

# Research on the Practical Teaching of Tourism in Vocational Schools in the Era of Integrated Development of Culture and Tourism

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**Abstract:** Among the courses offered by travel management specialty, practical teaching is a very important course. Cultural tourism integration is the general trend of the development of cultural industry and tourism in the future. With the vigorous development of the tourism industry at this stage, the traditional travel management skills in the past have long been unable to meet the needs of the current society. While promoting the integrated development of culture and tourism in China, there is a shortage of high-level compound talents, and the lack of high-quality talents in the tourism industry has become an important factor limiting the development of China's tourism industry. The lack of talents leads to the lack of endogenous force in the integrated development of culture and tourism, especially in the education of vocational schools. The integrated development of tourism puts forward new requirements for the training of tourism talents. Higher vocational tourism talents should take cultural quality as the core, and have the comprehensive ability of service, planning, management, and marketing. This paper analyzes the background of the times put forward by the integration of culture and tourism and puts forward suggestions for the development of the talent training mode for travel management professionals in vocational schools under the background of integration of culture and tourism.

## 1. Introduction

In recent years, the professional tendency of tourism specialty itself has gradually been recognized and accepted by many domestic tourism departments. With the worldwide control of the epidemic situation, the domestic tourism market is gradually warming up, and these factors also accelerate the transformation of the tourism industry in the new cultural tourism era. China is the most popular destination in the world and one of the countries with the largest tourist output. In recent years, China's tourism industry has been in the process of rapid development. Under the background of the new era, the integration of culture and tourism is advancing in-depth. We pay attention to "integration of culture and tourism" again, that is, we should look at the new kinetic energy of integration of culture and tourism from a new perspective and fully understand the significance of integration of culture and tourism. This puts forward higher requirements for the education of tourism talents. It is far from enough to meet the industry's demand for tourism talents only in quantity. We must check the quality. In order to meet the reform requirements of the tourism industry, the training of travel management professionals in vocational schools also needs to be guided by this, and reform from the aspects of theoretical teaching, practice, and practical training.

Practical teaching is to place students in the actual production and living environment through a planned organization, and train students to use the theoretical knowledge they have learned in the classroom to solve various problems encountered in the real environment. my country's tourism industry has developed rapidly, gradually showing a diversified situation. Tourism can be effectively combined with science and technology, culture, agriculture, sports, and other modules to achieve a diversified new tourism model, which can meet people's diverse needs. The characteristics of the new cultural tourism era are: the products of the cultural tourism industry are developing in the direction of quality, specialization, and intelligence, and the policies of the cultural tourism industry are constantly innovating and reforming. Compared with the previous

tourism market, there are subversive changes. Provide more opportunities and challenges. As tourism majors in higher vocational education, the main task is to cultivate qualified talents for society. Tourism is not the same as travel management, and there is not much experience to learn from in the construction of a practical teaching system. How to give full play to one's own strengths and highlight professional characteristics is a problem worthy of discussion.

## **2. The current situation and problems of higher vocational tourism practice teaching in the era of integrated development of culture and tourism**

### **2.1 The need for teaching**

With the continuous development of China's economy and the improvement of the tourism environment, tourism has gradually become an important industry of the national economy. Under such a new normal, it is urgent to cultivate a group of high-quality tourism talents to meet the requirements of the industry. From the long-term employment feedback, employers often complain about the poor professionalism of students and the high cost of enterprise training. Once job-hopping is mature, the job-hopping rate is quite high, resulting in a dilemma for enterprises. Without training, the service does not meet the standard, and the training makes wedding clothes for others, which makes us have to reflect that there may be problems in the current education of students by schools. Therefore, it is very necessary to carry out tourism practice teaching in vocational schools in the era of integrated development of culture and tourism, keep up with current events and cultivate compound talents.

### **2.2 The current situation of practical teaching of tourism in vocational schools in the era of integrated development of culture and tourism**

Compared with the extensive and homogeneous tourism development period in the past, the new cultural tourism era has the following different aspects: the goal of cultivating a healthy development model with tourism as the essence, community tourism, business format internationalization, IP localization, cultural Self-confidence building, digital technology application, cross-border resource integration, business model innovation, and other eight aspects. The implementation of cultural and tourism integration into the industry is in the form of "integration" and benefit in "integration". At the practical level, cultural and tourism integration is reflected in the integration of ideas, functions, industries, markets, services, and regional exchanges. Integration, etc. several aspects. With the improvement of people's purchasing level, there is a higher demand for tourism, which is no longer satisfied with simple vacations, sightseeing, and leisure. People's demand for tourism also shows a diversified trend. People are pursuing quality and individual tourism activities, and tourism and cultural products are spiritual contents. The integration of culture and tourism can enrich people's emotional experience and meet tourists' demand for "novelty" and "difference". Under such a background, excellent talents for the integration of culture and tourism are scarce, which can't meet the social needs. Especially with the deepening of the new social norms, the tourism industry must strengthen the cultivation of talents in order to achieve sustainable development. On the basis of the incomplete development of the tourism education system, how to improve the level of tourism education in higher vocational schools to meet the needs of posts is also the focus of higher vocational tourism education.

### **2.3 Problems in the practical teaching of tourism in higher vocational education**

At present, tourists are not only satisfied with single and static tourism, but also have a strong demand for culture. Therefore, the integration of culture and tourism can well meet the growing beautiful tourism needs of tourists, so that tourists can not only feast their eyes but also feel the charm of culture. With the continuous promotion and development of tourism, some teaching concepts fall into ambiguity. The teaching knowledge explained by the teachers in the classroom may not meet the current enterprise needs and cannot improve the comprehensive quality of students, resulting in the poor combination of theory and practice, divorced from the actual market

demand, not in line with the domestic and international society, and unable to cultivate excellent compound talents. Secondly, the vocational education of tourism in vocational schools has not been able to integrate with the Internet, and our country has entered the Internet era. Without full use of the Internet, students cannot master the latest key tourism information, which limits the further development of local tourism. At the same time, the professional standardization level of tourism teachers in vocational schools is generally relatively low, and there is a lack of a comprehensive human resource management platform, especially for the research on tourism talents in new formats.

### **3. Improvement measures for practical teaching of tourism in higher vocational education**

#### **3.1 Cultivating talents in the tourism industry**

The tourism industry involves many contents and is closely related to other industries. In order to realize the sustainable development of the tourism industry, it is necessary to speed up personnel training, improve the quality of employees and give full play to the advantages of abundant human resources in China. If we want to do a good job in the great article on talent development, we need to pay attention to the cultivation of professional ability in teaching design. Tourism education in vocational schools bears the heavy burden of cultivating tourism talents in China and plays a role in cultivating high-quality skilled tourism talents. Under the background of integration of culture and tourism, fully understanding the demand characteristics of tourism talents under the new situation will help to promote the improvement of the training quality of tourism talents. To realize the in-depth integration of culture and tourism, we need to break through the thinking barriers in the traditional sense, promote the upgrading and transformation of education mode by innovation and entrepreneurship, integrate the elements and resources between culture and tourism integration, stimulate the vitality of tourism development, and speed up the construction of tourism demonstration area. All regions in China should actively train local business owners and heads of cultural enterprises in combination with the tourism talent training plan in the tourism industry.

#### **3.2 Optimize tourism curriculum**

Because of the changes in industry needs, the tourism industry must set up comprehensive practical courses, have in-depth tourism knowledge, and understand the local customs. Taking vocational ability training as the core, through the establishment of public courses, professional courses, professional core courses, and elective and expansion courses, a systematic course system based on the job process of tourism enterprises is formed. The professional content is subdivided into specific modules through integration, and teaching resources are integrated through modular teaching to improve teaching efficiency. For teachers in school, we will provide them with the opportunity to study and further study in higher institutions, improve their academic level and theoretical teaching level, so that teachers can grasp the demand for talents in the tourism industry in the new period. At the same time, we will arrange teachers to participate in the research and practice of enterprises and learn about the latest trends, so as to adjust the teaching content and teaching methods, and encourage teachers to obtain more qualifications through further study and grade examination, support them to carry out temporary training, improve teachers' comprehensive ability and improve teachers' abilities. To strengthen the construction of a teaching management system, we can organize specialized teaching management researchers to form a specialized unified command department for practical teaching, formulate a specialized teaching management system, and improve the level and quality of practical teaching under the condition of a sufficient policy environment and organizational guarantee.

#### **3.3 Create off-campus training bases**

Vocational schools should constantly promote school-enterprise cooperation, increase contact with relevant enterprises in the tourism industry, and create an off-campus training base for their major, so as to provide a corresponding guarantee for practical teaching. Lead students to go out, let

students perceive the characteristics of the tourism industry on the spot, be familiar with the tourism service process, and let students accept the edification of diversified tourism culture. Make full use of cooperative enterprises to carry out practical teaching, so that students can work and learn in a real tourism atmosphere, and gradually become high-quality talents with rich work experience and profound professional theoretical knowledge. Encourage students to participate in social practice, improve the quality and strength of students' social activities, and improve students' professional quality and ability.

#### 4. Conclusions

Under the background of the rapid development of tourism in my country at this stage, the travel management major in universities should also keep pace with the times, so as to continuously supply high-quality professionals for my country's tourism industry. Vocational tourism is the main base for training high-quality, practical and innovative professionals urgently needed by the tourism industry in my country. Under the background of the rapid development of tourism in my country at this stage, the travel management major in universities should also keep pace with the times, so as to continuously supply high-quality professionals for my country's tourism industry. The teaching of travel management in vocational schools should scientifically and reasonably set the goals and tasks of talent training, build a sound and complete curriculum system, comprehensively carry out the teaching strategy of integrating production, learning and research, expand and strengthen the team of teachers, optimize practical training bases and conditions, and strengthen the cultivation of cultural and tourism talents. Realize the international development of talents.

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