Three-dimensional Practical Teaching of Tourism Management Specialty in Local Colleges Based on Idea of Cooperative Innovation

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Abstract

It can be seen that it is of great practical significance to evaluate practice teaching of tourism management specialty. Tourism management professional ability training objectives that is mainly refers to develop the tourism, ecology, tourism economics, tourism planning and development, management of travel agencies, tour guides, hotel management and tourism scenic spot management expertise, has complete professional ability has a skilled job skills in tourism industry to cultivate specialized personnel with high quality. The new local colleges and universities as an important role in higher education, entrepreneurship education in the process of exploring the important role of the gradually emerging and to explore the development of the entrepreneurship education in new local colleges and universities will help to cultivate pioneering talents extensively. This paper analyzes the issue from the essential perspective that will improve the general quality of the education.

Keywords: Three-dimensional, Practical Teaching, Tourism Management, Local Colleges

Introduction

In the early stage of the development of higher tourism education, not only rely on geography, history, economic management or business management and other related disciplines to establish a tourism management professional, after nearly 30 years of development and adjustment and only a small number of the university tourism professional relatively independent while most colleges and universities to rely on the tourism management professional companionship. Tourism management professional ability training objectives that is mainly refers to develop the tourism, ecology, tourism economics, tourism planning and development, management of travel agencies, tour guides, hotel management and tourism scenic spot management expertise, has complete professional ability has a skilled job skills in tourism industry to cultivate specialized personnel with high quality.

Tourism management professional practice curriculum problems existing in the current appraisal way based on the literature review can be summarized as the follows. (1) Many school practice course grades in small proportion in the whole course grade as both teachers and students, the importance of practice have generally poor. The lack of a system of evaluation methods, management mechanism is loose and the check method of optional the gender is strong, the lack of stable and fair justice. (2) The existing practice in the course of the single assessment methods, assessment model of professional courses for the long time basically is the teacher all kinds of questions written examination papers, examination students completed within the specified time. Even if there are skills test requirements, only to draw a project as the content of the examination while teachers of the general students graded according to the

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operating conditions. (3) Due to the stylized management mode, teachers are mostly rigidly adhered to the traditional methods of theoretical teaching methods. There are few ways to consider the teaching content and the form of examinations. Knowledge transfer is still the way of the personnel training and the evaluation of the theoretical knowledge points is the main content of the examination with the ability to analyze and solve problems is still not verified.

To this end, colleges and universities to carry out the task of the personnel training to update the educational philosophy to cultivate innovative talents as the top priority, and actively build the Chinese characteristics of the college students entrepreneurship education model, vigorously develop entrepreneurship education. The new local colleges and universities as an important role in higher education, entrepreneurship education in the process of exploring the important role of the gradually emerging and to explore the development of the entrepreneurship education in new local colleges and universities will help to cultivate pioneering talents extensively that effectively alleviate employment pressure and promote economic and the social development. In the later sections, we will discuss the issues in detail for the further discussions.

Figure 1. The Tourism Management Specialty Components.

**The Proposed Methodology**

**Collaborative Innovation Overview.** On the industrial cluster research, the first involved in this area is Weber that he from the perspective of spatial aggregation of industrial agglomeration was studied. Marshall is based on the local industrial clusters and large business
functions of the pros and cons of the comparison, the industrial clusters were studied the first idea of "clustering" is that the famous American management professor argues that industrial clusters are grouped together or in a particular industry area, and that they are geographically close to each other because of their commonality and complementarity. Interrelated businesses and affiliates.

- The social network formation is decided by trusts relational mutually the accumulation. Each innovation main body to common interest cognition and to some future income anticipating. Therefore, the coordination innovation main body first must promote internal trust level, specially must promote based on the moral standard trust, forms obeys the law the code of honor macroscopic culture, thus saves the agreement negotiations cost, drafts and carries out the criterion rules and regulations time and the expense.

- Recessive and dominant knowledge innovation of the main power comes from the two kinds of knowledge interaction and mutual transformation, while that tacit knowledge flow and the transformation is the starting point and the primary key of enterprise knowledge innovation. Knowledge flows and Shared knowledge holder has the desire to share knowledge on one hand, on the other hand requires the organization have smooth channels of communication and sharing mechanism.

- Collaborative innovation should also take a combination of efficient balance from two aspects of material and spiritual incentives for those who contribute to the tacit knowledge of basic individuals, organizations, departments of the relevant material or spiritual motivation, to promote the flow and conversion of tacit knowledge. Recognize the originality and specificity of tacit knowledge, and establish the material incentive system according to the knowledge contribution as soon as possible.

**Figure 2. The Collaborative Innovation Organizations.**

**Practice Teaching of Colleges.** It is of vital importance to the practice teaching is a university education, an integral part of practice teaching for the college education and social work set up a perfect bridge. Practice teaching is different from both theoretical teaching, but also different from general scientific research. Theory teaching mainly in class, including lectures, class discussions, exercises teaching links such as but practice teaching with a few need to progress in class, mainly inside and outside school practice bases, which include experiment, practice, practice teaching link, etc. Not only the author thinks the practice teaching appraisal to want to appraise student's in practice teaching performance, simultaneously, also
should appraise the school start innovatively this practice teaching curriculum usability, and so on, in other words, a curriculum must from two aspects consider how appraises, namely appraises the curriculum start situation from the school aspect, appraises the curriculum from the student aspect the study situation from listed aspects.

- The combination of process and result mainly refers to not only depends on the students' learning achievement and practice achievement in practice teaching, but also should put the process of practice teaching in the very important position, including the practice teaching design process, the practice teaching implementation process.

- The results and attitudes are similar to the above principles, that is to say, to consider the effect of practical teaching should not only look at the results, but also look at the attitude of the practice process, including the attitude of teachers and students of the two parties.

- School and unit of choose and the employ persons refers to the combination of the practice teaching should be finished in the school each based on the practice teaching of specialized course requirements, combining with the current unit needs some comprehensive practice courses, so as to make students after entering society with fastest speed integrate into society.

**Local Colleges and the Universities Teaching Features.** Serves in the society is an important mission which the university develops. In recent years for the accommodation social economy fast need to develop, many universities all organized take trains the application talented person as the goal quality education, became our country higher education the important constituent. However in the actual school process, exists simply some ordinary faculty specialized transformation for the quality specialized tendency, but is not according to the social economy development needs with the school condition and ability definite quality specialty, this phenomenon appears in the leaning liberal arts university prominently and this does not favor the place university quality education development.

Local colleges should make efforts to build higher vocational specialty and characteristic brand, education Settings in the major of higher vocational education in the examination and approval by the competent department of colleges and universities, efforts should be made to make higher vocational specialties can better close to the needs of economic development. Diversity in the current education system, the marketization degree is more and more high environment and the local higher vocational education should be to follow the law of education in colleges and universities under the premise of, adhere to the correct direction of running, according to its own resources and actual running, makes every effort to avoid the convergence, reflect differences, fully show their own personality and basic characteristics that also build from have brand.

**Tourism Management Teaching.** We combined with the practice teaching experience for many years, built a professional tourism management theory and practice curriculum formative assessment system. Its construction idea is: procedural examination and assessment of the results and improved process, increase usually inspects the weight to pay attention to the diversification of evaluation form.

Practical teaching is a system involving multiple factors. The influence of internal factors on the comprehensive effect of practical teaching is difficult to measure accurately, that is, the
system has the characteristics of "ambiguity". Secondly, the practical teaching system is a complex system with several different levels. Its system function is a kind of basic comprehensive function and has the characteristics of "multiple attributes" as a whole. Therefore, the practice of teaching evaluation is a comprehensive functional evaluation and we propose the following suggestions.

- Schools to use their own talent, intellectual resources, to provide staff training, consulting and other professional services, and in accordance with the needs of enterprises on the talent, the development of enrollment plans to achieve order-based training, order training students can be at any time to corporate practice and to provide schools with teaching practice sites and practical guidance. To achieve a win-win school and enterprise, the formation of core stable school practice teaching base.

- On the one hand, through professional teachers provide enterprises with the worker training, consulting and general other professional services, and directly involved in the enterprise management activities, improve teachers' understanding of practice and operation ability as on the other hand, employ some experienced management personnel as the visiting professor and practice guidance teachers, seminars, do project report, held a variety of seminars, etc., with the integration of theory and practice of teacher of ascension.

- To construct practical teaching system, evaluation mechanism and management system, to improve teaching methods, to formulate practical teaching plan, to design reasonable teaching links, to prepare practical teaching instruction books, to achieve practical teaching procedures, standardization.

**Conclusion**

It is helpful to improve the practical teaching level of tourism management specialty and to promote the implementation of practice teaching of tourism management specialty, to supervise and inspect, standardize and guide the development of practical teaching. It can be seen that it is of great practical significance to evaluate practice teaching of tourism management specialty. Tourism management professional ability training objectives that is mainly refers to develop the tourism, ecology, tourism economics, tourism planning and development, management of travel agencies, tour guides, hotel management and tourism scenic spot management expertise, has complete professional ability has a skilled job skills in tourism industry to cultivate specialized personnel with high quality. In the later future, we will apply the proposed method into more application scenarios.

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