

Research on the Path of Improving the Scientific Research Ability of Students Majoring in Tourism Management in Local Undergraduate Colleges

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Abstract: Undergraduate scientific research has become an important part of undergraduate education. However, in practice, the emphasis on the cultivation of undergraduate scientific research ability is still not enough. Especially in local undergraduate colleges, it is particularly obvious that the undergraduate students pay more attention to teaching and less scientific research. Tourism management is an emerging discipline that needs more high-quality professionals. But due to the characteristics of the major itself, the training level of undergraduates is lower than that of other management majors, and the scientific research level of undergraduates majoring in tourism management is also much lower than that of other majors. Therefore, we take the major of tourism management as an example to analyze the problems existing in the scientific research of students in local undergraduate colleges, and explore the way to improve the scientific research ability of undergraduates majoring in tourism management, in order to provide a scientific basis for the major of tourism management in local undergraduate.

Keywords: Tourism management; scientific research ability; local undergraduate colleges

1. Introduction

With the rapid development of global information technology, scientific and technological innovation has attracted more and more attention from all over the world. High-quality undergraduates are the main force of scientific research innovation. The improvement of undergraduates' scientific research ability has played an important role in the progress and development of my country's higher education and the improvement of students' own quality ^[1]. In 2020, the state issued the "Notice on Encouraging the Development of Scientific Research Assistant Positions for Scientific Research Projects to Absorb the Employment of College Graduates", which clearly mentioned that undergraduate scientific research assistants should become an important means to attract undergraduate employment and enhance the national scientific research strength. This makes the topic of college students' scientific research a hot topic.

From the 1990s to the present, the cultivation of undergraduates' scientific research ability has gradually become a trend in colleges and universities in my country, and has become an important part of talent cultivation in colleges and universities. However, in practice, the emphasis on the cultivation of undergraduates' scientific research ability is still not enough. Especially in many local second-tier universities, there are unfavorable factors in their own scientific research, and the requirements for undergraduates are basically limited to classroom teaching and examinations ^[2]. This has led to the fact that undergraduates, a group with great innovation ability, cannot have access to the front line of scientific research and do not understand the latest progress of scientific research. As a result, the future development space of undergraduates is limited, and on the other hand, it also has a certain negative impact on the improvement of the innovation ability of the whole country. Therefore, improving the scientific research ability of undergraduates is the key to the future employment of this group and the improvement of national innovation ability. Tourism management is an emerging discipline established with the development of the country's tourism economy and tourism industry. It has been established for a short time, but it has become an important discipline department in the management discipline system. Due to the characteristics of the major itself, the training level of undergraduates is lower than that of other management majors, and the scientific research level of undergraduates majoring in tourism management is also much lower than that of other majors ^[3]. This phenomenon is particularly prominent in local undergraduate colleges, which also seriously affects the employment situation of

tourism management students. Therefore, we need to analyze the current situation and existing problems, and actively explore the paths and methods for improving the scientific research ability of students majoring in tourism management.

2. Problems existing in the cultivation of scientific research ability of students majoring in tourism management

2.1 The Scientific research base is weak

The scientific research foundation of students majoring in tourism management in local undergraduate colleges is relatively weak. We take the tourism management major of the Tourism College of Taishan University as an example. The major admission scores of tourism management majors and the first-choice student source rate are relatively low, and the quality of the student source is average. This major has both liberal arts and sciences, and many students have weak foundations, especially mathematical abilities, and there are major problems in mathematics learning, especially the application of mathematical knowledge. The study of tourism management requires mathematical statistical analysis, especially quantitative research requires a good mathematical foundation. This causes some students to encounter greater difficulties in conducting in-depth study research.

In addition, many teachers which are engaged in tourism management teaching, have turned from other related economics and management disciplines or computer disciplines to study tourism-related topics, or graduated from tourism management majors and then engaged in tourism-related teaching work. In this way, teachers will not pay enough attention to their professional practice ability, and their professional practice experience will also be insufficient, which will lead to a weak position in the overall scientific research cognition and scientific research guidance ability ^[4]. Some teachers themselves lack the ability of scientific research training, and their own scientific research literacy is not enough. Therefore, it is difficult to cultivate students with scientific research ability.

2.2 Insufficient scientific research awareness and insufficient scientific research participation

When cultivating students majoring in tourism management, local undergraduate colleges mostly focus on cultivating applied talents, which is also determined by the practicality of tourism management itself. In the process of training, neither the university itself nor the teaching staff is able to fully cultivate students' scientific research awareness. In addition, due to the strong practicality of the tourism management major, many teachers are more inclined to practical operation when teaching, ignoring the theoretical knowledge contained in it, which also leads to a lack of students' awareness of scientific research. Students even have some misunderstandings, thinking that as long as they learn classroom knowledge well, it is enough. Some students don't even know where the scientific research of tourism management major is reflected ^[5]. In addition, students' scientific research participation is also insufficient. Local colleges do not pay enough attention to scientific research, and do not carry out systematic scientific research training for students. As a result, students cannot play their innovative ability to participate in scientific research projects. Teachers generally do not have enough energy to specifically cultivate the scientific research thinking of undergraduates, and directly select graduate students with scientific research energy to participate in the project for convenience. If things go on like this, the vicious circle will lead to lower and lower scientific research participation of undergraduates.

At this stage, many local undergraduate colleges also have certain misunderstandings about the scientific research of undergraduates majoring in tourism management. They believe that undergraduate scientific research means that undergraduates use their spare time to participate in some scientific and technological academic activities under the guidance of teachers. Tourism management majors often participate in competitions such as tour guide quality competitions and business etiquette competitions, while some high-level scientific research activities and competitions often participate less. Colleges have not yet broken the shackles of traditional thinking, and basically still manage undergraduate scientific research as an extracurricular activity, and have not truly integrated the cultivation of undergraduate scientific research ability into the overall talent training system of the school ^[6]. In addition, some administrators and some teachers in colleges have more requirements for undergraduates' scientific research work, such as pursuing awards, applying for patents, publishing articles, etc., which are too utilitarian and seriously dampen teachers' enthusiasm for guiding students and students' enthusiasm for participating in scientific research based on interest, increasing the difficulty of cultivating undergraduates' scientific research ability.

3. The optimal path for improving the scientific research ability of tourism management students

3.1 Strengthening top-level design and promoting the cultivation of undergraduates' scientific research ability

In order to strengthen the scientific research ability of undergraduates, from the school level, it is necessary to improve the cultivation of undergraduates' scientific research ability to the proper height. Colleges should take undergraduates' scientific research as part of teaching, clarify classroom teaching and scientific research teaching, and formulate corresponding teaching methods and teaching plan. Schools should also re-examine the concept of undergraduate scientific research, expand its connotation, promote the integration of scientific research and teaching, and ultimately promote the change of innovative talent training models. Colleges should build a sound scientific research ability training guarantee system for undergraduates, and determine an evaluation system for undergraduate scientific research ability training that focuses on the process and takes into account the results. Colleges should also actively build a scientific research exchange platform and service platform for undergraduates to provide whole-process services and guarantees for undergraduate project consultation, application, participation in projects, and publication of results, and lay a solid foundation for undergraduate scientific research work in the entire university.

For the college, in the teaching process of tourism management major, it is necessary to focus on cultivating the corresponding scope of scientific research, improve students' scientific research awareness, and make scientific research an important part of professional learning and an important aspect of professional assessment. For example, in the process of cultivating undergraduates majoring in tourism management, the college can take scientific research activities and academic papers as important aspects of course assessment, changing the current phenomenon of only relying on paper-based examinations to measure academic achievement. At the same time, the college can hold regular academic conferences for seminars, or invite tourism-related experts in tourism management majors to give lectures, so as to broaden students' horizons and improve students' enthusiasm. The college can also use undergraduates' participation in scientific research projects as an important assessment indicator for teacher professional title promotion, so as to encourage teachers to attract undergraduates to participate in scientific research projects.

3.2 Popularize scientific research training to promote the cultivation of undergraduates' scientific research ability

Undergraduate scientific research is a kind of inquiry learning based on professional knowledge learning, and its essence is deepening professional learning. Colleges should popularize scientific research training to the greatest extent and promote the improvement of undergraduate students' scientific research ability. The cultivation of scientific research ability is not an overnight thing, but should be started from the freshmen's admission and run through the entire undergraduate career. New students should be educated in scientific research ideology, and they should recognize the importance of scientific research ability training from the beginning, and arouse the attention of students. At the same time, you can try to implement the undergraduate student guidance system, where students and teachers choose both ways, and follow the tutor for systematic learning throughout the undergraduate stage. The undergraduate tutor system is conducive to deepening the communication between students and teachers, increasing the proportion of students participating in scientific and technological innovation projects, and playing a significant role in improving students' scientific research ability ^[7].

For secondary colleges, on the one hand, it is necessary to strengthen the training of students' scientific research methods. Tourism management is a social science category, and some basic social science research methods such as questionnaire survey, data analysis, and the use of statistical software can be used as an important elective or compulsory course. In the curriculum setting of many local colleges and universities, the cultivation of scientific research methods is often neglected, and only the transmission of theoretical knowledge is emphasized, which makes students unable to start scientific research activities. The college can set up relevant courses to strengthen the training of scientific research methods, and at the same time guide students to carry out relevant scientific research activities to consolidate knowledge in the teaching process of professional courses. For example, in the teaching process of tourism geography, there is a chapter on tourist behavior. Teachers can set relevant homework to guide students to conduct a questionnaire survey on tourist behavior in a certain place. In this process, students draw conclusions and write reports through questionnaires, data analysis, etc., which not only deepens their understanding of theoretical knowledge, but also strengthens students'

scientific research training. On the other hand, the college should focus on strengthening students' academic norms and guide undergraduates to organically integrate literature reading and classroom learning. Through a large number of literature reading, the undergraduates majoring in tourism management can strengthen their understanding of academic paper writing, and master the basic requirements and norms of academic paper writing. Teachers should encourage students to obtain data through research projects and then attempt to write journal articles. Since tourism management is an applied subject and has strong inter-science attributes, teachers should encourage students to extensively dabble in tourism-related subject knowledge in the learning process, and cultivate their ability to integrate and apply knowledge. For example, the current tourism big data research is relatively popular, and students can be guided to learn related computer knowledge during the learning process. When exploring the integration of culture and tourism, students can be encouraged to learn the design and display of cultural and creative products.

4. Conclusions

In recent years, with the rapid development of the tourism industry and its integration with industries such as culture, finance, and the Internet, undergraduates majoring in tourism management have become the main force in the industry, and the tourism industry needs more high-quality talents. This puts forward higher requirements for the scientific research quality of undergraduates majoring in tourism management. The undergraduate stage is the most active and creative period in one's life, and it has various advantages such as abundant time and teacher guidance. To organize students to participate in scientific research activities for scientific research training, for undergraduates who are enthusiastic and interested but have little experience, the guiding role of teachers is particularly critical. Therefore, local colleges and universities need to recognize the existing problems and make changes, improve the scientific research ability of undergraduates majoring in tourism management by changing their orientation and popularize training, and cultivate high-quality talents who can adapt to social development.

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