

How to carry out innovation and entrepreneurship education for tourism management students?

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Keywords: tourism management major; innovation and entrepreneurship education; entrepreneurship

Abstract: In the context of the new curriculum reform teaching, innovation and entrepreneurship education has gradually become a key way for colleges and universities to cultivate college students' innovative ability and innovative thinking. This study takes the students of tourism management as the starting point, puts forward the current entrepreneurial ability and the main factors affecting students of tourism management, analyzes the necessity of innovation and entrepreneurship of tourism management students, and finally puts forward countermeasures for the innovation and entrepreneurship education of tourism management students.

1 .Necessity of innovation and entrepreneurship education for tourism management students

1.1 Meet the needs of China's strategic development

In recent years, with the country's vigorous expansion of domestic demand and the transformation of economic growth models, tourism has gradually become another industry that promotes economic growth. The characteristics of tourism, with low resource consumption, high comprehensive benefits, and the provision of a large number of jobs[1], are in line with China's strategic trend of economic reform and development. In order to promote the development of local economy and expand the scale of the tourism market, universities and colleges must strengthen the entrepreneurial ability of tourism management students through innovative entrepreneurship education in order to contribute to the strategic goals of national development.

1.2 Alleviate Employment Pressure and Improve Employment Ability

According to relevant statistics, the scale of graduates in domestic institutions of higher education has gradually increased in recent years, which has brought tremendous employment pressure. The number of fresh graduates of domestic universities just reached 1.14 million in 2001, and this data has increased by 8.2 million in 2017, and then it has increased at an annual growth rate of 2% to 5%. According to conservative estimates, the number of fresh graduates will exceed 8.74 million by 2020[2]. The number of graduates is increasing rapidly every year, but the number of jobs in society is slowly increasing, and it is difficult to meet the employment needs of graduates. Therefore, increasing the emphasis on innovation and entrepreneurship education, and improving students' entrepreneurial ability, has become a solution to employment pressure.

1.3 Meet the needs of the tourism talent market

With the rapid development of the tourism industry, it has brought a lot of superiors to graduates' entrepreneurship, and at the same time, there is an urgent demand for composite high-quality graduates. In addition, the threshold for entrepreneurship in the tourism industry is low, and the risk of entrepreneurship is relatively small. Most of them are mainly small and medium-sized tourism restaurants, economic hotels,[3] and rural tourism. Space. Therefore, strengthening innovation and entrepreneurship education can effectively meet the urgent needs of the development of the tourism industry.

2. Status Quo of Innovation and Entrepreneurship Education in Tourism Management

2.1 Lack of awareness of innovation and entrepreneurship education

Today is in the era of mass entrepreneurship and mass entrepreneurship, so universities have launched innovation and entrepreneurship education among tourism management majors. However, in the process of carrying out innovation and entrepreneurship education, due to the lack of experience, this aspect of education is still in the stage of continuous exploration in the teaching process of tourism management in colleges and universities. Therefore, in the process of formulating the student's training plan and teaching plan, it is not possible to achieve further improvement. For the innovation and entrepreneurship education of the tourism management major, the teachers and students of colleges and universities do not have sufficiently clear goals. Good development has had a certain impact, making it difficult for innovative and entrepreneurial education in the teaching process of college tourism management to play an effective role.

2.2 Insufficient efforts to support innovation and entrepreneurship

The development of innovation and entrepreneurship education in the tourism management specialty of colleges and universities is in fact to effectively avoid the disadvantages of talent cultivation in China's traditional teaching model, so that universities can achieve a good cultivation of innovative and entrepreneurial talents[4]. A very effective teaching reform achieved. Therefore, with the development of innovation and entrepreneurship education in the tourism management specialty of colleges and universities, preliminary results have been achieved. However, for some colleges and universities, there is not enough support in many aspects such as teaching resource allocation, development funding, and teacher strength, which makes it difficult to effectively play the role of innovative and entrepreneurial teaching in the teaching process of tourism management.

2.3 Lack of Innovation and Entrepreneurship Education Platform

The education platform plays a supporting role in the teaching of tourism management in colleges and universities. This requires the cooperation of universities, scenic spots, hotels, and travel agencies to comprehensively construct a multi-level tourism management professional innovation and entrepreneurship platform[5]. Only in this way can the students of tourism management majors in colleges and universities deepen their understanding of this industry, and at the same time provide enough platforms for college students to carry out divergent thinking and the practice of innovation and entrepreneurship. However, for many colleges and universities today, there are relatively few cooperation and exchanges between school tourism enterprises, and it is difficult to provide enough education platforms for students of tourism management to achieve further improvement in the teaching effect of innovation and entrepreneurship.

2.4 Lack of perfect innovation and entrepreneurship skills training system

From the perspective of tourism management in colleges and universities, students should not only fully grasp the theoretical knowledge of tourism management, but also have a good comprehensive quality in tourism management, and must have innovative ideas and innovative thinking. However, for the tourism management majors of many colleges and universities today, further improvement is needed in terms of cultivating the ability of innovation and entrepreneurship for students of tourism management majors and the skills training system for social practice[6]. Therefore, this makes the tourism management students in universities unable to effectively improve their perception and creative thinking in the development process of tourism. Failure to effectively improve the skills training system for innovation and entrepreneurship will make it difficult for college tourism management professionals to achieve satisfactory results in the process of innovation and entrepreneurship education.

3. Innovation and entrepreneurship education strategies for tourism management students

3.1 Dual mentorship fosters innovation and entrepreneurship

In order to cultivate a good sense of innovation for students majoring in tourism management, colleges and universities can adopt a dual-mentor system for education in innovation and entrepreneurship. That is to say, after students have been studying for a period of time, in the process of their innovation and entrepreneurship education, academic mentors on campus and professional mentors off campus are taught together. The education of teachers on campus by students can enable students to effectively grasp the relevant basic theories of tourism management, and teachers outside the campus can share the latest dynamic changes in the tourism management industry with students, enabling students to accumulate more experience in implementation. It can play an effective leadership role in the later stage of innovation and entrepreneurship, and can further realize the accumulation of experience. In this way, the effect of innovation and entrepreneurship education in the tourism management specialty of colleges and universities can be effectively improved.

3.2 Improve the talent training plan

Colleges and universities should attach great importance to the education of innovation and entrepreneurship in the process of teaching students in tourism majors, further improve the plan for the training of talents in innovation and entrepreneurship, guide teachers to clearly establish the goals of innovation and entrepreneurship, and achieve good teaching improvement and optimization, and carry out talent training plans and innovation and entrepreneurship teaching program formulation[7]. In the course of teaching, not only the teaching of knowledge and skills to students, but also the cultivation of students' ability to innovate and entrepreneurship. Colleges and universities should regard innovation and entrepreneurship education as the basis for teaching tourism management, and correctly understand the current development form of tourism management specialty and the essentiality of innovation and entrepreneurship education.

3.3 Building a professional platform to cultivate innovation and entrepreneurship skills

In order to achieve a good cultivation of the innovative and entrepreneurial skills of tourism management students, a professional platform should be established so that there are enough platforms on and off campus to support it. Colleges and universities should make reasonable allocations of lectures and practical courses in the school, so that the construction of the training room can be strengthened, so that students can better understand the actual needs of the tourism management industry and the operational skills of the posts, making them innovative. Full potential[8]. At the same time, colleges and universities should achieve good exchanges and cooperation with tourism enterprises, establish post-employment bases outside the school, and lay a solid foundation for students to move towards society and achieve their own good development.

3.4 Establishing Innovation and Entrepreneurship Associations

Among the tourism management majors in colleges and universities, the construction of innovation and entrepreneurship societies and associations can be carried out. With the support and encouragement of the university, relevant activities can be carried out in daily life to simulate innovation and entrepreneurship. At the same time, colleges and universities should encourage students to participate in some tourism management professional competitions, such as the National Tour Guide Service Skills Competition and various innovation and entrepreneurship competitions. For these tourism management competitions, colleges and universities should encourage students to participate actively so that students can have a specific perception of the skills required by their majors through the process of the competition. Learn to make reasonable use of various resources in the process of solving problems. In this way, students of tourism management majors in colleges and universities can effectively improve their communication, expression, and collaboration capabilities, and then further improve the effect of innovation and entrepreneurship education in tourism management majors in colleges and universities. effect.

4. Conclusion

In summary, with the significant change in the demand for talents in the tourism industry today, innovation and entrepreneurship education is of vital importance to the tourism management profession in today's universities. However, there are still many colleges and universities that have not realized enough about innovation and entrepreneurship education. Therefore, colleges and universities should be aware of the current social development trends, construct innovation and entrepreneurship education platforms, achieve good communication and cooperation with tourism enterprises, and encourage students to participate in innovation and entrepreneurship group organizations and competitions. In this way, students of tourism management in colleges and universities can achieve good development and cultivate comprehensive and innovative talents for today's social tourism industry.

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