

A probe into the Value of Leisure Tourism Education in Practical Teaching outside School: A Case Study of Small Characteristic Towns in Jiangxi Province

Xiaoliang Chen

Tourism and Urban Management College
Tourist Development Research Center,
Jiangxi University of Finance and Economics,
Nanchang City, Jiangxi Province, China
E-mail: jxchenxiaoliang@163.com

Abstract—Tourism education is a kind of specialized education for tourism industry to realize the educational concept of educating people. Its practical teaching outside school is an effective way to combine theory and practice inside and outside the classroom. At present, the policy environment of leisure supply in our country is better than ever, the leisure consciousness of urban and rural residents is being strengthened constantly, and the construction of characteristic town becomes the important content of new urbanization and new countryside construction. The characteristic town has clear industry orientation, cultural connotation, tourism characteristic and certain community function, its leisure value significance is bright, the practical teaching function of tourism education outside school is remarkable. Jiangxi Province relies on small towns with characteristics to carry out systematic leisure tourism education, to protect, improve and enhance the value of leisure tourism education in small towns with special characteristics, and to further enrich and enhance the content system construction of leisure tourism education in and out of schools. The practice of leisure tourism education in small towns with diversified cultural characteristics is carried out in order to provide new ideas for the development of tourism education at home and abroad.

Keywords—*Small Characteristic Towns In Jiangxi Province; Practical Teaching; Leisure Tourism Education; Discussion*

I. INTRODUCTION

The inspiration of special towns is from the commonality of some foreign towns, such as the town of Provence in France, Greenwich hedge Fund town in the United States, Davos in Switzerland. These small towns have unique cultural flavor, industrial characteristics, ecological charm and other characteristics. The concept of a small town, the first rise in Zhejiang, 2015, the Two Sessions of the Zhejiang Province, the government's work report depicts the characteristics of the town: "With new ideas, new mechanisms, and new carriers to promote industrial agglomeration, industrial innovation and

industrial upgrading." The five development concepts of "innovation, coordination, green, opening up and sharing" have been carried out in old liberated areas of Jiangxi province, and the construction of small towns with characteristics has begun to promote the transformation and upgrading of resource-based economy, to promote new type of urbanization and beautiful rural construction of an important grasp. From the perspective of sustainable development of tourism, the construction and development of characteristic towns provide the local residents and tourists with the important residence to share the leisure tourism education, meanwhile, the systematic leisure tourism education in characteristic towns expands and deepens the extension and intension of the education of tourism in the school.

II. THE CONSTRUCTION OF SPECIAL TOWNS AND THE FUNCTION OF TOURISM EDUCATION

A. Policy to promote the construction of small town characteristics

The 13th Five-Year Plan for Tourism Development, issued by the State Council, proposes to promote tourism plus urbanization, to plan and construct a group of tourism-style towns and special landscape towns, and to encourage the development of forest towns and low-altitude tourism-featured towns. In July, 2016, Ministry of housing and urban rural development, State Development and Reform Commission, Ministry of Finance jointly issued "on the development of characteristics of small town to cultivate work notice," decided to carry out the cultivation of small towns with special characteristics on a national scale, since then, after the new rural construction and the new urbanization construction, the characteristic town has become another new development mode of China's urban and rural development. In order to carry out the development strategy of new towns and cities in the country and province, Jiangxi began to build a number of special towns, which have various functions, each with its own characteristics, full of vitality, at the same time, they have

This paper is a 2009-year school-level youth project of Jiangxi University of Finance and Economics, "Research on Policy support of Red Tourism in southern Jiangxi province" (Project Code: 04662015) . Phased results. Group members: Xiaoliang Chen, Haisheng Hu, Jigang Tang, Fengjun Tian and Zhonglie Wang.

modern manufacturing, trade and logistics, leisure tourism, traditional culture, beautiful and livable and other values. So as to actively promote the construction of special towns and tourist towns, and take tourism as the main industry support and cultural characteristics of the development of small town of tourist style.

B. The construction of characteristic towns has important practical significance.

The characteristic small town mainly refers to some kind of industry as the characteristic, not only has the city function, also has the village style, the size suitable population gathering area. The characteristic town should be outstanding "special", the industry characteristic is the foundation of development. Therefore, "to find the right features, highlight features, enlarge the characteristics" is the key to the construction of special towns.

The construction of characteristic small town is an important platform to push forward the structural reform of supply side. It is an important hand to push forward the new urbanization, which is beneficial to the promotion of the transformation of economy and the transformation of the kinetic energy, which is beneficial to the harmonious development of small and medium - sized cities and small towns, which is conducive to the realization of urbanization and the radiation - driving effect of the new rural construction.

C. The construction of characteristic towns has an important connection with tourism education.

Characteristic small town is an important carrier of local culture. Its construction and development further satisfies the demand of tourists' leisure tourism supply, but also provides the teaching innovation form and the driving force for the tourism education and the implementation and development of the practical activities in the school. Tourism education refers to the educational activities of tourism educators on the basis of the needs of tourism development, according to the law of physical and mental development of the educated, the tourism educators who have planned, purposeful and organized, and carried on the knowledge of tourism theory, practical ability and tourism professional ethics of the educated.[1] It has certain economic and social functions relying on the characteristics of small towns to carry out tourism education. On the one hand, it promotes the small town economy, especially the development of tourism economy. Tourism education can provide technical and managerial talents for the development of tourism economy, and promote the sustainable and healthy development of tourism. At the same time, tourism education can track the development of tourism in theory, summarize the success or failure, and provide theoretical guidance and technical support for the development of tourism. On the other hand, the economic base determines superstructure, and tourism education has an indispensable social effect on the inheritance and development of small town culture. Tourism education has the function of selecting, integrating, transferring, accumulating and preserving the small town culture through its teaching activities, and it has the function of absorbing, fusing and disseminating the advanced culture of the country and the world, meanwhile, the tourism scientific research and the

educational practice also have the function of innovation culture.

III. ANALYSIS ON THE VALUE OF LEISURE TOURISM EDUCATION IN SPECIAL TOWNS

A. Leisure education is a new trend in the development of tourism education

In order to satisfy the people's growing demand for tourism and leisure, promote the healthy development of tourism and leisure industry and promote the construction of national tourism and leisure system with Chinese characteristics, the State Council issued the National Tourism and Leisure Outline (2013-2020) in 2013. It is in this outline that the leadership, in order to better protect and make good use of the rich characteristics of town and village resources in Jiangxi Province, and actively develop rural tourism leisure tourism, promote coordinated urban and rural development, in accordance with the direction of provincial government, by the regional city tourism department recommended, Scenic Quality Assessment Committee of Jiangxi Province, awarded 10 small towns "Ten Leisure Tourism towns in Jiangxi Province(2015)" title. The selection of leisure tourism towns has further promoted the importance of regional tourism development and provided a systematic platform and train of thought for leisure tourism education.

Leisure education is the education for people's leisure. It is the process of educating people to use their free time in the whole life and to clarify their leisure purpose and leisure values.[2] According to Mundy and Odum, American leisure educationalists, leisure education has four main functions: one is that leisure education is an integral activity to improve the quality of one's life, and the other is that leisure education promotes an individual's ability to self-determination and self-promotion in the process of leisure, helps individuals determine the status of leisure in their own lives and enhances their self-awareness; third, leisure education helps to establish the relationship between personal needs, values, skills and leisure, to experience leisure experience, and helps individuals evaluate the relationship between leisure behavior and personal life goals. Fourth, leisure education is the best way to stimulate personal potential and improve the quality of life. The systematic campus leisure education starts late in our country, but it caters to the urgent need of the demand side of tourism education, thus expanding the new path of tourism education development.

B. Leisure tourism education in special towns is the innovation of tourism education methods and educational environment

Relying on the characteristic town to carry out leisure tourism education is a new way for the reform of tourism education method and the development of educational environment. It is also an innovative form of practical teaching of tourism education. The method of tourism education refers to the sum of the ways, means and procedures used by the educators to organize and guide the students to study in order to achieve a certain educational goal in the course of tourism education. It includes the teaching methods of tourism

educators, the learning methods of the educated and the methods of teaching and learning. "Education has laws, but there is no law. The most valuable thing is to master methods." Educators and educatees should often explore new educational methods in order to improve the quality of tourism education. The environment of tourism education refers to the time, place and material condition of the practice of tourism education, including the scenic spot-special town. Education always takes place in a certain time and space, and always with the help of certain material conditions. The characteristic town, such as the tourist town, has the function of showing, through the window function of the tourism industry, the idyllic and pastoral style of "paradise", the benign mode of natural circular economy unique to the farming civilization, and the harmonious beauty of nature and artificial creation. Generally speaking, the higher the quality of tourism education environment, the better the effect of tourism education.

C. Leisure tourism education in small towns with special features is a new mode of practical teaching for tourism management specialty, which expands the content frame of practice teaching.

Tourism education consists of theoretical teaching and practical teaching, and the application of tourism specialty determines that practical teaching must run through the whole process of tourism education. Practice teaching focuses on the verification, supplement and expansion of theoretical knowledge. It has strong intuitiveness and maneuverability, and aims to cultivate students' practical operation ability, organization and management ability and innovation ability. In the course of tourism education activities, after a period of theoretical study, there are certain practical teaching links corresponding to them, and each practical teaching link has relatively independent characteristics and is closely combined at the same time. The relative independent practice teaching is linked together to form a unique tourism practice teaching system. With the construction and development of characteristic towns in Jiangxi Province, the concept of leisure tourism education begins to appear and systematize step by step. The special town with functional superposition and different features is not only the innovation mode of tourism education practice teaching, but also further expands the content frame of practice teaching. Compared with hotels and travel agencies that carry out practical teaching of tourism education, the scenic spots (points) of the special town are regarded as the bases for the practical teaching of leisure tourism education. This brings man into harmony with nature. It can also show the development philosophy of leisure education based on human value, emphasizing the internalization of knowledge and the development of human potential. Therefore, it can be said that it is of great practical

significance to construct the systematic practical teaching of leisure tourism education in small towns with characteristics in Jiangxi Province.

IV. CONCLUSION

The characteristic town has the function attribute of the general small town, such as gathering function, market function, carrier function, radiation function and so on. From the point of view of the promotion of leisure tourism education in small towns, leisure tourism education has its realistic economic function. As consumption, leisure is a part of the whole market structure. Most consumers spending occur at leisure time. The construction of a series of special towns in Jiangxi Province is a part of economic investment, which is also an economic form and industrial system composed of leisure industry as the main body. On the other hand, the development of leisure tourism education has brought into play its function of protecting, displaying and utilizing the cultural heritage, historical relics, industrial situation, architectural culture and folk customs of the small town. It is through the realization of these functions to further improve the quality of life and quality of life, to achieve human freedom and overall development. The economic function of leisure tourism education in small towns with special features is realistic, assessable, and pursued in the short term, while the function of protection, display and utilization is long-term, immeasurable and sustainable. Under the background of Holistic tourism destinations of experiencing the prosperity and development of economy in order to satisfy people's leisure and spiritual and cultural needs, the continuous attention and gradual development of the systematic leisure tourism education in small towns with characteristics in Jiangxi Province has become the innovative path for the development of tourism education.

REFERENCES

- [1] Binna Han, Introduction to tourism education. Tianjin : Nankai University Press, 2010, P 3(In Chinese).
- [2] Laicheng Chen, Leisure Studies. Sun Yat-sen University Press, 2009, P 301(In Chinese).
- [3] Lufang Guo, Leisure Economics-Economic Analysis of Leisure consumption, Zhejiang University Press, 2005, P 143(In Chinese).
- [4] Shanghai Academy of Social Sciences, The Research Group of China Marxism Research Institute on Urban-rural Integration, the investigation report of small towns with characteristics in Zhejiang Province. Sociology(think-tank report), 2016(4), P26(In Chinese).
- [5] Department of Tourism, Fudan University, Tourism: new Theory, New Field. Fudan University Press, 2012, PP21-30(In Chinese).
- [6] Zhenzhi Yang , Kun Zhou . Also talk about leisure city and city leisure. Journal of Tourism, 2008, 23(12), PP 51-57(In Chinese).