

## Research on the Teaching Reform of “Tour Guide Business” from the Perspective of Curriculum Ideological and Politics

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**Keywords:** ideological and political; tour guide business; teaching and reform

**Abstract:** “Tour guide business” is the core course of Tourism Management Major in higher vocational colleges. Its integration of the concept of “Curriculum Ideology and politics” into the curriculum teaching of tourism major is an urgent requirement of students’ Ideological and political education in the new era, and plays an important role in cultivating tourism talents with both morality and ability. This paper introduces the exploration and practice of the “curriculum ideological and political” teaching of the tour guide business course, analyzes the importance and necessity of the ideological and political reform of the professional course, and combines the practice of the ideological and political reform of this course to explore and practice the teaching from the perspective of curriculum ideological and political reform, so as to provide reference and reference for the comprehensive development of tourism education and teaching reform in higher vocational colleges.

### 1. Introduction

Tour guide business course is an important professional core course of tourism management specialty. It is a compulsory subject of the national tour guide qualification examination. It is a comprehensive course combining theory and practice. It aims to cultivate the professional quality and skills of tour guides. In depth cooperation between schools and enterprises, the combination of theory and practice, project driven, benchmarking industry certificate requirements, cultivate students’ service awareness and teamwork awareness, make students familiar with the guide service process and norms, improve service skills and the ability to deal with emergencies, and improve the knowledge and ability reserve of grass-roots and middle-level managers of tourism enterprises, so as to meet the actual needs of guide service under the background of new business.

### 2. From the Perspective of Curriculum Ideology and Politics, the Necessity of Developing Tour Guide Business Curriculum

“Curriculum ideological and political education” takes the teaching of professional courses as a breakthrough, connects the traditional ideological and political education with professional courses, and realizes the moral education goal of comprehensive education[1]. In the context of teaching reform in the new era, it is the general trend and development need to promote the organic combination of Ideological and political education and tourism education. The combination of tourism curriculum teaching and ideological and political education will help students establish a correct outlook on life, values and world outlook, cultivate humanistic feelings, family conditions and international vision, and clarify the social significance of tourism and the specific mission of students in this field, Improve the comprehensive quality of China’s tourism talents and ensure the overall improvement of the development level of tourism. Tour guide business is the core course of tourism major in higher vocational colleges. It is an important course to cultivate the professional ability and quality of tour guides. It is strong in theory and practice. It can be used as a pioneer of the ideological and political reform of tourism curriculum. Through exploration and research, it can promote the comprehensive deepening of the teaching reform of tourism education in higher vocational colleges.

### **3. From the Perspective of Curriculum Ideology and Politics, the Path and Method of Developing Tour guide Business Curriculum**

The foundation of the construction of “curriculum ideological and political education” lies in curriculum construction. Teachers should clarify the teaching objectives, excavate the elements of Ideological and political education, design the teaching links combined with ideological and political content, bring the quality evaluation into the evaluation system, combine the explicit education of professional courses with the implicit education of Ideological and political education, optimize the quality of classroom teaching and improve the effect of education.

#### **3.1. Integrating into the course teaching objectives**

The training goal of the tour guide course is to train the service positions of the tourism industry headed by tour guides. In the past, teaching objectives usually included knowledge objectives and competence objectives[2]. In order to incorporate ideological and political education into the curriculum teaching objectives, quality objectives can be added to cultivate the emotion of loving the motherland, hometown and tourism, the professional spirit of love and dedication, unity and cooperation, the professional habit of being strict with oneself, the service consciousness of tourists first, and the innovative spirit of continuous progress. Knowledge goal is to master the basic concept of tour guide service, to various kinds of tour guide service procedures and specifications, master the methods of dealing with the emergencies in the process of led, master related tourism knowledge, cultivate their good language expression ability with tourists smooth communication and coordination ability, and can accurately analyze and deal with the problems of population and accident, to tourism management team.

#### **3.2. Exploring the ideological and political elements of the curriculum**

The key to the teaching design of “curriculum ideological and political” is the high-level integration of Ideological and political elements. Teachers need to lead students to carefully sort out and accurately grasp the content of teaching materials and fully tap the connotation of curriculum moral education, which is the basis and focus of curriculum ideological and political reform. We should find out the coincidence point between “Ideological and political factors” and professional knowledge, naturally integrate “educational connotation” into classroom teaching, let students receive subtle education, and avoid rigid indoctrination and preaching. In order to achieve the curriculum quality objectives, we need to analyze the corresponding quality objectives according to the relevant knowledge points, excavate the ideological and political factors, be realistic, and select the correct entry point to achieve the best teaching effect. The ideological and political factors contained in the tour guide business course are very extensive. Therefore, we should sort out the ideological and political education elements in the tour guide business knowledge points according to the content and educational concept of the tour guide business course to the teaching design ideas.

For example, in the guide the teaching of professional quality and responsibility requirements, into the elements of the core values of socialist core values and tourism, stimulate students’ hometown and national feeling, deepen their understanding of the tour guide professional, enhance the blood god for tourism identity and sense of belonging, enhance the sense of responsibility and mission to China tourism. In the teaching of professional ethics and self-cultivation of tour guides, we should integrate the elements of patriotism and dedication, discipline and law-abiding, guest first, positive enthusiasm and so on, so that students can fully understand the real connotation of tourism professional ethics, establish a correct working attitude and promote the establishment of professional code of conduct. In the teaching of tour guide etiquette, integrating excellent traditional culture, humanistic spirit and other elements will help to improve their self-cultivation and shape a good professional image. In the teaching of tour guide service process, integrate craftsman spirit and service awareness, establish the service concept of “tourists first”, and cultivate students’ serious, responsible, pragmatic and enterprising work style and professionalism.



Figure 1 Carry out the professional spirit of tour guides.

#### 4. Guide Business into Ideological and Political Teaching Method

The implementation of curriculum ideological and political education should follow the objective law of teaching activities and the analysis of students' learning situation, and proceed step by step. We should follow the law of The Times, fully understand the learning characteristics of the network era, and use the Internet + environment to realize online and offline education mode.

In the pre class stage, integrate the relevant knowledge of each unit of the textbook, excavate the ideological and political background materials, appropriately introduce the social hot topics, industry problems and typical cases of enterprises, make the micro class video of students' pre class learning in the form of flipped classroom, publish it on online learning platforms such as Mu class, and push it to students to guide students to think deeply and discuss relevant knowledge points.

In the classroom teaching, the mixed teaching methods such as case guidance method, role playing method, comment group method, scenario simulation method and game promoting learning method are adopted to guide students to deeply participate in the ideological interaction. While imparting knowledge and cultivating ability, teachers should establish the concept of teaching and educating people, appropriately increase values closely related to society, so that students are unknowingly affected and infected, and cultivate the values of college students.



Figure 2 Offline simulation teaching.

After class teaching, teachers strengthen teacher-student interaction through course Wechat group, network platform and other information means, timely pay attention to students' ideological trends, effectively understand students' growth needs, correctly guide and influence students, and achieve the goal of educating students in the whole process of "ideological and political class".

## **5. Establishing a Diversified Assessment and Evaluation System**

The promotion of "curriculum ideological and political" teaching can not only be the design of the teaching program, but also need to use a variety of scientific evaluation methods, especially to measure the ultimate realization of ideological and political education objectives, to ensure the stability and long-term construction of "curriculum ideological and political".

First, evaluation indicators. Set up evaluation indicators according to the teaching objectives, formulate more detailed and systematic evaluation indicators for the quality objectives, and highlight the measurement of the cultivation effect of students' moral quality, professional quality and ideals and beliefs.

Second, the evaluation subject, establish a multi-agent collaborative evaluation form composed of teachers, off campus expert teachers, ideological and political teachers, students' mutual evaluation and students' self-evaluation, so as to improve the accuracy and objectivity of the evaluation.

Third, implement evaluation. In addition to adding questions about Ideological and political views and behavior evaluation in the test paper, we should also pay attention to the formation and development process of students' thoughts and the evaluation of the teaching process. Through observation, perception and communication, we should combine supervision and evaluation with objective evaluation to identify the teaching effect of students' ideological and political education.

## **6. Conclusion**

Under the background of deepening education reform, "curriculum thought and politics" has become an important way to promote the education and teaching reform of Higher Vocational Colleges in the new era. The ideological and political education of higher vocational colleges should be developed into a long-term teaching goal, and then the ideological and political evaluation of higher vocational colleges should be fully optimized, so as to promote the ideological and political development of college students, so as to promote the ideological and political development of higher vocational colleges.

## **Acknowledgments**

Teaching reform and practice of "Tour Guide Business" from the perspective of curriculum ideology and politics(No.20210607002)

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