

Research on Teaching Reform of Tourism Information System Course of Master of Tourism Administration

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Abstract—MTA training and general management of tourism management is different, MTA emphasizes the practicality of the content, curriculum and teacher configuration are to combat as the core, and strive to theory with practice, the theory applied to the actual, in the process of learning , Emphasizing the way to solve problems and ideas. With the gradual expansion of the domestic tourism market, many traditional tourism enterprises generally lack the ability to do practical work needs of high-level, application and complex tourism management expertise. Through the teaching research of "Tourism Information System" of MTA education, this article seeks to optimize the curriculum and teaching reform means to improve the overall quality of MTA education.

Keywords—tourism information system course; tourism management; MTA education; teaching reform

I. INTRODUCTION

The Master of Tourism Administration (MTA) is an educational program initiated by the Ministry of Education in 2010 to develop high-level applied talents in tourism and related industries. In the context of the rapid development of China's tourism industry, the Academic Degrees Committee of the State Council approved the establishment of the Master of Tourism Administration (MTA) in March 2010. In September 2010, the MTA was included in the 2011 National Graduate Entrance Examination Program, which allowed enrollment at 57 MTA Authorities in 24 provinces, municipalities and autonomous regions.

MTA education as a tourism professional practice and application-oriented, attention to practice and application of a kind of education and training methods, training object with a certain practical experience, and in the future willing to engage in tourism work, the goal is to develop a sense of social responsibility and Tourism professional spirit, master the basic theory of tourism management, knowledge and skills, with international vision and strategic thinking ability, dare to

challenge the modern tourism development of advanced application of tourism management talent.

II. MTA COURSE SITUATION

A. The Dilemma in Personnel Training

The construction of the curriculum system is not perfect. The actual teaching is mainly based on the scientific and systematic curriculum system construction, through the curriculum of the curriculum to complete the curriculum teaching talent training path design. First of all, because the MTA course construction time is short, and originated from the traditional management master, so inherited the traditional management master course system is particularly obvious, and did not establish fully in line with the professional science curriculum system; Secondly, The introduction of a large number of curriculum models, did not reflect the characteristics of tourism professional, did not meet the requirements of the construction of professional design; In addition, in the curriculum construction of foreign advanced experience is too direct and lack of localization process, the main reason is in the tourism management courses The lack of the design of the system on the actual needs of the industry and the characteristics of students to consider their own considerations.

Teaching methods are not mature. MTA's goal is to train high-end tourism managers, but in the actual training of teaching mainly using lectures, discussions, case studies and other traditional MBA teaching methods, and these books of knowledge is not enough to cultivate the ideal practitioners, The use of teaching methods directly affect the teaching effect. At the same time, even if the teaching method of MBA, there are still many problems in the realization of teaching, such as case analysis teaching is more paper, the case lack of comprehensive and participatory, one is in the depth of knowledge is lacking, Capacity training is also limited, leading to the loss of motivation for students to study the MTA, the future development of the industry lost information, which

is also affecting the MTA reputation and enrollment of one of the important factors.

B. The Dilemma in Personnel Training

MTA education is an important exploration of how to improve the quality of personnel training to attract more resources and students, and improve the quality of MTA education satisfaction, from the tangible, reliability, attitude, assurance and interaction of the five aspects.

Tangible: to create a good campus environment for students, to provide a sound auxiliary teaching facilities and equipment and high-quality equipment; reliability: focus on improving the quality of education services, to create a good reputation in order to attract more outstanding students, and even more High value resources; attitude: teachers take the initiative to provide assistance for students to better communicate with students to solve practical problems in learning practice; guarantee: the curriculum system to be targeted to enhance the practicality to meet the MTA professional Need to, at the same time in the teaching of students to fully mobilize the enthusiasm and cultivate innovative thinking; interactive: teaching methods should pay attention to teaching and case analysis both, to cultivate students to solve practical problems, provide more opportunities and business exchanges, get more practical experience , And then students to become an international perspective, global business awareness, practical skills and cross-cultural communication ability of the export-oriented, complex, innovative high-level talent.

III. CURRENT SITUATION OF TOURISM INFORMATION SYSTEM

MTA education and curriculum development requirements: First of all, in the teaching content, to highlight the tourism industry, strong correlation, wide radiation and constitute a complex and other characteristics, based on the core compulsory courses, design a combination of different modules, grasp the theoretical knowledge and The practice of integration, training students tourism management and professional business ability; second teaching methods should focus on inspiring students divergent thinking, combined with curriculum professors, practical case studies, team exercises and professional practice and other teaching methods, training process highlights tourism Management practice orientation, strengthen practical teaching.

Under the background of the development of MTA education, at the same time, according to the development status and requirements of MTA curriculum, the rationality of "tourism information system" curriculum and so on, and put forward effective reform ideas and programs to promote the improvement and development of curriculum Actual teaching quality.

A. Introduction to the Course

"Tourism Information System" is an important part of the MTA, is the application of information systems management in the tourism industry in a course. Tourism information is based on the processing and processing of all tourism-related activities in the business of information generated by the main

man-machine system, the system through the collection, storage, processing, transmission and retrieval of tourist data, thus providing effective data for tourists to decision-making And staff to provide great help to management. The purpose of the course is to provide a comprehensive and clear framework concept for tourism information management technology for students. On this basis, the basic concepts and concepts, application principles and methods of operation of tourism information management technology are taught to understand and master the complete theory of tourism information system, and finally through the practice of the theory will be applied to practical work.

MTA curriculum is the development of tourism management with the development of the whole, "Tourism Information System" course is accompanied by the development of China's tourism professional development, its opening history is shorter, so the internal curriculum design and implementation is still in continuous exploration, Tourism information system "curriculum is characterized by the tourism professional and tourism industry market must be based on the practice of teaching as the main content, the curriculum biased towards the understanding of the basic theory of information systems and based on the theoretical basis of the specific tourist information system, a quick entry and operating. Compared with the general tourism class and other computer courses, the course has the following characteristics: (1) theoretical strength: the course not only requires the mastery of information system development principles and design methods and so on, but also requires the information system hardware and software, Network, data resource management and other technical design, the students of the logic and acceptance of a higher demand. (2) Strong applicability: the curriculum requires students to master the relevant theoretical knowledge on the basis of the theoretical knowledge can be used in the practical application of the work, focusing on cultivating students' application ability. (3) comprehensive strong: requires students to master the information management and tourism professional theoretical knowledge under the premise of the use of electronic means to the tourism industry in the hotel, tourism and other business process reengineering, e-commerce operations and the development of information management The

However, the computer foundation of tourism management students is generally weak, and it is difficult to understand the information technology. The teaching difficulty of the course has been increased. Since the course has been set up, the teaching research of the course has never stopped, how to effectively introduce the information system theory into the MTA Of the teaching, and to achieve easy to teach courses, has been the focus of professional teacher's research.

B. Problems in the Implementation Of the Course

On the basis of the research on the curriculum of tourism information system in our country and the development of its own teaching experience, there are several problems in the current curriculum teaching:

- Teaching target positioning unreasonable. The purpose of this course should be to modernize the

information society to master the theoretical basis of modern economic management, familiar with modern information technology knowledge and practical application of the ability of complex economic management of specialized personnel. But the course has focused on the teaching and application of tourism information system planning, analysis, design and implementation and maintenance of several basic aspects of the curriculum emphasis on the operation and use of information systems, ignoring the parallel between the two and through, such a Unbalanced generally leads to two tendencies: the first is due to the inertia of learning and the relatively weak foundation of student science and technology, students generally poor ability to receive information systems courses, so the course is more difficult for students; the second is the students think This course is only teaching software development, and their professional relevance is low, thus losing interest in learning.

- Textbooks content broad, heavy theory of light practice. Most of the existing textbooks only provide an abstract travel industry and fully describe its management system, describing the interaction between the various parts in the form of modularity and data flow diagrams. This idea seems to be very comprehensive, covering almost all the tourism industry involved in the module, but because the theoretical part of the abstract and boring, the lack of specific cases is difficult to understand and understand the image of students.
- Many textbooks are obsolete. At present, there are few sources of practical courses, and the system chosen by the general schools is obsolete and the function is not perfect. Some of the complete systems are overburdened. There are almost no experimental materials on the market with the "Tourism Information System" course. But not suitable for teaching, lack of scenarios, so in the specific teaching is difficult to achieve the desired results.
- Practical training is weak. "Tourism Information System" courses need to master the theoretical basis and practical operation of the close combination, in particular, many theories and application methods are hidden knowledge, need to be fully understood and grasped in practice, and only through practice to develop students' knowledge applications Ability and practical ability. Therefore, the practical training is a major focus in the teaching of this course, and in the process of teaching the school generally lack of attention to the practice, embodied in: First, the teaching plan and teaching process lack the necessary practice. Did not consider the characteristics of tourism management professional, there is no combination of knowledge and practice to achieve the theoretical connection with the actual purpose; second, the teaching of the experimental content arranged unreasonable. In the course design process often directly to the students to designate a subject to

develop a corresponding tourism information system, which for the system did not learn and not proficient in software development technology business management class of students is relatively difficult, resulting in students treat the experiment perfunctory , Affecting the mastery of knowledge and skills.

In view of the above, the current curriculum development and implementation of a series of problems plagued, in order to solve the problems existing in teaching, curriculum reform is imperative to cultivate the application of outstanding tourism management professionals, the implementation of reform should be from the following Several aspects to start.

IV. CURRICULUM REFORM METHOD

A. Correctly Orient Teaching Objectives and Optimize Teaching Contents

Through the teaching of this course, students can systematically understand the relevant concepts, functions, techniques and basic methods in the field of information management technology, and train students to analyze the modern tourism enterprises and organizations from the point of view of the system, from the perspective of information system, firmly establish the basic concept of information management. Basic requirements: clear computer basic knowledge, tourism information and tourism e-commerce related concepts; understand the current China's tourist attractions, hotels and other information basic situation, understand the significance of tourism information construction.

By clarifying the training objectives and teaching objectives of the course, we should arrange the knowledge structure system of the course, update the frontier knowledge content of the new information technology, increase the knowledge information other than the teaching materials, or organize the teachers' self- The design of the curriculum structure and content.

B. Course Content Innovation

Compared with the traditional teaching methods, it is necessary to pay attention to the innovation of the course content in the teaching process. The course of the "tourism information system" has the characteristics of the times and the frontier, so the curriculum reform and innovation should be normal. On the one hand, the content of the teaching from the original basic knowledge on the basis of the increase in information systems construction and application of practical knowledge, classic case study teaching; on the other hand, fully integrated with the Internet +, innovative thinking of teaching ideas, Strengthen the mobile Internet, cloud computing, large data and other cutting-edge technology and its application ratio, so that students and the Internet more emerging areas, expand the students' knowledge horizons.

C. Teaching Style Innovation

Compared with the traditional teaching methods, "tourism information system" should pay more attention to the innovation of teaching methods. On the one hand, it is necessary to use modern teaching methods, such as

multimedia technology and network technology application, to realize modern teaching, case-based and project-based teaching To stimulate students to take the initiative to participate in the sense of the formation of effective classroom interaction and sympathetic teaching; the other hand, through the Internet means, through online and offline integration (O2O learning mode), to expand students access to new knowledge channels, Students take the initiative to practice their abilities.

V. SUMMARY

Tourism information system as a compulsory discipline MTA professional compulsory course, to grasp the entire professional school philosophy, strengthen the discipline of professional teaching level, improve the quality of MTA professional personnel training, has a crucial role, so to clear the teaching objectives , Scientific allocation of curriculum structure, optimize the content of the course teaching, advancing with the times, pioneering and innovative, to cultivate a new era of application-oriented, innovative tourism management professionals, however, tourism information management personnel training long way to go, Related teaching research and still in-depth, how to set up from the teaching module, professional teaching materials selection, teaching methods to optimize and design methods such as the design of the course reform and innovation in the teaching practice also need to continue to add and improve. In addition, in order to more practical training of applied tourism management professionals, but also should strengthen the practice of school-enterprise cooperation research, which is the next step in this course curriculum research and construction direction.

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