

Design and Practice of Tourism Management Learning Resources from the Perspective of Mobile Learning

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Abstract: With the rapid update and development of mobile technology and mobile devices, students began to use mobile devices to carry out learning tasks, and the convenience of mobile learning has made this learning model popular among all sectors of society. In addition, with the increasing trend of mobile students, the importance of learning resource design and development in the process of mobile learning is becoming more and more prominent. But, in the college education, teaching activities in tourism major should adopt new teaching methods, introduce various new teaching contents, integrate mobile learning mode and design tourism management learning resources according to the develop characteristics of the times, so as to improve learning efficiency and quality.

Therefore, this paper mainly analyzes the design and practice of tourism management learning resources from the perspective of mobile learning.

1. Application advantages of mobile learning platform

1.1 Be conducive to enhance the self-regulation of learning

Under the mobile learning platform, students can define specific learning modes and make detailed learning plans according to their actual needs. This learning model is helpful for students to realize individualized learning according to their actual learning needs. Under the premise of abiding by their own learning characteristics, students should scientifically and reasonably select the appropriate learning resources, and fully realize personalized customization from the aspects of learning progress, study plan, learning content, learning time and so on. After the students master the autonomy of learning, students will be more flexible and actively participate in the learning activities, so as to realize the enhancement of self-regulation of learning.

1.2 Be conducive to meet the needs of fragmented learning

After teachers timely transfer their elaborately made micro-course video and other teaching resources to mobile learning platforms, students can choose a variety of fragmented practices to concentrate on learning the certain knowledge. This way helps to further meet the students' fragmented learning needs and build a mobile learning platform. It also can encourage students to optionally shift learning content to learning resources, and improve problem analysis and resolution ability through interactive learning.

1.3 Be conducive to the real-time monitoring and interaction

Different from the traditional PC network learning terminal, the mobile learning platform is more conducive to the teacher's whole-process and real-time monitoring of the student's learning state. Through the whole process of supervision and management, teachers can clearly know the doubts that students have during the learning, so as to improve the pertinence and effectiveness of teachers' teaching plans. Through detailed comparison and analysis of students' learning in a given period, teachers can fully grasp the students' learning characteristics and provide more targeted guidance for students.

1.4 Be conducive to further eliminating the psychological burden

From the perspective of psychology, mobile learning can remedy the embarrassing scenes encountered in traditional classroom and face-to-face knowledge-transference and drive away the resistance during the interaction for the students who are introverted and shy, thus achieving the easy and free learning and interaction.

2. Design principles of tourism management learning resources from the perspective of mobile learning

2.1 Principle of Interaction

During the process of mobile learning, although the learning task can be completed independently and randomly, it also needs the teachers correctly guide the students' active discussion with the classmates. Therefore, in the design process of tourism management learning resources from the perspective of mobile learning, interactive columns, namely communication and discussions columns, should be added to realize the organic interaction between teachers and students.

2.2 Principle of Fragmentation

In the state of mobile learning, the students' learning time is fragmented, moreover, because the learning environment is not fixed or even very complicated, therefore, it is difficult for students to concentrate and accept too much complicated knowledge. So, during the design of learning resources, we should ensure that it is short, simple, and easy to accept, we should try to divide the learning into smaller knowledge points. The learning of each different knowledge points should be limited to 5 to 15 minutes. In this way, it is easier to ensure that the students can master the knowledge system in a short time and achieve their learning goals.

2.3 Principle of Individuation

In the traditional teaching mode, teachers can quickly know the students' knowledge level and learning ability, and moderately adjust the teaching design through carrying out the unified standard learning activities and the face-to-face teaching methods. However, the mobile learning is not a face-to-face model, it has the good applicability. Therefore, mobile learning clearly requires the students with strong ability to expand the learning modules in learning resources. But for the poor students, mobile learning should include the module of reviewing knowledge points in the course resources. In addition, students also can choose the learning mode that they are interested in and by means of the WeChat subscription account, learning game system and other ways to highlight the

student's subjective status.

2.4 Principle of Simplicity

Because it is not a face-to-face teaching mode, thus the learning interface must be scientifically and clearly classified with corresponding instructions. In this independent learning environment, students also can acquire the needed learning resources quickly and smoothly. Therefore, the design of tourism management learning resources from the perspective of mobile learning should follow the principle of simplicity, the user interface should be concise and integral. It should be simple enough in the operation and appropriately reduce students' repeated input operations during the mobile learning.

2.5 Teaching design concept should reflect throughout the whole process

The ultimate goal of teaching design is to arouse students' learning enthusiasm and interest and realize the learning goal. Therefore, students should strictly abide by the learning objectives and be proficient in the knowledge content and skills regardless of the traditional teaching activity in the classroom or the mobile learning in a non-fixed environment. The design of learning resources from the perspective of mobile learning should fully consider the teaching content and effectively solve the curriculum problems, so as to improve the scientificity and effectiveness of teaching. Therefore, modular learning resource design can be realized according to teaching objectives, so as to help students solve learning problems or achieve the assistant traditional teaching goals. Therefore, the teaching design concept must penetrate into the whole process of mobile learning resource design.

3. Design and practice of tourism management learning resources from the perspective of mobile learning

3.1 Conducting teaching activities design in a phased manner

In the tourism management teaching activities of colleges and universities, teachers should give full play to the advantages of the modern network information platform such as WeChat Official Account, WeChat group, Weibo and other ways when designing and developing the mobile learning platform, scheme a scientific and targeted teaching guidance program for students based on their individualized characteristic, and adopt the phased approaches to conduct different teaching activities during the actual organization and management process.

For example, the teachers can realize the sharing of learning resources through the WeChat group in the pre-course teaching management stage. They can timely release the produced teaching videos and other teaching materials to the WeChat official account platform to store them, and then share the public information content to a number of learning group through the WeChat function of push and share. In this way, it helps to save class time, improve classroom teaching efficiency and teaching quality, and then promote the effective improvement of students' learning quality.

3.2 Choosing the scientific and reasonable hybrid teaching system

Assisted by the advantages of big data and mobile learning platform, the hybrid teaching system fully integrates different types of teaching methods based on the traditional teaching management mode. When promoting and implementing this teaching model, the teachers should accurately grasp the individualized characteristics of online and offline teaching modes, organize students to actively participate in online learning, and communicate and interact in the offline class. In this way, it can

help students deepen the learning effect of professional knowledge of tourism management.

For example, when teachers organize students to learn about tourism planning and development, they can encourage students to give full play to the advantages of the mobile learning platform, find all relevant learning resources on the platform and publicly publish academic papers on the topics of cultural tourism, eco-tourism, tourism real estate, theme parks, etc., so as to encourage students to acquire knowledge content in all aspects when writing a thesis, and encourage the students to fully understand their own defects through offline communication and comments, so as to take scientific and targeted measures to achieve self-improvement.

3.3 Constructing the appropriate teaching situation according to the practical situation

On the basis of rational use of mobile learning platform, it also needs to construct a scientific and reasonable teaching situation when organizing students to actively participate in various learning activities. Encourage and actively guide the students to actively cooperate and communicate in the real cultural environment and activities. Mobile communication technology and mobile terminal equipment can solve the problems in real situations for people to a large extent, promote the student achieve the identity of timely conversion in the appropriate situation Based on the construction of a scientifically appropriate teaching situation. In this process, mobile devices can not only provide students with tools to store, transmit and present learning materials, but also effectively transform and develop into a favorable carrier to help students build knowledge.

For example, through the mobile learning platform, when some travel management professional teachers create the teaching situation for students, they can integrate inquiry-based learning, situational awareness, simulation experiments and other content based on problem analysis and solution, so that students can fully experience the fun and attraction of experiential learning.

3.4 Further realizing the comprehensive and effective application of information resources

In addition to the above methods, teachers engaged in tourism management should also comprehensively apply a variety of information resources in the practice teaching activities.

For example, some teachers of tourism management major in our country, when explaining the comprehensive knowledge of tourism management to students should clearly define the knowledge, skills, and various indoor and outdoor teaching sites included in the course project. Therefore, teachers should use the mobile learning platform as an aid to select the appropriate information content according to the actual situation. In this way, teachers use mobile communication terminals such as tablet computers and smartphones in the context of wireless network teaching to realize the storage and invocation of information resources and further improve the efficiency and quality of learning by means of APPs such as cloud storage and cloud notes.

4. Conclusion

In a word, both teachers and students should be fully aware of the significance of obtaining and perfecting the learning resources in the teaching activities of tourism management major in colleges and universities. Therefore, the construction of mobile learning platform for tourism management major can help students to obtain teaching resources in an unlimited time and place according to their actual needs. In the design process of college tourism management learning resources from the perspective of mobile learning, teaching activity design should be carried out in stages and use the hybrid teaching system to achieve comprehensive and effective application of various information resources and construct a scientific and appropriate teaching situation for students, so as to improve students' learning efficiency and quality.

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