

Analysis on Training Modes of Applied Talents of Tourism Management Major in Colleges

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Abstract—With the rapid development of tourism in China, the market need more and more applied talents of tourism management major, and put forward higher and higher requirements to them. Under such circumstances, the training mode of applied talents of tourism management major in colleges shall be adjusted and improved in time, so as to meet the needs of tourism development. This paper put forward that the applied talents of tourism management major shall be trained by the way of "five in one", so as to build a new model of talent training.

Keywords—*tourism management major; applied talent; five in one and training modes*

I. INTRODUCTION

The talent training mode is the key of teaching quality. In the school education, we shall know: first of all, what kind of students should be cultivated; and then how to cultivate them. That's two basic problems in education. In the former question, what needs to be solved is the talent training target of higher education and the positioning problem of colleges and universities. And the talent training scheme and quality standards shall be determined. In the latter question, the aims are to solve the problem of teaching method and training ways, which is to use what methods and ways to achieve the training objectives. In the evaluation of the quality of talent training in a school, the main point is to evaluate the coincidence degree of the two aspects.

The training modes of applied talents of tourism management major in colleges is a mode that, based on the goal of talent training, we use the perfect curriculum system, and follow the science teaching procedure, and take the effective teaching methods and evaluation methods, so as to reach the sum of established goals for the training of applied talents. It can be seen that the talent training mode constitutes complex elements and is a systematic project. Only the elements of talent training mode have the high coordination and unity, a perfect model of talent training can be established.

In the "five in one" training mode of applied talents, improving the professional overall quality and ability is the starting point and foothold. And its aim is to actively promote students' knowledge theory, professional quality, learning ability, communication ability and innovation ability to a ideal state, so as to meet the needs of social talents and realize the value goal of talents.

II. AN OVERVIEW OF "FIVE IN ONE" TRAINING MODE OF APPLIED TALENTS OF TOURISM MANAGEMENT MAJOR IN COLLEGES

Since the reform and opening up, China's tourism industry has made great progress under the guidance of national policy that the total volume of tourism economy is growing, the structure of tourism industry is expanding, and the types of tourism products are increasingly abundant. However, the consumption demand of tourism market cannot be fully satisfied. The great development and prosperity of tourism need a basic guarantee with a large number of specialized talents with high comprehensive quality and strong application skills. As tourism is a highly industry-targeted field. The main direction of reform and innovation of university tourism education is, aiming at current industry development characteristics and trends, to make efforts to realize the transformation of talent training mode from skilled talents of service standard and consciousness to applied talents of enterprise business and management.

A. *The Necessity of Applying the "Five in One" Training Mode of Applied Talents of Tourism Management Major in Colleges*

First of all, the "five in one" training mode of applied talents starts from the goal-oriented theory, which has been widely used in the training of professional talents in many universities. And it has also achieved gratifying results, becoming one of the important ways to achieve the training of professional talents. It is also necessary to introduce the mode to tourism management major in colleges. Secondly, the training effect of tourism management major in many universities in China is not good. After graduation, the students are not highly qualified for tourism and have poor professional skills, and it is difficult to find the jobs of this major. Under such a background, it is worth considering whether there is an unscientific, unreasonable situation in the training mode of tourism management talents. And the reform should be carried out from the "five in one" training mode of applied talents. Finally, the application of the "five in one" training mode of applied talents can play a positive role in improving the training quality of tourism management professionals and deepening the professional development of talents in applied universities.

B. Problems in Education of Tourism Management Major in Colleges at This Stage

The development of education in tourism management in colleges has a large number of professional education defects and deficiencies. Its main features are: One, the tourism management major has an excessive expansion speed, the major setup has a serious repeat tendency, and the speciality range is narrow. And the education teaching is often carried out in the poor background of teaching hardware and software system. Two, the tourism education management major has a unclear orientation, which leads that the major setup, teaching planning and curriculum structure are derailed with the actual demand. Three, the qualified teachers of tourism management education are not enough. Lack of teaching experience and practical operations, it is difficult for the teachers to give practical guidance to the students of tourism management major. Four, the talent training of tourism management has weak professional and social consciousnesses. It is difficult to carry out the talent training reform of education and teaching according to the market demand, and to improve the comprehensive quality of students.

III. CONSTRUCTION AND IMPLEMENTATION OF "FIVE IN ONE" TRAINING MODE OF APPLIED TALENTS OF TOURISM MANAGEMENT MAJOR IN COLLEGES

A. To Consolidate the Foundation and Improve Students' Knowledge Quality.

In the field of theoretical study of tourism management, the basic theory should not be "broad and profound" but "solid". We shall give sufficient attention to the professional basic theory, which is necessary for better updating professional knowledge and implementing knowledge application under the circumstances that applied talents are developing rapidly. In the study of the theory, we shall pay attention to the background of industry and society and guide the students to learn with the reality. There shall be a rational design in the proportion between public basic theory course, professional basic course and professional courses, which shall come to an appropriate compromise between practical ability and sustainable ability.

Under the circumstance that the tourism management major in many applied colleges and universities neglects the training of students' knowledge quality, we shall actively firm the basic quality. Specifically speaking, one, to establish and improve the teaching resources system of tourism management in colleges by the ways of optimizing and coordinating library resources, summarizing the network teaching resources, and deep learning of professional journals. Two, teachers shall pay attention to the optimization and integration of course teaching contents, deal with the relationship between professional knowledge and other subject knowledge, and encourage students to learn professional extra-curricular knowledge in their spare time actively. Three, we shall actively establish and perfect the feedback mechanism for students' acquisition of knowledge. These activities shall be carried out by the means of exams, assessment, oral defense and debate competition, in which the knowledge of tourism management is the assessment factor. We shall fully grasp the students'

acquisition of knowledge, so as to improve the training program of knowledge quality of tourism management.

B. To Strengthen Management and Promote Professional Quality

Professional quality is the comprehensive quality that people have formed and displayed in professional activity and vocational education, and it is the internal standard and requirement of the profession to promote the overall sustainable development of people in the profession. The improvement of professional quality of students majoring in tourism management can establish a sound foundation for better employment of tourism management students. On the one hand, the professional quality is an indispensable part of comprehensive quality of students in tourism management. The improvement of professional quality can help students realize their personal career planning and establish a foundation for employment and entrepreneurship. On the other hand, physical and mental quality is the material carrier and spiritual basis for the career development of students majoring in tourism management, and this improvement can help students to be well-developed both in mind and body.

The improvement of professional quality of students majoring in tourism management in colleges is mainly concerned with professional ethics, professional consciousness and occupational habits, which is the key to promoting the development of special education to the direction of professionalism. In this regard, the school shall do the following work: one, the teaching course system of tourism management shall be adopted with situational teaching method and case teaching method, so as to make students feel the responsibility of tourism management in specific situations. And it gradually forms a positive concept of professional quality. Two, we shall actively integrate the professional quality theory and practical ability into the comprehensive evaluation of students, and make the information feedback for students' professional quality, and guide students to correct and adjust themselves. Three, the culture week of professional quality shall be carried out aiming at tourism management major to create a good school spirit, study style and class atmosphere, so as to achieve the improvement of professional quality of students majoring in tourism management.

C. To Encourage Students to Be Independent, and to Cultivate Students Self-Study Ability

Self-learning ability is the most important one in all learning abilities. With the continuous improvement of science and technology and the increasing frequency of information exchange, it is very important to establish the idea of lifelong learning. To cultivate students' good self-learning ability and develop good study habits is the demand of the times and the necessity of the situation. With the self-learning ability, students can learn independently, think independently, and master new skills to solve new problems.

If the students majoring in tourism management want to gain an edge in future career development, they shall have a good self-learning ability that is the key to later career development. Specifically speaking, one, to strengthen the

investment in independent study by the means of building the independent learning room and improving the independent learning network system, and to create an ideal environment for the formation of students' independent study habits. Two, we shall carry out the problem-based practice activities that students shall be required to actively explore the answer and solve the problem after accepting the tasks assigned by teachers. In the process, the students can improve their independent study ability. Three, taking students as root, teacher shall change the teaching modes to make students become masters of learning and play their own guiding role. The role of teacher is transformed from the "teacher dominant" lecturer to the diversified role who is not only the giver of knowledge, but also the speaker of questions; not only the student tutor and academic advisor, but also the collaborator of a team; not only the designer of teaching, but also the conductor of learning. Students are changed from the passive recipients of knowledge to the self-conscious learners and active participants in the teaching process, from pursuing academic performance to focusing on improving learning interest and learning ability. Students truly become the masters of their own learning, not only to learn the knowledge, but also to have the learning ability.

D. To Adjust the Concept and Improve Students' Communication Ability

Communicational ability is a necessary ability of a person to survive and develop, and the necessary condition for one's success. Communication ability includes expression ability, debate competence, listening skills and design ability (image design, action design, and environmental design). Communication skill seems to be an external thing, but it is actually an important manifestation of personal qualities. It is related to one's knowledge, ability and character.

The profession of tourism management is an extroverted work, which needs to carry out a lot of communication work that is the prerequisite and foundation of tourism management. Therefore, colleges shall do the following points: First, to adjust the classroom teaching mode to maximize the students' subjective initiative by the ways of situation simulation, debate competition and group discussion, and to give students more opportunities to speak in public and build good communication habits. Second, to pay attention to students' mental states. We shall carry out effective psychological intervention to the students who have communication problems such as introversion and autism, and help them get out of psychological shadow and gradually integrate into the teaching activities, so as to make them become healthy, confident and tolerant talents. Third, to carry out a large number of social practice activities to make students participate in the tourism industry. Especially in some opportunities such as youth volunteer activities and employment interview, students' communication skills shall be constantly cultivated.

E. To Expand the Horizon and Improve Students' Innovation Ability

Innovation is the soul of a nation and an inexhaustible source of prosperity for a country. The innovation ability is a advanced, complex and comprehensive personal Quality that

can create new things and solve new problems by flexible and diverse ways, which is formed on a person's basic ability. With the rapid development of tourism, the scope of tourism management is expanding, and the trend of innovation and development is also becoming more and more obvious. Therefore, it is necessary for the tourism management talents in the new era to have strong innovation ability: one, we shall incorporate innovation education into the curriculum system, personnel training mode, teaching work and students management to create a good creative atmosphere. Two, we shall carry out the tourism management innovation competition in campus from the aspects of design and sales of tourism products, tourism information construction (Wisdom Tourism) and tourism profit models, so as to cultivate students' innovative ability. Three, we shall actively carry out school-enterprise cooperation so that students' ideas can be reflected in the tourism industry, which is good for stimulating the students' innovative consciousness.

IV. CONCLUSION

The "five in one" training mode of applied talents of tourism management major in colleges a new training mode for tourism talents with the core of cultivating students' comprehensive quality and professional competence, which complies with the characteristics of the times and meet the needs of tourism industry development. This mode offers a whole new way of thinking that higher tourism education shall be transformed from quantity type to quality type, from extension type to intension type, and also set up a cooperation platform for schools, enterprises and governments. With the guidance of "five in one" cultivation theory of applied talents, we shall actively promote the reform of training mode of applied talents of tourism management major in colleges. But this can not be accomplished soon, it needs to be started from several aspects. I believe that, with the construction of "five one" training mode of applied talents, the quality of our tourism management talents will be improved continually.

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