Reform of the Teaching Paradigm of Ideological and Political Education of Consumer Behaviour in Tourism by Big Data Analysis with Information Technology Change

Ranran Guo*, Xuebing Zhang

Shandong Xiehe University, Jinan, China 250100
Email: 286998048@qq.com

Abstract. The 19th National Congress of the CPC and the 2nd and 3rd Plenary Sessions of the 19th Central Committee of the CPC pointed out that we should deepen the comprehensive reform in the field of education, adhere to the core concept of deep integration of information technology with education and teaching, and make efforts to improve the quality of education and cultivate students' innovative spirit. The subject of information technology is becoming more and more important over time, and it is essential for modern citizens to be equipped with some information literacy. As a form of implicit ideological and political education, ideological and political reform in the course is a supplement to the ideological and political courses. The integration of ideological and political education in information technology teaching can impart knowledge and develop students' capabilities. At the same time, it can shape students' correct world view, life view and values, improve their information literacy, and enable them to become morally and intellectually capable builders and successors. Based on the course Consumer Behaviour in Tourism, this paper analyzes the key elements of teaching reform, incorporates elements of ideological and political education in the course, and examines the psychological activities of consumers in tourism and the patterns of consumer behaviour in tourism. It reconstructs the teaching and learning of the course Consumer Behaviour in Tourism, and investigates the path of developing the ideological and political education of the course Consumer Behaviour in Tourism for tourism majors under the change of information technology in colleges and universities.

Keywords: information technology; data analysis; teaching practice application

1 Introduction

One of the development goals of the Ten-Year Plan for Education Informatization (2011–2020) is to take advantage of modern information technology to strengthen students' self-learning abilities and to innovate educational methods and models in an informatized environment. Moreover, the integration of information technology and education should be significantly improved. The information is inundated with all
kinds of values and concepts with the advancement of globalization, the influx of western cultural thoughts and the advent of information society. In this case, students are not only educated about the core socialist values in school, but also vulnerable to the influence of varied values from the outside world. It is an urgent issue for teachers to guide students to establish correct values in this social environment where diverse values are present.

The Internet has made it possible to acquire knowledge in a variety of ways, which also changes the way students learn, live and think. In order to make students learn more efficiently, colleges and universities need to follow the trend of the times and change their own teaching methods, presenting a variety of blended teaching modes in the teaching of college courses. Given that mobile phones are increasingly used in the classroom, teachers should guide students to participate in the flipped classroom by using the mobile app of the Chaoxing Fanya platform, so as to cultivate students' ability to screen messages in the era of big data, export scientific thinking methods and professional attitudes, and develop innovative thinking.

2 Review

Consumer behaviour in tourism is a discipline that studies the psychological activities and behavioral patterns of tourists before, during and after tourism activities. The whole process of tourist consumption in tourism can be investigated from various disciplines such as economics, geography, sociology, and psychology. Moreover, there are several research segments such as decision making behavior of tourists, individual factors influencing consumer behavior of tourists, environmental factors influencing consumer behavior of tourists and spatial behavior of tourists.

Although the research on consumer behaviour in tourism has developed rapidly over the past 30 years and has yielded a wealth of research results, it is still a flourishing area of research. With the development of information society and consumer society, a series of new propositions have emerged, such as research on network behavior in tourism, research on big data of tourist behavior, research on visual behavior in tourism, research on tourist behavior and emotion, and research on consumer behaviour in tourism and destination development. In addition, it is necessary to make higher demands on the research methodology of consumer behaviour in tourism in the context of the development of information technology in society. In particular, we have to deal with the changes in the consumer behavior of tourists caused by the changes in information technology and the visualization of all aspects of culture. The reform of teaching consumer behaviour in tourism enables students to build up the latest knowledge structure, improve their ability to think comprehensively and solve practical problems, and meet the needs of the times.

3 Key Elements of the Teaching Reform of Consumer Behaviour in Tourism

In order to explore the reform of teaching consumer behaviour in tourism, scholars should select the best textbooks related to consumer behaviour in tourism, systematically sort out the sophisticated theoretical knowledge of consumer behaviour in tourism and the latest achievements of the research on consumer behaviour in tourism at
home and abroad. Teachers should make full use of information technology to build up a course resource base through online teaching platforms such as Xuexitong and Rain Classroom. Specifically, teachers can build a discussion and exchange platform, optimize PPT courseware, assignment library, case study library, exercise library, test bank, and teaching materials to synchronize online and offline resources. With the help of the quality course databases of China University MOOC and XuetangX, teachers should provide students with online MOOC resources such as "Consumer Behavior" and "Psychology", which are the basic theoretical sources of Consumer Behavior in Tourism, to create advanced learning resources to meet students' needs for autonomous learning. At the same time, universities should provide professional websites such as www.chinatour-net.com, and Ctrip, so that students can keep abreast of the latest developments in the tourism industry through the Internet, videos and pictures. Teachers should dig deeper into the ideological and political elements contained in the course resources, Internet resources and other teaching resources, and integrate the contents of the major with the ideological and political elements.

During the course of teaching, teachers should update the educational content in real time according to the hot topics of current affairs. In this way, the teaching content can be more cutting-edge and the quality of teaching can be improved. Based on this, teachers should pay more attention to the changes in consumer behavior in tourism in the context of social informatization, the implications for marketing, and the ways to better apply information technology to tourism marketing practices. In addition, teachers should systematically summarize the impact of information technology on consumer behaviour in tourism and even the tourism industry, as well as the application of information technology in tourism marketing practice, so as to expand students' knowledge and stimulate their interest in learning. Teachers should analyze the characteristics of the course of consumer behaviour in tourism and introduce the teaching methods such as scenario simulation and case study to improve the practical teaching effects and to exercise students' ability to analyze problems and think independently.

4 Critical Measures for Teaching Reform of Consumer Behavior in Tourism

4.1 Measures in the Preparatory Stage

Firstly, after carefully selecting the textbooks related to consumer behaviour in tourism, teachers should distinguish the commonalities and special features between the textbooks and select and integrate the contents of the textbooks. In addition, teachers should systematically summarize and analyze the research findings of consumer behavior in tourism at home and abroad and capture the dynamic trends of academic research. Secondly, investigation is the basis of research. Teachers should investigate and know students' opinions and demands for improvement on the current contents and teaching methods of the course. At the same time, teachers can visit some tourism enterprises to figure out the requirements of employers for graduates' quality and competence, interview related personnel and analyze the interview results in detail. Thirdly, teachers should collect a wide range of materials on the impact of information technology on consumer behavior and consumer behaviour in tourism, and interview the Culture and Tourism Bureau and tourism enterprises on the applications of information technology in the tourism industry to create systematic and specialized materials.
4.2 Measures in the Mid-term Practice Stage

Based on the available information, universities should build a theoretical knowledge system of consumer behaviour in tourism under the change of information technology. Teachers can adopt the teaching methods such as scenario simulation, role-play, virtual simulation, online teaching, and case discussion to engage students in discussions and reflections on the consumer behaviour in tourism of China's local culture in the era of information technology changes. In this way, students can deepen their thinking about the basic theories. Furthermore, teachers can organize field trips for students to the Culture and Tourism Bureau and tourism enterprises to learn about the practical applications of information technology (e.g., big data, cloud computing, and virtual reality technologies) in the tourism industry. Thus, students can be inspired to pay attention to the impact of information technology on consumer behaviour in tourism and the tourism industry. In addition, teachers should make further adjustments to the content and teaching methods according to the students' feedback.

4.3 The System for Safeguarding Ideological and Political Education in the Course in the Process of Implementation

Ideological and political education in the course is a reasonable and effective innovation by universities in teaching concept and practice. In order to implement ideological and political education in the course effectively, all departments should communicate closely and provide comprehensive and effective guarantee during the implementation process. Evaluation allows for a timely overview of the effectiveness of the implementation of ideological and political education in the course and its impact on students in order to improve the design and implementation of ideological and political education in the course. Therefore, an improved evaluation system for ideological and political education in the course allows teachers to better optimize their teaching methods and content, and helps to further promote ideological and political education in the course.

The course of Consumer Behaviour in Tourism should integrate the assessment of ideological and political education in addition to the combination of process assessment, midterm assessment and final examination. The evaluation of ideological and political education is to test the degree of achievement of the established objectives of ideological and political education, subconsciously guide students to view the evaluation correctly, and improve the quality and efficiency of learning. Through diversified evaluations, it can provide feedback for the implementation of ideological and political education in the course, so as to improve the teaching of ideological and political education in the course, so that it can be highly recognized by experts and professionals in the industry.

4.4 Measures for the Late Stage of Enhancement

The teaching reform requires investigation and sample analysis of tourism management students to find out students' opinions and demands for improvement of the course.

Colleges and universities should visit tourism enterprises to identify employers' needs for talented personnel. At the same time, teachers may carry out a questionnaire survey to find out the effectiveness of the curriculum reform. Finally, teachers should
compile and analyze the research data to produce a complete teaching plan of consumer behaviour in tourism.

5 Discussions

The American futurist Naisbitt predicted that "telecommunications, information technology and tourism will be the driving forces of economic development in the service sector in the 21st century." The combination of information technology and tourism, i.e. tourism informatization, will be integrated into a greater driving force. It not only provides a bigger stage for network information technology, but also empowers the tourism industry to develop with infinite vitality and vigor. The applications of emerging information technologies, represented by the Internet, have profoundly influenced the behaviors of contemporary humans. In particular, the popularity of mobile Internet technology in China has a significant impact on the course of consumer behaviour in tourism and the teaching paradigm of the course.

In view of the impact of information technology changes on tourists' behavior and teaching mode, this paper constructed an educational reform model of the course from the key contents and critical aspects of the teaching reform of consumer behavior in tourism. The route model of the whole curriculum reform presents systematic and interactive characteristics. On the premise of respecting traditional teaching methods, we should follow the trend of profound changes in knowledge dissemination, teaching methods and tourist behavior by the development of Internet and information technology. In response to the new developments in tourist behavior such as rapid mobility, the influence of social media and smart tourism management, teachers should introduce students to the latest research findings on consumer behavior in tourism through a variety of Internet-based teaching methods. In this way, the objectives and effects of the teaching reform of consumer behaviour in tourism can be achieved. More specifically, teachers should strengthen the teaching methods of Internet technology and scenario-based practice to stimulate students' interest in classroom learning and avoid the cramming teaching style based on oral indoctrination. In particular, it should be emphasized that virtual simulation and MOOC have been popular teaching methods. However, this paper intends to enhance the interactive effect of information technology in classroom teaching and the creation of consumption scenarios in tourism. Therefore, one of the main points of this paper is to introduce the Internet into the classroom. Each university needs to choose whether to use the Internet or LAN according to its specific teaching facilities. Furthermore, it is important for teachers to think about how to avoid students' recreational activities in the classroom. In the later stages, the lecturer, besides imparting knowledge, should also be concerned with scientific research and practice. Therefore, at this stage, teachers should mainly examine the changes in tourists' behavior as a result of changes in information technology, as well as the changes in teaching effectiveness due to the curriculum reform practice, and then further reflect them in future teaching practices.

6 Conclusion

In recent years, information technologies have been developing rapidly. 5G, big data, virtual reality and other emerging information technologies can empower the tourism
industry, and "Internet Plus" and "Tourism Plus" initiatives are being deeply integrated. In line with the development of tourism industry, the development of tourism disciplines and higher education in tourism should also focus on practice and respond to changes. Based on the existing theoretical knowledge base of consumer behaviour in tourism, universities need to expand the latest research findings, make use of the Internet in classroom teaching, and utilize scenario-based practical teaching methods to increase the teaching content of the impact of information technology on tourists' behaviour. The change of information technologies has profoundly affected the tourism industry and the behavior of tourists. For this reason, universities in higher education should change the traditional teaching paradigm, expand multiple ways of thinking, optimize and enrich classroom teaching, and enable the talents to be trained with more contemporary values.

Acknowledgement. Supported by: Research on the Path of Ideological and Political Education of Consumer Behaviour in Tourism Course for Undergraduate Tourism Management in Applied Universities (Grant No. SKJYKT-220679).

Reference

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (http://creativecommons.org/licenses/by-nc/4.0/), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.