

Construction Ideas for the Golden Course of Tourism Marketing

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Abstract: The construction of tourism marketing course aims to combine the actual needs of the tourism industry, closely combine marketing theory with practice, and improve students practical operation ability and innovative thinking. The main construction ideas include: ①The optimization design of course core contents and practice links, such as the introduction based on industry dynamics and cases, the integration and innovation of marketing theory and tourism business, the application of digital marketing tools, and the optimization of practice modules and practice teaching system based on the improvement of professional ability. ②Teaching method reform, such as the reform and implementation of interactive teaching methods, situational simulation and industry practice teaching methods. ③Strengthen the construction of teachers, including the establishment of diversified teaching teams, the establishment of incentive and growth system, improve the organization and security system. ④Integrate industry resources and optimize the teaching environment.

Keywords: Tourism Marketing; Golden Course; Construction Ideas

1. Introduction

Tourism marketing course aims to combining the actual needs of the tourism industry, combining marketing theory with practice, and improving students practical operation ability and innovative thinking. It not only requires students to master the theoretical knowledge of tourism market analysis and marketing strategy formulation, but also emphasizes the cultivation of students market insight and marketing strategy formulation ability through optimizing the course content and teaching methods, so as to achieve the goal of improving the effect of teaching and education, and promoting the development of the industry.

2. Optimize the Course Content Around the Goal of Golden Course Construction

2.1. Optimization of the Core Content of the Tourism Marketing Course

2.1.1. Latest trends and case introduction of tourism market

With the continuous advancement of globalization and digitalization, the tourism market is undergoing unprecedented changes. In the construction of tourism marketing courses, the latest data and cases in the industry are constantly updated and keep pace with the industry development for practical reference and inspiration; the introduction of digital and new media marketing tools and their application practices is crucial to effectively improve students sensitivity and adaptability to the market, and to help students master the skills of analyzing, predicting and tackling new tourism trends.

Tourism industry in Hubei province, for example, according to statistics before COVID-19 outbreak, Wuhan online tourism permeability is about 30%, offline annual revenue exceeds 500 million yuan travel agency has nearly ten, but after the disease, online tourism permeability has more than seventy percent, and offline annual revenue can exceed 100 million yuan of travel agency is few, especially Meituan, Xiaohongshu, TikTok successful cut into the hotel and tourist online service industry. This shows that the huge development potential and demand of online tourism are being rapidly and diversified development, utilization and satisfaction.

For another example, in 2023, the number of domestic tourists reached 4.891 billion, and the domestic tourism consumption reached 4912.6932 billion yuan. The per capita tourism consumption of Chinese residents reached 1003.88 yuan, and the direct and indirect employment reached 29.16 and 46.94 million. The total employment accounted for 10.28% of the country..... which provides rich teaching materials for tourism marketing courses. Integrating these data and cases into the course will not only enable students to understand the status quo of the market, but also inspire them to think creatively about tourism marketing strategies.

In addition, through school-enterprise cooperation, collaborative education, employment education and other favorable policies, it is also very important to promote enterprise management cases into teaching materials, classrooms, internships and practices. Such as HuaZhu Group and Jiangnan University employment education project implementation for three years, many enterprise executives into the classroom, many teachers and students into the enterprise management practice, students under the guidance of enterprise mentor and enterprise management and production life, learning in the real environment tourism enterprise business process and grassroots management, customer management and business development, product development and marketing, market segment selection and positioning, digital brigade product and service innovation, and using technology to improve user experience and satisfaction, effectively improve the students professional cognition, set up the professional goals, stimulate the learning enthusiasm and initiative^[1].

2.1.2. Integration and innovation of marketing theory and tourism business

The integration and innovation of marketing theory and tourism business, such as the new transformation of traditional tourism to customized tourism, new strategies such as value pricing and dynamic pricing, new concepts such as private traffic raising and scene marketing, and innovative application of new channels such as community marketing and opinion leaders cooperation, tourism enterprises can more effectively establish emotional connection with consumers.

The construction of tourism marketing Golden Course focuses on the integration and innovation of marketing theory and tourism business, which is the key to improve the course quality and teaching effect, and is an important way to cultivate future tourism marketing talents. Nowadays, tourism marketing is no longer limited to the simple application of 4 Ps, Potter five forces and other traditional marketing theories and models, but deeply integrated into the new tourism business content form and development trend, which has become the decisive factor to determine the success or failure of tourism enterprises.

For example, in and outside mentor, under the guidance of students apply tourism big data analysis, community marketing, content marketing and other modern marketing tools, through the media and search activity change analysis, the yellow crane tower tourist portrait and associated tourism product preference analysis, review and recommendation analysis, the yellow crane tower tourism products and services satisfaction analysis and other learning practice, the tourism market research, tourism consumption behavior analysis, tourism customers analysis, tourism channel analysis, STP strategy, tourism product design optimization of traditional marketing theory for the new experiential learning and inspection. The combination of the theory and practice, not only deepened the students understanding of marketing theory, also improve their solve more accurate analysis of yellow crane tower marketing environment, positioning yellow crane tower target market, design the ability of practical problems such as personalized marketing strategy, more improve their sensitivity and adaptability to the trend of digital marketing, help them better understand and participate in the digital age tourism marketing change^[2].

2.1.3. Application of digital marketing tools in tourism marketing

With the rapid development of digital technology, tourism marketing means and channels increasingly diversified, digital marketing tools such as social media platform, search engine optimization, search engine marketing, big data analysis, mobile marketing, content marketing and virtual reality and augmented reality technology, etc., has brought revolutionary changes for the tourism marketing, become an indispensable tourism enterprise marketing tools. In the construction of tourism marketing Golden Courses, the application of digital marketing tools has become an important means to improve the modernization and practicality of teaching content, and is the key to cultivate students ability of information processing, market insight, product design and marketing promotion.

For example, through social media analysis tools, tourism enterprises can monitor and analyze consumer behavior in real time, so as to more accurately locate the target market, increase the attractiveness of tourism products, broaden marketing channels, and achieve precise and personalized marketing. Using big data analysis tools, tourism enterprises can mine massive user data, predict market trends, optimize products and services, so as to stand out in the fierce market competition. For example,

by analyzing users online search behavior and booking data, enterprises can adjust their marketing strategies in time and launch tourism products that meet the market demand^[3].

In teaching, we lead the students to use the crawler, questionnaire survey, SPSS, sentiment analysis and other market research and analysis tools, the yellow crane tower, happy valley, Wuhan zoo in Wuhan famous scenic spot tourism data analysis, help students to understand the scenic spot tourism heat, tourist portrait, product supply, tourism evaluation, user recommendation, etc., not only for the innovation of tourism related enterprise products and services to provide theory and practice support, improve the market competitiveness of tourism enterprises, more training and improve the students comprehensive quality of digital marketing^[4].

2.2. Design of the Practice Link of the Tourism Marketing Golden Course

2.2.1. Practice module design based on practice ability improvement

In the construction of tourism marketing Golden Course, the design of practice module has become the core hub of cultivating students professional ability. Through carefully designed practice modules, students can combine theoretical knowledge with practical operation, so as to better master each link of tourism marketing. Tourism marketing working ability mainly includes market research, marketing planning, brand promotion, the use of big data marketing tools, creativity and copywriting, team work and other aspects.

Through market research practice training, improve students ability to collect and analyze market data and understand the needs and preferences of target customers. Through marketing planning practice training, the mentor team guides students to develop effective marketing plans, including determining marketing goals, selecting marketing channels and means, and making a budget. Brand promotion is another key link in tourism marketing. Through the practical module, students can learn how to enhance the visibility and reputation of a tourist destination or tourism products through various channels and methods. The use of big data marketing tools is also an indispensable part of modern tourism marketing. Students need to know how to use big data analysis tools to optimize marketing strategies and improve marketing results.

In addition, creative and copywriting skills are also an important part of the tourism marketing skills. Students need to learn how to create engaging advertising copy and promotional materials to capture the attention of potential clients. Finally, the cultivation of teamwork ability can not be ignored. Tourism marketing often requires cross-departmental and cross-professional teamwork, and students need to learn how to play to their strengths in the team and cooperate with others to complete tasks.

To sum up, the design of the practice module plays a crucial role in the tourism marketing gold class. Through the comprehensive and systematic practice module design, students can not only master the core abilities of tourism marketing, but also constantly improve their comprehensive quality in practical operation, laying a solid foundation for their future career^[5].

2.2.2. Innovation of practical teaching system based on the integration of industry and education

In the construction of tourism marketing Golden Course, the innovation of practical teaching system based on the integration of industry and education is the key to improve the teaching effect and students practical ability. Through school-enterprise cooperation and the integration of industry and education, we integrate the new trends and requirements of tourism marketing talent demand into the course practice, so that students can be exposed to the real working environment and challenges, improve career cognition, set up career goals, clarify career paths and improve career ability.

Through careful design and reasonable arrangement of a series of practical teaching links, including experiments, practical training and practice, we have successfully built a marketing practice teaching system with cultivating comprehensive marketing literacy as the core and meeting the employment needs of the industry as the goal. This system mainly consists of the following parts:

First of all, we have established a diversified marketing experiment teaching system. This system is dominated by on-campus experiments, and different types of marketing experiments, such as verification, design, comprehensive and research experiments, can comprehensively improve students marketing practice ability and application skills. In the validation experiment, students can verify the correctness of theoretical knowledge through practical operation; design experiments require students to use the knowledge to solve practical problems; comprehensive experiments to deal with the complex market environment; research experiments encourage students to conduct in-depth market research to develop

their research ability and innovative thinking.

Secondly, we have built a practical training system for marketing innovation and entrepreneurship. This system is mainly in the form of open and independent participation, and stimulates students marketing innovation ability through scientific research project training, participation in marketing related discipline competitions, and innovation and entrepreneurship training activities. In scientific research project training, students can be exposed to cutting-edge marketing theory and practice to cultivate their scientific research literacy; discipline competition provides a platform for students to show and test their marketing ability; and innovation and entrepreneurship training encourages students to transform theoretical knowledge into practical entrepreneurial projects to cultivate their entrepreneurial spirit and practical ability.

Finally, we built a marketing post internship system. This system focuses on the industry-education integration base and its utilization of resources. Through school-enterprise cooperation, students can participate in real production practices such as enterprise market research, product development, business promotion, enterprise operation and management, so as to improve students professional ability and job adaptability. In market research, students can understand market demand and consumer behavior; product development lets students participate in the design and development of new products and cultivate their innovative thinking and teamwork ability; business promotion lets students learn how to promote the products and services effectively; and enterprise operation management lets students understand the daily operation of the enterprise and cultivate their management and decision-making ability.

Through the organic combination of the above three systems, we provide students with a comprehensive marketing practice teaching platform, so that they can comprehensively improve their comprehensive marketing literacy in the process of combining theory and practice, and lay a solid foundation for the future industry employment^[6].

3. Reform the Teaching Methods Around Optimizing the Teaching Effect

3.1. Application of Interactive Teaching Methods in Course Teaching

First of all, teachers and students interact, and the teaching team becomes the guide and promoter of students learning. By designing high-order, innovative and challenging course items and tasks, students are encouraged to take the use of course knowledge to explore and solve problems, and summarize and reflect on the advantages and losses in the interaction between teachers and students, so as to strengthen the learning and application effect of knowledge and skills.

Secondly, students interact, and students become the sharers and collaborators of knowledge and skills learning. Set up a project team according to the project objectives and task nature, reasonable division of labor and clear responsibilities. Under the guidance of certain acceptance standards, students should jointly discuss, analyze and solve problems, communicate and share views and opinions, and improve their ability of combining theory with practice, independent and cooperative learning, and teamwork.

Third, through the observer interaction, the students become the main body of the "role-playing" teaching activities. According to the characteristics of the project, each group has an observer in turn. The observer can play the role of teacher or group member. By observing the decision-making behavior of each group, they can find the required information, summarize and feedback relevant information in specific stages, and organize the group report, discussion, experiment and summary in time. This method effectively improves the learning efficiency of students, and cultivates their independent learning ability and innovative thinking.

Feedback and adjustment are an indispensable part of interactive teaching. Teachers and observers according to the learning needs and classroom performance, timely feedback and adjustment to ensure that teaching activities more in line with the actual needs of students, so as to improve the effectiveness of teaching and targeted, build a dynamic and interactive teaching environment, effectively improve the students interest in learning, participation and learning effect.

3.2. Design and Implementation of Situational Simulation and Industry Practice

In the construction of tourism marketing Golden Course, the design and implementation of situation simulation and industry practice are the key links to improve the teaching effect. Through the carefully

designed situation simulation, students can experience the breathtaking cruelty of tourism marketing environment and business war, and deepen the understanding and application of theoretical knowledge.

For example, through the tourism management virtual simulation system of NanKai University, student team in the form of competitive game, hotel managers, in the changing market environment, and real players in the guest room, restaurants, marketing, staff, guests, suppliers and material procurement competition, students in the simulation analysis target customers, develop marketing strategy, management operating enterprises, etc. This practice can not only exercise students ability of market analysis, but also improve their ability to communicate and solve problems.

At the same time, on the basis of the existing school-enterprise cooperation mode, we will further deepen the cooperation, closely combine the teaching content with the actual needs of enterprises, and carry out diversified industry practice activities, such as cognitive practice, industry investigation, market research, business development internship, post internship, graduation internship, etc. Through these practical activities, students can personally experience the industry environment, understand the operation process of the enterprise, and improve their practical working ability. In addition, the school will regularly hold activities such as enterprise forum and industry expert workshops, inviting business people and industry experts to the school for exchange and sharing, so as to provide students with more learning opportunities and cutting-edge knowledge of the industry. These initiatives aim to help students better adapt to the needs of the future workplace and cultivate high-quality talents with practical skills and innovative spirit^[7].

4. Strengthen Teacher Construction Centering on Improving Teaching Ability

4.1. School-Enterprise Cooperation to Form A Diversified Teaching Team

In the construction of tourism marketing Golden Course, school-enterprise cooperation is the key strategy to realize the seamless connection between teaching content and industry practice. Through close cooperation with the tourism industry, a diversified teaching team with rich practical experience and profound theoretical foundation can be established. We cooperate with Huazhu Group to jointly formulate talent training programs and jointly build industry-university cooperation courses. Corporate executives and senior marketing experts regularly participate in the teaching. This effectively improve the timeliness and practicability of the teaching content, stimulate the students interest in learning and participation, and through the enterprise real case analysis, with enterprise business process management, etc., students know more about the industry situation and trend, help them to further clarify the learning and career goals, and targeted learning and career development plan.

4.2. Consolidate the Foundation and Establish an Incentive and Growth System

Building a solid foundation means ensuring the frontier and practicality of the course content, which not only requires the teachers to continuously update the knowledge system, but also requires the course content to keep up with the latest trends in the tourism market. For example, according to the Global Tourism Market Report 2022, the application of digital marketing tools has become an important trend in tourism marketing. Therefore, more teaching content about social media marketing, big data analysis and other digital tools should be integrated into the course.

At the same time, an incentive mechanism based on teaching effect and scientific research results can be established, such as teaching innovation award and excellent teaching achievement award, etc., to encourage teachers to constantly explore and practice new teaching methods. By regularly organizing teachers to participate in academic exchanges and training at home and abroad, teachers professional quality and teaching ability can be improved. In addition, it is necessary to establish a system of teachers leading new to help new teachers grow rapidly.

4.3. People-Oriented, Improve the Organization and Guarantee System

① Implement the Excellent Teacher Program. Through a series of training, incentive and evaluation mechanisms, teachers professional quality and teaching level are comprehensively improved. At the same time, we will vigorously advocate and create a social fashion of respecting teachers and attaching importance to education, so that the teaching profession will become a profession respected by the whole society.

② Increase policy support, establish a coordinated education mechanism, and form a comprehensive and multi-level education support system through the joint efforts of the government, schools, families and all sectors of society. Ensure the rational allocation of educational resources and improve the quality of education.

③ Strengthen the organization and management of "golden course", improve the course quality assurance system, conduct comprehensive monitoring and continuous improvement of each link from course design, teaching implementation and evaluation feedback, and constantly improve the attractiveness and effectiveness of the course.

5. Strengthen Resource Integration Around Optimizing the Teaching Environment

5.1. Optimize the Course Teaching Suitability

Curriculum design must be closely aligned with students learning needs and teachers teaching ability. For example, by analyzing the data of students learning, we can find that they have shortcomings in the application of digital marketing tools, so the course content should focus on introducing the latest digital marketing cases and tools, such as using big data analysis to predict tourism market trends, or using social media marketing to enhance brand awareness. In addition, combining with the actual needs of the tourism industry and the characteristics of university-enterprise cooperation enterprises, course introduction of market research and SPSS application, brand strategy and CBBE model, tourism marketing planning "situation" "opportunity" "art" skills, etc., let students better more directly involved in the hotel enterprise management operation, development, branding, industry competition such as work practice, effectively improve the professional ability and comprehensive quality.

5.2. Strengthen the Co-Construction of Courses

① Establish a stable and continuous school-enterprise cooperation relationship, jointly formulate training plans, courses and practical teaching programs, and realize the effective connection between talent training and enterprise needs. ② Strengthen the construction and utilization of joint construction practice base, enterprises provide practice opportunities as needed, to achieve multi-win school-enterprise students. ③ Carry out industry-university-research cooperation and the transformation of achievements, and jointly guide and lead students to carry out scientific research projects and technological innovation to solve the urgent problems of enterprises. ④ Strengthen the school-enterprise teacher team construction, improve the teaching quality and practical teaching level. ⑤ Establish the school-enterprise cooperation evaluation mechanism, constantly improve and perfect the cooperation mode and teaching program, and constantly improve the quality of talent training and the competitiveness of enterprises.

5.3. Strengthen Multi-Win and Collaborative Education

① Build a "output-oriented" collaborative education quality community: through the school-enterprise studio, the introduction of enterprise projects, let students learn new technologies and new processes in practice, broaden their thinking, and increase their professional ability.

② The implementation of "double classroom" hierarchical cooperation: schools and enterprises jointly formulate talent training programs, reform the curriculum system, provide personalized innovative education modules, to ensure that students professional knowledge, practical ability and innovative quality are fully cultivated.

③ Implement multi-party cooperative education mode: through the division of labor and cooperation between vocational education groups and industry associations, realize "talent co-education, process co-management, achievement sharing and responsibility sharing", and promote the optimal allocation of educational resources.

The implementation of these measures will help to improve the quality of education, make the talent training more in line with the needs of the industry, and promote the promotion of students employment competitiveness.

6. Conclusion

Construction for the golden course of tourism marketing can be approached from four aspects.

Firstly, optimizing the course content around the goals of the golden course construction, such as adding the latest trends and case studies in the tourism market, strengthening the integration and innovation of theory and tourism business, and enhancing the application of digital marketing tools. The practical section should be designed based on improving students' practical abilities, integrating industry and education, and innovating the practical teaching system.

Secondly, reform teaching methods around optimizing teaching effectiveness, especially in combination with industry practice, design and implement interactive, situational, and on-site teaching methods.

The third aspect is to strengthen the construction of the teacher team with the focus on improving teaching ability, such as forming diversified teaching teams, establishing incentive and growth systems, and improving organizational support systems.

The fourth is to strengthen resource integration around optimizing the teaching environment, such as researching the suitability of curriculum teaching based on learning situations, introducing industry resources to enhance curriculum construction, and deepening practical efforts to strengthen win-win collaborative education.

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