

Research on Ability and Quality Cultivation of Tourism Students in Higher Vocational Colleges Based on Ask Model

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Abstract: Because traditional teaching methods lay stress on the study of professional theoretical knowledge and neglect the cultivation of practical ability, the comprehensive ability of graduates majoring in tourism in HV (Higher Vocational) colleges is low, and there is a mismatch between supply and demand in the tourism market. ASK model is also called success ability model. ASK model is also called success ability model. ASK includes three contents, namely, A(Attitude), S(Skill) and K(Knowledge). This paper studies the cultivation of students' ability and quality of tourism major in HV colleges based on ASK model. The research group has carried out a series of investigations, analyses and summaries, combined human resources tools with the training objectives of tourism professionals in HV colleges, and constructed and improved a new ASK hierarchical model to enhance the core employability of tourism majors. It plays an important role in improving the quality of personnel training in HV education and the employability of HV students.

1. Introduction

In recent years, China's HV (Higher Vocational) education has developed rapidly, which has important strategic significance for promoting “changing the mode and structure” and improving people's livelihood, and effectively promotes the development of urbanization. The professional comprehensive quality of tourism practitioners should be reflected in the active service consciousness, proper appearance, flexible adaptability and good psychological quality in the process of tourism service[1-2].

Professionalism refers to the internal norms and requirements of the profession, which is a comprehensive quality displayed in the process of practicing. It includes professional ethics, professional skills, professional awareness and professional behavior, and is a code of conduct that human beings need to abide by in social activities. Only employees with higher professional quality can provide high-quality services. Whether a graduate majoring in tourism in HV colleges can successfully enter a tourism enterprise and perform well in the future career development directly depends on the level of students' professional quality.

2. Overview of Ask Model

ASK model is also called success ability model. ASK contains three elements: A(Attitude), S(Skill) and K(Knowledge) (see Figure 1).

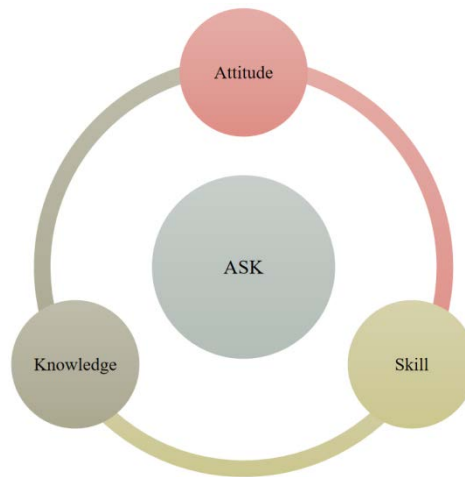


Fig.1 Ask Model

According to this theory, Attitude is a stable psychological tendency of individuals to treat others or things, and it is an innate quality of people. However, it can be cultivated through acquired education, and once attitude is formed, it will affect individual social behavior. Skill is a legal way of activity formed through learning; Knowledge is the result of human cognition of things. Because the service producer of tourism industry is the core factor of enterprise's competitive advantage[3].

At present, ASK hierarchical model is mainly used in the fields of human resource management and marketing training, but it is seldom used in the research of HV education, while it has not been involved in the construction of tourism major. At present, the research on the professional skills and quality of tourism in HV colleges mainly focuses on the improvement of professional skills and curriculum design. There is no complete framework for the employability of HV students, and they do not know enough about the needs of enterprises. The information between students, enterprises and schools is asymmetric, so it is impossible to solve the employment problem of HV graduates with the right medicine.

3. Problems Existing in the Training of Tourism Professionals

3.1 The Training Mode is Closed and Backward

The training mode is closed and backward. For a long time, the training mode of tourism professionals in HV colleges has not been seriously and fully investigated and demonstrated, and the professional direction and training goal have not been scientifically positioned. As a result, the education of tourism majors in HV colleges still hasn't broken the traditional closed education mode. It is not obvious that the differentiated teaching between tourism education and undergraduate education, which requires that the training of tourism talents in HV colleges should be based on strong application. Give full play to their professional advantages, develop their own characteristics and level, and cultivate tourism talents with their own characteristics.

3.2 Lack of Attention to Training

The cultivation of professional quality is the requirement of HV education. HV education is employment-oriented, while tourism is the leading industry of the tertiary industry and an economic industry characterized by the sale of labor services, which trains high-quality workers and applied professionals for the front line of service[4]. The enthusiasm for mass HV education mainly focuses on the high employment rate of HV colleges. If the employment difficulties of HV students are caused by professional quality problems, and parents' educational investment is not well rewarded, people's dissatisfaction with HV education will inevitably increase, which is obviously unfavorable to the development of HV education.

In recent years, HV colleges have made many positive attempts in teaching reform. Due to the restriction of system and mechanism and the influence of traditional higher education, there are still

some problems in the training of talents in HV colleges, such as the lack of professional pertinence of curriculum system and teaching system, the lack of practical teaching resources, the slow transformation of students' professional knowledge and skills into the employability required by employers, and the fact that fresh graduates still can't meet the requirements of enterprises' competence after graduation.

3.3 Learning Enthusiasm is Not High

The author selected some representative colleges and universities to conduct interviews and survey, and distributed relevant questionnaires. A total of 300 questionnaires were distributed, and 225 were collected, of which 238 were valid questionnaires, and the recovery rate of valid questionnaires was 879.33%. The survey results of vocational college students' attitude towards traditional teaching methods are shown in Figure 2.

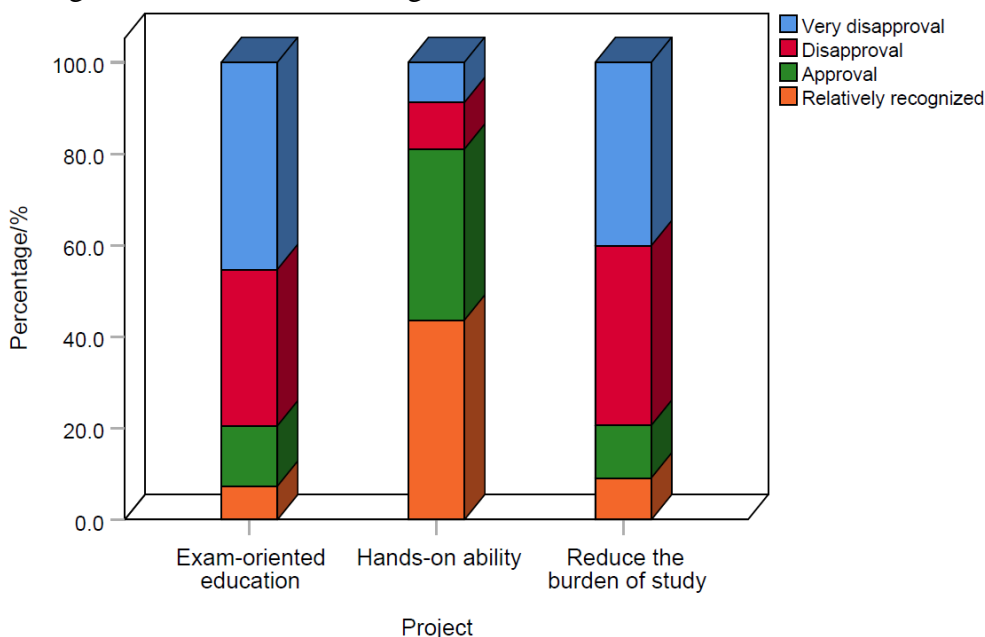


Fig.2 Survey Result

The survey results show that more than 60% of students are not interested in the teacher-centered classroom teaching environment, 20.1% of students show a neutral attitude towards the indoctrination environment in which teachers lecture students, and 10.5% of students like this traditional classroom environment.

The students who voted in favor (7.3%) said that in the context of exam-oriented education in China, they had become accustomed to the traditional way of passively listening to teachers to impart knowledge, and felt unable to adapt to the new diversified teaching environment with student-centered and tourism tasks as the main line.

4. Strategies for Cultivating the Ability and Quality of Students Majoring in Tourism in HV Colleges

4.1 Promote School-Enterprise Cooperation

Promote school-enterprise cooperation, form a campus culture with the characteristics of HV education, and form a situation of working together to improve students' employability. HV colleges should cultivate the campus culture with the characteristics of HV education, that is, through the talent training mode of school-enterprise cooperation, form a campus culture that pays attention to the improvement of students' employability. For example, HV colleges unify the educational concept of faculty and staff through the use of major development events such as talent training evaluation and the establishment of model colleges; In the teaching process, pay attention to the introduction of enterprise experts, pay attention to teachers' practical application ability, and

enable students to improve their employability in productive training and post practice[5-6]. Creating a strong atmosphere of campus culture in HV colleges is an important means to cultivate students' employability, and the cultivation process of campus culture in HV colleges is the cultivation process of students' employability.

Based on the analysis of personal and internal and external environmental factors, determine a person's career development goal, select the occupation or post to achieve this career goal, work out the corresponding work, education and training action plan, and make reasonable arrangements for the time, projects and measures of each step. Therefore, from the beginning of students' admission, let them know as much as possible about their major, and get in touch with the society extensively, and understand the needs of the society and the requirements of employers. The school can offer career planning courses, seminars on the employment experience of previous outstanding graduates, and through school-enterprise cooperation, let students understand their major, and then find[7] their ideal career. For this reason, they can learn relevant professional knowledge in a targeted way and reserve their knowledge in advance.

4.2 Constructing a Curriculum System Oriented by Professional Ability

The growth of people's professional ability should follow the law of advanced ability[8], because the formation of ability is not a simple learning process from “not knowing knowledge” to “mastering skills”; Instead, it is a process of ability improvement from “completing simple tasks” to “being competent for complex jobs”. According to the development law of professional ability, four different stages of “technical basic ability training, core ability training, comprehensive ability training and expansion ability training” are designed to offer all professional courses (see Figure 3).

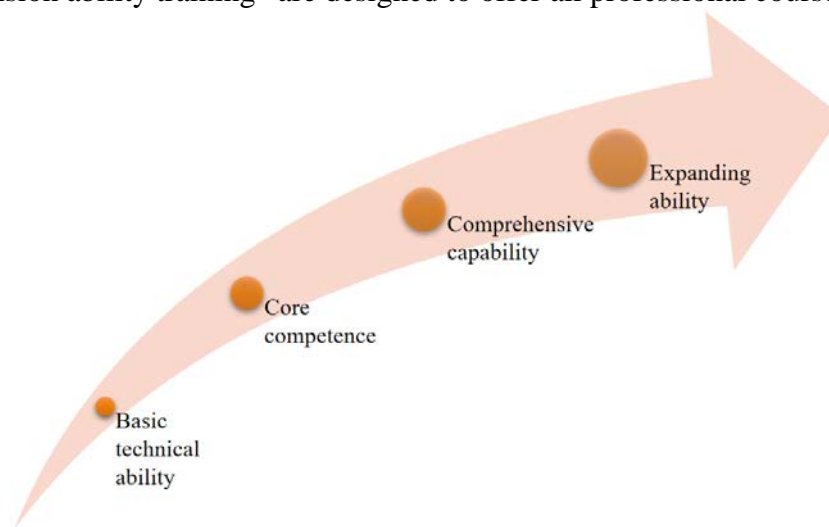


Fig.3 Curriculum Planning Route of Tourism Major Based on the Law of Ability Development

Curriculum and teaching should be adapted to the training objectives, pay attention to the cultivation of students' ability, and strengthen the close connection with students' life, major and social practice. Professional skill courses should adopt the curriculum structure of professional core courses plus professional (skill) oriented courses according to the ability requirements of the corresponding professional posts (groups).

Considering that “cultural quality” is a very important factor for tourism professionals, we can add some elective courses in different fields, such as exhibition services, tourism etiquette, outdoor recreation and so on, within the scope of elective courses. Choose courses with different expansion abilities, such as tourism e-commerce, management foundation, travel agency operation and management practice, air travel and ticket booking, etc. By studying these courses, the employment competitiveness of graduates will be enhanced.

4.3 Create a Good Professional Atmosphere

To cultivate students' good professional quality, it is also necessary to actively carry out

extracurricular activities, participate in campus activities, and build campus culture to stimulate students' professional awareness. For example, students' professional skills, adaptability, psychological quality, and language expression ability can be trained by holding debate contests, speech contests, and skill contests for tourism majors. Students' sense of professional value can be reflected by participating in social practice activities such as etiquette services and voluntary tour guides.

Students are required to pay attention to their external image in daily life, so as to be dignified, stable, natural and graceful; Living language, that is, flexible language[9]. Strengthen language training inside and outside the classroom, so that students can develop good habits of speaking accurately and concisely, speaking sweetly, being warm and humorous, and being polite; Excellent temperament means paying attention to cultivating one's own temperament. When communicating with tourists, one should show sincere concern for guests and sincerity and confidence in tour guide service. The core of tour guides to maintain their temperament beauty is a heartfelt smile.

4.4 Strengthen the Practice Orientation of Students' Training

HV education trains applied and skilled talents, so it is very important to strengthen practical teaching. HV colleges should strengthen the construction of practice teaching platform on campus, integrate theory with practice, deepen students' understanding of theoretical knowledge and professional direction, and train students' basic professional skills. Cultivate one's own professional experience, attitude, quality, ability and habits, and accelerate the process of transformation from natural person to professional person. Make joint use of the resources of both parties, continuously infiltrate the industry content into classroom teaching, and provide rich materials for classroom teaching, so that schools and enterprises can achieve a win-win situation in the process of cooperation[10].

Students majoring in tourism in HV colleges have great individual differences in knowledge structure and learning ability. Therefore, when designing learning tasks, teachers should fully consider the knowledge, cognition, personality and interest characteristics of students at different levels, and design task chains with various forms from easy to difficult, step by step from the outside to the inside, layer by layer and in depth. Good language skills and professional English skills, excellent knowledge of safety maintenance; Patience and meticulous work attitude and strong sense of responsibility. The effective connection between the designed classroom tasks and the post ability of teachers can stimulate students' curiosity about their future jobs, and concentrate more on learning basic theoretical knowledge and practical skills.

Promoting the international cooperation of tourism talents training is one of the new development trends of China's tourism higher education. Based on the era of big data, the development of smart tourism is born. Facing the new generation of network environment, we should develop targeted digital curriculum content in tourism education, integrate teaching resources to the maximum extent, enable students to learn to study, learn to live and work, promote students' all-round sustainable development through multiple channels, and cultivate tourism talents with international awareness and international competitiveness.

5. Conclusions

The professional comprehensive quality of tourism practitioners should be reflected in the active service consciousness, proper appearance, flexible adaptability and good psychological quality in the process of tourism service. This requires that the training of tourism talents in HV colleges should be based on strong application. Give full play to their professional advantages, develop their own characteristics and level, and cultivate tourism talents with their own characteristics. Only by combining the ASK model, which is widely researched and applied by enterprises, with the employability training of HV students, and constantly strengthening the employability training of HV students under the guidance of the ASK model of enterprises, can the connotation construction of HV colleges be promoted, so that HV students can get more employment advantages and continuously improve the employment quality.

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