

# Research on the Path of Ideological and Political Reform in The Course of " Tourism Scenic Area Management"

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## Abstract

Under the background of the new era, tourism management courses in colleges and universities should base on the concept of "student-centered, results-oriented and continuous improvement", closely combine with the training requirements of professional quality of tourism management professionals, effectively implement curriculum ideological and political education in course teaching, and implement the fundamental task of cultivating morality and cultivating people. At present, the course teaching of tourism scenic area management needs to organically infiltrate the course ideological and political education, and integrate the course ideological and political education into the whole process of tourism scenic area management curriculum education and teaching, so as to achieve comprehensive education. Based on the actual analysis of the tourism management major of Liaodong University, this paper analyzes the current situation of ideological and political education of the course "Tourism Scenic Area Management", and proposes targeted reform paths in view of practical problems, so as to cultivate students' political consciousness, discipline consciousness, integrity consciousness, dedication consciousness and service consciousness, and highly value recognition of tourism profession and identity.

## Keywords

Ideological and political reform, Tourism scenic area management, Paths exploration.

## 1. Introduction

To implement the fundamental task of moral education, it is a profound influence to take a connotation construction, improve the long-term mechanism of professional development and advance the quality of talent training as the main line. Meanwhile, it is of great significance to adhere to the concept of "student-centered, results-oriented, continuous improvement", and strengthen the ideological and political reform of the curriculum, which can solve the dilemma of "island" of ideological and political theory courses and the phenomenon of "two skins" between ideological and political education and professional education, and can realize the same direction and synergistic effect between kinds of courses and ideological and political theory courses.

With the deepening of curriculum ideological and political teaching practice, the focus of curriculum ideological and political construction has shifted from curriculum ideological and political characteristic cases or case base design and theoretical analysis to different levels of curriculum ideological and political implementation. It presents a diversified trend and demonstration effect to explore different integration strategies and methods of ideological and political curriculum.

Under the guidance of the Ministry of Education's "Guidelines for the Construction of Curriculum Ideological and Political Construction in Colleges and Universities" and other documents, the focus of curriculum ideological and political construction has shifted from the design of curriculum ideological and political characteristics or case base and theoretical

analysis to the implementation of curriculum ideological and political construction at different levels, exploring the integration strategies and methods of curriculum ideological and political integration, showing a diversified trend and demonstration effect with the deepening of curriculum ideological and political teaching practice.

In terms of the ideological and political curriculum of tourism management professional courses in domestic, Ye Chenxi proposed "Tour Guide Practice" to carry out the course ideological and political. It mainly includes three factors: curricular operation, evaluation and guarantee, which complement and cooperate with each other. Scholar Lu Jin carried out curriculum ideology and politics for "overseas tourism guide", which meticulously illustrates the necessity of implementing curriculum ideology and politics, teaching methods to implement, self-evaluation for students and other contents. It is of great significance to stick to the ideology and spread widely the Chinese stories. In the aspect of teaching methods. Scholar Lu Jin adopted a mixed approach, which mainly includes narrating the hot information related to tourism and actively discussing the relevant teaching cases. In terms of evaluation, he adopts a comprehensive assessment method, which requires both ideological and political content and professional knowledge and skills. The former focuses on the subjective description of students, while the latter focuses on the objective evaluation of students. Zhang Qiong actively explores the ideological and political teaching practice of "Introduction to Tourism", mainly from its construction significance, objectives, teaching methods and evaluation of ideological and political teaching. In the context of curriculum ideology and politics, Li Tian made a necessity analysis and feasibility analysis for the tourism management course "China Tourism Geography", which mainly expounded the teaching objectives, contents, methods and other paths.

Nevertheless, the West pays much attention to the development of students' personality at the psychological level in the university class. Among the many emotional types, patriotic education is the most important one. British Eckely Hobsbawm pointed out that citizens' emotions should be triggered from the psychological level, creating an environment of patriotic atmosphere, and building a common object for the majority of citizens, which can be used for mental conception with the political system as the core. When it comes to ideological and political education in universities, it can be noted that foreign universities often do not have explicit political theory courses and ideological education courses, but integrate these educational contents into different aspects, including communication skills, training and practical guidance.

## 2. Realistic Difficulties

Based on the above research, Liaodong University has carried out the teaching reform of "curriculum ideology and politics" for a series of courses. Among these courses, tourism management major courses are important in characteristics and construction. Its "curriculum ideology and politics" will have a greater impact. Therefore, it is of great practical significance to study how to fully tap the ideological and political education resources of "Tourism Scenic Area Management", which is a vital course among the tourism management course so as to improve the corresponding teaching methods and the "hidden" moral education effect of professional courses.

Although the current course of tourism scenic area management pays more attention to ideological and political education, it still focus on the teaching of professional knowledge and skills in scenic area, and there are many shortcomings in the proportion and methods of values and professional ethics cultivation. The course of tourism scenic area management mainly relies on the traditional "ideological and political education course" as the explicit resource in teaching, and the invisible resource of ideological and political education contained in the

course content is not fully understood. Ideological and political education has become the weak link in the management course education of scenic spots.

### **2.1. Insufficient exploration of ideological and political elements in the curriculum**

At present, there are some problems in the teaching of tourism scenic area management courses, such as poor combination of teaching content and ideological and political elements, and rigid integration of curriculum ideological and political elements, which makes it difficult for ideological and political elements to be "run a silent" into the daily class of scenic area studies, thus making the infiltrating course ideological and political education of scenic spot management rarely innovative. For example, When it comes to the development history of domestic scenic spots, it is far from enough to combine the confidence of China's road and system, and the core socialist values of prosperity, democracy, civilization, but harmony are also contained in it. In the explanation of scenic service management, a series of scenic service standards can establish students' sense of service, but whether they can sublimate to the ideological height of serving the people also needs to be thought through. This also shows that the matching degree is not high, and the digging is not deep to the ideological and political elements in the course of tourism scenic area management.

### **2.2. Inadequate teaching objectives and teaching design**

In the recent compilation of the syllabus of tourism scenic area management course, the setting of teaching objectives includes knowledge requirements, quality requirements and ability requirements, among which the quality requirements cover the education of Marxist belief, the cultivation of patriotic enthusiasm, a strong sense of social responsibility and the enhancement of good professional ethics. Although it is relatively easy to extract ideological and political elements in some modules such as overview of tourist attractions, service management of scenic spots, environmental management of scenic spots, etc., it has not been specifically implemented in every module, and the teaching objectives and teaching design of in-depth ideological and political management of tourist attractions and practices are still insufficient. For example, homework and exams basically stay in the examination of professional knowledge of tourist attractions, and the examination of the absorption and application of classroom ideology and politics is still in a blank stage.

### **2.3. Not integrated enough in the teaching method of the course**

The teaching methods of tourism scenic area management course are mostly presented in the form of addition.. Although various teaching methods such as classroom teaching, case teaching method and discussion teaching method are used in the teaching of professional knowledge in scenic area management, most of them are taught unilaterally by teachers in terms of curriculum ideology and politics lacking diversified teaching methods such as discussion and case study, thus lacking students' active thinking and learning in ideological and political aspects. Not to mention the course ideological and political guidance for students' study and life. In addition, technology is still dwarfed in the degree of ideological and political integration of tourism scenic area management courses.

### **2.4. Imperfect in the ideological and political assessment system of the curriculum**

The ultimate goal of curriculum ideological and political education reform is to shape the value of students, which corresponds to the change of students' emotions, attitudes and values in the process of professional learning, because of its hidden, dynamic, complex and variable characteristics. There are some problems in the current assessment system of ideological and political education, such as alienation of goal, single subject and distortion of result.

### 3. Paths Exploration

The ideological and political education of the course of tourism scenic area management should not only achieve the educational goal of ordinary universities, but also have higher requirements, that is, strengthen the cultivation of students' political consciousness, discipline consciousness, integrity consciousness, dedication consciousness and service consciousness, and reinforce students' recognition of the high value of tourism occupation and identity. Therefore, in-depth innovation should be carried out in the following paths.

#### 3.1. Fully explore the ideological and political elements of the curriculum

The tourism scenic area management is mainly embodied in the phenomena and problems that tourists carry out in tourist attractions at various levels, such as tourism, leisure and health care, scientific research and cultural exchanges. But it involves the inheritance of traditional Chinese culture, the promotion of advanced science and technology, cultural integration and mutual construction of civilizations, the rise of cities and national economies, the construction of a community with a shared future for mankind, and the construction of open and inclusive international relations. This course will combine the actual situation of the students with the background of tourism management which the course belongs to, and refine the corresponding ideological and political education theme around the teaching module of tourism scenic area. For example, refine ideological and political elements such as reform and opening up, road confidence, and career ideal in the cognition of tourist attractions; The service and cooperation consciousness of students can be found in the service management of the course in tourism scenic area management.

#### 3.2. Resetting the teaching objectives and teaching design of the curriculum

Teaching objective is the expected effect of education and teaching, and it is also its starting point and belonging point. "Outline" clearly requires: "college curriculum thought and politics should be integrated into the construction of classroom teaching", to "implement the curriculum goal design". To emphasize the construction of "curriculum thinking and politics" is to sublimate the education mission of the assessment system of teaching reconstruction curriculum from the dimension of knowledge and ability to the dimension of value in the new era. Therefore, it is urgent to reset the ideological and political teaching goal of the management course of tourist attractions, relying on the spiritual connotation and value of ideological and political elements excavated by the course. Such as guiding students to learn the development history and basic knowledge of tourist attractions, deeply understand the history of the Party's reform and opening up and its great significance, constantly enhance the socialist road confidence, and master the use of professional theories to understand and analyze the phenomenon of tourist attractions industry.

#### 3.3. Reshape the teaching methods of the curriculum

Curriculum ideological and political elements is a "method" not "addition". In order to achieve the teaching effect of "moistening things silently" and "salting water", teachers must work hard in the teaching method of integrating ideological and political elements into the class. Teachers could reshape the six-step classroom teaching method of "guide, listen, think, exhibition, evaluation and practice" by attending department open classes, special training of tourism and scenic area industry, participating in collective lesson preparation, online teaching research and teaching ability competition, listening to peers and experts' opinions and suggestions. Not only pay attention to the flexible use of current affairs, case analysis, problem creation, scenario simulation, practical exercises, Internet + teaching and other teaching methods to build a seamless connection between teaching knowledge points and curriculum ideological and political carriers, but also enhance integration and interest, and guide students' cognition,

emotion and behavior to resonate on the expected goals of curriculum ideological and political. At the same time, teachers should emphasize the combination of students' listening status and reaction, and the use of current affairs review, group discussion, collective debate, scenic spot explanation and other exhibition and interactive activities to break through the gap between "teaching" and "learning", enhance innovation and interaction, and achieve the purpose of enhancing the quality and effect of ideological and political teaching.

### 3.4. Reconstructing the assessment system of the curriculum

Based on the ideological and political goal of "integration of knowledge and action", this course will develop an assessment system of diversified evaluation subjects, multiple dimensions evaluation content and diversified evaluation methods to promote the evaluation and inspection of ideological and political teaching in curriculum. Try to let tourism management related class instructors, counselors, group leaders and course representatives participate in the course assessment together with the course teachers to make the evaluation more scientific and democratic. Secondly, the thesis of scenic area, research and planning works, and practice of off-campus scenic spots are included in the assessment indicators to make the evaluation more comprehensive and systematic. Finally, teachers should pay attention to the performance of students in each stage of curriculum learning, and integrate students' learning attitude, class attendance, classroom interaction and homework completion quality into the whole process of assessment, so as to achieve normalization and dynamic assessment.

## 4. Conclusions

To sum up, in the ideological and political construction of the curriculum of tourism scenic area management in colleges and universities, the cultivation of socialist successors with Chinese characteristics should be based on the school, the teacher as the main force, and the student as the center and integrate skills, body and mind, comprehensive quality, three perspectives, emotion, soul and so on. Socialist core values and core qualities should be the soul elements of improving students' moral cultivation goals. It is necessary to analyze the nature of tourism, and vigorously train professional tourism talents with both virtue and talent, patriotic dedication, tenacious struggle, unity and cooperation. Based on this, the management course of tourism scenic area must establish the ideological and political ideas of the course, dig deep into the ideological and political education resources inside and outside the course, rationally use various ways to build ideological and political classes, and strive to achieve the goal of ideological and political education while teaching professional knowledge, comprehensively improve the ideological and political quality of students, so as to breed and cultivate professional sports talents with Chinese characteristics injecting inexhaustible impetus into the great rejuvenation of the Chinese nation.

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