

# Research on the Integration of Innovation, Entrepreneurship and Professional Education in Tourism Management Discipline under the Background of the Internet

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**Abstract**—Under the background of mass entrepreneurship and innovation, and the new economic normal, innovation and entrepreneurship have become the new engine and new driving strategy for promoting economic transformation reform. And to further promote the "double-creation" development. Innovation and entrepreneurship have become the focus of attention and research hotspots in all walks of life. Due to its linkage, integration and ecological characteristics, tourism has gradually become an important growth point of the new economic normal. The rapid and stable development of tourism requires a group of high-level tourism talents with multi-capacity, wide-angle perspective and wide vision. The demand for dual-creation talents provides an opportunity to improve the quality of tourism talents, and also puts forward higher requirements for the quality and ability of tourism talents. Therefore, under the background of "Internet +" era, constructing the training mode of tourism dual-creation talents is the inevitable trend and effective way to deepen the reform of innovation and entrepreneurship education.

**Keywords**—*tourism dual-creation talents, Internet +, tourism management, innovation and entrepreneurship*

## I. INTRODUCTION

The Internet appeared in the tourism research report in the early days. It is a research on "smart tourism" made by relevant scholars. Its research includes the concept, system, overall structure and development trend of smart tourism. The new era of socialism with Chinese characteristics put forward by General Secretary Xi Jinping emphasizes innovation and the times, while emphasizing the need to vigorously develop education. The new era innovation proposed by General Secretary Xi Jinping is not only suitable for the development of the economic market, but also for the curriculum reform. Internet technology has a great impetus to the education system in the development of the new era. Under this wave, it is very important for the institutions to adapt to the requirements of the times to cultivate students' ability to innovate and start a business. If the innovation and entrepreneurship of tourism management disciplines are to be implemented, it is necessary to make full use of Internet teaching thinking in the integration with professional education to form an Internet innovation and entrepreneurship system with Chinese characteristics. Therefore, this paper makes a full study on the integration of innovation and entrepreneurship and professional education in the category of tourism management under the Internet background.

## II. BASIC CHARACTERISTICS OF ENTREPRENEURSHIP EDUCATION

The basic characteristics of entrepreneurship education can be divided into the following three points:

1. The times. Entrepreneurship education is a product of social and economic development and changes in human needs. It is generated by the demand for new talents in the process of continuous development of the country. Entrepreneurship education is a powerful driving force for the development of the times. Therefore, it has an era inseparable from the macro development of the country.

2. Practical. Since entrepreneurship itself has strong social practice, entrepreneurship education is more practice-oriented than traditional education models. Through the practice of teaching, students can learn more entrepreneurial knowledge and cultivate entrepreneurial spirit and ability.

3. Lifelongness. Entrepreneurship is a complex and changeable process. It is not only affected by the national macro-policy and social environment, but also by the entrepreneurs' own entrepreneurial comprehensive quality and ability, and entrepreneurs are the core elements of the entrepreneurial process. Therefore, accepting entrepreneurship education is a continuous process, which is the same as the concept of lifelong learning.

## III. RESEARCH ON ENTREPRENEURSHIP EDUCATION IN THE CONTEXT OF "INTERNET +"

### A. *Foreign Research on Entrepreneurship Education under the Background of "Internet +"*

In foreign countries, Internet information technology has reached a relatively mature stage. Especially in the United States, the birthplace of the Internet, the Internet has been applied to all walks of life, and the level of information technology has improved significantly. This has also promoted the wave of Western countries' research and use of Internet information technology, which not only changed people's work, study and lifestyle, but also contributed greatly to the world's economic and

cultural development. At the same time, the rapid development of the Internet has created many convenient conditions for entrepreneurship education. In this context, students are trained to be creative, insightful, enterprising, and decisive, and to learn ways to seize opportunities and take advantage of opportunities.

#### *B. Domestic Research on Entrepreneurship Education under the Background of "Internet +"*

In contemporary China, entrepreneurship and the Internet are increasingly connected. It mainly includes the "Internet + Education" learning mode such as entrepreneurship through the Internet, micro-courses, MOOCs, and flipping classes, as well as major forms such as Maker Education. Therefore, the related research on entrepreneurship education in the context of "Internet +" is based on this.

#### *C. Research on the Related Art Education of College Tourism at Home and Abroad*

Compared with the related research on entrepreneurship education, the related research on tourism professional entrepreneurship education is relatively limited. Although the developed countries represented by the United States have achieved fruitful results in using entrepreneurship education to promote and solve employment problems, the development model is single. In both domestic and foreign countries, tourism majors are new subjects compared to other majors. Relevant research is more traditional, focusing on tourism professional curriculum, training objectives, teaching models, etc., the research combined with entrepreneurship education is not very rich, just considering the tourism profession as part of the entrepreneurship education program.

Generally speaking, the research on tourism professional education in colleges and universities in China is relatively lagging behind, and the system theory has not yet been formed. The research methods are mostly qualitative research, but there are few empirical studies such as cases and field investigations. So far, a systematic and complete college tourism professional entrepreneurship education training mode has not been constructed.

### IV. THE DEVELOPMENT STATUS OF COLLEGE TOURISM PROFESSIONAL ENTREPRENEURSHIP EDUCATION

Based on the understanding of the relevant literature content, it is found that the development of tourism professional entrepreneurship education in China is mostly concentrated in secondary vocational colleges or higher vocational colleges. Because the training goal of college tourism professional entrepreneurship education is high-quality management talents, the training methods are mostly taught by theory. It is inconsistent with the strong practicality of entrepreneurship education. Therefore, the development of college tourism professional entrepreneurship education is relatively backward.

#### *A. Entrepreneurship Education Curriculum Is Single*

By consulting relevant literature, it can be seen that the curriculum of college tourism professional entrepreneurship in China has a single curriculum, incomplete system and poor pertinence. Most college tourism majors only take employment guidance or career planning as the main course of entrepreneurship education in the form of elective courses or lectures. Students lack systematic entrepreneurial knowledge, which leads to a serious disconnect between students and the innovative entrepreneurial talents needed in the new era.

#### *B. Insufficient Promotion of Entrepreneurship Education*

By consulting relevant literature, it can be seen that there is a lack of propaganda, lack of propaganda, and lack of professionalism in entrepreneurship propaganda in colleges and universities in China. At present, college travel majors are in a state of ambiguity about entrepreneurial policies. This is one of the important reasons why students fail to participate in entrepreneurial practice in whole or in part and fail to achieve significant results.

#### *C. Entrepreneurial Practice Education is Relatively Backward*

By consulting relevant literature, it is known that there are insufficient entrepreneurship training bases, low degree of openness, narrow coverage of entrepreneurial practice activities, and limited participation in entrepreneurship practice education in colleges and universities. Except for a few science and engineering colleges with college entrepreneurship incubation bases and related entrepreneurial parks, most liberal arts or teacher-training colleges are mostly employment guidance centers, and there is no clear entrepreneurial training base, as is the tourism profession.

### V. METHOD AND IMPLEMENTATION OF INTEGRATION OF INNOVATIVE ENTREPRENEURSHIP AND PROFESSIONAL EDUCATION

#### *A. Reinventing the Concept of Entrepreneurship Education in College Tourism*

The educational concept is the core idea in education and teaching. It plays a guiding role in the establishment of educational goals, the formulation of educational principles, and the choice of teaching methods. Therefore, in the context of "Internet +", the first thing that is clear in the development of entrepreneurship education in colleges and universities is the concept of education. "Internet +" and "entrepreneurial education" are new combinations that conform to the development of the times. There are many new possibilities for appearing on campus as an educational form, but considering its significant social practice, it is necessary to transform traditional educational concepts and reshape new educational concepts that are adapted to their developmental characteristics. Under the background of "Internet +", college tourism professional entrepreneurship education should be based on students, new media teaching as the guide, and practice teaching as the core education. Whether it is the tourism professional manager in terms of curriculum, or the tourism professional teachers in the choice of teaching methods, should strictly follow this new educational philosophy, in order to create a good entrepreneurial education atmosphere, stimulate students' entrepreneurial interest, train students' entrepreneurial awareness, shaping the

entrepreneurial personality of students, especially the development of entrepreneurial risk awareness, risk-taking and amenity that have important influence on tourism majors.

*B. Setting up a Reasonable Tourism Management Discipline Innovation and Entrepreneurship Curriculum System on the Basis of Professional*

In accordance with the tourism management personnel training plan, colleges and universities should set up a reasonable tourism management discipline innovation and entrepreneurship course on the professional basis. Some basic courses such as entrepreneurial psychology, entrepreneurial law common sense, and college career planning are the basis for students to get started with innovation and entrepreneurship. According to the social examples and the specific resources set up by the innovation and entrepreneurship platform, such as the enterprise innovation culture development report, tourism intellectual property innovation and protection, and SME innovation development strategy, etc., focus on cultivating students' resilience and decision-making ability. Encourage teachers to communicate more with each other, learn the experience of innovation and entrepreneurship and teach them to students in a timely manner, pay attention to the comprehensive coverage of innovation and entrepreneurship education, and inject new strength into students' innovation and entrepreneurship.

*C. Perfecting the Evaluation System of Innovative Entrepreneurship Teaching Results under the Background of the Internet*

In recent years, with the promotion of the concept of innovation and entrepreneurship, and the state's strong support for university innovation and entrepreneurship, students' awareness and practical ability in innovation and entrepreneurship has improved. Despite this, the role of innovation and entrepreneurship in the fields of research and education production is not obvious. Most students do not take the initiative to innovate in entrepreneurship, let alone take the initiative to apply their expertise to innovative entrepreneurship. The innovation of students is "innovation for innovation". The results of their practice often lack social service ability and long-term viability, and they cannot withstand the test of time. Even if many students are truly innovating in the process of social progress, they have not carried out practical promotion. As a result, after the students leave school, the entrepreneurial project will be abandoned and waste social resources. Double-creative education is a long-term process that runs through the whole process of college education. Especially in the context of the Internet, it is more necessary to keep pace with the times. It is imperative to systematically improve the evaluation system of innovation and entrepreneurship teaching results under the background of the Internet.

*D. Hosting the Internet + Innovation and Entrepreneurship Competition*

In recent years, the trend of the State's Internet + Innovation and Entrepreneurship Competition has intensified, and universities can also hold similar professional innovation and entrepreneurship competitions. For the category of tourism management disciplines, a series of skills competitions such as Internet + Tourism Planning Circuit Design Competition, Internet + Tourism Product Creative Design Competition, Internet + Tourism Resources Integration and Utilization, and Self-Media Marketing Competition can be held. Through the excellent ideas obtained through the competition, colleges and universities can carry out material rewards and follow-up financial support, so that students can start and end up with innovation and entrepreneurship, and truly contribute to social services. For example, students who use the Internet to design their own APP can provide the specific orientation and free number of toilets in the scenic spot, which greatly shortens the time for tourists to find the restroom, and effectively solves the problem of difficulty in entering the toilet and long queues. In the subsequent promotion and use, colleges and universities should give certain support, such as helping to find cooperative enterprises to invest or protect the patent rights of students' design APPs. Once the results of similar innovation and entrepreneurship competitions are valued and protected, they will encourage follow-up students to continue to make new exploration.

## VI. SUMMARY

At present, the educational level of college tourism management disciplines in China lags far behind the speed of Internet renewal. It is still necessary to continuously explore the integration mode of innovation and entrepreneurship and professional education in colleges and universities, so that students can learn the basic knowledge of the profession and master the necessary professional skills to extend to the innovation and entrepreneurship literacy. Under the background of the Internet, the training of college tourism management professionals should carry out the innovation ability throughout the professional education, establish a multi-level curriculum system and assessment methods aiming at innovation and entrepreneurship, and not only improve the professional skills of students from basic to in-depth according to specific situations, but also will create more learning and communication opportunities for the Internet and the world. Only by combining the innovation and entrepreneurship of tourism management disciplines with professional education can it become an important entry point for the reform of the talent model in colleges and universities, then to achieve the teaching objectives.

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