

Research on the Innovation of Education Model for Tourism Management Major in Colleges and Universities under the Background of Smart Tourism

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Abstract: *With the rapid development of information technology, smart tourism has become a new trend in the tourism industry. In this context, the innovation of education models for tourism management majors in colleges and universities becomes particularly important. This study aims to explore innovative pathways for the education model of tourism management majors in colleges and universities under the background of smart tourism, in order to adapt to the new demands of industry development. Through an in-depth analysis of the existing education model, combined with the characteristics of smart tourism, this study proposes a series of innovative strategies designed to cultivate high-quality tourism management talents with innovative thinking and practical abilities.*

Keywords: Smart tourism, Tourism management major in colleges and universities, Education model innovation.

1. Introduction

In recent years, smart tourism, as an emerging form of tourism, is gradually changing the way the tourism industry operates and the travel experience of tourists. In the face of this industry transformation, the innovation of education models for tourism management majors in colleges and universities becomes particularly urgent. This study aims to explore the innovative development of education models for tourism management majors in colleges and universities under the background of smart tourism, in order to adapt to the new demands of the tourism industry and cultivate high-quality tourism management talents with innovative thinking and practical abilities.

This paper will adopt methods such as literature analysis, case studies, and questionnaire surveys to deeply analyze the impact of smart tourism on the education model of tourism management majors in colleges and universities, as well as the problems existing in the current education model. Based on this, combined with the characteristics of smart tourism and industry demands, a series of innovative strategies will be proposed, including reforms in curriculum setting, teaching methods, and practical teaching. Through the implementation of these innovative strategies, it is hoped to provide a useful reference for the innovation of the education model of tourism management majors in colleges and universities.

2. Overview of Smart Tourism and Its Impact on Tourism Management Education in Universities

2.1 Definition and Development Trends of Smart Tourism

Smart tourism, as a product of the deep integration of the tourism industry and information technology, refers to the use of cloud computing, the Internet of Things, big data, mobile communications, and other modern information technologies to integrate tourism resources, innovate tourism products,

enhance the quality of tourism services and tourist experiences, and achieve intelligent, informative, and sustainable development of the tourism industry. This concept emphasizes providing personalized and convenient tourism services centered on tourists, while also promoting innovation in tourism management and marketing models.

In terms of development trends, smart tourism is gradually transitioning from conceptual exploration to practical application. According to reports from the China Tourism Research Institute, in recent years, with the rapid development of technologies such as 5G and artificial intelligence, smart scenic spots, smart hotels, and smart transportation have become hot spots. It is expected that the smart tourism market will continue to expand in the coming years, with an average annual growth rate exceeding 20%. For example, the Forbidden City has significantly improved the visitor experience and management efficiency through smart services such as AR navigation and online reservations.

2.2 Impact of Smart Tourism on the Tourism Industry

Smart tourism has a profound impact on the tourism industry. Firstly, it has changed the form of tourism products, shifting from traditional sightseeing tours to experience-based and customized tours. Through data analysis, tourism enterprises can more accurately grasp market demand and launch tourism products that meet individualized needs. Secondly, smart tourism has optimized the tourism service process, such as electronic tickets and contactless services, improving service efficiency and quality and reducing waiting time for tourists. Furthermore, smart tourism has promoted innovation in tourism marketing, leveraging social media and big data analysis for precise marketing, reducing marketing costs, and increasing conversion rates.

2.3 Challenges and Opportunities for Tourism Management Education in Universities from Smart Tourism

The development of smart tourism presents both challenges and opportunities for tourism management education in universities. In terms of challenges, traditional teaching content and methods have become inadequate to meet the industry's demand for new types of talent. Universities need to continuously update their curriculum systems, introduce emerging courses such as big data analysis, digital marketing, and smart tourism planning, and strengthen practical teaching to cultivate students' technical application abilities and innovative thinking.

In terms of opportunities, smart tourism provides new directions for the development of tourism management education. Universities can collaborate with tourism enterprises to establish smart tourism laboratories and training bases, allowing students to learn about the latest smart tourism technologies and management concepts through practice. Additionally, the development of smart tourism has also generated a large number of research topics, such as tourism data mining and smart tourism service quality evaluation, providing broad space for academic research and teacher-student scientific research.

3. Analysis of the Current Situation in Tourism Management Education in Universities

3.1 Review of Traditional Tourism Management Education Model

The traditional tourism management education model primarily focuses on imparting theoretical knowledge. The curriculum is relatively fixed, encompassing fundamental courses such as Introduction to Tourism, Tourism Economics, Tourism Marketing, and Tourism Laws and Regulations, as well as specialized courses like Travel Agency Management and Hotel Management. The teaching methods mainly rely on classroom instruction, supplemented by a small amount of case analysis and field trips. Practical teaching usually takes place through internships, training, and graduation projects, aiming to cultivate students' practical skills. However, in today's era of rapid information and intelligence development, this traditional education model is gradually revealing its limitations and finding it difficult to meet the demand for high-quality, innovative talent in the tourism industry.

3.2 Existing Issues in Tourism Management Education

There are a series of issues in the current tourism management education. Firstly, the curriculum is lagging and has not promptly integrated emerging technologies and industry trends such as big data, artificial intelligence, and smart tourism, resulting in a disconnect between what students learn and market demands. Secondly, teaching methods are uniform, overly reliant on classroom instruction, lacking interactivity and practicality, and making it difficult to stimulate students' interest in learning and innovation capabilities. Additionally, inadequate practical teaching is a significant problem. Internship and training opportunities are limited and often lack specificity and systematicness, making it difficult to effectively enhance students' practical abilities and professional qualities. Lastly, the weakness of teaching staff cannot be ignored. Some teachers lack industry practical experience and understanding of emerging technologies and

market trends, making it difficult to provide high-quality teaching and guidance.

3.3 Necessity of Educational Reform in the Context of Smart Tourism

In the context of smart tourism, it is imperative to carry out educational reforms, innovate education models, and cultivate talent adapted to the development of smart tourism. The development of smart tourism poses new challenges and requirements for tourism management education, demanding high-quality talent with information technology literacy, data analysis capabilities, and innovative thinking. However, the traditional education model has struggled to meet the industry's demand for talent, with issues such as lagging curricula, uniform teaching methods, inadequate practical teaching, and weak teaching staff. Therefore, carrying out educational reforms and innovating in curriculum and teaching content, teaching methods and means, practical teaching and industry-university-research collaboration, as well as teaching staff and teaching resource development, is of great significance for cultivating talent adapted to the development of smart tourism and enhancing the quality and competitiveness of tourism management education.

4. Innovative Strategies for Tourism Management Education Models in Universities in the Context of Smart Tourism

4.1 Innovation in Curriculum and Teaching Content

In the context of smart tourism, tourism management majors in universities need to innovate their curriculum and teaching content. Emerging courses such as the Application of Big Data in Tourism Management, Introduction to Smart Tourism, and Artificial Intelligence and Tourism Marketing should be introduced to broaden students' knowledge and horizons. At the same time, course content should be optimized by reviewing and integrating existing course content, removing repetitive and outdated content, and adding frontier knowledge and case analyses related to smart tourism. Furthermore, the interdisciplinary integration of tourism management with other disciplines such as information technology, marketing, and data analysis should be strengthened to cultivate students' interdisciplinary thinking and comprehensive abilities. Through these innovative measures, the curriculum can be made more market-oriented, enhancing students' overall quality and competitiveness.

4.2 Innovation in Teaching Methods and Means

In the context of smart tourism, tourism management majors in universities need to innovate their teaching methods and means. Interactive teaching methods such as flipped classrooms, group discussions, and role-playing should be introduced to stimulate students' interest and participation in learning. At the same time, information technology tools such as multimedia teaching, online teaching platforms, and virtual simulation technology should be utilized to enrich teaching methods and resources, enhancing teaching effectiveness. Furthermore, project-based teaching can be conducted,

combining smart tourism project practices to allow students to learn and apply their knowledge in practice, enhancing their practical and innovative abilities. Through these innovative measures, teaching methods can be made more diversified and flexible, better adapting to students' learning needs and market changes.

4.3 Innovation in Practical Teaching and Industry-University-Research Collaboration

In the context of smart tourism, tourism management majors in universities need to innovate their practical teaching and industry-university-research collaboration. Stable off-campus training bases should be established, collaborating with tourism enterprises and scenic spots to provide more internship and training opportunities for students. At the same time, teachers should be encouraged to collaborate with enterprises on research projects, promoting the transformation and application of scientific research achievements. Additionally, industry experts can be invited to participate in teaching, enhancing students' professional qualities and practical abilities. Through these innovative measures, practical teaching can be made closer to market demands and industry realities, enhancing students' practical abilities and professional qualities.

4.4 Strengthening Teaching Staff and Teaching Resource Development

In the context of smart tourism, tourism management majors in universities need to strengthen teaching staff and teaching resource development. Teachers should be regularly organized to participate in smart tourism-related training and academic exchange activities to enhance their teaching level and industry knowledge update speed. At the same time, outstanding talents with industry practical experience and professional knowledge in the field of smart tourism should be actively recruited to join the teaching team. Furthermore, investment in teaching resources for tourism management majors should be increased, and teaching resources should be rationally allocated to ensure the steady improvement of teaching quality. Through these measures, a high-quality, professional teaching staff can be built, providing strong talent support and teaching assistance for tourism management education.

5. Implementation Paths of Education Modes for Tourism Management Majors in Universities under the Background of Smart Tourism

5.1 Policy Guidance and Support Mechanism Construction

Under the background of smart tourism, the innovation of education modes for tourism management majors in universities requires policy guidance and support. Governments and education departments should introduce relevant policies to encourage universities to integrate smart tourism elements into tourism management education and enhance the modernization level of education. At the same time, a support mechanism should be established to provide

universities with support in terms of funding, technology, and talent, promoting the smooth implementation of education modes. Specifically, special funds can be established to support universities in carrying out teaching reforms and scientific research projects related to smart tourism; preferential policies can be formulated to attract enterprises to participate in school-enterprise cooperation and jointly promote the innovation and development of tourism management education.

5.2 Reform of Internal Management System in Universities

The reform of the internal management system in universities is an important guarantee for implementing smart tourism education modes. Universities should optimize resource allocation to ensure that the tourism management major can obtain sufficient teaching resources and financial support. At the same time, they should reform the teaching management system, establish a flexible teaching mechanism, and encourage teachers to carry out teaching innovation and practice. For example, a teaching innovation incentive mechanism can be established to encourage teachers to explore and reform the curriculum system and teaching methods; an industry-university-research integration management mechanism can be established to promote the close integration of teaching, scientific research, and industry.

5.3 Exploration of School-Enterprise Cooperation and Industry-Education Integration Modes

School-enterprise cooperation and industry-education integration are effective ways to implement smart tourism education modes. Universities should actively seek cooperation with tourism enterprises, jointly formulate talent training programs and teaching plans, and achieve deep integration of education and industry. Through school-enterprise cooperation, students can be exposed to real tourism business scenarios, enhancing their practical abilities and professional qualities; at the same time, enterprises can also obtain talent support and intellectual resources from universities. Specifically, cooperative platforms such as school-enterprise joint laboratories and training bases can be established to jointly carry out teaching, scientific research, and project development activities.

5.4 Cultivation of International Perspective and Intercultural Communication Abilities

Under the background of smart tourism, an international perspective and intercultural communication abilities are particularly important for students majoring in tourism management. Universities should focus on cultivating students' international perspective and intercultural communication abilities so that they can adapt to the globalized tourism market. Specifically, cooperation and exchanges with internationally renowned tourism institutions can be strengthened to introduce advanced tourism management concepts and educational resources from abroad; students can be encouraged to participate in international tourism academic conferences, competitions, and other activities to enhance their international competitiveness; at the same time, intercultural communication courses can be

offered to cultivate students' intercultural communication abilities and international etiquette literacy.

6. Conclusions

This paper systematically explores the development trends of smart tourism and its impact on the tourism industry and tourism management education in universities. It analyzes the current state of education and proposes innovative strategies and implementation pathways. The study highlights the profound influence of smart tourism on the tourism industry and the challenges and opportunities it presents for tourism management education in universities. Addressing existing issues, the research suggests innovative strategies, including curriculum design, teaching methods, practical teaching, and teacher development, aimed at cultivating high-quality tourism management talents. In terms of implementation pathways, the study proposes specific approaches such as policy guidance, university reform, university-industry collaboration, and the cultivation of an international perspective. The effectiveness and feasibility of the proposed innovative strategies and implementation pathways are verified through case studies. The research conclusions indicate that the innovation in education modes of tourism management in universities under the background of smart tourism is necessary and holds significant importance for enhancing education quality and cultivating high-quality talents. This research provides valuable reference for the reform of tourism management education in universities, although the depth and breadth of the case studies need further expansion. Future research can focus on frontier issues such as the internationalization of tourism management education and interdisciplinary integration under the background of smart tourism.

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