

Study on the Teaching Mode of "Certificate Course Training Competition" for Tourism Management Major (Undergraduate) under 1+X Certificate System

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Abstract: *With the continuous improvement of education in our country, undergraduate institutions have increasingly high requirements for talents in the field of tourism management. This necessitates the reform and innovation of talent cultivation models in tourism management programs, as well as a specific elaboration on the 1+X certificate system. Additionally, it is important to explore how to reform talent cultivation programs in universities under the 1+X certificate system, establish a scientific and specific talent cultivation model, and build a comprehensive curriculum system for the tourism management field. Furthermore, in the teaching of tourism management, it is essential to form dedicated teaching teams and emphasize the establishment of experimental training bases to further improve the talent cultivation system in universities, ultimately achieving the goal of cultivating applied talents.*

Keywords: *1+X Certificate System, Major in Tourism Management, Colleges and Universities, "Certificate Training Competition"*

In 2019, the Ministry of Education issued the Implementation Plan for the National Vocational Education Reform and the Pilot Plan for the Implementation of the "Educational Certificate + Certificates of Several Vocational Skills Levels" System in Colleges and Universities, referred to as the "1+X" certificate system. How to get rid of the previous training mode of professional and technical talents, and transform the training mode of talents into applied and compound ones, has become a big problem faced by many colleges and universities offering relevant majors. This article aims to analyze and study how to utilize the 1+X certificate system to change the talent development model in the undergraduate tourism management programs, in order to provide suggestions for talent cultivation in the tourism industry.

1. The significance of 1+X certificate system in the cultivation of tourism management professionals

For undergraduate colleges and universities with tourism management major, integrating the 1+X certificate system into the actual teaching process of the major and combining academic certificates with relevant vocational certificates is not only an important measure of teaching reform, but also a key system scheme for undergraduate colleges and universities to cultivate applied talents. The educational thought reflected in the 1+X certificate system broadens the teaching thinking for a type of education, and is also an important system for undergraduate colleges to realize moral cultivation, deepen school-enterprise cooperation, and perfect the combination of undergraduate education and training system. In practical teaching application, the 1+X certificate system has the following important meanings.

1.1. To be able to organically combine academic certificates with vocational skills certificates

In the current era of accelerating industrial transformation and upgrading, there is still a big gap between undergraduate colleges and the industry in the adaptability, innovation and application of talent training. Certificate system of 1 + X are evident advantage in this respect, 1 + X certificate system not only can make up the industry requirements and the poor co-ordination between the undergraduate course colleges and universities personnel training mode, also can let students deepen understanding of the professional knowledge, in order to make students more employment competitiveness, to let the students can better adapt to the demand for professionals in the industry. School through the organic combination of qualifications and professional skills certificate, not only can improve the school personnel training

system construction work, also can enhance the connection between the talent cultivation and industry demand, help students to improve their professional level, become the compound applied talents, lay a solid foundation for students' employment[1].

1.2. To be able to deepen the personnel training and evaluation mode reasonable integration

For set up tourism management undergraduate course colleges and universities, as the certificate of 1 + X system into the actual professional course teaching, not only can fully reasonable for social forces to participate in the student's education activities, can also help the school to further deepen the relationship between degree education and vocational training, schools in the education training combined, the combination of inside and outside work to carry out the better. At the same time, will be 1 + X certificate system into the actual professional course in the teaching process, there is conducive to the professional skills certificate and the combination of teaching system, in order to comprehensively deepen teachers, textbooks, teaching reform of "three religions", let the students get more comprehensive professional quality to promote, let the students future employment direction more clearly.

2. Problems faced by 1+X certificate system in the cultivation of tourism management professionals

Although many undergraduate colleges offering tourism management major have carried out active pilot teaching work on talent cultivation under the 1+X certificate system, there are still many shortcomings.

2.1. The professional course teaching content and skill certificate matching degree is not high

At present, undergraduate colleges offering tourism management major often do not pay attention to the importance of vocational skills certificate. However, for the training goal of tourism management major, whether students can actively adapt to the industrial transformation of the tourism industry is a crucial aspect.[2] In terms of professional skills certificate, many colleges tend to attach great importance to the earning of student guide certificate, so in the process of practical teaching courses are often associated with curriculum, but ignore the 1 + X "X" in the certificate system, this leads to the student for these certificates of professional skill acquisition also don't care. This shows that the university has not perfected the combination of talent training program and vocational skill certificate for tourism management major, and the integration of course certificate is not in place.

2.2. For the training of skills and certificates of teachers is not enough

With the vigorous implementation of the 1+X certificate system, undergraduate colleges offering tourism management major pay more and more attention to the acquisition of relevant vocational skills certificates. However, there are not enough teachers for the training of these vocational skills certificates in each college, and there is even a lack of relevant professional teachers. The vast majority of colleges and universities allow teachers to attend teacher training courses organized by the evaluation organization before students take the exam, obtain the corresponding level of evaluation certificate after one week of training time, and then return to the school to organize and train students. This kind of training way not only to give the high pressure, training teachers in the process of training to the student full of self-doubt, also let the student to certificate the practicality of suspicion, and how to get the validity of the certificate could not get the real test in the actual tourist market, greatly wreck the effectiveness and practicability of the certificate.

2.3. The degree of integration between the 1+X certificate system and school-enterprise cooperation is not high

At present, many colleges and universities have carried out school-enterprise cooperation with relevant enterprises in the tourism industry, but many enterprises do not have enough understanding of this, and the participation process of school-enterprise cooperation is not deep enough. In many enterprises, the content of school-enterprise cooperation is usually only to organize students to visit the company and study, without actually asking students to think deeply about the specific work content of this industry. Under the 1+X certificate system, the practicality and timeliness of vocational-related certificates need to be verified. In this regard, deepening the cooperation between universities and

enterprises is an excellent breakthrough. Therefore, enterprises should take on the social responsibility of talent development by establishing deep collaborations with educational institutions. This will provide students with a better platform to validate their vocational skills through the cooperation. Additionally, students can enhance their practical abilities in professional courses during this process. If the integration of university-industry cooperation is not high, it will be difficult to cultivate technically skilled applied talents and promote the advancement of the 1+X certificate system.[3]

3. Study on the teaching model of tourism management under the 1+X certificate system

To under 1 + X certificate system of tourism management professional talent training mode to reform the innovation, this allows us to cultivate applied talents with a more in-depth thinking, while the cultivation of applied talents positions in general is given priority to with higher vocational colleges, but in the undergraduate education, the cultivation of applied talents also is crucial. How to integrate the 1+X certificate system into the training of applied talents in undergraduate colleges and universities, and how to make use of the 1+X certificate system to show its due advantages in the training of applied talents in undergraduate colleges and universities are the problems that should be considered by educators of relevant majors in undergraduate colleges and universities. How to make the above problems reasonably optimized. Improve the adaptability, pertinence and flexibility of talent training. The following suggestions are put forward.

3.1. Improve the talent training program of tourism management

The talent training program of colleges and universities is the best way to cultivate students' professional skills and quality. The current training program of colleges and universities is often carried out according to the traditional education and teaching mode, and does not deeply integrate production and learning. As a highly oriented major, tourism management needs colleges and universities to integrate the talent training program with the industry standards of the tourism industry, and constantly improve the talent training program according to the industry needs and standards. When formulating talent cultivation plans, universities should reasonably combine industry requirements for students' professional qualities with vocational skill certifications, ensuring close integration between students and the modern tourism industry's upgrading and development. Universities should promote collaboration between teachers and industry experts to update and improve talent cultivation plans for tourism management majors, aiming to enhance students' competitiveness in the industry. Colleges and universities can put forward the teaching concept of "diversion" in the talent training program, and reflect the X in the 1+X certificate system in the content of talent training, so that students can choose a certain field according to their own wishes and actual needs.[4] Relevant vocational skills certificates can also be included in the content of talent training programs, so as to ensure the integration of courses and certificates in the teaching model.

3.2. Strengthen the training of teachers with vocational skills certificates

For the current shortage of college teachers, the opening of a tourism management professional undergraduate course colleges and universities can work together with the industry well-known enterprises, relying on the enterprise of the industry elite, formed an industry influential professional teachers team, in the process of practical teaching of tourism management, the curriculum evaluation combined with industry standards. Colleges and universities should actively introduce part-time teachers from famous enterprises to teach students, so as to form a talent training system of dual education of enterprises and colleges.[5] On the one hand, let the enterprise professionals "into the campus", close the distance with the students, let the students full of hope for the future of the major, and interested in the course content. On the other hand, teachers "out of the campus," understanding to the industry, in the actual industry work to master relevant certificates of professional skill knowledge and ability, improve the teachers' knowledge reserves and actual operation ability, and make teachers in tutoring students with certificates of professional skill training work more handy, lets the student for textual research through increased confidence, increase the certificate examination pass rate.

3.3. Strengthen the construction of training bases for school-enterprise cooperation

In the process of piloting the 1+X certificate system, universities should engage in deep cooperation and communication with enterprises to achieve the dual-oriented cultivation and collaborative education

goals. Under the background of the 1+X certificate system, it is necessary to establish practical training bases that are aligned with relevant vocational skill certificates and deepen the integration of university-industry cooperation. After integrating the existing resources of enterprises and universities, the assessment system for student vocational skill certificates should be determined, and students should be assisted in completing the training and assessment for relevant vocational skill certificates through the deep integration of university-industry cooperation. Additionally, on the basis of university-industry cooperation, the concept of integrating culture and tourism development should be instilled in students. During the construction of the training bases, active social training related to the relevant vocational skill certificates should be conducted to verify the effectiveness and practicality of the vocational certificates. Furthermore, efforts should be made to promote the development of local tourism economy and achieve deeper collaboration between academia and industry.

3.4. The vocational skill certificate will be included in the course assessment

In traditional talent cultivation system, student's result directly linked to course grade, but in the context of certificate system of 1 + X, colleges can completely include professional skills certificate in course examination of courses for the students professional skills certificate, curriculum result can adopt the method of directly determined, or to exempt the application to this course. When students pass the examination of the professional courses, they will be directly recognized as having passed the qualification examination of the corresponding vocational skill certificate. This can not only reduce the burden of repeated learning for students, but also make students more motivated to study the professional courses. Under the background of 1+X certificate system, the vocational skills certificate of tourism management should be integrated into the course assessment, so as to build a more perfect talent training system, deepen the construction of standardized curriculum system, help students to establish clear employment goals, and lay a solid foundation for their employment.

4. Conclusion

Under the 1+X certificate system, undergraduate colleges offering relevant majors still need to continuously innovate and improve the talent training mode of tourism management. During the current implementation process, it is still necessary to reflect on the talent cultivation model for the tourism management profession and consider the shortcomings of the existing model. In this process, it is important to continuously adjust and innovate the mode and methods of talent cultivation, in order to enable the talent cultivation under the 1+X certificate system to quickly adapt to the practical teaching needs of the universities and align with the demands of relevant enterprises. Through these efforts, it will be possible to cultivate a greater number of highly skilled and professional applied talents for the related industries. In the actual teaching process of undergraduate colleges, it is necessary to constantly explore the mutual similarities between the 1+X certificate system and the courses of tourism management, so as to achieve the purpose of making the two interdependent and complementary, so that the actual teaching process and the 1+X certificate system can support each other and provide a large number of high-quality talents for the tourism industry.

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