

# Research on Innovation and Entrepreneurship Education of Tourism Management Major of Colleges and Universities Against the Background of Economic New Normal\*

Ran Li  
Xi'an University  
Xi'an, China 710065

**Abstract**—The emergence of new format of tourism industry, mobile interconnection of tourism enterprises and new media of tourism information against the background of economic new normal requires that tourism management major of colleges and universities should attach importance to innovation and entrepreneurship education, while there are many problems in the current teaching of tourism management major, such as lack of entrepreneurship teaching system, lack of entrepreneurship culture atmosphere, and weak role played by enterprises. Based on this, this paper puts forward some solutions, such as the creation of relevant courses, the reform of teaching methods, the construction of training platforms, and the integration of extracurricular activities and innovation and entrepreneurship teaching.

**Keywords**—economic new normal; tourism management major; innovation and entrepreneurship education

## I. INTRODUCTION

At the present stage, China's economic growth rate has changed from high-speed growth to medium-high growth; the economic structure has been constantly optimized and upgraded; and the driving force has shifted from factor-driven and investment-driven to innovation-driven. This is the economic new normal. Similarly, with the development of China's tourism industry, China's tourism industry is facing the new normal of tourism development, such as the transformation and upgrading of tourism industry, the transformation and upgrading of tourism enterprises, the diversification and stratification of tourism demand, and the transformation and upgrading of tourism products [1]. As early as in 2015, at the conference of deepening the innovation and entrepreneurship education reform in colleges and universities, China clearly proposed that we should deepen the innovation and entrepreneurship education system of colleges and universities, take the innovation and entrepreneurship education of colleges and universities as the entry point, and bring more abundant resources for social and economic development while promoting the employment of

college students. From this, it can also find that innovation and entrepreneurship education is a new idea mode of talent cultivation in colleges and Universities under the quality education activities. Under the policy of "mass entrepreneurship and mass innovation", the rapid development of tourism industry has laid a foundation for the innovation and entrepreneurship education activities of tourism management major in colleges and universities, and provided an opportunity [2]. Therefore, reflecting on the problems existing in the innovation and entrepreneurship education of tourism management specialty and seeking solutions have become an urgent task in the current talent training of tourism management specialty.

## II. NEW CHARACTERISTICS OF TOURISM INDUSTRY UNDER THE ECONOMIC NEW NORMAL

### A. New Format of Tourism Industry

Business form refers to the existing form of business mode and business characteristics in the market. Business form competition is the behavior that circulation enterprises use the change of business form to compete for market and consumers. Tourism form is actually a comprehensive description of the organizational form, management mode, management characteristics and economic efficiency of tourism industry (enterprises). In the space dimension, we should firstly define the scope of tourism industry (including the industry within the tourism), and explore the rationality and advanced degree of its structure. In the time dimension, it not only includes the basic understanding of the current development stage and survival state of the tourism industry, but also includes the basic prediction of the future development trend of the tourism industry. It is a multi-dimensional compound concept that includes three major contents of industry type, industry form and industry situation [3].

Compared with the traditional tourism industry, the new tourism industry refers to the new tourism forms, such as tourism e-commerce, medical tourism, graduation tourism, time-sharing vacation, which have been developed from the

\*Found: It is supported by the thirteenth Five-Year Plan of education science in Shaanxi province in 2018 (SGH18H288).

agglomeration of tourism resources, the improvement of specialization, and industrial integration due to the changes of tourism market scale, demand and technological means. It is the product of the development of tourism industry to a certain stage, and a reflection of the integration of tourism industry.

#### *B. "Mobile Interconnection" of Tourism Enterprises*

According to the Statistical Report on the Development of Internet in China, the number of Internet users in China had reached 829 million by December 2018, and the penetration rate of Internet was 59.6%, which was 3.8 percentage points higher than that in 2014. Among them, China's mobile netizens reached 817 million, an increase of 64.33 million compared with that at the end of 2017. With the popularization of mobile Internet technology, OTA (Travel Online Service Operator) enterprises emerge as the times require. In addition to the characteristics of mobile Internet such as "convenience", "speediness" and "personalization", more and more tourists choose OTA for booking. In 2018, there were 400 million subscribers for mobile online travel booking in China, accounting for 49.0% of the total mobile Internet users. Users of mobile online shopping, mobile payment and other applications have increased by more than 60%, which further confirms that the "mobile interconnection" of tourism enterprises is the inevitable product of the development of the times, and is also a typical feature of the new normal of tourism.

#### *C. New Media of Tourism Information*

With the emergence of We-Media, such as micro-blog and WeChat, the channel of tourism information dissemination has broken the current situation of traditional media, such as TV, radio, newspaper, and magazine, and the new media has become an important platform for tourism information dissemination. Against the background of "new media", on the one hand, tourists can get information about scenic spots through official micro-blog or WeChat official accounts of scenic spots; on the other hand, new media is also an important carrier of the construction of "smart tourism" of scenic spots. Through micro-blog and WeChat, tourists can instantly understand the traffic information of scenic spots, obtain voice explanation of scenic spots through scanning the code, which greatly meet the personality demand of tourists.

### III. ADVANTAGES AND INFLUENCING FACTORS OF ENTREPRENEURSHIP OF STUDENTS MAJORING IN TOURISM MANAGEMENT

#### *A. Advantages of Entrepreneurship for Students Majoring in Tourism Management*

With the sustained growth of tourism demand, all kinds of small tourism enterprises have large room for further development. There are many opportunities for entrepreneurship, and contemporary college students should become an important group of tourism development and innovation in the future. Entrepreneurial skills are important skills for modern college students to gain competitiveness in

the employment market. Relatively speaking, the tourism management major has a clear industry orientation. It is a highly applied major, and students' entrepreneurship has certain advantages. To cultivate and strengthen entrepreneurship is of great practical significance for improving college students' employment ability and innovative spirit, promoting employment, and improving the low employment rate and high turnover rate of tourism students.

#### *B. Influencing factors of Entrepreneurship of Students Majoring in Tourism Management*

After graduation, the students majoring in tourism management can not only enrich the employment environment, but also make the tourism industry develop gradually. However, there are many problems in the process of entrepreneurship. Firstly, there is a lack of systematic entrepreneurship education system. Nowadays, there are fewer entrepreneurship education courses in tourism management specialty, and there is no systematic curriculum for students. Secondly, the cultural atmosphere of entrepreneurship in colleges and universities is not high. In the campus, the lack of design and propaganda about entrepreneurship content of tourism management specialty makes the atmosphere of independent entrepreneurship in the whole college not strong. Thirdly, the state and government do not spend much to support the entrepreneurship. Fourthly, enterprises do not play a supporting role in the process of entrepreneurship, but cooperate with schools initially. It doesn't play the role of propaganda, and only provide financial assistance, so that the effect of entrepreneurship education is not obvious. Fifth, the awareness of entrepreneurship of ordinary students is not strong. Students prefer smooth and comfortable work; do not want to try to avoid entrepreneurship and employment [4].

### IV. IMPLEMENTING WAYS OF INNOVATION AND ENTREPRENEURSHIP EDUCATION FOR STUDENTS MAJORING IN TOURISM MANAGEMENT

To carry out innovation and entrepreneurship education for students, its implementation path can be multi-pronged, all-round, and combined with the actual situation. For example, courses in this field can be added directly; relevant content of entrepreneurship can be integrated into professional courses; entrepreneurship training platform can be built; and it can integrate with various activities of students.

#### *A. Adding Courses Related to Innovation and Entrepreneurship*

As the hub and core of innovation and entrepreneurship education, curriculum reform determines the degree of achievement of the goal to a certain extent. Curriculum is the way to implement the goal of innovation and entrepreneurship education, the main channel to implement entrepreneurship education, and the most important tool and means to achieve the goal of entrepreneurship education. Different curriculum content and structure have different functions. The realization of curriculum objectives of

entrepreneurship education needs the support of reasonable curriculum content and structure. Therefore, innovation and entrepreneurship education needs the follow-up of curriculum reform, which can increase the optional courses of specialized entrepreneurship education, so that the students who interested in have selective learning. In mature market economy areas, compulsory courses can be arranged directly for all students, embedded in professional education, so as to solve the problem of entrepreneurship awareness and spirit.

#### *B. Renewal of Teaching Content and Reform of Teaching Method*

In order to better cultivate students' entrepreneurship spirit, the contents and teaching methods of professional courses should be updated in time. The contents of entrepreneurship training should be included in some professional courses or basic courses. Some important cases and related contents should be added, and the details should be dealt with. In the process of teaching, teachers should integrate the content of entrepreneurship reasonably and skillfully according to the teaching content, so as to achieve the actual effect of education. In terms of teaching methods, students should not passively participate in, but should take the initiative to attack. There are both simulation and actual combat, achieving the combination of classroom teaching and extracurricular practice, enhancing the pertinence of entrepreneurship education. In this way, on the one hand, it exercises students' understanding and accumulation of professional knowledge; on the other hand, it organically combines curriculum content with entrepreneurship education. More importantly, it strengthens the cultivation of students' entrepreneurship ability [5].

#### *C. Establishment of Entrepreneurship Training Platform*

A complete system of entrepreneurship practice links has a great relationship with the improvement of students' entrepreneurship spirit and ability, which directly determines the competitiveness of students after they enter the society. Through the practical teaching activities, students get the entrepreneurial experience and perceptual knowledge of entrepreneurship through the experience, so as to temper the entrepreneurial will, cultivate the entrepreneurial spirit and train the entrepreneurial skills in the entrepreneurial practice. The training base of entrepreneurship is an important platform to realize students' entrepreneurship practice. The entrepreneurship education has a strong social practicality, which makes it impossible to achieve fruitful results only by the closed education of the colleges. This requires the colleges to cooperate with some outside social forces, especially enterprises and institutions. They cooperate to build an entrepreneurship training base, and build a practice platform for entrepreneurship. The students can receive practical training in it.

#### *D. Strengthening Communication with Ideological Educators*

Entrepreneurship education is a kind of quality education, and it can give full play to the best results through the

scientific combination of the two sides. For example, expanding the content of ideological education can better help students analyze and solve problems, and expand the content of entrepreneurship education. The teachers can describe the actual cases of entrepreneurs, and analyze all kinds of knowledge possessed during entrepreneurship, focusing on the advantages of ideological quality and psychological quality during entrepreneurship. In life, ideological education is everywhere. Therefore, scientific penetration should also be carried out in the entrepreneurship education of tourism management specialty.

#### *E. Integration with Students' Extracurricular Activities*

All kinds of extracurricular activities organized by the colleges are also one of the effective ways to cultivate entrepreneurship spirit. Through extracurricular activities, we can give full play to the educating function of personality development and comprehensive quality cultivation of college students, so that students can maximize their hobbies, abilities and strengths, stimulate initiative and creativity, and realize the full development of personality. We can also carry out all kinds of competitions with the theme of entrepreneurship, such as travel agency entrepreneurship feasibility contest or creative tourism enterprises, so as to simulate the reality of social entrepreneurship and increase entrepreneurial experience. Introducing entrepreneurship education in the form of extra-curricular activities is conducive to college students' choosing the right entrepreneurship goals according to their own characteristics, advantages and abilities.

### V. RELEVANT MEASURES TO IMPROVE INNOVATION AND ENTREPRENEURSHIP EDUCATION FOR STUDENTS MAJORING IN TOURISM MANAGEMENT

#### *A. Forming a Good Atmosphere for College Entrepreneurship*

Creating a free, relaxed and harmonious atmosphere and environment for entrepreneurship is the basic premise for universities to carry out entrepreneurship education and cultivate entrepreneurship talents. On the one hand, the colleges should reform and improve the student management system and entrepreneurship system, and provide a relaxed management environment for college students' entrepreneurship. On the other hand, the colleges should establish a special entrepreneurship education service management organization, and provide a hardware environment for entrepreneurship education, such as guiding students to actively cultivate entrepreneurship ability, counseling students' entrepreneurship projects, evaluating the implementation effect, and proposing improvement measures.

#### *B. Innovation and Entrepreneurship Education for Girls*

Most of the students majoring in tourism management are girls. Of course, it can't say subjectively that the possibility of female entrepreneurship is low. On the contrary, the proportion of women running small tourism enterprises is also higher than that of women working in the general service industry in China. Since the female students

choose the major of tourism management, they also have obvious initiation of the idea of tourism entrepreneurship. Their enthusiasm is not only to be a tour guide, but also to get guidance on the entrepreneurship of small tourism enterprises. Therefore, in the process of cultivating entrepreneurship, the colleges should pay attention to this reality and adjust the corresponding ways in time, so as to help guide the entrepreneurial needs of a large number of female students majoring in tourism management.

### *C. Strengthening the Construction of Innovative and Entrepreneurial Teaching Staff*

Colleges and universities should aim at the requirements of entrepreneurship training, and construct the teacher structure of entrepreneurship training. On the one hand, we should strengthen the professional training of key entrepreneurship teachers, and at the same time formulate incentives to encourage current teachers to take part-time training in entrepreneurship. On the other hand, the colleges can hire some entrepreneurs, and technological innovation experts to teach part-time in entrepreneurship bases, cooperate in research or co-write entrepreneurship teaching materials, and expand the teaching force of entrepreneurship education.

## VI. CONCLUSION

Tourism management specialty is the basic specialty of tourism discipline. Facing the continuous restructuring of tourism industry, the development trend of mergers and acquisitions and the ever-changing industry changes, we should take industrial development as our responsibility, constantly improve students' innovation and entrepreneurship ability, and lay a solid foundation for students to enter the tourism industry employment in the future.

## REFERENCES

- [1] Xu Xiuyu. Research on the Innovative Path of the Training Mode of Higher Vocational Tourism Professionals against the Background of Tourism New Normal [J]. *Career Time and Horizon*, 2016, (01): 23-25. (in Chinese)
- [2] Guo Xinyu. On the innovation and entrepreneurship education of tourism management specialty in colleges and universities [J]. *Modern Education Management*, 2018, (12): 90-91. (in Chinese)
- [3] Zou Zaijin. Theoretical Study on Regional Tourism forms [J]. *Geography and Geo-Information Science*, 2007, 23(05): 100-104. (in Chinese)
- [4] Wei Jie. Cultivation of Innovation and Entrepreneurship Ability of Higher Vocational Tourism Management Major against the Background of Internet [J]. *Journal of Hubei Adult Education Institute*, 2016, 22(4): 37-40. (in Chinese)
- [5] Sun Zhenjie, Tong Wei, Li Fengying. Cultivation of entrepreneurial spirit of tourism management students under the new normal [J]. *Co-operative Economy & Science*, 2015, (07): 66-67. (in Chinese)