

A Study on the Cultural Penetration of Secondary Tourism Textbook

-- A Case Study of the Basic Knowledge of National Tour Guides

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Abstract

As the basis for training tour guides in the new era, secondary vocational tourism textbooks can enable students to master systematic theoretical knowledge and help them understand teachers' classroom teaching. As one of the compulsory textbooks for secondary vocational tourism majors, the Basic Knowledge of National Tour Guides covers a wide range of contents, including the content of Chinese traditional culture, which is a necessary professional knowledge for tour guides. How to strengthen the penetration of Chinese traditional culture and improve the vocational ability of secondary vocational school students is a problem that needs attention in current tourism textbooks and teaching.

Keywords

Secondary vocational schools; Textbooks; Cultural infiltration.

1. Introduction

As the most direct carrier to achieve the training goal, secondary vocational tourism textbooks have important reference significance for tourism students on how to treat different people, things and phenomena, what knowledge, accomplishments and skills they should have, and how to improve their service level. The Basic Knowledge of National Tour Guides mainly involves China's historical common sense, folk customs, religion, architecture, gardens, cuisine and the situation of China's major tourist source countries. It has a comprehensive, authoritative and practical knowledge system[1]. The 2018 "State Council's Institutional Reform Plan" mentioned that "integrating the responsibilities of the Ministry of Culture and the National Tourism Administration, and establishing the Ministry of Culture and Tourism as a constituent department of the State Council[2]. This reflects the inseparable relationship between culture and tourism. The 2019" Measures for the Administration of Teaching Materials for Vocational Colleges "indicates that vocational colleges should "We should organically integrate the excellent traditional Chinese culture, revolutionary tradition, rule of law awareness, national security, national unity and ecological civilization education, and promote the spirit of professionalism, professionalism, craftsmanship and model workers." [3]Therefore, infiltrating the excellent traditional culture of our country into the textbooks of tourism major in secondary vocational schools will help to adapt to the development of the new era and implement the talent training strategy.

2. The Importance of Cultural Penetration in Secondary Tourism Teaching Materials

2.1. Contribute to the formation of professional ethics

Students majoring in tourism should have basic professional ethics: love their jobs, be honest and trustworthy, handle affairs fairly, serve the masses and contribute to the society. The spirit of love and dedication to work has become the most basic requirement for working in the industry. Love and dedication to work does not require that a person can only be loyal to one post in his life, but that he should be conscientious, responsible and loving every day of a post. In addition, in the work of tour groups and travel agencies, tourists should not be deceived and reprimanded, but should be persuaded and reminded of their behavior with gentle and kind words. When visiting cultural relics and historic sites, tourists who are damaged or touch valuable cultural relics at will should be stopped in time. If the stop is ineffective, they can take legal ways to deal with it impartially. Serving the masses and contributing to the society is to implement the moral standard of service all the time as a service staff, which depends on the continuous penetration of excellent traditional culture, such as the familiar "Lei Feng Spirit" and "the great nation craftsman spirit".

2.2. Contributes to the accumulation of professional knowledge

The layout of each chapter of the Basic Knowledge of National Tour Guides is reasonable and covers a wide range of contents. See Table 1 for the specific content of excellent culture infiltration. This teaching material can help tourism practitioners master rich knowledge of Chinese traditional culture, enable them to accurately disseminate Chinese cultural knowledge to local tourists, even world tourists, and bring Chinese excellent traditional culture to all corners of the world.

2.3. Contributes to the the improvement of skill ability

The penetration of excellent traditional culture will further enhance the language expression, logical reasoning and aesthetic ability of tourism students. The appreciation and analysis of tourism poetry and songs in the Basic Knowledge of National Tour Guides will link tourism resources with humanistic feelings, and carefully think about and ponder the meaning of the words used by the author. In the process of research, students majoring in tourism will connect the theoretical knowledge in the textbooks with the great rivers and mountains of the motherland, praise the grandeur and majesty of the motherland to the students of the research group, and stimulate their patriotism.

3. The Current Situation of Cultural Penetration in Secondary Tourism Teaching Materials

3.1. Textbook basics are not detailed enough

According to Table 1 Summary of Pages of Excellent Traditional Culture Content Infiltrated in the National Basic Knowledge of Tour Guides, knowledge points such as "Three Major Markets of China's Tourism Industry", "Overview of Tourism Industry" and "National Profile" should be more detailed. However, the "three major markets of China's tourism industry" only occupy three pages. The definition and characteristics of China's inbound tourism market, China's domestic tourism market and China's outbound tourism market are just introduced. If they can fully explain their cultural impact and role on the entry-exit countries, students will be more impressed with this knowledge point. For example, the "Tourism Overview" and "Ethnic Overview" occupy 4 pages and 8 pages respectively. As for the "Composition of Tourism" in the "Tourism Overview", which involves the "three pillars" of tourism, namely travel agencies,

transportation and accommodation industries, we can also add the high-speed rail technology of our country to it to increase cultural confidence. In the "Ethnic Profile", you can introduce the folk culture and costume features of our 56 ethnic minorities in detail, which can be accompanied by pictures to further increase the penetration of excellent traditional culture.

Table 1 Basic Knowledge of National Tour Guides Penetrating Excellent Traditional Culture Page Summary

Chapter Title	Section Title	the number of pages (unit:page)
Great achievements of the CPC	A Brief History of the Development of the CPC	8
	The Establishment of Socialist System and the Exploration of Socialist Construction	3
	The socialist path with Chinese characteristics	4
	Reunification of the motherland and diplomatic achievements	3
	The "the Belt and Road" Initiative and a community with a shared future for mankind	2
	Achievements since the founding of the People's Republic of China	6
Overview of China's Tourism Development	Overview of tourism	4
	Development History of China's Tourism Industry	4
	Three major markets of China's tourism industry	3
	Tourism Day and the World Tourism Organization	4
	Overview of tourism hotspots	6
	New forms of tourism development	6
Knowledge of Chinese history and culture	Chinese history and culture	8
	Achievements in Chinese ideology, culture and art	12
	China's scientific and technological achievements	7
	Common Sense of Chinese History and Culture	11
Knowledge of Chinese Literature	The Origin and Development of Chinese Characters and Common Sense of Rhythm of Poetry and Couplets	5
	Appreciation of famous tourism poems, travel notes and couplets	18
Chinese arts and crafts	Overview of Chinese Ceramics	8
	Overview of Chinese Brocade Craft and Lacquer, Tin and Bronze Ware	8
	Chinese Sculpture Art	8
	Four Treasures of Study and Folk Art in China	6
Chinese Architecture, Gardens and Food Culture	Chinese architectural art	34
	Chinese garden art	12
	Chinese food culture	17
Chinese Ethnic and Religious Knowledge	Ethnic Profile	8
	Religious knowledge	35
Common Sense of Chinese Nature and Geography	Overview of China's Geographical Environment	9
	Geological landform tourism landscape	10
	Water scenery and tourism landscape	6
	Animal and plant tourism landscape	4
	Climate, meteorology and astronomical tourism landscape	3
Overview of China's main tourist source countries	Overview of major tourist source countries in Asia	16
	Overview of major tourist source countries in Europe	16
	Overview of major tourist source countries in other continents of China	11

3.2. The logical order of the textbook needs to be adjusted

Table 1 In the summary table of pages of excellent traditional culture content infiltrated in the Basic Knowledge of National Tour Guides, the second chapter is the overview of China's tourism development, the eighth chapter is the general knowledge of China's nature and geography, and the ninth chapter is the overview of China's main tourist source countries. The knowledge related to tourism will be more conducive to the contact and understanding of secondary vocational school students if placed in the consecutive chapters.

3.3. The content of the textbook is not up to date

It takes a lot of time for the country to compile textbooks, which leads to a long cycle of textbooks. After a textbook is compiled, it will be published for a period of time. When a specific textbook is used by students, the content of the textbook will be relatively backward [4]. In addition, the textbooks lack new knowledge of current affairs and politics, so students cannot systematically learn these knowledge points that are closely related to national events. For example, in the textbook "Basic Knowledge of National Tour Guides", although the textbook is compiled regularly, many of the introductions and grading of scenic spots in the book have obvious deviations from the actual situation. If students follow the textbook and do not correct it in time, the future tour guide examination and actual tour guide work will be affected.

4. Ways of Cultural Infiltration in Middle-Level Tourism Teaching Materials

4.1. Clarify teaching objectives

The compilation of teaching materials should be combined with the professional training program, set the general goal, and print the learning goal of this book and the learning requirements of each chapter on the teaching materials. In the process of teaching, teachers should guide students how to interpret and decompose the learning objectives, and finally set up personal objectives that conform to their own learning reality, master a learning method, and improve their ability to learn cultural knowledge.

4.2. Improve teaching content

The Ministry of Education should be more rigorous in the compilation of teaching materials, and the teaching content should be clear in priority. Due to the weak learning initiative of secondary vocational school students, their learning attention is relatively scattered. Therefore, the details in the textbook should be as detailed as possible, and those who can use pictures and texts should use pictures and texts as much as possible to help them understand and remember. Due to the limited length and pages of the textbook, students also need to read more extracurricular cultural books to broaden their horizons and learn more about China's excellent traditional culture.

4.3. Improving teaching standards

Teachers should stimulate students' interest in learning Chinese traditional culture actively, and show students the charm of traditional culture from multiple perspectives with the help of multimedia teaching in the way of combining teaching with entertainment. In addition to the theoretical knowledge learned from books, you can also organize research trips to visit the hometown of great people, red sites, history museums and other tourist sites in person to actively accept the influence of the excellent traditional Chinese culture.

5. Conclusion

To sum up, the teaching of knowledge and skills has laid the foundation for cultural infiltration in the teaching of tourism major in secondary vocational schools. Moreover, the role of textbooks is crucial. With the significant enhancement of the country's comprehensive strength, the need for compound talents is becoming more and more urgent. We should strengthen the penetration of excellent traditional culture in secondary vocational tourism textbooks, and further improve the professional quality and professional ability of secondary vocational tourism students.

References

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