The Cultivation Model of Tourism Management Professionals in Higher Vocational Education Under the Background of Internet

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Abstract: Facing the current situation of low employment rate and high unemployment rate in the major of tourism industry, how to cultivate talents that are needed by the industry has attracted the attention of higher vocational education. The optimization of the talent cultivation model involves many aspects of teaching management and operation, which is a very large and arduous project. Since the tourism management major is a major that integrate with theory and practice, higher vocational colleges should combine the advantages of local teaching resources and school-running characteristics in the training process, and then employ high-quality faculty and targeted teaching methods in the Internet technology environment to enable students to master the basic knowledge of management while receiving rigorous professional training in tourism management. Both theoretical teaching and practical operation are emphasized to cultivate the spirit of innovation, improve comprehensive ability and quality, broaden their horizons, and adapt to the demands of industry finally.

1. Introduction

With the development of cloud technology and the Internet of Things, the degree of informatization of the tourism industry is gradually deepening, and Internet-based tourism technologies are emerging sequentially. After IBM put forward the concept of "Smart Earth" in 2008, with the integration and development of tourism industry and information technology and other industries, as well as the emergence of new service management models, the concept of "Smart Tourism" has developed rapidly in China. Many first-tier cities and most second-tier cities in China, including a lot of cities with developed tourism economy, began to form tourism progress goals and construction plans with the Internet as the core, which raises higher requirements for the quality and quality of professionals [1]. In order to adapt to the development of the times, how to foster tourism professionals with specialized Internet technologies has become the hot topics of education in higher vocational colleges and the key to the supply of talents in the tourism industry.

2. The New Demands for Cultivating Professionals of Tourism Management in Higher Vocational Education under the Background of Internet

2.1. Cultivating status

According to the data provided by the National Tourism Administration, there is a shortage of more than 2 million professionals with high comprehensive quality in domestic tourism industry. Tourism undergraduates rarely choose this major when they select their first employment. In the rapidly expanding tourism industry, this kind of low employment rate and high unemployment rate form a sharp contrast with its growth. An article published by Jianming Wang in the *China Tourism News* mentioned that over the years, the proportion of tourism graduates who are employed in the industry is generally between 10% and 20% and less than 20% of them still work in tourism companies two years later. Such a data can also show the instability of students of tourism majors. Students tend to decide to work in other fields more often, causing the majors they studied to be contrary to the employment situation [2].

On the one hand, tourism employers have realized that the actual abilities of the recruited students of tourism majors are out of touch with their needs. Some students have high aims but low abilities while they are unfit for a higher post but unwilling to take a lower one. Consequently, they are easily replaced by students from other majors. On the other hand, students from higher vocational colleges who work in tourism companies cannot grasp the trends of the tourism industry in time and understand the needs of this industry. Their comprehensive knowledge and skills and Internet technology fail to satisfy the current tourism industry. These are the issues which are urgently required to be attached importance and solved for the training of tourism professionals in higher vocational colleges.

2.2. The main demands for the cultivation of professionals

2.2.1. Innovation capacity

The traditional education system lacks innovation incentives for students. However, the age of Internet has high requirements for innovation ability, and that is the reason why innovation ability should be regarded as the top priority for students' ability fostering. Product innovation emphasizes that it is necessary to carefully analyze the needs of consumers, develop tourism products that meet the growth of the tourism market under the background of the Internet era. Meanwhile, the industry must establish a good image and brand, then innovate and develop personalized products that suit the requirements of individual customers on the basis of standardized products. In this process, tourism talents should have a sense of overall situation and collaboration, and be able to cooperate with various departments, enterprises and even tourists [3].

2.2.2. Learning capacity

Higher vocational colleges ought to cultivate students' learning ability in the talent cultivation model, which can be specially presented in the following points: First, teachers should continuously input the latest industry information to students during the process of teaching, so that students can increase their sensitivity to the industry and quickly accept, strengthen the awareness of learning, achieve self-transcendence and improve mental models. This firstly requires teachers to have sufficient learning ability, be willing to accept new things, and then summarize them. Secondly, through teaching reform, it is also important to improve the curriculum system, combine the latest tourism industry situation, carry out learning tasks, cultivate students' ability to see problems, think about them, and solve problems when they encounter problems, improve their ability to analyze the causes of various situations, and finally make full use of the professional knowledge after learning.

2.2.3. Operation capacity

Higher vocational colleges have always taken the cultivation of technical talents as their main goal. Under the background of Internet +, through theoretical teaching and practical experience, they organically combine theory and operation. Effectively improving the practice links can help students promote their ability to solve practical problems, to thereby improve work efficiency. The tourism management major can learn from the dual education method of German, organically integrate teaching resources inside and outside the school, alternately complete corporate practical learning and internal theoretical learning, increase the proportion of practical courses, and set up classrooms in enterprises.

3. The Main Program for the Cultivation of Professionals that Major in Tourism Management under the Background of Internet

3.1. Clarify the position of occupation and highlight the professional characteristics

In order to meet the demands of the Internet + background, higher vocational colleges ought to actively adjust the curriculum provision, clarify the occupation position of talent cultivation, highlight professional characteristics, and make talent cultivation in line with the demands of enterprises. In terms of the positioning of tourism professionals, higher vocational colleges should

comprehensively consider the needs of the industry and the characteristics of the students, which differ from the talent cultivation orientation of undergraduates and secondary vocational colleges, and are closely connected with the market, and then form a talent training direction which has a malposition competition with undergraduates and secondary vocational students. Under the background of Internet +, the tourism professional courses of higher vocational colleges can be closely connected with Internet information technologies, and through online and offline cultivation methods, more professional talents are able to be exported to Chinese tourism industry.

3.2. Optimize teaching mode and improve the teaching effect

In terms of curriculum arrangement, higher vocational colleges should fully consider the requirements of students' career planning when setting professional courses, and strengthen the training of students' online service capabilities. For example, higher vocational colleges can form friendly cooperative relations with online travel service companies such as Tuniu and Ctrip, and set up professional courses, including travel e-commerce. As far as hotel management major is concerned, higher vocational colleges should continue to broaden students' horizons. Taking into account the intelligent trend of senior hotel management, higher vocational colleges ought to set up systematic hotel management information system courses to realize the informationzation teaching of hotel human resource management, marketing management, and customer management.

In terms of teaching content, it is indispensable to look at problems with a developmental perspective, pay attention to the innovation of teaching ideas, and subtly integrate various professional standards into daily teaching work, with the goal of cultivating comprehensive and practical talents that are more suitable for the demands of industry positions, thus to achieve the ultimate goal of promoting the continuous development of the entire tourism industry. For instance, through the construction and sharing of informationzation courses such as Micro-classes, MOOCs, and aerial classrooms, using APPs including Learning Link, Vocational Education Cloud, and Lanmo Cloud Class, and uploading relevant teaching courseware to the interactive platform in advance, then releasing project tasks in advance, students are able to use the platform to study independently, access to information, complete tasks before class, and realize the two-way interaction of pre-class preview and in-class problem solving.

3.3. Strengthen practical teaching and improve occupation ability

In the context of Internet +, all higher vocational colleges must follow the pace of the times, increase teaching investment in both hardware and software, build training rooms to improve technical content, and enhance the strength of training in students' software applications, then closely connect teaching with work practice finally. As far as tourism management is concerned, the school can make full use of the travel agency management system software to conduct special training for students, simulate the work process in practical work, and carry out tourism business acceptance, travel itinerary design, attraction tickets and bus tickets reservations, and a series of practical teaching of online travel services. Besides, in the respect of hotel management major, the school ought to strengthen the docking work with related hotels outside the school, adjust the teaching progress and content according to the specific requirements of different positions in the hotel, and establish a good talent flow mechanism with them, thus to provide students with more practical opportunities and make students improve in accumulation and settle in improvement lastly.

3.4. Perform well in school-enterprise cooperation and develop new type courses

Higher vocational colleges should strengthen school-enterprise cooperation, and the development of Internet-based tourism-related teaching software is the main research direction of school-enterprise cooperation [4]. The technical support in the software development process is mainly the responsibility of the enterprise, and the professional teaching and technological support of professional teaching of tourism major are mainly the responsibility of the school, to thereby realize the complementary advantages of the enterprise and the school and complete the development of Internet-based tourism products [5]. In addition, higher vocational colleges ought to adjust and enrich the content of courses, and add computer communications, computer information

technology and other courses in the process of tourism talents cultivation, thus to satisfy the individual needs of Internet-based tourism talents for modern information technology, and enable students to master the knowledge of information security, the security mechanisms and principles of intelligent navigation equipment, and the basic principles of firewalls, and improve their ability to apply Internet technology

3.5. Apply competition to test, inspire students' passion

The competition is the best way to test students' learning effect. By participating in various professional skills competitions and activities such as tour guide competitions and Chinese food theme banquet design, students can feel the pressure of job competition with empathy and hone their professional skills. Even if it is difficult to make brilliant achievement, it is possible enough to gain experience in the competition, broaden horizons, enrich professional knowledge reserves, temper psychological quality, and lay a good foundation for future work practices, and become the target of the competition for enterprises.

4. Summary

With the introduction of Internet technology, a brand-new subject and concept, into the tourism industry, China's higher vocational colleges, as an important training base for tourism professionals, must constantly adapt to the needs of the tourism industry, comply with the development of tourism informatization, and recognize the importance of the cultivation model of tourism professionals, form a new relationship between buyers and sellers, and improve the professional quality and comprehensive quality of students. The progress of tourism professionals can further promote the development of the industry, adapt to the rapid development of the tourism industry under the background of Internet +, and bring lasting benefits to the expanding of tourism enterprises, thus forming a virtuous circle of industry growth.

Acknowledgement

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