

Optimization of Talent Training Mode of Tourism Management Specialty in Higher Vocational Colleges Based on Big Data

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Abstract: With the growth of big data, the talent training mode has changed, and the training of outstanding talents has a new standard and new direction, which has new requirements for outstanding talents. For tourists, in the process of their travel, all the questions about information search and purchase can be provided with comprehensive intelligent services. Wisdom tourism is the navigator of the modernization of tourism and the leader of the road to sustainable growth. Under the background of smart tourism, how to change the training mode according to the new demand of smart tourism for tourism talents, seize the opportunity of the new era, and cultivate compound tourism talents who adapt to the development trend of tourism is a problem that needs to be considered and reformed in tourism management major of vocational schools. This paper analyzes the idea of constructing the curriculum system of tourism management major in vocational schools driven by big data, and provides ideas for optimizing the training mode of tourism management professionals from the perspective of smart tourism.

1. Introduction

With the advent of the era of mobile Internet, China's tourism industry has entered a critical stage of transformation and upgrading[1]. China's tourism industry is in an open and changing period. As a modern service industry, its development is strongly supported by IT. With the continuous integration of tourism industry and information industry, it promotes the growth of tourism to informationization, intelligence and technology[2]. For tourists, in the process of their travel, all the questions about information search and purchase can be provided with comprehensive intelligent services. At present, all countries in the world pay great attention to the smart tourism, a new tourism form[3]. Specifically, smart tourism actually depends on the scientific and technological achievements such as the IoT and intelligent data. On this basis, it is committed to allowing tourists to have an independent travel experience. The tourism industry in the transformation stage also puts forward new requirements for the training of tourism management talents[4]. As far as tourism management major in vocational schools is concerned, under the influence of these problems, the teaching of professional courses can't meet the needs of the growth of smart tourism, which leads to the students' inability to meet the requirements of tourism industry for talents. The training of tourism management professionals in vocational schools must conform to this trend and make corresponding adjustments and reforms.

In smart tourism, tourists can receive comprehensive tourism information management and services provided by tourism enterprises through smart devices[5]. China's tourism industry is in the stage of transition to intelligence, so it needs a large quantity of human resources to master information and communication technologies, so as to improve the scientific management ability of the government and enterprises in smart tourism[6]. At present, there are still a series of problems in the curriculum system design of tourism management major in colleges, which make the working ability of the talents trained by tourism management major fail to keep up with the growth of smart tourism. Therefore, it is need to further discuss the optimization of curriculum system of higher vocational management major from the perspective of smart tourism[7]. To cultivate internationally competitive tourism professionals, tourism vocational education needs to lay emphasis on the

internationality and openness of education and teaching activities than before, and fully learn from international tourism training, business philosophy and management methods of international tourism[8]. Wisdom tourism is the navigator of the modernization of tourism and the leader of the road to sustainable growth. This paper analyzes the idea of constructing the curriculum system of tourism management major in vocational schools driven by big data, and provides ideas for optimizing the training mode of tourism management professionals from the perspective of smart tourism.

2. Training Mode of Tourism Professionals

2.1 Present Situation of Tourism Management Personnel Training

(1) The curriculum can't adapt to the change of post ability. Facing the background of great changes in the new era, new ideas and new technologies, the curriculum system of tourism management majors is not adaptable, systematic and scientific[9]. The vertical knowledge system is not deep enough, and students don't know enough about the frontier hotspots and development directions in the field of tourism. However, the current tourism industry urgently needs comprehensive talents with professional skills, Internet and self-media application, but the current curriculum system of tourism major in vocational schools lacks relevant knowledge. Most of the existing courses for tourism management majors are traditional basic courses. Some instructional resources of basic courses and professional courses are repeated, and the application of new technologies and new ideas is less, which does not meet the needs of smart tourism. Relevant courses combining Internet technology and tourism knowledge are set for students. Therefore, it can't better meet the requirements of tourism management post ability.

(2) Inappropriate proportion of theoretical courses and practical courses. One of the characteristics of the technical skills course of tourism management major is its practicality, which makes its curriculum plan different from other majors. Comprehensive practice teaching of liberal arts requires a single internal practice teaching and joint practice teaching of several liberal arts majors, so as to cultivate diversified tourism talents who can apply their knowledge. However, the design of practical teaching at this stage does not match the requirements of students' hierarchical ability training, which leads to the lack of students' ability training in all aspects, which is not conducive to the cultivation of students' comprehensive practical ability. In most vocational schools, the courses of tourism management mainly focus on the teaching of theoretical knowledge, and do not lay emphasis on the cultivation of students' practical ability. Moreover, students do not have many opportunities to participate in the practical activities of hotel management and tour guide management. Although many colleges have made practical teaching plans, many vocational schools are seriously short of teaching and training hours because of various problems such as high expenditure and limited training space. This is inconsistent with the principle that higher vocational education attaches importance to neglecting theory and emphasizing practice.

(3) The level of international education is not high and there is a gap between the supply side and the demand side. Under the background of changing world and tourism education, information and communication technology marks a turning point, and their influence on enterprise operation and organizational performance is first regarded as the primary reason for its inclusion in tourism higher education curriculum. Under the big environment, the talent training goal of tourism management education can no longer focus solely on the domestic situation, but also on the whole world. It is need to place itself in the background of world tourism economy and vocational education, and consider the development mode and talent training standard of tourism management education from an international perspective. However, at present, the talent training program of tourism management major in vocational schools lacks international participation, and an international "idea-training-ability" system has not been established; Teaching materials, teachers, practical training are out of touch with internationalization. At the same time, due to the different goals and needs of colleges and enterprises, it is difficult to establish a trust and responsibility sharing mechanism.

2.2 New Requirements of Tourism Management Education from the Trend of Tourism Internationalization

Driven by big data, tourism data center is the carrier of tourism information processing and processing. Tourist information must be systematically analyzed and summarized by professionals before it can be applied to the construction of tourism information system through data software processing. Compared with traditional tourism, smart tourism uses a lot of digital new media [10]. These tourism-related digital media mainly disseminate personalized tourism information through digital TV, mobile TV, blog, mobile phone media, podcast and other media, and have the characteristics of interactivity and mass. The process of ideological and moral formation is shown in Figure 1.

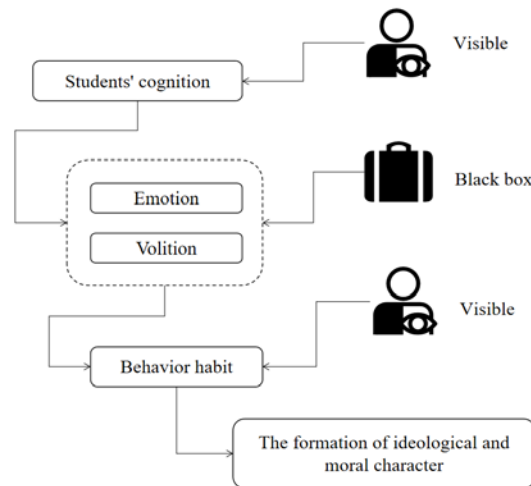


Fig.1 Formation Process of Ideological and Moral Character

The core of big data is the application of big data. Driven by big data, we should have keen data thinking, know how to apply the data from analysis and processing to our tourism industry, maximize the value of data and create benefits for the company. For example, in tourism precision marketing, we can use the data analysis model to get tourists' portraits and make unique and exclusive plans for tourists. The training mode of tourism management talents in the era of big data is shown in Figure 2.

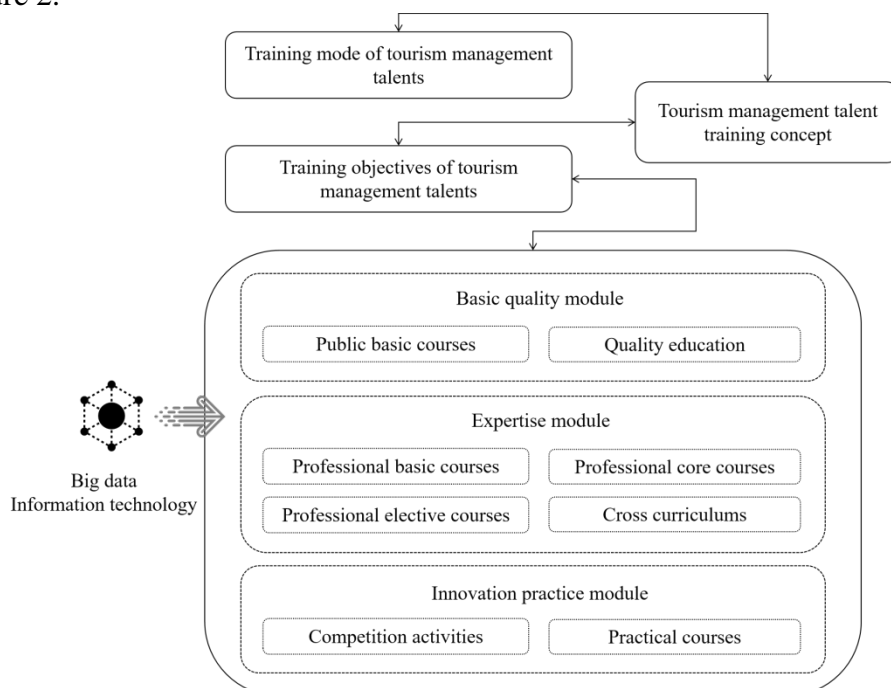


Fig.2 Tourism Management Talent Training Mode in the Era of Big Data

In addition to the current routine specialties such as tour guide, catering, travel agency, hotel service and management, tourism English, civil aviation flight attendant service, etc., it is need to lay emphasis on the cultivation of tourism professionals in export-oriented services, entertainment and leisure projects. Teachers of tourism education should come from different cultural and academic backgrounds. On the one hand, it is need to strengthen the international education concept of existing teachers by studying abroad, visiting, giving lectures and attending international conferences. On the other hand, it is need to open up various channels, and employ managers with both theoretical and practical experience in relevant tourism enterprises as part-time teachers, so as to timely supplement new knowledge, new methods and new technologies that reflect the characteristics of the times into education.

3. Optimization of Talent Training Mode in Tourism Reform

The related products of tourism put forward a higher demand for tourism professionals in higher vocational colleges. It is the intellectual guarantee for the development of intelligent tourism. The development and construction of intelligent tourism city need two kinds of talents, namely professionals who can master IT and compound talents who can skillfully use IT and master tourism expertise. Therefore, under the guidance of the concept of smart tourism and tourism internationalization, tourism management major should extensively absorb and learn from the experience of international tourism vocational education, actively explore the training mode of tourism talents in higher vocational education that meets the international trend and industry demand, and cultivate internationally competitive tourism talents for the international development of China tourism industry.

3.1 Strengthen School-Enterprise Cooperation

The training of outstanding talents in tourism management should be based on the premise of school-enterprise cooperation, find out their own precise positioning, innovate the teaching mode, reform the curriculum system, train high-quality teachers, and strive to create a group of advanced applied professionals in tourism management with high professionalism, strong innovation ability and excellent technical level. Higher vocational colleges need to change the single talent training direction in the past, actively explore the training mode of international compound tourism talents, and position the training goal as an international vision and innovative consciousness. At the same time, it is necessary to be familiar with the rules and operation modes of international tourism, have strong cross-cultural communication skills, strong ability to use and process information, and be able to adapt to multicultural impact. Adhering to the school-running tenet of higher vocational colleges, higher vocational colleges should communicate more with enterprises and industries and pay attention to the employment needs of enterprises and industries. We can cooperate with foreign tourism colleges and tourism organizations, and realize the direct integration of talent training with the international community by introducing courses, integrating standards, exchanging visits between teachers and students, and overseas internship and employment of students.

3.2 Teaching Content Optimization

Traditional tour guides are required to have explanation skills, service skills and crisis handling skills, but these functions of tour guides will be replaced due to the emergence of “smart tourism”. The “intelligent” tour guide requires that the tour guide should be a marketer, researcher and planner with good IT ability. This has also brought great challenges to the setting of tourism management major and talent training objectives in higher vocational colleges. The key to the optimization of tourism management courses in higher vocational colleges is to integrate and upgrade the instructional resource, because the instructional resource supports the cultivation of talents, which plays a decisive role in the cultivation of talents' ability. Schools should not only seek cooperation with domestic enterprises, but also actively explore opportunities for cooperation with foreign enterprises, so that cooperative enterprises can participate in the research and deliberation of the college's talent training specifications, school-running models and teaching plans, and invite the

managers of famous foreign tourism enterprises to give lectures to students in the college, broaden students' horizons, and ensure that the instructional resources and teaching plans are more directly and closely related to the needs of international industries.

3.3 Innovation of Teaching Methods

The main purpose of higher vocational colleges is to cultivate excellent skilled talents and applied talents for the society, and many higher vocational colleges are adhering to this purpose to cultivate talents in tourism management. However, with the arrival of the general trend of smart tourism, the types of talents needed by the tourism industry are also undergoing great changes. IT is increasingly needed by the industry, but many higher vocational colleges have not changed their talent training strategies in time according to the market demand, resulting in the phenomenon of disconnection among enterprises, universities and talents. Driven by big data, tourism data center is the carrier of tourism information processing and processing. Tourist information must be systematically analyzed and summarized by professionals before it can be applied to the construction of tourism information system through data software processing. Therefore, it is very important for college students majoring in tourism management to have the ability of data operation and management.

3.4 Teachers' Skill Improvement

As a brand-new form of IT widely used in the tourism industry, the emergence of smart tourism requires employees not only to be proficient in tourism, but also to be good at IT, and to conduct online marketing and online management. As far as tourism management major is concerned, its professional teachers not only need the ability to flexibly use advanced teaching equipment, but also need to learn to apply multimedia network technology. At the same time, teachers are required to adapt to the development needs of the times, effectively combine the new situation of tourism industry development, and design the curriculum system reasonably on this basis. Teachers should have the ability to acquire, analyze and use data, and combine the data content with the instructional resource to realize the individualized, scientific and comprehensive development of education and teaching.

4. Conclusions

With the growth of big data, the talent training mode has changed, and the training of outstanding talents has a new standard and new direction, which has new requirements for outstanding talents. Under the background of smart tourism, there are still many problems in the current curriculum system of tourism management major in vocational schools. These problems all lead to the inability of tourism management major in vocational schools to conform to the pace of smart tourism development, which makes it difficult for students to successfully obtain employment in the tourism industry, and their ability and level can't reach the job standard of the tourism industry. The major of tourism management in vocational schools is mainly to train front-line service operators and management talents in tourism. Therefore, school-enterprise cooperation and integration of production and education are particularly important for tourism management major in vocational schools. Compared with other industries, tourism is more dependent on people and requires higher quality of people. Tourism management major in vocational schools should meet the requirements of intelligent tourism development, reform and improve its own professional curriculum system, so that students can receive good education, fully improve their professional abilities and levels, and then grow into talents needed by the tourism industry.

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