



Research on Teaching Mode and Evaluation System Design of Tourism Management Specialty in Local Undergraduate Colleges Based on Network Technology

Xiaonan Zhang¹(✉) and Lihui Qiu²

¹ Department of Culture and Leisure, Xi'an Eurasia University, Xi'an 710065, Shannxi, China
Garynancy@163.com

² School of Historical Culture and Tourism, Xi'an University, Xi'an 710065, Shannxi, China

Abstract. With the development of computer network technology, it has brought the reform and development of college education to a new height. This article analyzes the importance of practice teaching in China's tourism management major, and the establishment of the tourism management professional curriculum system, and it also studies the construction of innovative teaching models and evaluation systems for tourism management majors. The teaching evaluation system of the tourism management major based on network technology not only improves the quality of teaching, but also understands the shortcomings and deficiencies of teaching from the evaluation, this has greatest significance on the construction of education informatization in colleges and universities.

Keywords: Network technology · Tourism management major · Teaching mode · Evaluation system

1 Introduction

With the development of society and the reform of education, colleges and universities continue to innovate and research the teaching model of tourism management. This major is an applied management major, so while carrying out theoretical knowledge education, people must pay attention to practical teaching. Only through practical teaching can students be cultivated with more professional professionalism. Therefore, in the current undergraduate tourism management professional teaching system, it is imperative to carry out the reform and innovation of the practical teaching mode of tourism management [1].

2 Current Practical Teaching Mode of Tourism Majors

With the development of social economy, the society's demand for tourism management professionals is increasing. Therefore, colleges and universities should understand the characteristics of market demand talents through extensive market research, and then make relevant training plans. Figure 1 shows the construction of the management curriculum system for the tourism major in colleges and universities at this stage [2].

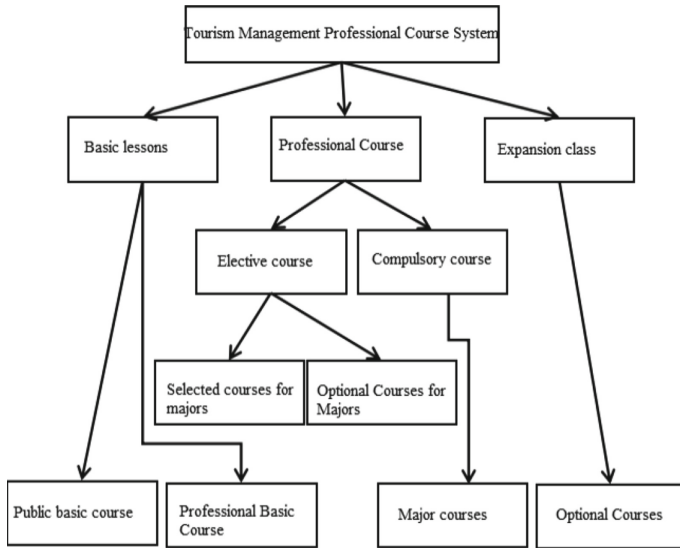


Fig. 1. Curriculum system of tourism management major

Most of the undergraduate tourism majors take the modern tourism industry's demand for talents as the guide, adopt the "industry - occupation - job - competency" integrated talent training mode, and explicitly include practical application ability and innovation and entrepreneurship ability in the talent training program. In the talent training program, the practical application ability and innovation and entrepreneurship ability are included in the professional quality and ability requirements. In order to make the development of the major conform to the goal of building talents of applied undergraduate universities and improve the quality of cultivating applied talents, the major attaches great importance to daily practical teaching, and the proportion of all practical courses, "2 + 2" courses and "1 + 3" courses in all professional courses has been greatly increased. The ratio of all-practice courses, "2 + 2" courses and "1 + 3" courses in all professional courses has been greatly increased, and the teaching staff strength of practice teaching has been greatly enhanced. However, at the present stage, there are still many problems in the traditional practical teaching mode, such as backward practical content, which is out of touch with the actual needs of modern tourism industry; single practice mode, with simulation practice in the training room as the main way; simple form of practical assessment, which is difficult to stimulate students' learning enthusiasm; low requirements of practical teaching, teachers' practical ability to be improved, and the overall teaching effect is not high. The outstanding problems of "teaching" and "learning" in teaching content, teaching methods, assessment and evaluation, and teaching effect make it urgent for tourism majors to explore new practice teaching mode.

3 Practical Teaching Mode Innovation is the Inevitable Requirement of Tourism Applied Undergraduate Talent Cultivation

Practical teaching is the active participation of students in problem inquiry, creative practical activities and field experience under the guidance of teachers, which leads students to understand knowledge, develop skills, form critical thinking and enhance comprehensive ability. Practical teaching is an important part of designing teaching system and implementing quality education in colleges and universities, and it is an important link to cultivate students' theoretical and practical skills and improve their practical ability, innovation ability and comprehensive quality. Practical teaching includes course practical teaching, professional practical teaching and social practical teaching on the basis of discipline professional platform.

The Ministry of Education emphasizes the tasks and requirements about improving the quality of undergraduate teaching in "Several Opinions on Comprehensively Improving the Quality of Higher Education" and "Guiding Opinions on Guiding Some Local Ordinary Undergraduate Colleges and Universities to Transform into Application-oriented", and especially proposes to strengthen the construction of practical training, internship and other practical teaching link settings and quality assurance mechanisms; establish a talent cultivation process led by improving practical ability, integration of industry and education, and collaborative education The training mode of talents is to realize the docking of professional chain and industrial chain.

In recent years, there is a big contrast between the expansion of tourism majors in colleges and universities and the shortage of high-level talents in tourism industry, which is mainly due to the misalignment between professional talents training and industry demand, inaccurate talent orientation, especially the weak industry adaptability and professional practice ability of tourism graduates, which affects the retention and future career development of professionals in the industry. Therefore, applied undergraduate tourism colleges and universities must clarify the talent training objectives, actively explore the characteristic practical teaching mode, enhance the professional competence of professionals, and provide high-level applied talents guarantee for the sustainable development of tourism industry.

4 Innovative Teaching Model Strategy for Tourism Management Major Based on Internet Technology

4.1 Define the Goal of Talent Training and Build a Three-Dimensional School-Enterprise Cooperation Alliance

The talent training mode of "industry-education integration, school-enterprise cooperation" is based on the clear objective of training applied talents, integrating industrial model and enterprise practice into the teaching system of tourism management profession, giving full play to the complementary advantages of school-enterprise resources, putting "industry vision + professional ability + comprehensive quality" As the main line of professional education, we build multi-level three-dimensional "industry-education

docking” training mechanism to highlight the characteristics of professional talents’ applicability, improve the quality of professional talents, and achieve win-win situation for universities, society and enterprises.

4.2 Improve the Teaching System

Universities should adjust the professional curriculum system of tourism management. In addition to strengthening the study of professional theoretical knowledge, we should also enrich practical teaching. Before constructing the relevant teaching system, teachers must first understand the characteristics of the enterprise’s demand for tourism management talents, as well as the future development prospects of the profession, and teachers must complete the relevant teaching training plan according to the specific situation. Secondly, teachers must focus on cultivating students’ professional management qualities and management personality [4]. On this basis, colleges and universities must improve teaching management strategies, program design, management systems and related practical teaching systems. Finally, under the new curriculum teaching reform, teachers should change the teachers’ original teaching concepts and teaching models. They should not only enrich theoretical knowledge through network technology, but also strengthen students’ practical teaching, so that the teaching model combining theory with practice can be effective improve the teaching quality of tourism management.

4.3 Improve the Construction of the Practical Teaching Base in the School

The tourism management major is a highly practical major, but due to the limitation of conditions, there is less training in the teaching practice of this major. In order for students to be more proficient in responding to various emergencies in future work, colleges and universities should build a basic teaching practice training base in the school. Teachers should carry out various forms of after-school practice activities, which can strengthen students’ practical ability. Such as tourism service activities, social survey activities, independent management activities, professional skills competitions, etc. [5].

4.4 Strengthen the Construction of Off-Campus Practice Bases

Although the construction of relevant practical teaching and training bases in schools can effectively improve the relevant skills of students, the training bases built in universities are not as professional as related companies, and there are certain limitations. The problems faced in the enterprise are diverse, and the campus base cannot simulate all of them. Therefore, internships in enterprises are the final practical teaching for students. Colleges and universities make full use of the different educational resources of enterprises and schools through the teaching method of cooperation with enterprises, thus forming a talent training mechanism combining industry and education [6].

4.5 Improve Teacher’s Practical Teaching Level

Teachers are the main instructors of practical learning, so the professional level of teachers greatly affects students’ learning quality and learning effect. Therefore, colleges and

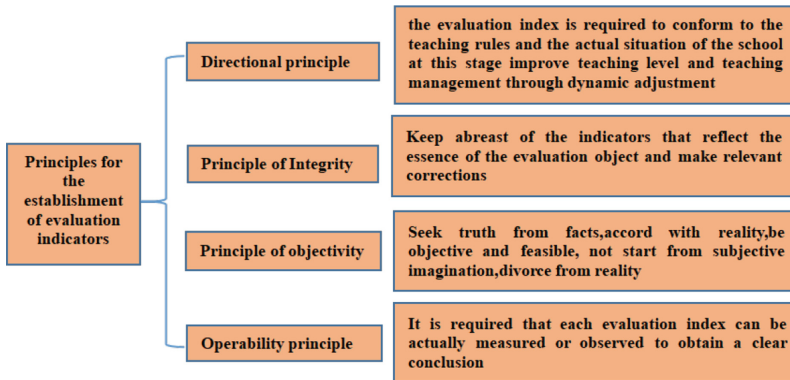


Fig. 2. Principles for the establishment of evaluation indicators

universities should regularly organize teachers to conduct related training and testing. For example, schools should regularly organize teachers to study in large tourism management companies and learn related management skills in international hotels. Or schools can invite relevant business experts to give lectures in colleges and universities, which can encourage teachers to make continuous progress in practice. In addition, while continuing to strengthen teacher training, it is also possible to hire business backbones from tourism companies to take part-time classes in schools, so that the latest management experience and methods of tourism companies can be entered into the classroom in advance, so that the professional level of tourism management is always at the forefront [7].

5 Construction of Educational Evaluation System for Tourism Management Major

5.1 Principles for the Establishment of Evaluation Indicators

The principles for the establishment of evaluation indexes in the evaluation index system are shown in Fig. 2.

5.2 Establishment of Evaluation Index System

The construction of the evaluation system is divided into three layers, and these three layers are divided into many small layers [9, 10]. The evaluation index system is shown in Fig. 3.

5.3 Functional Design of the Evaluation System

Security protection module: This module is mainly responsible for the security management of the entire system, such as system internal data security, user information data security, system basic layer operation security, system core function realization security, and so on.

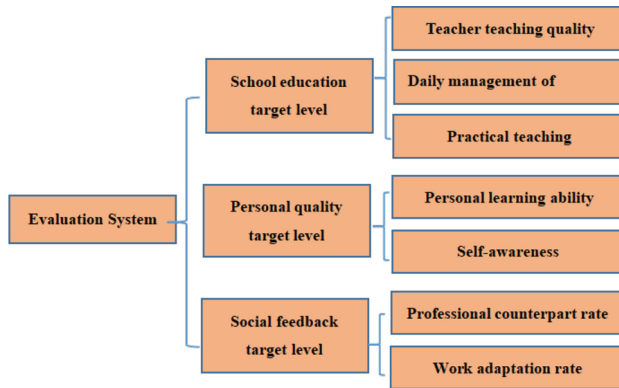


Fig. 3. Evaluation index system

Evaluation program management module: This module is mainly responsible for designing evaluation programs for leaders, teachers, and students of relevant departments of tourism management, and analyzing relevant evaluation information.

Teaching evaluation module: The module is mainly calculated based on the user's evaluation of teachers, students, etc. The code for the statistical realization of student evaluation results is as follows:

```

Do while not rseof.
For j = 1 to 5.
v-request form ("r"&i).
Select case v.
Case "V1".
rs("A"&j) = rs("A"&j) + 1.
s1 = 95.
Case "V2".
rs("B"&j) = rs("B"&j) + 1.
s1 = 85.
Case "V3".
rs("C"&j) = rs("C"&j) + 1.
s1 = 75.
Case "V4".
rs("D"&j) = r("D"&j) + 1.
32.
s1 = 65.
End select.
s = s + s1*p(j).
i = i + 1.
Next.
  
```

Evaluation result announcement module: This module mainly displays the calculated evaluation results.

Basic data management module: This module connects to the database, which stores this large amount of system-related basic data.

With the development OF the times, the development prospects of the tourism industry are getting better and better, so the society's demand for tourism management professionals is increasing. With the rapid development of the tourism industry, the competitiveness among various enterprises has become increasingly fierce. Therefore, the market has higher and higher requirements for tourism management professionals, which has continuously increased the difficulty of obtaining employment for college graduates. Universities must carry out the reform and innovation of practical teaching and cultivate professional talents who adapt to the development of the industry. This is the mission and mission of the tourism management major in colleges and universities.

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