

Research on Cooperative Innovation of Practical Teaching in Tourism Management Major in Colleges and Universities

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Abstract: As far as tourism colleges and universities are concerned, traditional teaching concepts can no longer meet the needs of the times. On the one hand, the guidance of the audience is no longer limited to the experience of the journey, but users care more about the feeling of service. On the other hand, users are no longer satisfied with the enjoyment of natural scenery, but also pay attention to the enjoyment of local flavor. As a result of cultural implications, innovative concepts of coordinated development emerged. In the new era, the cultivation of tourism management professionals in Colleges and universities should pay more attention to the cultivation of their qualities of coordinated development. In practice, improving the ability of coordinated development can be said that the ability of coordinated development and innovation has become the necessary skills for the development of the new era. Collaborative innovation research of Tourism Management Specialty in Colleges and universities is of great value and significance to break through the bottleneck of talent cultivation, realize the goal of "high employment" for students majoring in tourism management, and further improve the practical teaching system of tourism management specialty.

1. Introduction

When material needs have been met, people will begin to pursue higher spiritual needs. In the age of material shortage, people's ideal is still only to solve the problem of food and clothing. Today, most people's general food and clothing is no longer a problem, but the spirit is increasingly empty, and the demand for "long distance" is increasingly strong, so tourism has become a hot industry. At the same time, higher and newer requirements have been put forward for colleges and universities with tourism specialty, which require schools to keep up with the pace of the times and constantly improve the tourism management mechanism in line with the needs of users [1]. The concept of collaborative innovation is just in line with the scientific teaching concept of the development of the times. Schools should put the cultivation of students' collaborative innovation ability in the first place in teaching work. It is precisely because of the strong practical application of tourism, highlighting the application value of talents and the ability of collaborative innovation, has important significance of the times.

2. Collaborative Innovation Concept

Collaborative innovation concept, as a new concept in line with the pace of the times, contains a wide range of comprehensive elements, including content coordination, resource coordination, production coordination and group coordination [2]. Each teaching link can not be separated independently. The practical teaching system of Tourism Management Specialty under the concept of collaborative innovation highlights the overall situation of practical teaching activities. Sexuality, systematicness, synergy and continuity. Requirements and connotations also extend to more levels. Schools should carry out in-depth collaboration with all levels of society, excavate and cultivate students' cooperative development, innovative and creative ability and apply it to practical production and life. The concept of collaborative innovation is in line with the needs of the development of the times and the growing demands of humanity [3]. Collaborative innovation is the advanced teaching idea in the era of family and the advanced teaching idea adapted to the practical development of

professional teaching content. Therefore, the concept of collaborative innovation has important guiding significance and role for the further improvement of the practical teaching system of tourism management specialty.

3. Analysis of Market Structure and Teaching Content

As for tourism, the teaching work with strong applicability should not only stay at the theoretical level, but also go deep into the practical production activities. Only by fully understanding and researching the market can we better apply professional knowledge to the construction of development needs. Through the comparative analysis of market structure and teaching content, the future development trend of tourism industry and current strategic deployment are further analyzed in order to facilitate the adjustment of teaching content in Colleges and universities.

In view of the fact that the theory and practice of tourism management are not in accordance with each other, this paper conducts a data survey on the contradictions and conflicts between individual and group, objective and subjective [4]. Through the analysis of relevant data and data, it shows that most tourism management majors take tourism enterprises as the main synergy unit, and the synergy enterprises are relatively simple. First, very few Tourism Management Majors cooperate with the government, scientific research institutes and other tourism institutions in practical teaching.

(2)The curriculum of practical teaching system in tourism management specialty is generally incomplete. By investigating the curriculum content of practical teaching for students majoring in tourism management, it is found that the current curriculum content only pays attention to practical operation courses, but lacks guidance. The practical training courses are complex and concentrated, which is not conducive to curriculum differentiation and absorption. At the same time, the training skills courses offered not only account for a relatively low proportion, but also lack of systematic professional planning and blurred distinction of professional direction. All these are the causes of the weak specialization of students'courses and the lack of systematic norms in the market. Therefore, it is of great significance and role to improve and establish a scientific and reasonable curriculum system for tourism management specialty.

4. Suggestions on the Coordination of Practice Teaching in Tourism Management Major

The development of practical teaching in tourism management specialty needs general knowledge as the basis, natural science as the guidance, growing in the nurture of natural science, and finally belonging to natural science. Synergy is multi-party cooperation, which includes practice teaching, development trend and practice teaching management. As a guiding concept, it highlights the multi-party cooperation in practice teaching activities of tourism management specialty, and constructs multi-capital through multi-party cooperation between tourism colleges and universities, tourism enterprises and tourism related departments. Source collaboration and sharing platform, to achieve the training of undergraduate tourism students to "high employment" as the goal of practical teaching process, and further improve the tourism management professional practice teaching system.

Although the school is the main platform for carrying out teaching activities, it is difficult to meet the needs of students'practical ability training and market as well as the efficient docking of industry and post by relying solely on the existing practical teaching platform and teaching resources of tourism colleges and universities. The development of practical teaching activities of tourism management specialty should make full use of and utilize Extra-School resources, break through tradition, actively establish cooperation platform with tourism enterprises and tourism related departments, promote multi-party cooperation, realize multi-party cooperation between schools, enterprises and government, and constantly promote the construction of practical teaching system of Tourism Management Specialty under the concept of collaborative innovation. Jian.

Coordination of professional curriculum content includes not only the coordination of practical production, but also the conformity of production content of market enterprises. This requires that the setting of professional curriculum content should refer to the actual production needs of enterprises

and the needs of students' professional application. The implementation of curriculum content program should be a continuous long-term sustainability plan. Through curriculum training in different periods, students can ultimately achieve the ultimate goal of collaborative innovation, that is, to achieve "high-level employment" of students. In addition, practical teaching is a systematic process including practical training, professional docking, quantitative production and practical application. Each teaching link can not be separated independently. The practical teaching system of Tourism Management Specialty under the concept of collaborative innovation highlights the overall, systematic, collaborative and sustainable development of practical teaching activities. Therefore, in the process of practical teaching, the link points of each link have strong synergy, and the concept of synergistic innovation runs through the whole practical teaching process of the practical teaching system of tourism management specialty.

5. Conclusion

Practical teaching plays an important role in the training of tourism management professionals. The concept of collaborative innovation is a new educational concept that meets the needs of the times and an important teaching idea that meets the development of practical teaching of tourism management specialty. Its research and exploration value is far more than carrying out systematic teaching and promoting high-level employment of students. At the same time, it is also to improve the systematic management of tourism industry and promote the high-quality development of tourism industry. The training of tourism management professionals in Colleges and universities needs the guidance of the concept of collaborative innovation. The research on Collaborative Innovation of tourism management professionals in Colleges and universities is of great value and significance in breaking through the bottleneck of talent training, realizing the goal of "high employment" for students majoring in Tourism Management in Colleges and universities, and further improving the practical teaching system of tourism management specialty.

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