

# Analysis of the Practical Difficulties and Strategies of Curriculum Ideology and Politics of Tourism Management Major in Colleges and Universities

Yumei Tang

Chongqing Business Vocational College, Chongqing, 401331, China

**Keywords:** University; Tourism Management Major; The ideology and politics of the curriculum; predicament; Strategy

**Abstract:** The establishment of moral character is the proper meaning of curriculum teaching, and the ideology and politics of curriculum is an important point of carrying out the establishment of moral character. On the basis of analyzing the realistic predicament of ideological and Political Education of Tourism Management major in colleges and universities, this paper takes the ideological and political of tourism management major in Chongqing Business Vocational College as an example, this paper probes into the strategies of the implementation of curriculum ideology and politics from six aspects of the top-level design of specialty, the cultivation of teachers, the excavation of the ideological and political elements of the curriculum, the innovation of teaching methods and means, the construction of the atmosphere of ideological and political education of the curriculum, and the establishment of the evaluation mechanism of the cooperative education of the curriculum ideology and politics.

## 1. Introduction

The Ministry of Education put forward: “To carry out the fundamental task of setting up morality and cultivating people, we must integrate value molding, knowledge imparting and ability cultivating into one and can not be separated”. To promote the ideological and political construction of the curriculum in an all-round way is to help students form correct world outlook, outlook on life and values, which is the proper meaning and necessary content of personnel training. We must hold fast to the 'main force' of the teaching force, the 'main battlefield' of curriculum construction, and the 'main channel' of classroom teaching, so that all universities, all teachers, and all courses can take on the responsibility of educating people well, guard a good channel, and cultivate a good field of responsibility, so that all kinds of courses and ideological and political courses go hand in hand, and unify explicit education and recessive education, so as to form a synergistic effect. All professional courses in colleges and universities have the function of educating people, and all teachers engaged in higher education have the responsibility of educating people. [1] German Educationist Johann Friedrich Herbart thought that “Teaching without moral education is just a means without an end, and moral education without teaching is an end without means”. [2] the Soviet educator Kailov also made a brilliant statement on the relationship between education and teaching, he thinks: “Teaching and education are permeating each other, teaching has educational significance, and many tasks of education are to be accomplished through the teaching process”. Dewey, an American educationist, is committed to changing the simple and crude direct method of moral education, but adopts the indirect method of moral education which permeates all subjects and the whole school life. Sun Bengzhu, a professor at Peking University, said: “Curriculum ideology and politics is a teaching system, and the main thrust of curriculum politics is to emphasize that all university courses should include content that can guide students to establish correct values and world views.” Ideological and political course is an important link and component of the whole course, all-round, all-round education.

## **2. The Realistic Predicament of Curriculum Ideology and Political Education of Tourism Management Major in Colleges and Universities**

Curriculum Education is an important point to carry out the fundamental task of Lideshu people, all courses should have the responsibility of education. [3] However, for a long time, the specialized courses of tourism management specialty in colleges and universities lay emphasis on the imparting of professional knowledge and the training of professional skills, and fail to play the proper role of educating people, there are three main areas:

### **2.1. The Teachers of Professional Courses Lack the Subject Consciousness of Ideological and Political Education**

The subject consciousness of Teachers' ideological and political education means that teachers themselves should have the consciousness and initiative of educating people, put the training of values in the first place in the teaching process, and give full play to their recessive educational advantages, to integrate education into the professional classroom teaching, curriculum practice, to avoid the phenomenon of teaching without education. However, in current practice, the professional and technical positions of some teachers of professional courses do not match with their ideological and political quality, these teachers can not fully implement the spirit and requirements of ideological and political work for college students. [4] There are three kinds of situations in this part of professional course teachers: one is to separate the teaching of professional knowledge from the ideological and political education, and only position themselves in the role of imparting professional knowledge and professional skills to their own shoulders, the author thinks that ideological and political education should be the responsibility of teachers of ideological and political courses. Second, some professional course teachers confuse the course of ideological and Political Education with the course of ideological and political education. They think that the course of ideological and political education is to turn the course into ideological and political education and excessively excavate the elements of ideological and political education, resulting in students' Reverse psychology. Third, some professional course teachers put the professional knowledge teaching and ideological and political education against each other, thinking that the course ideological and political will affect the professional teaching effect. Some of the above professional course teachers' misunderstanding of curriculum ideology and politics, to a certain extent, has affected the function of cooperation in educating people.

### **2.2. Professional Course Teachers Lack the Implementation Capability of the Ideology and Politics of the Curriculum**

Professional teachers are the main body of of the ideology and politics of the curriculum, so the implementation capability of the ideology and politics of the curriculum of professional teachers directly affects the effect of ideological and political implementation of courses. But in fact, the individual quality, teaching mode, teaching method and teaching resources of professional course teachers lag far behind the requirements of course ideology and politics. There are three main reasons for this. First, the knowledge and ability of the teachers of professional courses are single, and they are in urgent need of advice and guidance. It has not been a long time since the implementation of ideological and political education in the curriculum. Most colleges and universities have not carried out the teaching and training related to ideological and political education in the curriculum. Most teachers still remain at their original level of knowledge and ability, the basic skills in class are still at the level of study and practice, and need to receive more training related to the theory of ideological and Political Education, pedagogy, psychology, in order to make up for the lack of their own knowledge, in order to achieve the effective integration of ideological and political elements into professional knowledge teaching. Second, professional teachers lack of ideological and political elements mining ability, professional teaching and ideological and political education “Two skin”. How to discover ideological and political elements from professional knowledge points, how to analyze the connection between these ideological and

political elements and knowledge points, most of the teachers in the professional courses in the excavation of ideological and political elements hidden in the professional courses and the natural integration of professional knowledge together to teach students feel laborious. Third, the team of professional teachers did not form a resultant force. At present, most university teachers' ideological and Political Education courses are still struggling on their own, and lack of cooperation with ideological and political teachers, counselors and other forms of education, ideological and political education methods, sometimes lack of fluency, it is difficult to enhance the classroom appeal and appeal to students.[4]

### **2.3. The Evaluation System of Curriculum Ideological and Political Education is not Perfect**

Since the reform of the ideology and politics of the curriculum, colleges and universities have carried out the ideology and politics of the curriculum, formulated some rules and documents, but ignored the effect and quality of the ideology and politics of the curriculum Education, and did not bring the effect of the ideology and politics of the curriculum Education into the evaluation index system. In some colleges and universities, teachers' titles are appraised and their salaries are raised, and articles, projects and awards play a decisive role, but the effect of education is seldom included in them. Some teachers are even difficult to achieve their teaching goals, not to mention carrying out the ideology and politics of the curriculum. In the teaching and research of professional courses, the research of professional system and curriculum system is more outstanding, and the content of ideological and political education is seldom involved.[5] Some colleges and universities have recognized the quality evaluation of the ideology and politics of the curriculum education, but have not put forward scientific evaluation indicators, the quality and effect of the ideology and politics of the curriculum of the main rely on publicity, lead to professional courses teacher curriculum ideological and political education initiative is not strong.

## **3. Analysis on the Implementation Strategy of Curriculum Ideology and Politics of Tourism Management Major**

Taking the tourism management major of Chongqing Business Vocational College as an example, this major is the dominant backbone of the school's key development, and the major group of catering tourism has been built together with the major of hotel management, cooking technology and nutrition, etc., is the central financial support project construction professional, the city-level high-quality Vocational College first-class Professional Group construction of the core professional. The professional teaching team actively practices the concept of "Sanquan educates people", and perfects the education mode of combining morality and technology with work and study, breaking the original subject teaching system, realizing cross-border integration, carrying out the plan of ideological and political course and course to the same peer, making the specialized course and ideological and political course form a synergistic effect, and realizing the integration of ideological and political education and technical skills training.

### **3.1. Strengthen the Top-Level Professional Design, a Comprehensive Revision of the Professional Training Program of Tourism Management**

Culture is the soul of Tourism, tourism practitioners in particular to strengthen the core values of socialist education, and enhance cultural confidence. [6]The tourism management major of the school attaches great importance to the top-level design of the major, based on the investigation and research on the talent demand and post ability of the relevant enterprises, to invite industry experts, such as Chongqing Tour Guides Association, Chongqing Yu travel international and so on, to jointly discuss and revise the program of professional personnel training, taking the ideological, political, theoretical and emotional identity of socialism with Chinese characteristics as the general requirements, stressing the integration of industry and education and the cooperation between schools and enterprises, we should pay attention to the combination of labor spirit, vocational spirit, craftsman spirit and model worker spirit with professional education, and take the molding of values, the cultivation of professional ability and the imparting of theoretical knowledge as the

curriculum training objectives. The training goal of the major of tourism management in school is the all-round development of morality, intelligence, Physique, beauty and labor, firm ideal and belief, good humanistic quality and team cooperation spirit, mastering the basic theories and knowledge of Tourism Management and tourism culture, etc. , familiar with tourism laws and regulations, with professional skills, such as tour guide service, can be engaged in the work of door reception, outbound team leader, tour guide and other high-quality compound technical talents.

### **3.2. Strengthen the Training of Teachers, Enhance the Professional Course Teachers to the Course of Ideological and Political Attention**

Teachers are the basis of teaching, but also the main force in teaching, practice the concept of curriculum ideology and politics education, teachers must first.[7]A series of reforms have been carried out in the secondary colleges of tourism management from the aspects of teacher training, team building and teacher evaluation. We should make full use of the winter and summer vacation, organize specialized course teachers to carry out special training, try our best to change the cognitive deviation of specialized course teachers to the course ideological and political work, deeply understand the real connotation, main meaning of the course ideological and political work, grasp the goal and requirement, then actively and deeply promote the curriculum ideological and political teaching practice. Make full use of the resources of ideological and political education in schools, pair up with ideological and political teachers, cooperate with them through discussion, exchange and discussion, to solve the problem of integration of professional course teachers in the course of practical application of ideological and political courses. After class, teachers should exchange and discuss with each other, learn from each other, so that the teachers can be inspired and improve together.

### **3.3. Fully Tap the Ideological and Political Elements of the Curriculum, Effectively Integrated into the Whole Process of Professional Curriculum Teaching**

Teachers of specialized courses should always put the priority of guiding and helping students to distinguish, choose and firm political direction in the course of teaching, education will guide students to “What way to go”, “Who to go with” as the most important work of curriculum ideology and politics.[8] The teaching and Research Office of Tourism Management organizes all the professional teachers to prepare lessons collectively, to collect materials and resources around the ideological and political integration points and elements of the professional curriculum in the light of the ideological and political teaching objectives of the curriculum, to develop and integrate the resources, the cases containing ideological and political elements are combined with the corresponding professional knowledge points, and the ideological and political education is interspersed in each course task module. The courses of tourism management major contain many ideological and political elements, fully excavate the ideological and political elements in the knowledge of the courses of tourism management major, and skillfully infiltrate the ideological and political contents related to the knowledge of each course into the teaching activities, empathize with the students. For example, in the “Landform tourism resources” section of China's tourism geography, knowledge points are typical Chinese Alpine landforms, mountain glacier landforms, wind-sand landforms, loess landforms, karst landforms, etc. , teachers should be full of patriotism, through the proud description of China's various landforms and representative scenic spots, to enhance students' love of the magnificent mountains and rivers of the motherland, guide them to love the motherland, love their hometown, and Plant love of the environment, environmental protection and sustainable development, and other related ideological and political education, while talking about professional knowledge points, teachers' emotional infection and language description can make students blood boiling, produce I love the motherland great rivers and mountains, i am willing to dedicate my strength to this land of passion.

### **3.4. Innovating Teaching Methods and Means to Strengthen the Educational Function of Specialized Courses**

In recent years, with the rapid development of information technology, teachers' classroom has

changed from chalk + blackboard mode to touch + ppt mode. Although formal classroom reform has been carried out, it has not changed the essence of traditional teaching mode, the classroom is still a teacher to the end. In the course of listening to the teacher often found in the podium teaching seriously, and most of the students or play mobile phones, or sleep, eventually lead to low teaching efficiency, poor learning effect of students, the course of curriculum ideology and politics education function is more difficult to achieve effective guarantee. In order to improve students' participation in class and raise their head rate, so as to improve the effect of curriculum ideology and politics, teachers of tourism management major are struggling with the reform of classroom teaching and are encouraged to explore diversified teaching methods of course ideological and political work, integrating on-line and off-line teaching platform, making full use of network media resources, adopting various teaching methods such as special topic, case, and so on, imperceptibly melts the course ideological and political teaching goal into the teaching process. For example,[9] the teaching design of "Tour Guide" in the practical course of tour guide adopts Internet + on-line and off-line reversal teaching, focuses on the cultivation of students' core quality, and puts the course ideology and politics into the teaching process. Teachers in the study before the release of tasks "Chongqing City, the second city of mountains and rivers, beautiful place guide words explanation contest" video, so that students first know the guide, set learning goals, correct learning attitude; With the deepening of the course, the teacher leads the students to know the duty of the tour guide after they have learned the duty of the tour guide, for example, doctors, couriers, volunteers and other different roles work together, the people of the country together to fight covid-19, so that the curriculum ideological and political education to love the country, love the people.

### **3.5. Build a Platform to Create a Strong Curriculum Ideology and Politics Education Atmosphere**

In the all-media era, various forms of curriculum ideology and politics teaching activities should be carried out by using new communication methods such as VR technology, public accounts, learning platforms, wechat groups, QQ groups, douyin groups and quickhand groups, and combining them with traditional media such as pictures and texts, enhance the sense of experience, convey new information, spread positive energy. The courses of the major of Tourism Management put ideological and political elements into "The first course of the new term", and insisted on laying equal stress on the training of professional quality and skills, and strengthening the cultivation of "Model worker spirit" and "Craftsman spirit". Combining the graduation season and the last lesson, taking the graduation ceremony as the main line, and combining the activities of ideal and belief education, thanksgiving and honesty education, social responsibility education, etc. , to enhance the graduates' patriotic and school-loving feelings, to encourage graduates to turn their patriotic and strong national aspirations into service to the country. [10] Campus activities to promote the normalization of art performances, the introduction of Red Rock Revolution story performances, red opera into the campus and other brand-specific activities, so that the red gene rooted in the hearts of students.

### **3.6. Establish the Evaluation Mechanism of Collaborative Education to Improve the Quality of Education**

Evaluation is an important strategy to lead and improve the effect of curriculum ideology and politic Education. The content of the evaluation should be combined with the means of management and the implementation of teaching links. The main body of the evaluation should go both ways. In the course of Tourism Management Major, the assessment of students' cognition, emotion, values and other "Ideological and political" aspects is included in the assessment of results, and the objective and quantitative assessment is gradually combined with the subjective examination and assessment, we should adhere to the diversity and comprehensiveness of assessment standards, and adopt the methods of comprehensive result evaluation, process evaluation and dynamic evaluation to enhance the proportion of evaluation of classroom education effect. Such as through class discussion, after-school homework and final examination to test the students to master the degree of

professional knowledge, students' collectivism spirit, ideological awareness, political literacy, moral quality and style of life were examined in their daily class activities, dormitory life and work performance. The second is to find an objective yardstick to measure this effect, and to test and evaluate it in practice. The scientific evaluation of the effect of the cooperation of various subjects is put into the students' practical activities and behavior habits to see if they can consciously and skillfully apply the inner theoretical cognitive system to their practical work, whether to truly follow the inner values of guiding activities, whether to pay lip service to the concept and the requirements of the provisions of the real and effective implementation of the actual action, to achieve unity of knowledge and practice, words and deeds.[11]

#### 4. Conclusions

In 2020, the course “our guide business” of Tourism Management Specialty was successfully approved as the model course of Chongqing Curriculum ideology and politics, and was selected as the teacher and team of Chongqing Curriculum ideology and politics teaching. “Guard a good canall, plant a good field of responsibility, so that all kinds of courses and ideological and political courses in the same direction, forming a synergistic effect.”The ideological and political construction of the curriculum has no end, and the establishment of people will always be on the road. In the future, the major of tourism management in colleges and universities needs to strengthen the training of teachers, activate the teaching organization, excavate the elements of educating people, play the role of demonstration, touch the soul of students in leading, and plant ideal and belief in moistening things silently.

#### References

- [1] Ministry of Education. Guidelines for the ideological and political construction of the curriculum in institutions of higher learning, No. 3(2020).
- [2] Huang Hua. World Famous Education Thinker Johann Friedrich Herbart. Beijing Normal University Press. 2012(5).
- [3] Fu Lili. Research and exploration on the ideological and Political Education of Tourism Management Major under the background of school-enterprise Cooperation, Journal of Beijing Printing Institute. 2019(12).
- [4] Wang Mingxin. Research on the training and teaching reform of Tourism Management Specialty in colleges and universities based on the idea of curriculum ideology and politics, Journal of Harbin Vocational and Technical College. 2022(3).
- [5] Liu Tianying, Li Zongshun. Study on the strategy of ideological and political construction of Tourism Management Major in higher vocational vocational education. 2022(2).
- [6] Shang Mingjuan, Wang Bo, Cui Feng. “Tour Guide Business” course ideological and political construction and practice analysis, Journal of Mudanjiang Education College. 2021(11).
- [7] Yu Shuyan. Research on the teaching reform of Tourism Management Major from the perspective of curriculum ideology and politics. Tour Guide. 2021(1).
- [8] The theoretical support and typical case analysis of “Course ideological and political” construction of Tourism Major, Journal of Beijing Union University. 2020(10).
- [9] Chen Dan. The application of course ideology and politics in the teaching of Tourism Management, Journal of Liaoning Institute of Science and Technology. 2020(8)
- [10] Chongqing Business Vocational College: “Ideological and Political Education” for giving Sanquan educates energy, People's Daily online-chongqing channel, 2021(12).
- [11] Lau kin-ngor. A study on the ways of integrating ideological and political education into the teaching of tourism management in the new era. Proceedings of the 2020 Nanguo Exposition Symposium (2). 2020(7).