

Research on the Cultivation Path of Practical Ability for Tourism Management Students

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Abstract: *This paper aims to explore the cultivation path of practical ability for tourism management students. By analyzing the current situation and problems of practical ability cultivation in tourism management, it proposes strategies such as constructing a diversified practical teaching system, strengthening school-enterprise cooperation, and improving the evaluation mechanism of practical teaching. The implementation of these strategies is intended to enhance students' practical abilities and meet the demand for talents in the tourism industry. This study not only provides theoretical support for the teaching reform of tourism management majors in universities but also serves as a reference for cultivating high-quality tourism management talents.*

Keywords: Tourism Management, Practical Ability, Cultivation Path, School-Enterprise Cooperation, Practical Teaching.

1. Introduction

With the rapid development of the tourism industry, the demand for tourism management professionals is increasing day by day. However, there are still many challenges in cultivating students' practical abilities in tourism management majors in universities. To enhance the practical abilities of tourism management students and meet the industry's demand for talents, this study aims to explore effective cultivation paths for practical abilities. Through in-depth analysis of the current situation, problems, and needs, this study proposes a series of targeted cultivation strategies and suggestions, aiming to provide a useful reference for the teaching reform and talent cultivation of tourism management majors in universities.

2. Analysis of the Current Situation of Practical Ability Training for tourism Management Students

2.1 Overview of Current Situation in Cultivating Practical Abilities of Students in Tourism Management Major

In the current educational environment, cultivating the practical abilities of students in the tourism management major has become increasingly important and is gradually receiving attention from university educators. Practical teaching, as a crucial means of enhancing students' professional quality and comprehensive abilities, has been widely incorporated into the education system of the tourism management major. To better enable students to understand and master practical skills in tourism management, many universities have carefully constructed a practical teaching system that includes internships, practical training, and curriculum design.

The internship component is a critical part of cultivating the practical abilities of students in the tourism management major. Through close cooperation with various tourism enterprises, universities provide students with opportunities for practical operation in a real work environment. During such internships, students can not only participate in various aspects of the tourism business but also gain a deep understanding of the operation mode and market demand of

the tourism industry, laying a solid foundation for their future careers.

Furthermore, universities reinforce students' practical abilities through practical training courses and curriculum design. Practical training courses focus on cultivating students' practical operation skills, enabling them to master key skills in the tourism business through various simulated scenarios. Curriculum design, on the other hand, emphasizes students' innovative thinking and problem-solving abilities, stimulating their creativity and teamwork spirit by guiding them to independently design and plan tourism projects.

It's worth mentioning that to expand students' practical platforms, some universities have established stable partnerships with tourism enterprises. This cooperation model not only provides more internship and employment opportunities for students but also allows them to continuously challenge themselves and enhance their professional quality and comprehensive abilities in a real work environment.

However, despite the significant achievements made by universities in cultivating the practical abilities of students in the tourism management major, they still face some challenges and limitations. For example, resource allocation for practical teaching, faculty development, and the evaluation system for practical teaching still need further optimization and improvement. Therefore, universities should continuously monitor industry trends and adjust practical teaching strategies to ensure the comprehensive enhancement of the practical abilities of students in the tourism management major.

2.2 Existing Problems and Deficiencies

There are still some obvious problems and deficiencies in the cultivation of practical abilities for tourism management students. Firstly, the proportion of practical teaching is relatively low, and many universities still focus heavily on theoretical teaching, resulting in students lacking sufficient practical experience. Secondly, practical teaching resources are limited, such as insufficient internship bases and a lack of practical instruction teachers, which restricts the in-depth development of practical teaching. Furthermore, the

evaluation system for practical teaching is not yet perfect, making it difficult to comprehensively and objectively evaluate students' practical abilities. For example, in a certain university, although the tourism management major has established practical courses, due to the lack of sufficient internship bases and professional practical instruction teachers, students often have to perform simulated operations in the classroom, making it difficult for them to gain authentic professional experience. To address these issues, universities should increase the proportion of practical teaching, strengthen school-enterprise cooperation, expand practical teaching resources, and establish a scientific evaluation system for practical teaching, thereby comprehensively enhancing the practical abilities of tourism management students.

3. Construction of Practical Ability Training Path for Tourism Management Students

3.1 Clarifying the Goals of Practical Ability Training

In tourism management education, it is crucial to clarify the goals of practical ability training. This involves determining the specific skills and knowledge that students should acquire, such as professional guiding skills, tourism route planning and operation abilities, as well as excellent customer service and efficient communication capabilities. By setting clear and specific training objectives, educators and students can more targetedly design and engage in practical teaching activities. This not only allows students to acquire practical skills closely related to their future career development during their school years, but also helps them establish a clear understanding of their future professional roles, fully preparing them for a smooth transition into the workplace.

3.2 Building a Diversified Practical Teaching System

To comprehensively enhance the practical abilities of tourism management students, it is essential to establish a diversified practical teaching system. This system should encompass various components, including classroom simulation practices, laboratory operations, field trips, and corporate internships. Classroom simulations provide students with an initial understanding of the actual operational procedures in the tourism industry. Laboratory practices offer a relatively authentic environment where students can hone their skills in simulated work scenarios. Field trips allow students to experience the operations and management of tourist attractions firsthand, enhancing their on-site responsiveness. Corporate internships represent an excellent opportunity for students to apply their learned knowledge in practical work settings, serving as a critical link for them to connect with the industry. Through this diversified practical teaching system, students can continuously exercise and improve their practical operation abilities in different scenarios. Simultaneously, it stimulates their interest in learning and enhances their autonomous learning and innovation capabilities.

3.3 Strengthening School-Enterprise Cooperation and Expanding Practical Platforms

School-enterprise cooperation plays a pivotal role in enhancing students' practical abilities. Universities should

actively establish close collaborative relationships with enterprises in the tourism industry, jointly building practical platforms to provide students with broader internship and employment opportunities. Through this collaborative model, students can deeply learn and practice in a real work environment, gaining a better understanding of industry demands and standards. This lays a solid foundation for their future careers. Additionally, school-enterprise cooperation effectively promotes resource sharing and complementary advantages between universities and enterprises. It not only contributes to students' personal growth but also injects new vitality into the sustainable development of the tourism industry. By combining industry, academia, and research, we can jointly cultivate more high-quality talents who meet the needs of the industry, driving the prosperity and development of tourism.

3.4 Improving the Evaluation Mechanism of Practical Teaching

To ensure the effectiveness of practical teaching, we must establish a comprehensive and improved evaluation mechanism for practical teaching. This mechanism needs to cover multiple aspects, including the evaluation of students' practical abilities, assessment of teachers' teaching effectiveness, and evaluation of practical teaching resources. Through regular assessments and feedback, we can timely identify and address issues in practical teaching, ensuring optimal teaching quality and student learning outcomes. Simultaneously, a well-designed evaluation mechanism effectively motivates students to more actively participate in practical teaching activities, continuously improving their practical abilities. This evaluation mechanism not only contributes to students' personal growth but also provides valuable data support and directional guidance for the continuous improvement of education and teaching.

4. Implementation Strategies and Suggestions for Practical Ability Training Paths

4.1 Formulate a Scientific and Reasonable Practical Teaching Plan

To ensure the smooth progress of practical teaching, the first task is to carefully formulate a scientific and reasonable practical teaching plan. This plan should not only clarify the specific goals and expected outcomes of practical teaching but also detail teaching content, teaching methods, allocation of teaching resources, and scheduling. During the formulation process, we must conduct a deep analysis of students' actual needs and combine them with the latest trends in industry development to ensure that the practical teaching plan conforms to the basic laws of education and teaching while effectively stimulating students' interest and enthusiasm. Meanwhile, to ensure the plan's flexibility and sustainability, we need to regularly evaluate and adjust it to adapt to the changing educational environment and student needs. In addition, the practical teaching plan should focus on cultivating students' practical abilities and innovative spirits. Through practical operations and project practices, students can transform theoretical knowledge into practical application abilities, laying a solid foundation for their future career development.

4.2 Strengthen the Construction of the Teaching Team and Enhance Practical Teaching Abilities

The core of enhancing practical teaching abilities lies in strengthening the construction of the teaching team. To achieve this, we need to approach it from multiple aspects: Firstly, regularly organize systematic practical teaching training for teachers, continuously improving their practical teaching level and abilities through expert lectures, case studies, teaching observations, and other forms. Secondly, actively introduce professionals with rich practical teaching experience and industry backgrounds to inject fresh blood into the teaching team. Finally, establish a comprehensive teacher evaluation mechanism, with practical teaching ability as an important indicator to motivate teachers to continuously improve their practical teaching abilities. Through these measures, we can build a high-quality, professional practical teaching team to provide students with more high-quality, efficient practical teaching services.

4.3 Innovate Practical Teaching Methods and Means

To improve the effectiveness of practical teaching, we must continuously explore and innovate practical teaching methods and means. Traditional rote teaching can no longer meet the needs of modern students, so we need to introduce more diversified and interactive teaching methods. For example, through case studies, students can gain a deep understanding of practical problem-solving methods. Role-playing and simulation exercises can enhance students' adaptability and team collaboration. Additionally, the project-based learning method can cultivate students' independent thinking and innovation abilities. Meanwhile, we should also make full use of modern information technology, such as virtual reality technology and online interactive learning platforms, to provide students with richer and more diverse practical teaching resources and experiences. These innovative teaching methods and means can not only stimulate students' interest in learning but also effectively improve their practical abilities and overall qualities.

4.4 Establish a Sound Incentive Mechanism for Practical Teaching

To ensure the sustainable development of practical teaching, a sound incentive mechanism must be established. Schools can recognize outstanding teachers and students in practical teaching by establishing awards such as the Practical Teaching Achievement Award and the Excellent Practical Teaching Teacher Award. At the same time, students who actively participate in practical teaching and achieve excellent results can be rewarded with extra points or other forms of recognition in their comprehensive evaluations. These measures are designed to stimulate the enthusiasm of teachers and students to participate in practical teaching and create a positive practical teaching atmosphere.

When implementing these strategies, it is important to note the following points: Firstly, maintain the continuity and systematic nature of practical teaching to ensure that students can gradually improve their abilities through practice. Secondly, strengthen the process management and quality monitoring of practical teaching to identify and address issues

promptly. Thirdly, focus on feedback and evaluation of practical teaching to continuously optimize teaching content and methods. Through the implementation of these measures, students' practical abilities can be effectively improved, laying a solid foundation for their future career development.

5. Conclusion

This paper focuses on exploring the importance and specific measures of establishing a sound incentive mechanism for practical teaching. Practical teaching is a key component in cultivating students' practical operation skills and innovative thinking, and an effective incentive mechanism can greatly promote the enthusiasm and participation of teachers and students in practical teaching. By establishing awards such as Practical Teaching Achievement Awards and Excellent Practical Teaching Teacher Awards, not only can excellence be recognized, but students' enthusiasm for practical learning can also be stimulated, cultivating their practical abilities. Meanwhile, this paper also emphasizes the importance of continuity, systematization, process management, quality monitoring, and feedback evaluation when implementing these strategies, all of which are crucial factors in ensuring the quality of practical teaching. Through these measures, we can better promote the development of practical teaching, enhance students' comprehensive qualities, and lay a solid foundation for their future career development.

Acknowledgement

This paper is supported by the fund: 2023 Jiangsu Province Vocational College Key Teacher Team Visiting and Training Project "Research on the Development of New Business Forms and Talent Cultivation Based on the Integration of Cultural Tourism" (2023TDFX005).

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