

# ***Research on the Teaching Reform Practice of the Tourism Information System Course of the Master of Tourism Administration(MTA) in University***

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**Abstract**—Master of Tourism Administration (MTA) is a high-level talent in the new era of tourism management talent system. Through the teaching experience of Tourism Information System in MTA education of Hainan Tropical Ocean Institute, this paper expounds the age and innovation of curriculum the need to better serve the training of intelligent, applied type of tourism management master.

**Keywords**—master of tourism management; MTA; teaching reform; tourism information; wisdom tourism

## I. INTRODUCTION

With the vigorous development of tourism, China's tourism education has also made great achievements; tourism management professional postgraduate education is also constantly strengthened. However, due to the tourism management professional postgraduate education started late, there is still a great lack of personnel training, there is a serious disjointed with the market and other issues. Curriculum learning is an important part of realizing the goal of cultivating graduate students and ensuring the quality of graduate students. The scientific curriculum system and good teaching methods will directly affect the breadth of graduate students' knowledge and the ability of research and innovation. Therefore, it is an important factor to determine the quality of graduate students in the construction of curriculum system and how to cultivate talents.

Based on the situation of full-time postgraduate education resources in colleges and universities in our country, China has begun to develop professional postgraduate education. This initiative not only helps to optimize the educational structure of postgraduates in our country, improve the overall quality of postgraduate education, the demand for high - level application - oriented professionals. According to WTO statistics and

forecasts, by 2015, China will become the world's largest tourist destination countries, by 2020; China will become the world's fourth largest international tourist market, which entered the ranks of the world's tourism power. Based on the present situation and prospect of the development of tourism in China, the requirements for MTA students in the future must be the export-oriented, innovative and high-level talents with strong practical skills, international vision, global management consciousness and cross-cultural communication ability. However, there are some problems in the education and training mode of MTA talents in our country, such as: excellent cases and teaching materials are not perfect; MTA students and business requirements between the convergences is not close; education Quality assurance system is not perfect and so on. It is necessary to establish a corresponding quality assurance mechanism to ensure the quality of MTA education and to build a training model for MTA talents according to the needs of MTA talents in the tourism industry.

Hainan Tropical Ocean University (formerly Qiongzhou University) in 2012 with the consent of the Ministry of Education, approved by the Master of Tourism Administration (MTA) granted the right to become China's 57 approved by the master of one of the universities, for the Hainan International Tourism Island Construction and service of the country's special needs, around the "marine tourism, leisure travel and cultural tourism," the three directions, and enterprises, industry, domestic and foreign counterparts and other institutions to establish strategic alliances, industry and academia integration, collaborative innovation, Application type, high level of compound tourism management personnel. In the construction of the curriculum system, the "tourism information system" is a professional compulsory course of tourism management and information management knowledge, aiming at cultivating students 'modern tourism information technology ability and

improving the quality of students' tourism management information. With the development of tourism market in recent years and the continuous improvement of the overall quality of tourism management needs, curriculum construction also adapt to the development of the times, advancing with the times, continuous innovation, combined with large tourism data, wisdom tourism, wisdom city, Information technology in the application of global tourism and other cutting-edge areas of development, increase and add new theoretical and practical knowledge to improve the new era of tourism management professional high-level personnel training quality.

## II. RECOGNIZE PROBLEMS IN THE COURSE AND SEEK SOLUTIONS

Tourism Information System is a highly flexible course, good quality of the curricular content's arrangement can greatly improve the knowledge and practice level of tourism management informatization. It will become the course effect of the ordinary course Computer Basis and lose the practical significance of this master's course without taking it seriously.

From the admissions source we can see that most colleges including the MTA major of Hainan Tropical Ocean University recruit both liberal arts and science students. Liberal arts students and science students have obvious basic differences and learning ability on the basis and mastery of information technology knowledge in this course. This is one of the teaching confused and difficulties encountered by teachers in this course. To solve this problem, it requires teachers have reasonable selection and discriminatory in teaching of course content, teaching progress and important and difficult points. Especially in practice teaching, scientific and reasonable design teaching content and practice link according to the training objectives of this course. Firstly, to solve the weak problem of information technology knowledge base of liberal arts students, add some computer base content in the beginning of teaching, introduce the information literacy section of tourism manager, the content covers the basic theoretical knowledge of computer, computer hardware structure and Simple machine maintenance and so on. First, students should master the basic operation skills of tourism management software in hotel, travel agency and tourist destination, make group learning in class, each group include 4-6 members, which is half liberal arts and half science students. It is especially obvious that science students who have better basis can help the liberal arts students practice by group as teaching assistant.

## III. PLAN COURSE STRUCTURE SCIENTIFICALLY, SEEK BREAKTHROUGHS AND INNOVATIONS

The knowledge architecture of Tourism Information System in Hainan Tropical Ocean University covers an overview of the structure of the Internet, introduces the relevant knowledge about Internet + era, includes cloud computing, SAAS typical application, 800crm, FangCloud, Evernote, Ding Talk modern enterprise APP management software and other leading information technology; Artificial intelligence as a hot research field in the age of intelligence and wisdom tourism, it introduces new technologies such as autonomous driving of Baidu, for information literacy and

security prevention, it introduces the information security section, focusing on introduce the types of computer crimes, HACKER, CRACKER, personal information security, password security, E-mail security, documentation security, FBI global eavesdropping, CISCO router backdoor, Microsoft nationality, count the personnel who's power-on password is empty, personal security strategy, typical enterprise information security leakage accident, some explanation of classic cases and the content of the knowledge involved such as some time ago a hotel's check-in records were leaked, it not only increases the students' interest in this course and information technology, but also improves the awareness of information security; The course also set up the enterprise information security, including INTERNET, INTARNET, enterprise firewall, security management system, Internet Security and physical security, enterprise security strategy, according to the enterprise information security knowledge learning; so that students can be more aware of how to improve the management system in the future work.

Ask the students to finish their homework in groups, mainly to think about the way of tourism enterprise informatization development. Introduces the main application of tourism information system go through each item, Network marketing, including SEO, WeChat marketing, micro-blog marketing, email marketing, big data marketing; Introduces integrated information management platform, including its main business modules, such as customer management CRM, process management, financial management, material management, internal management module, such as personnel management; introduces the main tourism management information system products, the theoretical part can be used for reference, if you are the CEO of a travel company, how should your company's information system be structured? In addition, let students take the form of case assignments to complete the work in practical field, finally, complete it by reporting and sharing the tourism information system cases. In the course of practice, we should organize students to visit the big data centers of the Provincial Tourism Committee and famous information tourism enterprises, so as to broaden their horizons and achieve scientific knowledge and practical application transform scientifically and digest it.

## IV. EMPHASIZE THE SELECTION OF TEACHING MATERIALS, SELECT COMBINE WITH COMPILE

In the age of Internet + and intelligent tourism, tourism information technology is developing rapidly. According to the research, most of the Tourism Information System materials content is relatively lagging; it also requires course group and the teachers timely supplement the frontier content of this course, keep updating the teaching plan and content through teaching, so that students can learn the most cutting-edge information technology in this course. The theory learning of Tourism Information System should be closely combined with cases. The use of cases can help students understand and master theoretical knowledge, and can also exercise students' ability to find problems and solve problems. In addition, we can organize the course group teachers compile teaching materials according to the talents training target, tourism management talents market needs, the development trend of

frontier technology and constantly updating them, fully mobilize the students' subjective initiative, significantly improve teaching quality, In order to achieve the maximum effect of this course on training tourism management talents in tourism informatization application talents.

#### V. STRENGTHEN THE CONSTRUCTION OF THE TEACHING STAFF AND EXCHANGE PROGRAMS REGULARLY

Good teaching quality is inseparable from good teachers, because of the rapid updating of the scientific knowledge concept of Tourism Management System, Therefore, it is necessary to ensure that the degree and title in teachers selection, professional qualification and general undergraduate teaching experience are not enough, they have a high degree of learning experience. A course can be composed of several teachers, divide the content into modules, and teaching by turns, it makes students feel fresh and be curious about learning. At the same time, it can also stimulate teachers' competitive ability, promote the teaching content constantly updated, and keep the teaching methods continue to innovate.

To increase the opportunity of cross-section communication between schools, organize teachers with other high level college NTA courses group teachers to exchange teaching experience regularly, put forward existing problems, discuss together, share experience. In addition, organize teachers attend industry qualification training and study regularly, to learn the new trends of the industry development, expand teachers' knowledge, and seek the cooperation mechanism between school and enterprises, so as to train the double-qualified teachers.

#### VI. INTRODUCE INNOVATIVE CONTENT AND PAY ATTENTION TO INDUSTRY FRONTIER DEVELOPMENT

Combining the development trend of scientific hot topics such as all-for-one tourism, intelligent tourism and smart city, introduce the application and case study of tourism information technology in all-for-one tourism, intelligent tourism and smart city, Combine the scenic spots cases and local features, make the concept of tourism information technology application all pervasive, make Tourism Information System more practical and compulsory, Through a course of study, broaden the horizon, enhance the theoretical level, improve the practical operation ability, and acquire new research direction in the profession, it can serve multiple purposes.

Through practical feedback, our school supplements the typical industry application cases of Internet + Tourism in the courses. To study the importance of tourism informatization from the tourism e-commerce, the traditional travel agency internet technology marketing reform and so on; in this course, the simple application design and production based on HTML5 technology are properly arranged. Principle and design of mobile phone APP, principle and design of mobile phone APP, QR code design principle and application, electronic image display and restaurant food order and settlement, the hotel's products online and offline marketing distinction and technical implementation example, let the student break the analysis and learning mode of traditional tourism management system, and form an innovative learning philosophy.

#### VII. SCIENTIFIC ORIENTATION COURSE ORIENTATION AND TRAINING OBJECTIVES

In accordance with the principle of "useful, effective and advanced", we should follow the principle of "practical basis, appropriate caliber, heavy application, strong ability", Delete, Jane, and "methods to optimize the teaching content. Today's information technology has changed the environment and competition of enterprises, the pattern of cooperation, a modern enterprise managers, cannot be very professional to master information technology, but must be able to understand the macro information technology or information system functions, only with this Kind of knowledge, it may be in the management of thinking about the combination of information technology and management strategy, in the process of enterprise information can play their leading role. Therefore, training to understand information technology, understand management, an international background of the talent should be the business management professional "tourism information system" teaching the overall goal.

Around this goal, the focus of teaching content is mainly on the basic concepts and basic skills of the organization and management of information system development and the collection, management, classification and reuse of information resources and the role of information technology in solving the management problem. Through the content of the course to enable students to clearly understand their own in the "tourism information system" in the development and construction of the status, should play a role and how to communicate with IT staff cooperation; training students awareness of the information; training students to use the knowledge to go Problem-solving, problem-solving and problem-solving practical application ability; training students in the information environment under the organization, management and innovation ability. Teaching content should be closely linked with reality, the integration of new information technology, reflecting the curriculum of the times, the choice of teaching materials should be biased towards new theories, new technologies, such as object-oriented development model, ERP-related theory, so that students can school Knowledge and reality are in close contact and increase the interest of students in learning this course.

#### VIII. SUMMARY

With the incoming wave of all-for-one tourism and Smart Tourism and the information age developing constantly and changing frequently, tourism gets more change and progress. University talents training ,especially the new talents, MTA talents training should be adapted to the changing times, bring forth the new through the old, according to the market demand for talents, it is imperative to reform the teaching system of tourism information system for master of university tourism management.

Tourism information system, as a new subject of professional required course made new demands on school, its stronger theoretic value, applicability and comprehensiveness also posed new challenges for teachers and students. Curriculum reform of tourism information system aims to cultivate the applied talents, it accurately positioning the teaching aims, teaching content has been optimized by learning

from foreign excellent teaching materials, strengthening the construction of the faculty team by "going out" and "please come in", stimulating students interest by using various teaching methods, improving students' practical ability by using the practical teaching mode of Experiential experiment and simulation analysis combine with design experiment, strengthening the testing of students' learning process by pluralistic methods. However, it is still a long way to go to train talents in tourism information management, the related teaching research is still goes deeper, how to reform and innovate this course need to constantly supplement and perfect it from teaching module setting, professional materials selection, teaching method optimization and examination method design. In addition, in order to further highlight the application of the course, we can make use of social forces, cooperate with enterprises to make joint development on faculty team construction, practical teaching and laboratory construction, this is the direction of the next development and construction of this course.

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