Talent Cultivation in Higher Vocational Tourism Management under the Background of Wenchuang Tourism—Exploration of Open Teaching Method

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Abstract. Tourism as a cultural and creative industry has become the world economic development today. The fastest “green sunrise industry”, the development of creative tourism depends on the cultivation of “three creative” tourism talents. In the process of cultivating cultural and creative tourism talents, teachers in higher vocational colleges should open the teaching concept, open the teaching content, open the teaching process, open the teaching space and open the teaching evaluation, and actively use the open teaching method.

Creative tourism refers to the integration of tourism resources, innovative tourism products and forging tourism industry chain with the creative mode of thinking and development model. The development of creative tourism industry needs to cultivate creative tourism talents. It needs specialized talents with original design ability and technical ability of tourism experience products. It needs to transform creative tourism products into specialized personnel with economic value management ability and management ability. In order to adapt to the current development of the tourism industry, the tourism management profession of higher vocational education should actively cultivate the “three creative” application tourism talents with innovation, creativity and creativity.

In school education, the open teaching method is the main channel for cultivating creative tourism talents. The open teaching method refers to creating a pleasant, harmonious and active learning environment for students in teaching, fully mobilizing students' learning potential, giving full play to students' imagination and creativity, and inspiring students to actively learn and explore. Enthusiasm, proactively discovering and solving problems, thus completing a teaching practice of self-development and self-innovation. In the open teaching method, the opening of the teaching concept, the opening of the teaching content, the opening of the teaching process, the opening of the teaching space and the opening of the teaching evaluation should be achieved in order to better cultivate creative tourism talents.

The Open Concept of the Teaching

Concept needs to have the sense of innovation and innovation. The idea is individuality and seeking new ideas. Creativity is the concentrated expression of comprehensive ability and cultural accomplishment. The cultivation of creative talents is inseparable from the advanced teaching philosophy of teachers. The teaching concept is the people's perception of the teaching activities and the basic attitudes and basic concepts they hold. It is the belief that people engage in teaching activities. The openness of the teaching concept will directly affect the quality of creative talent training. Teachers should clearly recognize the transformation of their roles. In the teaching practice activities, students should establish a teaching philosophy based on students, and strive to abandon the teaching methods of inheritance and memory that focus on knowledge, dogma, and one-way depth. Actively cultivate students' divergent thinking, focus on stimulating students' creative impulses and happiness; pay attention to the enjoyment of students' learning process, actively cultivate students' ability to discover, imagine, explore and create, and enable students to form scientific thinking quality, innovation consciousness and practical ability; should pay attention to the teacher-student interaction, group collaboration learning style, create a pleasant and democratic learning atmosphere; should pay attention to the students' research direction and methods to guide, and explore and learn with students to continuously improve themselves.
The Teaching Content of Open

Creative tourism emphasizes the multidimensional integration of various resources. Emphasize the creation of future cultural heritage. Emphasize on the leading and shaping of the trend of tourism consumption. Emphasize the expansion and extension of the tourism industry chain and the improvement of the overall value of the region. Creative tourism comes from life and leads the trend of life. This requires us to have more openness in the arrangement of teaching content when cultivating creative tourism talents.

First, the teachers can not deliberately pursue the rough and stability of the course system, the pursuit of courses and university of teaching content. The knowledge cannot exhaust, the content of the content has to be with the excuse, cannot pursue the complete, such as “China's tourism history” is a more involved in the multidisciplinary discipline. There are no more than one side can be guided by the tournament, it is necessary to bind the guests to the need to understand the “need to be the”, the history of the cultural courses, history, construction, garden, diet, folklore, tourism landscape and culture, tourism literature, religion, music, etc. are important background and main content of the culture, the view of the culture and the city, the domestic and the cultural theme, the construction and the city of the culture, the domestic and the cultural theme, the construction and the landscape culture, the domestic and the cultural theme, the city and the culture of the culture and theme of the world.

Second, the classroom teaching knowledge content is open. On the one hand, the teaching material is only one of the many learning materials, the learning material is diversified. On the other hand should continue to update the teaching content, the newly known as the new knowledge of the professional, the new theory, the new information, guide students to focus on the knowledge of the Internet, the cultural and marketing courses in the tourism market, the company will be in the tourism market, the company should be paid to the new marketing course, the introduction of the new marketing and the like, and the introduction of the mainstreaming of the new marketing and other social marketing, the two, the classroom is only one of the many of the learning materials, the study of material is diversified. On the other hand should continue to update the teaching content, the new, the new, the guidance of the knowledge, the foreign knowledge, the new concept of the new economy, the development of the new marketing, the development of the new marketing, the introduction of the new marketing and other social marketing in the relevant, the introduction of the mainstream of the new marketing and other platform, the guidance of the development of the new marketing and other social marketing, the development of the new marketing, and the introduction of the mainstream of the new marketing and the development of new marketing, the introduction of the new marketing and the development of new marketing, the introduction of new marketing principles, and the introduction of new marketing principles, the development of new marketing principles, and the introduction of new marketing principles, and the introduction of new marketing principles of the new marketing and the introduction of the new marketing and the development of new marketing principles, and the introduction of new marketing principles, the development of new marketing principles, the mainstream of the new media marketing and the relevant innovation of the new marketing and the introduction of the new marketing principles of the new plans and the mainstream of the new marketing and the relevant innovation of the new marketing and the introduction of the new marketing principles of the new plans and the mainstream of the new marketing and the introduction of the new marketing principles of the new plans and the development of new marketing principles, the new brand of the development of the new marketing and the introduction of the new marketing principles, the introduction of new marketing principles of the new marketing and the introduction of the new marketing principles of the new plans.

Third, the teacher should also combine the needs of this professional training objectives, consciously teach some of the interdisciplinary knowledge, cultivate the student's divergence thinking, to stimulate the creativity of students. As in the tourism product design class, the
interdisciplinary teaching and awareness of the awareness of the awareness, exciting students' creativity and creation.

Forth, according to the actual knowledge level, demand and local tourism resources, according to the needs of scientific and scholars, in the cultivation of creative tourists talent, the course teaching to be grade, so that different students according to their needs to learn the corresponding knowledge point. Combined with Sichuan and Chengdu local tourism resources, from the regional post demand, adjustment of the teaching content. Case of the tourism attraction of the three countries in the Sichuan region, the international tourism culture teaching, is better to serve the tourism economy, which is better for the regional tourism economy. This is a cognitive thinking of creativity and creative expression of crew and creative communication in Sichuan three cultural tourism industry chain.

The Open Creativity of the Teaching

Process is the novelty and creative ideas. Creativity is the source of innovation, the most obvious feature of the creative talent is thinking of the real, very different, and the courageous innovation. Sopho Linzi pointed out: “in the deep, deep, need to be a deep-rooted needs, which is hope that they are a discoveries, researchers, the discussion, the paper focus on the use of inspiration, discussion, exploring, and experimental, questioned, in the process of exploring and solving the problem of training, students to strengthen the international psychological needs, to achieve the fundamental needs of teaching, to achieve the fundamental knowledge of the students, to achieve the relevant innovation of the knowledge, the development of the two-way of the development of the court, the sub-group of the court's debate, the bill of study of the development of the court, the two sides of the development of the court's departure of the court, the bill of study of the simulation of the court's departure of the court.

In the course of the specific operation of teaching, the text of the cultural and credits of the democratic harmony and the role of the role of the learning and the role of the teaching situation, the use of collaborative law, the methodology, and the role play role. Given the guidance of students to explore the mind, to take aroused and discovered new issues. Note the production of teaching questions, to lead to students to discuss and controversy. Positive culture of students confident, questioned, not afraid of failure, dissatisfaction innovation.

The Opening of Teaching Space

Open teaching cannot be limited to classroom teaching, but also open exploration space. First, the classroom to the social and enterprises to extend, so that students out of class, to the society and enterprises, actively participate in the colorful practical activities, open their understanding, in order to think of, the discussion, thinking to go to the explicit, to find out, to explore, to create, to create a problem, to solve the problem of the cultural and civilization of the cultural and civilization; to the students to participate in the category of creative competition and exhibition activities, to the students through the media and the Internet to absorb the ability to do the cultural and more information and the multidimensional thinking of the culture. Open teaching can not be limited to classroom teaching, should be open to explore the space, and to explore the students should be open to the community, to the explore, to create, to create, to solve, to achieve, to create, to create, to solve the problem, to explore students to participate in various creative competition and exhibitions to create the cournic products to pass the civilians to create a kind of creative design and the exhibition of the cultural products to the development of the cultural and civilian cultural activities; the three-way, the classroom to the cultural and cultural products to the original cultural products to the development of the cultural and civilization of the development of the cultural activities; the three-way, the class of the creative and the extension of the cultural and cultural products to the development of the cultural and civilians to create a kind of courier and to explore the courier and cultivation of the cultural and civilization of
the development of the cultural products to the development of the cultural and civilians; to three students, the students to the cultural and cultural products to the development of the original culture of the product to pass the development of the cultural and civilians to create a kind of creative and cultural products to give the students to create the courier and the extension of the cultural products to the development of the cultural and civilians to promote the civilians.

**The Opening of Teaching Evaluation**

Open teaching evaluation has both the teacher’s “learning”, there are students' education journal, in the openness of teaching evaluation, need to pay attention to the two points: one, special attention to the study of the study, promote students' personal development, development of students' credibility of the development of the students, the teacher should pay attention to the wholeness of the evaluation, to a comprehensive evaluation method, to establish innovative creative points, students in the study of innovative and consciousness of the scientific achievements, to promote the formation of innovative and consciousness of the scientific achievements; and the corresponding cultural students, through the subject of the innovation and innovation of the subject; and the two-way, the concept of diversity, the teaching of the education and the teaching evaluation should be improved to improve the quality of teaching, improve the quality of teaching, the teaching of the teaching of the teaching of the creative capacity of an important evaluation index.

In short, in the creative tourism environment, the teacher teachers should actively use open teaching methods, in teaching practice, give full play to the students to actively learn the active, actively creating the learning and environmental learning atmosphere, and continuously cultivate students' creative thinking ability and the courage to explore the ability to “contributing to the training of” three cents “Tourism talent.

**References**


