opportunities for practice; fostering innovative thinking; emphasizing user experience; and providing entrepreneurship education. In short, observation, practice, innovative thinking, user experience, teamwork and entrepreneurship education can help students develop the ability to transform their travel needs and innovation drivers into products and services. These methods can stimulate students' creativity and help them to play an innovative role in travel industry.

4.4. Cultivate students' keen insight, innovative thinking and the tolerance to withstand the risks encountered in career development.

Cultivating students' professional qualities to discover opportunities and meet challenges is an important and complex task.^[2] There are ways to help the students develop these qualities: encourage innovative thinking; emphasize problem solving; provide interdisciplinary education; build confidence and positive attitudes; and provide mentoring. Through the above methods, students can gradually develop professional qualities to discover more opportunities and deal with challenges, and more successfully cope with various challenges in future careers.

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