

# Construction of a Tourist Ideological and Political System Management Courses Based on Practical Skills in Application-Oriented Universities

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**Abstract:** From “ideological and political curriculum” to “curriculum ideological and political curriculum system creation, “colleges and universities adhere to the education idea of moral education, combining ideological and political labor and professional curriculum teaching. Application-oriented universities place a premium on the development of vocational skills. This paper analyzes the implementation ideas of curriculum ideological and political system construction based on the decomposition of vocational ability of tourism management major, and tries to explore the path of curriculum ideological and political system construction in the process of professional curriculum system vocational ability cultivation, and ultimately improve the ideological and political education effect of tourism management major curriculum.

**Keywords:** Applied Undergraduate, Major in Tourism Management, Vocational Abilities, Curriculum Ideological and Political System

## 1. Introduction

Vocational education, which refers to the education of attaining professional information, skills, and professional ethics required for a certain activity or production and labor, should be prioritized in the process of nurturing applied undergraduate abilities. Professional ethics education is insufficient, especially for professional tourism management students in the process of participating in curriculum practice, extracurricular practice, for the basic connotation of professional ethics and the basic requirements and basic mode of cultivating the ability of professional knowledge.

The notion of “three-in-one education” highlights the need of a comprehensive, all-encompassing education. Because of the growing need for high-quality and high-level talents in economic and social growth, application-oriented colleges and universities should stress the integration of the idea of whole-course vocational ability training into the educational process [1]. Simultaneously, in the course of vocational ability training, provide appropriate curriculum ideological and political system requirements, enhance curriculum ideological and political system building, and play a constructive role in developing professional ethics education.

The first is the importance of developing an ideological and political structure for tourist management courses.

## 2. Enhance the Professionalism of Students

Majors in tourism management at application-oriented colleges should focus not only on developing professional abilities, but also on improving professional ethics. The current service sector expects practitioners to continually enhance their service level and professional ethics, hence tourist management talent training focuses on service orientation [2]. The need for honesty, honor, and humiliation in the process of delivering service to tourists is great, and it must be founded on right values. As a result, the importance of honesty, honor, and disgrace should be continually emphasized in the teaching of tourism management in application-oriented universities, and the education of students’ professional ethics should be strengthened, as well as the establishment of correct professional values [3], as shown in Figure 1.

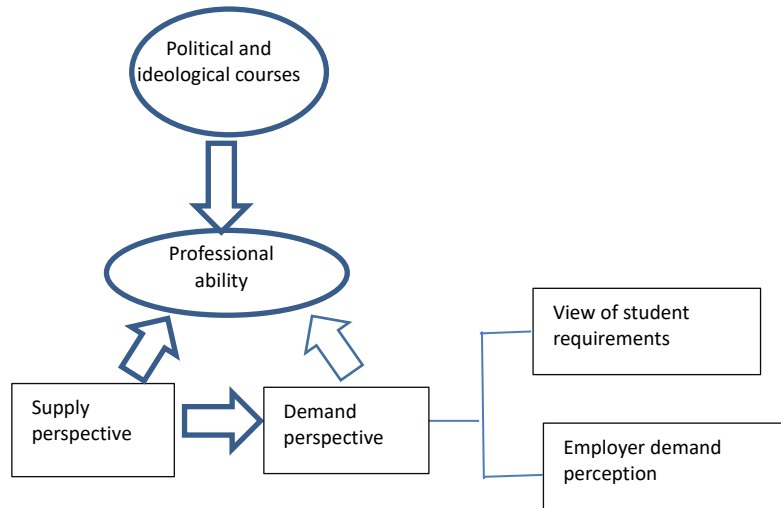


Figure 1: The perspective of curriculum ideological and political construction based on vocational ability.

### 2.1. Encourage Pupils to Take Responsibility

Students studying in tourist management will likely find work in the modern service business, of which tourism is the most concentrated. The tourist business places a high value on practitioners' awareness of their responsibilities. Tourism development and visitor experience should be the responsibility of all tourism service providers, producers, and policymakers [4].

Tourism practitioners have an unavoidable responsibility to tourists, tourism destinations, and the tourism development of the enterprise, to provide thoughtful travel services, popular with tourists in tourism products, to accelerate tourism development, and to promote sustainable development of the tourism destination as a whole, all require tourism practitioners to have higher responsibility consciousness [5].

### 2.2. Form a Proper Professional Attitude

The most perplexing aspect of the job search for tourism management majors is that the tourism industry is at a disadvantage in the talent competition with other industries; the entry threshold is low, the basic salary is low, and the income and future development platform of tourism-related service work after graduation are uncertain. This necessitates that students be guided in the process of talent cultivation at school to develop a positive attitude toward job hunting, strengthen the cultivation of independent and sound personalities, cultivate their ability and vision for career development planning, and establish job hunting confidence that long-term engagement in tourism service can provide a platform for personal development. Decomposition variables of tourism management professional ability [6], as shown in Table 1.

Table 1: Demand-oriented professional capacity requirements and curriculum ideological and political construction of tourism management professional posts

Jobs	Professional ability	Ability Requirements	Key points of political construction of the curriculum
The Department of tour guides, tour leaders, business and business administration of a travel agency	Basic knowledge of tourism management, capacity of Tourism Enterprise Management and service, capacity of tourism resources	Master the main job knowledge and skills of travel agency, master the knowledge and skills of tourism enterprise information management, through market research to carry out tourism product design and tourism planning.	Take a travel agency as an example, go deep into the practice of tourism industry, theory with practice, emancipate the mind, in-depth investigation, through investigation and research to provide solutions.
Development, operation and		Master the distribution of tourism resources, tourism resources	Taking a scenic spot as an example, the

reception of tourist attractions (destinations)	development and protection, capacity of tourism public management, Internet thinking and online services	analysis and evaluation of the basic methods, can carry out on-the-spot investigation and research data analysis, and finally make a scientific evaluation of the development of tourism resources.	concepts of ecological civilization construction, sustainable development, harmonious coexistence between human and nature and tourism resources development evaluation are integrated.
Tourism product sales, tourism consulting planning company marketing planning		Understand the development of tourism industry, through understanding the psychology and behavior of tourists to carry out tourism market research, and can complete the tourism theme project planning, tourism products and line marketing, advertising work.	Taking tourism product planning as an example, this paper integrates multi-theme requirements such as cultural development, non-inheritance and national rejuvenation into classroom teaching.
Hotel grass-roots service personnel, hotel grass-roots management, human resources training assistant, marketing, public relations planning		Master the main job knowledge and skills, such as front office, guest room, food and beverage management, with high theoretical level and hotel management system operational ability, can be competent for grass-roots posts; Have a high level of service English.	Taking students' practical employment experience as the starting point, the students' service to the people, professionalism and professionalism will be integrated into classroom teaching.
Internet travel service platform		Familiar with office software; ability to communicate and solve problems; good sense of service and professionalism, can adapt to shift work; industry has its own analysis and understanding, familiar with the OTA market; Interpersonal communication skills and team spirit, strong ability to withstand pressure.	Take Ctrip travel as an example, will work hard, entrepreneurial spirit, dedication, teamwork and so on into the classroom teaching.

### 3. Fundamental Skills

The ability to learn on one's own. Students can profit from self-learning abilities for the rest of their lives. Students can acquire healthy thinking habits and problem-solving skills while studying and working. They may emphasize their individual spirit in the workplace by working together to achieve job assignments, which fits the high level and severe standards of businesses for workers. Students can gain particular work knowledge and abilities through self-study in order to be more competent for the job, based on the requirements of various job tasks in businesses [7].

Information processing and digital application capabilities. The needs for data processing, picture processing, and information processing abilities of university graduates are continually improving, thanks to the fast expansion of the information age and network technology. The tourist business also has new criteria for graduates majoring in tourism management in terms of information processing, picture processing, and new media communication technologies. During the internship, we learnt from the businesses that students majoring in tourist management should be familiar with fundamental new media communication technologies including PS, public account operation, and short video clips in order to get a competitive edge in the future employment market.

Put your knowledge into practice. Through various practice linkages such as on-campus practice and off-campus practice, students majoring in tourist management at application-oriented colleges have developed specific practical abilities. I was adequately prepared for the features of high operability, practicality, and adaptability in the tourist business throughout my internship. Students' practical skill

must be stressed in order to fulfill the job demand of the tourist sector and to realize the merger of internship and employment.

### 3.1. Core Abilities

Communication and interpersonal skills. Serving visitors is the most important responsibility for a prospective tourism practitioner. Students with good interpersonal and communication skills can rapidly adjust to the work.

Tourism practitioners have the professional, communication, coordination and organizational skills required for human resource management. Professional competence standards vary by job in tourist businesses, but communication, coordination, and organizational competence needs are consistent. The tourist sector deals with a variety of customers, and “dealing with people” is an inherent difficulty for all tourism professionals. Every tourism practitioner must be able to cope with the interaction between the host and the visitor as chevalier.

Tourism practitioners are able to cope with the day-to-day operation of human resource management. Students may advance to team leaders or middle managers after 3-5 years of employment, which necessitates human resource management skills, the capacity to treat personnel incentives and punishments objectively and sensibly, and the ability to determine whether employees are competent or not.

Tourism practitioners have the ability to handle, coordinate, train, communicate and coordinate related business management tasks. Tourism has a wide range of customers. All sorts of tourist businesses are intertwined, necessitating a high level of flexibility in business management, coordination, and communication among practitioners.

Tourism practitioners can operate a variety of office software, including Office, UFIDA financial software, and the corresponding office hardware. In the information world, information processing competence is a general necessity for college graduates, and the tourist business is no exception. Tourism businesses also have a general office system and a business processing system, which necessitates students’ competence to operate important information systems in school.

Tourism practitioners cultivate a strong sense of service and improve their understanding of work efficiency. Students’ service conscience is highly valued in today’s service business. Students may logically evaluate service work, continually enhance work efficiency, stimulate the improvement of overall industry production efficiency, and increase industrial value, as shown in Figure 2.



Figure 2: Professional ability requirements of tourism management

### 3.2. Ability to Post

Major developed professional competence. The post ability requirements of students majoring in tourism management primarily include four aspects: basic theory of tourism management, tourism enterprise management and service ability, tourism resource development and planning ability, and tourism public management ability, in order to meet the needs of the tourism industry. Students must have a theoretical basis and theoretical literacy in order to be qualified for the profession. Students can adapt to new developments in the tourist sector by mastering the necessary new knowledge of management, statistics, economics, and the tourism industry [8].

Student work requirements vary depending on the type of tourist business. Mastering appropriate professional information and skills, as well as improving market research, product design, and tourist planning abilities, may assist students in adapting to the demands of various roles. Understand the basic situation and evaluation system for tourism resources, be familiar with relevant changes in the context of ecological civilization construction, be able to conduct quantitative data analysis of specific problems, and clearly grasp the current state and future development trend of the tourism industry

under the guidance of the state's important policies.

The role necessitates professional ability. Applied undergraduate tourist management graduates are mostly employed in the following positions at the moment. Tourist guides, team leaders, business and business management in travel agencies; development, operation, and reception of tourist attractions (destinations); tourism product sales, marketing strategy in tourism consulting and planning firms; The hotel's basic service crew; Basic hotel management, human resources training assistant, marketing, public relations planning, and other positions are available. Students are welcome in any department of the tourism and hospitality sector. Higher demands are placed on communication and coordination skills, organization and planning skills, data analysis skills, market research skills, product line design skills, and new media technology skills, among others. Students must also learn the tourist enterprise information technology platform and related electronic information system at the same time, as shown in Figure 3.

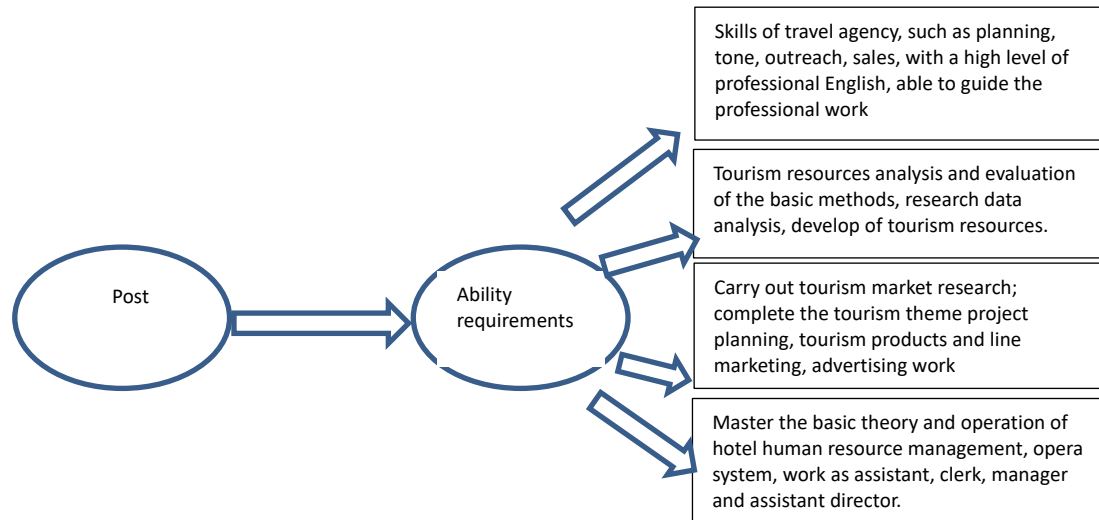


Figure 3: The professional ability requirement of the employment post of tourism management major.

### 3.3. Requirements for “Internet + Tourism” skills

Because most visitors select the Internet travel service platform as a result of the continuing expansion of the Internet, the Internet travel platform has also become the job orientation of application-oriented undergraduate tourism management students. Tourism consultant (multilingual), customer service specialist, business development (hotel business assistant, BD, marketing specialist, customer assistant), and other positions are available. Students' love and passion, pleasant and hopeful attitudes, language, service knowledge, and dedication are all required for these roles. In addition to being able to finish the task independently, I value collaborative skills, highlighting the students' excitement for the tourist industry's development and long-term development plans. Third, based on professional skills, the development of an ideology and political structure for tourist management courses, as shown in Figure 4.

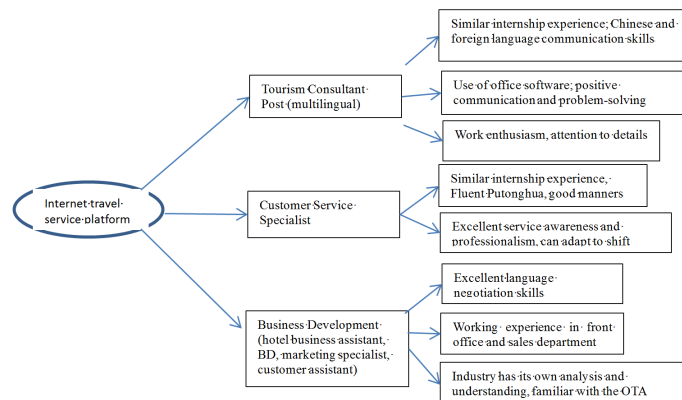


Figure 4: Internet tourism vocational ability requirements.

### ***3.4. Make the Case for Comprehensive Education and the Development of Fundamental Skills***

To develop abilities via the holistic growth of morals, intelligence, body, aesthetics, and labor, with a focus on the development of students' sound personalities. Tourist in the modern service business is the service focus of tourism management students. A good physical and sound psychological qualities are the most essential requirements for tourist skills. During the school year, the school should present all-round training needs for students' moral and aesthetic education, with an emphasis on students' artistic success. Students' moral education is more significant in ideological and political courses, whereas professional courses are more vital in moral and aesthetic education. In "Tourism Aesthetics," for example, cultivating students' aesthetic sensibility and aesthetic aptitude is critical.

The major of tourism management cultivates students' sense of service, sense of responsibility, professional determination and craftsman spirit. The existence of this sector is dependent on the professional quality needs of practitioners from all walks of life. The unpredictability of the service object drives the tourist industry's desire for students' service consciousness and responsibility consciousness [9]. If students work in roles connected to the tourist business in the future and come into contact with customers from all socioeconomic groups and locations, they will have to discard numerous obsolete conceptions and biases and treat all service items equally. In the working process, emphasize honesty, care, attention, and a feeling of responsibility.

From the content of tourism activities to the development and design of tourism products, it is critical to stress students' capacity to take a tourist's perspective and sense of responsibility. When students select an industry or platform for future development, they all expect to work in that industry or platform for a long time and acquire personal growth and development. Students must enhance their professional devotion, polish their job abilities, study consistently in tiny postings, seek to develop, broaden their professional cognition and vision, and maintain professional literacy throughout this process.

The Tourism Management major builds appropriate emotional attitudes and ideals and fosters connections and attraction among students. There have been numerous prejudices in the appraisal of the service sector for a long time, and students are no exception. Students must develop appropriate emotional attitudes and values as part of their professional learning process at school, and consider helping others as a reasonable job rather than a backward bias such as "serving others." Set the right values, and look at the work content and service object logically while calculating the worth of the job. Students' affinity and infectivity are highly valued in the service business, particularly in the tourist industry. When students interact with various sorts of customers, they must be able to express themselves, communicate effectively, and infect others around them. Tourists will receive the information they require in this manner, and will have a more enjoyable travel experience. Tourist satisfaction is strongly impacted by practitioners' affinity and attraction, which demands students to improve their communication and expressive abilities as part of their professional learning.

### ***3.5. Improve Core Competency and Adjust Teaching Goals***

Tourism management major needs to set the following teaching objectives.

Determine the course's ideological and political objectives. In the teaching of professional courses, ideological and political goals should be established, and the importance of improving students' professional ethics and quality should be highlighted. In tourist management courses, the teaching objectives of career development and the growth of professional values should be established. For example, moral education training objectives for professional ethics and professionalism of students in various positions should be offered in courses connected to tourist industry management, such as Hotel Management and Travel Agency Management.

Explore the ideological and political dimensions of the curriculum. The teaching content of tourist management courses can include a wide range of ideological and political topics. Tourism Scenic Spot Management and Tourism Resource Planning and Development, for example, include ideological and political factors relating to ecological civilization. The prerequisites for students' aesthetic feeling and aesthetic competence in the course of Tourism Aesthetics; the ideological and political factors associated to patriotism in the course of "Tourism Destination Management."

Pay attention to the emotion attitude assessment index. The construction of the curriculum ideological and political teaching system of the tourism management major should be comprehensively strengthened, from course ideological and political objectives to course ideological and political

elements, and then to the evaluation index of emotion and attitude in the teaching evaluation system. The assessment of professional emotion and attitude in tourist management courses may help students acquire a good career development concept and attitude, as well as provide a healthy emotional foundation for the future service industry while dealing with various service objects.

### **3.6. Expand Teaching Materials and Practice Post-Ability**

Curriculum ideological and political teaching resources are being developed. Curriculum ideological and political teaching resources, curriculum ideological and political teaching syllabus, and curriculum ideological and political teaching cases are developed on the basis of mining the curriculum ideological and political elements of the teaching content, and the guiding role of curriculum ideological and political teaching is established from the theoretical level. We value student input on their emotional attitudes during the case construction process, and we use the OBE teaching idea to improve students' emotional feeling of involvement and acquisition while silently completing the course's ideological and political teaching objectives [10].

This study provides ideological and political teaching tools for off-campus courses. On the basis of the ideological and political design of campus courses, the ideological and political textbooks of off-campus courses are developed. Off-campus teaching resources for the tourism management major include famous mountains and rivers, cultural relics and historic sites, museums, historical memorials, and various exhibition halls, among other things, which can be used as development objects for ideological and political teaching resources. Students' moral education goals can be assessed during the curricular practice process [11].

This study adds the ideological and political content of online courses. When classroom inside and outside school education teaching resources are insufficient, students can still benefit from online teaching by drawing lessons from other developed areas and college and university education teaching resources, supplementing offline teaching with online learning, and making full use of the online course education teaching resources to achieve the education teaching goal. For instance, different professional course curriculum ideological and political construction samples are included in the curriculum ideological and political construction project set up in the smart education platform of national higher education, which can achieve the educational goal of moral cultivation while improving professional education [12].

## **4. Conclusion**

Curriculum education system development aims to better realize the goal of education in the Khalid ents by decomposing various elements of tourism management professional ability, adjusting the curriculum teaching goal, curriculum evaluation system, and rich online face-to-face teaching resources, and achieving the cultivation effect of political education in professional education curriculum. As part of the contemporary service industry, the tourist industry has a powerful industry representation, so the vocational ability needs of the tourism industry, as well as the ideological and political system building, have a strong reference importance.

We should readjust teaching objectives, develop teaching resources, strengthen the operating mechanism of the trinity of educators, education objects, and education environment, and finally realize the all-round development of human beings, guided by the strict requirements of the tourism industry on practitioners' professional quality, dedication, service consciousness, responsibility consciousness, and professional values.

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