The Trend of Tourism Service Integration and Promotion from the Perspective of Multiculturalism

Shuangshuang Gong¹

Abstract

Multicultural education advocates the learning process and their own culture and experience together, advocating respect culture, advocate equality, difference and compensation, to set the multicultural curriculum, enhance the academic achievement of minority students and cultivate multicultural teachers' quality in three aspects as the starting point, the implementation of the education fair. Following the principle of equality, difference and compensation of education equality, its essence is to promote the equality of educational opportunities and provide a new angle of view and new measures for people to realize and implement educational equity. Multiculturalism is the main theme of today's cultural development. It is both an opportunity and a challenge for the core values of the school. The cultivation of school core values under the impact of multicultural development, is conducive to re orientation of schools and reshaping the core values of teachers and students. From a multicultural perspective, it is helpful to promote the diversification of school core values from the perspectives of educational philosophy, organizational structure and cultural studies. The smaller scale of tourism enterprises in China, the lack of investment ability of enterprises and the low attention of tourists to the service quality of tourism have affected the development of tourism service innovation in our country.

Keywords: Multiculture, angle of view, integration of tourism services, promotion trend

Introduction

With the development of economic globalization and political multi-polarization, multiculturalism has become the norm of world cultural development. Multiculturalism holds that different cultures and different cultures should be equal to each other. The coexistence, integration and exchange of cultures are the basic concept of their development. A part of the multicultural education belongs to culture, especially the influence of school education is inevitable for education, school education is no longer respected mainstream culture single, and advocates the pluralistic cultural diversity, value concept, which makes the establishment of the school core values become necessary. Multicultural Education advocates the learning process and their own culture and experience together, advocating respect culture, advocate equality, difference and compensation, influence factors, through the course of the teaching process, teachers, promote education fairness, far-reaching influence in national and ethnic education. Multicultural education general hope through school reform, promote social justice and fairness; multicultural education in narrow sense refers to the school education to provide students with historical and cultural contributions of different cultural groups and other aspects of knowledge, to enable students to understand their own culture and identity, and appreciate and respect other

¹School of Tourism and Land Resources, Jiujiang University, Jiujiang, Jiangxi, China 332000
people's culture, and provide appropriate compensation the educational opportunity for disadvantaged students in culture, to promote the culture of ethnic groups from different groups of students and students of special education equality. In the 90s of last century, there was a debate about multicultural education in the world. Many scholars believe that multicultural education only emphasizes the cultural diversity, the social structure of the rights to cover the class contradictions; some people believe that multicultural education emphasizes the "culture" of the characteristics in the process of education, and less consideration to help them master the basic skills, which will limit the process of the acculturation of minority children, narrow learning content they, affect its future competitiveness and adaptability, is not fair.

Tourism is an important component of traditional service industry, and it is the advanced form of traditional industry development. To promote the competitiveness of China's tourism industry through the innovation of tourism services is the only way for the development of tourism. At present, many scholars study service innovation from the perspective of technological innovation, and many studies have a deep "technical stigma". There is not much literature about tourism service innovation. It is not because the tourism services are not innovative, but the research indicators based on traditional technology can not be used to evaluate the innovation of tourism services. Based on the research achievements of scholars on service innovation, this paper explores the influencing factors of tourism service innovation activities at the network level and the effectiveness of tourism service innovation activities. This paper is a useful exploration of the research of tourism service innovation, and also provides a basis for guiding the practice of tourism service innovation.

![Figure 1. Multicultural perspective.](image)

**The Proposed Methodology**

**Multicultural perspective.** Multicultural education is implemented in schools with the aim of ensuring that students from different cultures have equal access to learning. Value is the core of the culture, multicultural coexistence requires multiple values, to enrich people's understanding of the view, but also easy to make people in the face of numerous values to choice, and cause people to value choice of confusion and moral cognition, choice of confusion to a certain extent...
that will inevitably fall into collective belief crisis and unable to extricate themselves. Similarly, the impact of multiculturalism on school development and the values of teachers and students cannot be ignored. The rapid development of mass media increasingly developed and network technology to make the students accept the information channels have become more diversified, for students and teachers alike will be able even more information, the teacher is no longer the only channel for students to acquire knowledge, teachers for students' cultural superiority in the narrow.

In practice, the students through the concept, problems and perspectives of study, found that the social existence of major or controversial topics, and then collect information, clarify them about this issue, so as to make a decision on how to solve these problems. This curriculum will enable the non-mainstream culture learners to participate in the study confidently and calmly, and fully develop their potential, so as to ensure the education equality among the disadvantaged groups. As the educator James A. Banks said: Multicultural Education for the implementation of the core curriculum, through a variety of ways of curriculum reform, and strive to lift the standard text hegemony model of education in central Europe, advocating equality in "cultural capital" to achieve the equality of educational opportunity.

Multicultural quality education. Teacher is an important part of multicultural education. Teacher resources are not only the performance of all ethnic groups to enjoy the educational resources, but also the protection of students' differences and the promotion of their academic achievements. Studies have shown that teachers lack cultural knowledge and may generalize the cultural characteristics of a group, thus forming stereotyped images of a group, resulting in students' self - testing prophecy. Under the concept of multicultural education in America, the goal of teacher education reform requires that teachers should have multi-cultural qualities in their knowledge, emotion and skills. We should adopt the curriculum reform methods, such as setting up, attaching, integrating and integrating. Flexibility in the adjustment of the original curriculum content, and in accordance with the relevance of multiculturalism, the appropriate content of minority groups into the various subjects related to the unit. Integrating multi-cultural ideas into the subject. Train teachers to understand different teaching styles and learning styles of different ethnic groups, to achieve diversification of teaching and evaluation strategies, and to form teaching skills to meet the needs of colored students.

Multicultural education emphasizes the right to education in the idea of equality, regardless of gender, race, nationality, religion, language, social and economic status, the social group differences, all educated should enjoy equal opportunities for education. It covers all aspects of education, reflected in all aspects of education and results, is a kind of education idea advocated the equality of educational opportunity, the ideal is that education is no longer affected by differences in cultural background, physical conditions, social class, religion, its purpose is to find the lost part of the educational equality.

Multicultural education emphasizes not only the equality of the right to education, but also the respect for differences. Because the result of education for educated talents, and different opportunities, equal opportunity may not achieve equal equality is not mechanical, but the cultural differences of equality. Guiding the mainstream group, the attitude of students towards the culture of disadvantaged groups has gradually changed from ignorance, contempt to understanding and respect. The culture of the disadvantaged groups also obtains the external environment for the continuous development, and cross-cultural communication is feasible.

Travel service. Personnel and organizational structure are the main factors that affect the innovation of service enterprises, that is, service innovation needs personnel support, organizational structure change, resource input and network cooperation support. In some world cities famous for tourism, people feel that there is no boundary between social public
service and tourism public service. In these places, there is no so-called service for tourists only. They are all social public services, and the hardware and software of tourism public services are simultaneously constructed.

In addition to the tourism center, tourist center, tourism logo, travel public toilet, parking lot and other hardware construction of public service facilities, tourism public service software mainly has the following several aspects: tourism public information system, tourism safety relief system, tourism system, tourism public science professional education system, public welfare tourism system, tourism public service the supervision system and Tourism Administration has been noted previously. Among them, tourism public information, tourism security assistance, popular tourism science, tourism professional education and tourism public welfare are becoming the main links of new tourism public services.

The public service system of tourism should include market supply and non-market supply, in which the non-market supply is led by the government departments, and the service platform is set up with the market. Public service is the need of market economy development. Therefore, we should train the corresponding public service platform according to the characteristics and degree of tourism marketization. It is an inevitable requirement for the sustainable development of the economic society to establish a public oriented tourism development policy. Therefore, we should play with the tourism industry overall function, mainly around the field of public service equalization, optimization in environmental protection, health, civilization and safety aspects of the allocation of resources, increase on stimulating domestic demand, expanding employment and other livelihood areas of service efforts, establish the tourism department of public responsibility.

Under the support of national policy, China's service industry has increased rapidly, especially the popularization of information network technology, led to profound changes in the mode of operation of the service industry, provides new opportunities for the development of interconnection with the advanced ICT technology in the network environment for service industry. The tourism industry and information technology are gradually integrated and popularized in a larger scale. The tourism website provides a lot of convenience for tourists, provide a platform to showcase products for airlines, hotel operators, tourist attractions and other service providers to provide multimedia information publishing and product evaluation platform. At the same time, the emergence of major online travel agencies has greatly changed the mode of operation of the tourism industry, so that online travel agencies and entities travel agency obvious competition. Visible, in the network environment, the tourism industry has been greatly improved. However, the theoretical research on tourism service supply chain is inadequate.

**Tourism service evaluation index.** The risk management process is to determine and measure project risk, and to formulate and select risk management solutions. The process of the tourism service supply chain risk management is through risk identification, risk measurement, effective control and through the method of the most economical and reasonable treatment of the tourism service supply chain risk, a set of system on the basis of the establishment of risk monitoring and feedback mechanism and scientific management methods.

The reasons for the formation of service supply chain risk under the network environment can be summarized as two aspects: exogenous reasons and endogenous reasons. Exogenous reasons, that is external uncertainty, mainly exist outside the supply chain, these factors are often unpredictable and irresistible. It mainly includes natural disasters, political turbulence, unexpected wars and terrorism, uncertainty of policy, uncertainty of market, instability of network operation, lack of social credit mechanism and so on. Endogenous factors, i.e., factors that exist within the service supply chain, increase the risk of the service supply chain. Mainly
includes: the uncertainty of information, the management of uncertainty, aspects of system uncertainty, interest distribution uncertainty, the uncertainty of the difference between enterprise culture and communication network technology uncertainty. Under the overall network environment, the tourism service supply chain has the following main risks in the operation process. Environmental risk includes natural environment risk and social environment risk, including natural environment, such as earthquake, flood, unknown geological condition, etc.. Social environment risk includes policy environment, laws and regulations, etc.. The risk of information network technology is mainly caused by the instability of data transmission, or the risk of information infrastructure failure caused by competitors stealing. Service supply risk means that the supply chain of tourism service is broken or the service capacity becomes smaller due to the influence of external or internal factors in the process of operation.

Conclusion

Multiculturalism advocates the diversity of cultures and the equality between cultures. Multiculturalism here refers not only to cultural diversity, but also to the intersection and influence of multiple cultures. In this sense, multiculturalism is no longer a simple cultural phenomenon, but a perspective and method of analyzing problems. The core values of schools can be recognized from a multicultural perspective, from the perspectives of philosophy of education, organization and culture. The coordination problem, research on tourism service supply chain mainly concentrated in the supply chain between enterprises service pricing, there is little research on the risk problem of tourism service supply chain operation in the process of considering the network environment to analyze the tourism service supply operation risk is very few, but because the service supply chain network structure complexity the network, the uncertainty of the external environment that faces multiple risks in the operation of the service supply chain, so the risk management is an important part of service supply chain management, risk management is the essential technology of advanced technology.

References

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