

Analysis on the Development Trend and Reform Path of Tourism Education Against the Background of Economic New Normal

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Abstract—Against the background of economic new normal, people's tourism concept has changed greatly compared with the previous one, which leads to a new development trend of tourism education. From the perspective of the analysis on the development trend and reform measures of tourism education in the new period, this paper studies the current reform objectives of tourism education in China, and puts forward the ways of tourism education reform in the new period.

Keywords—economic new normal; tourism education; development trend; reform path

I. INTRODUCTION

Against the background of economic new normal, both domestic and overseas tourism in China have undergone great changes compared with the previous ones. China has entered a new period of development. Tourism education, as one of the income groups, has also undergone many gratifying changes in many aspects. However, there are still some imperfections in the concrete implementation, which restrict the comprehensive improvement of tourism education in the new period. Therefore, it is of great significance to analyze the development trend and reform measures of tourism education in the new period.

II. DEVELOPMENT TREND OF TOURISM EDUCATION AGAINST THE BACKGROUND OF ECONOMIC NEW NORMAL

A. Continuous Improvement of Tourism Education Quality Has Become an Inevitable Trend

With the constant change of people's tourism consciousness, different requirements have been put forward for the whole people engaged in tourism, which will inevitably be reflected in tourism education. Compared with the current demand, the traditional single and passive teaching methods of tourism education inevitably show the characteristics of low quality. Therefore, in the fierce market competition, only by constantly improving the quality of

tourism education can we survive and develop better in the fierce market competition [1].

B. Emphasis will Be Laid on Practicality and Theory

Tourism education is different from other education and teaching, which requires higher theoretical and practical knowledge. However, in the process of specific teaching, many colleges and universities are often restricted by many factors such as educational funds. Over-much theoretical teaching is carried out, and the proportion of practical teaching is very low, which greatly limit the overall quality of tourism education. Therefore, in the process of tourism education development in the new era, more attention will be paid to practical teaching in the process of tourism education, emphasizing on improving the status of theoretical teaching and achieving a good balance between theoretical teaching and practical teaching.

C. Innovative Education Becomes the Road of Development that Tourism Education must Follow

Innovation is one of the main forces leading the progress of all industries, and the same is true in the process of tourism education. In view of the old teaching mode in the previous process of tourism education, it has been unable to meet the actual needs of current tourism education in many aspects. The education department should conform to the trend and enhance tourism in an all-round way. The overall innovation of tourism education pays attention to the innovation of talent mechanism in the field of tourism education and injects fresh blood into tourism education, so as to better enhance the overall development level of tourism education [2].

D. Tourism Education Should Adopt Diversified Teaching Methods

From the actual situation of the development of various types of tourism projects, it shows a strong diversity. In order to meet the needs of the diversification of tourism

development, tourism education must develop in a diversified direction. Integrating various types and levels of tourism education will become an important development direction of tourism education in the future.

III. THE REFORM TARGET OF CURRENT TOURISM EDUCATION IN CHINA

A. *Reforming the Traditional Tourism Education Model*

In view of the current public's demand for improving tourism services, it is necessary to carry out a comprehensive reform of tourism education in order to cultivate tourism professionals who are suitable for the tourism market in an all-round way. Especially, it is necessary to innovate the thinking of tourism education in an all-round way, change the specific tourism teaching mode, and overcome these drawbacks effectively in the traditional tourism education. It must elevate "student-oriented" to an important position in tourism education. For example, the "inculcation" education can no longer meet the requirements of tourism teaching in the new era. Various types of "experiential" or "practical" education will become an important part of quality education [3].

B. *Constructing an Educational Model Combining Theoretical Knowledge with Practical Application*

In view of the strong practicality of tourism education in general, it is necessary to comprehensively strengthen the level of integration of tourism education theory and practice, so as to form a multi-level and deepening tourism education model in the new era. The traditional teaching mode pays too much attention to the cultivation of professional counterparts, the indoctrination of theoretical knowledge and the closed classroom teaching. Such a teaching mode has been seriously out of touch with the tourism teaching in the new period, and can't meet the requirements of training applied talents in tourism education in the new period. Tourism teaching in the new era should explore and construct an educational system featuring the training of "applied" tourism talents, improve students' scientific literacy and humanistic quality, make scientific rationality and emotional will, scientific spirit and humanistic spirit develop harmoniously, and cultivate interdisciplinary talents with solid and broad basic knowledge, profound professional knowledge, strong practical ability and adaptability, and rich innovation, creation and entrepreneurship ability.

C. *Developing Students' Innovative Ability and Promoting Students' Subjective Initiative to Play an Effective Role*

In the process of developing tourism education, it is of great significance to bring students' subjective initiative into full play and enhance their creativity and innovation level to enhance the overall level of tourism education. How to provide students with a learning environment that combines theoretical knowledge with practice and how to impart extremely rich tourism expertise to students in a limited time is the direction of tourism education in the new era. This requires that the current tourism education be accurately traced. In view of the existing problems in tourism education,

students' interest in exploring problems should be selected to stimulate interest; students' starting point of thinking should be identified to activate thinking; students' spiritual communication point should be identified to stimulate progress; teaching process should be optimized; and students' all-round development should be promoted [4].

D. *The School-running Mode of Tourism Education will Be More Diversified*

In view of the changes in the current tourism market, in order to better enhance the overall development level of tourism education, the mode of running schools in tourism teaching will be more diversified. This will create a better platform for tourism education in the new era, effectively integrate the exchanges and cooperation between tourism colleges and universities in China and foreign countries, tourism enterprises and experts and scholars, and promote the remarkable improvement of running schools. And it will reserve more professional talents for the development of China's tourism industry.

IV. PATH TO REFORM TOURISM EDUCATION AGAINST THE BACKGROUND OF ECONOMIC NEW NORMAL

A. *Enhancing the Application Level of Experiential Teaching in Tourism Education*

A large number of tourism education practice show that in the process of developing tourism education, enhancing the application of experiential teaching method in it has a very critical impact on enhancing the teaching level. In the process of concrete implementation, the following aspects can be carried out. First of all, it is necessary to provide students with various types of thematic teaching, that is to say, the university can classify and summarize the various types of education content in tourism education, so as to realize the modularization of tourism education, improve the pertinence of the whole tourism education and deepen the impression of the key knowledge points related to tourism education in the minds of students. At the same time, in the process of concrete implementation, it is necessary to pay attention to enhancing the proportion of theoretical teaching and practical teaching in the whole teaching process, and overcome the disadvantages of inculcation teaching in the traditional teaching process. This requires teachers to strengthen the screening of educational content and make bold choices about the unimportant content in the process of teaching, which can not only improve the pertinence of teaching, but also help to enhance teaching efficiency and stimulate students' interest in active learning.

B. *Building a Student-oriented Personnel Training Model in an All-round Way*

At present, tourism education has shown strong practicality, and has a very high demand for students' practical ability. In view of this characteristic, it is necessary to construct a perfect "student-oriented" talent training model in the process of developing tourism education in the new era. In the formulation of teaching plan and training plan, students' central role should be brought into full play.

Teachers should stand at the guidance level of teaching. For example, in the new era, oral English teaching should be increased in the whole teaching process, mainly in order to better cope with the current outbound tourism and the demand of foreign tourists. In this process, in order to better enable students to improve their practical ability at the school stage, it can provide students with various types of teaching practice activities. If conditions permit, the universities should pay attention to improving the scale of the whole process, so that students can have a sense of "immersion" in the specific learning process.

Here, it is necessary to use the teaching group tourism and student group tourism organized in the school as a platform to provide students with better practical opportunities to ensure that students can effectively apply the professional theoretical knowledge learned in the classroom to real life.

C. Enhancing the Diversified Development of Tourism Education Model in an All-round Way

In view of the demand for diversification of tourism teaching modes in current tourism education, it is necessary to strengthen the diversification of tourism education modes. In the specific implementation process, first of all, it is necessary to do a good job in planning the practice base of tourism education, and consider all aspects of the practice base of tourism education as a whole. Constructing a high-standard tourism teaching practice base is the prerequisite and hardware foundation for training applied tourism talents with strong competitive strength. In view of the current shortage of land resources in China, management departments can rent tourism teaching practice bases by signing contracts or renovate existing facilities to serve as their own teaching practice bases. They can also build tourism teaching practice bases by joint ventures with large tourism enterprises, and make full use of the fund source advantages of large tourism enterprises, so as to create a better learning and practice environment for tourism students. Secondly, to strengthen the extensive application of school-enterprise cooperation mode in specific teaching, schools should take the initiative and strengthen the effective docking between schools and enterprises to form a perfect school-enterprise cooperation mode in view of the large practical needs existing in the current teaching process, so as to cultivate more practical and theoretical tourism platform for China. In addition, in this process, teachers' overall teaching level should be improved according to teaching needs.

D. Strengthening the Construction of Tourism Training Base

At present, the construction of tourism bases in China's tourism universities is still in a relatively backward stage, which lags far behind the developed countries in the West. Tourism education emphasizes the combination of theory and practice. Without good practice, the effective implementation of tourism teaching can't be guaranteed. Therefore, it must pay attention to the construction of high-standard tourism teaching and training base for students.

Tourism teaching and training base is the material basis and guarantee to satisfy the practicality and applicability of tourism teaching. Otherwise, tourism teaching theory will become empty talk. Colleges and universities can rent some places of tourist attractions as training bases for tourism teaching, and colleges and universities with conditions can also build their own teaching and training bases. At the same time, colleges and universities should also strengthen cooperation with some large-scale tourism enterprises. Teaching and training bases can be used as tourist attractions of cooperative enterprises. It not only guarantees the rational use of resources, but also guarantees the construction of teaching and training bases. Teaching and training base is a training ground for students to apply classroom theory to practice, which is of great significance.

E. Deepening the Reform of Tourism Education in an All-round Way and Learning Advanced Models

There are many drawbacks in China's current tourism education model, which can no longer meet the development requirements of the new situation. It is imperative to deepen the reform of tourism education in an all-round way. China's tourism education is lagging behind the western developed countries. It is necessary to learn from the successful experience of the western developed countries in tourism teaching, and integrate the reality of China's tourism education, and apply it to China's tourism education. The advanced models of Europe, America and Japan have provided new ideas for China's current tourism education reform. It is necessary to innovate boldly and look at the world. For example, the United States divides university tourism into two categories: service management and development management. Japan divides tourism into three major categories: tourism planning, tourism culture and tourism related management. Australia divides university tourism education into geography, commerce, trade accounting and management. These successful international experiences can provide new ideas for China's tourism education, but the colleges and universities in China can't copy these experiences blindly. They must combine these experiences with the current situation of tourism education in China, absorb these experiences dialectically, and extract the essence and the dross. Only in this way can the colleges plan an effective way to reform for the current tourism education.

F. Strengthening the Quality Construction of Tourism Teaching and Related Research

At present, the quality of teaching materials in China's tourism education is low, and the content and form can no longer meet the requirements of the new situation. In addition, the case design in the current tourism textbooks is relatively old, and new cases should be compiled and arranged into the new textbooks according to the current actual situation. Furthermore, the colleges and universities should attach importance to the combination of theory and practice in the new textbooks, and set up more practical organizational activities in the new textbooks. In the past, colleges and universities also set up corresponding practical topics in the textbooks. However, most of the practical activities do not consider whether they have the actual

conditions to carry out, and many activities cannot be carried out because they do not have the practical conditions. Therefore, the Editorial Committee of relevant textbooks for tourism education should issue new editions of textbooks as soon as possible to meet the requirements of the new situation, so as to improve the quality of tourism teaching textbooks in China.

V. CONCLUSION

At present, China's tourism education shows a relatively different development trend compared with the previous ones, which puts forward higher requirements for the actual work of tourism education. However, in the process of implementation, the problems are obvious. Therefore, this requires teachers to fully recognize the new situation they are facing in the specific teaching process, analyze the relevant problems in their teaching work, and take targeted measures to reform, so as to better ensure the overall quality of tourism education.

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