

Research on Practical Training Course Development of Tourism Management in Higher Vocational Colleges Based on Skills Competition

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Abstract: Aiming at the problem that the current skills competition in higher vocational colleges fails to give full play to its leading role in the reform of practical teaching, this paper puts forward a new idea for the development of practical training courses in higher vocational colleges based on skills competition. Based on the deconstruction of the the competence of skills competition, the units of competence cultivation are decomposed, the relevant units are further integrated to construct practical courses. Take the tour guide service competition as an example to carry out specific analysis, and integrate the competency requirements and standards of the competition into the daily practice curriculum, so as to achieve the goal of the skills competition leading the reform of practical teaching, and play a more extensive role in promoting talent cultivation.

1. Introduction

The Ministry of Education of the People's Republic of China jointly organizes the National Vocational Students Skills Competition (hereinafter referred to as the "competition") with relevant departments, industry organizations and local governments every year. As an important system design and innovation of vocational education in China, the competition deepens the reform of vocational education, promotes the integration of industry and education, promotes the cooperation of college and enterprise, promotes the combination of talent training and industrial development, expands the international exchange of vocational education, and strengthens the influence and attraction of vocational education. The competition has become a broad stage for teachers and students to show their elegant demeanor and pursue their dreams. It has become an important grasp to promote the reform and development of vocational education in China. It plays an increasingly prominent role in leading vocational colleges with their own characteristics and level. [1]

At present, domestic research on practical teaching of vocational education is based on micro-perspective, focusing on teaching methods, teaching means, teaching forms, etc.[2,3] However, for a specific professional category, the research on how to introduce skills competition into school practical teaching is insufficient [2].

2. The Guidance of Skills Competition to Practical Training Teaching in Higher Vocational College

First of all, the skills competition embodies the comprehensive vocational competence requirements of a specific position[4], especially the practical competence requirements.

Secondly, the skills competition reflects the comprehensive conditions of practical competence cultivation for specific positions, including training projects, training equipment, training venues and so on.

Finally, the skills competition integrates into the teaching of higher vocational colleges, which can carry forward the "craftsman spirit", stimulate students' enthusiasm for learning, cultivate professional sentiment, and achieve high moral values establishment and people cultivation.

3. Competence Analysis of Tourism Management Skills Competition

The employment orientation of students majoring in tourism management mainly includes travel

agency service and management, hotel service and management. Therefore, the relevant skills competition organized by the Ministry of Education or Provincial Education Department has four competitions, including tour guide service competition, Chinese theme banquet design competition, western banquet service competition and spoken English (non-professional group) competition.

According to the rules of the Tour Guide Service Competition of the Students' Professional Skills Competition of Guangdong Vocational Colleges in 2018-2019, the competition links mainly include the knowledge test of tour guides, the creation and explanation of tour guide's commentary on the competition site, the tour guide's explanation of the selected scenic spot, the oral English test of tour guides and the application of talents and skills.

The knowledge test of tour guides is carried out in the way of closed-book examination, which includes basic knowledge of tour guides, tour guide services, tourism laws and regulations, and hot issues of tourism. This part mainly examines the students' mastery of the basic knowledge of tour guides, tour guides' professional knowledge and tourism laws and regulations.

The creation and explanation of tour guide's commentary on the competition site is a more difficult part of the competition, which requires the creation and explanation of tour guide's commentary according to the theme extracted from the scene and the elements of Chinese tourism culture. In terms of specific abilities, first of all, students are required to have a certain amount of knowledge of Chinese culture. On this basis, they also need to have the skills of creating tour guide's commentary and on-site explanation ability. Because the topic is unpredictable, students are especially required to have on-the-spot adaptability.

The tour guide's explanation of the selected scenic spot requires the contestant to prepare a five-minute tour guide's commentary and explain it according to the scope of the selected topic before the competition. The contestants in this part can choose the theme according to their preferences and expertise to make full preparations. Therefore, the language skills of the tour guide, the ability to use the tour guide's explanation methods and the service etiquette of the tour guide are emphasized.

In the oral English test of tour guides, the contestants are required to pick up themes and conduct situational dialogues on the spot. This section focuses on students' ability to use English to serve tourists and their ability of on-the-spot adaptability.

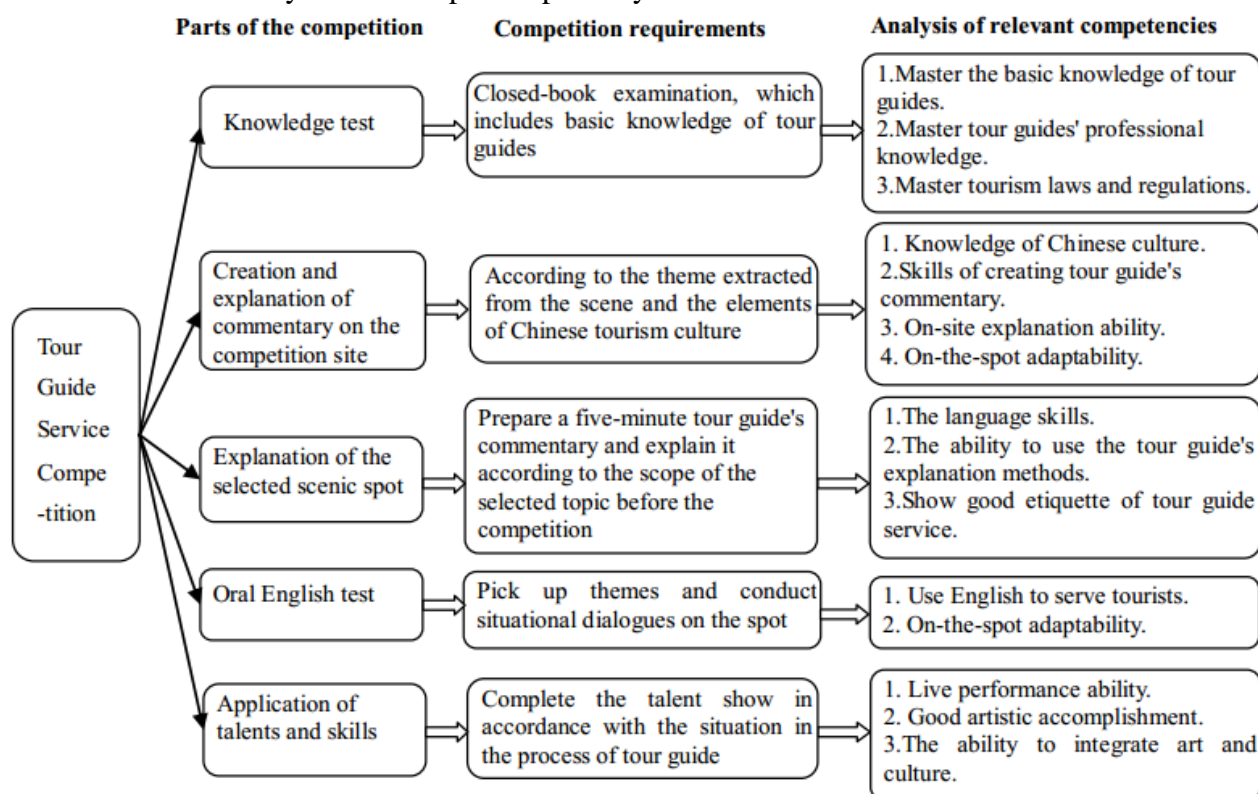


Figure 1. Deconstructs the competence of tour guide service competition

In the process of the talent show, the contestants are required to complete the talent show in accordance with the situation in the process of tour guide. This part focuses on students' performance ability and artistic accomplishment. Because the talent show of tour guides are different from that of general literary and artistic performances, they should be related to the culture of scenic spots. Therefore, the ability to integrate art and culture is also emphasized. The whole process of deconstruction analysis of tour guide service competition can be shown in Fig. 1.

4. The Practical Training Course Development Base on Competence Requirements of Skills Competition

Based on the deconstruction of the competence of tour guide service competition and taking it as the goal of competence cultivation, we can realize the goal of skills competition leading the reform of practical teaching.

In order to facilitate the development of practical teaching, the competency system deconstructed by the competition is further refined into individual unit of competence cultivation[5]. As shown in Fig. 2. Finally, the relevant units of competence cultivation are integrated and targeted practical training courses are developed[6].

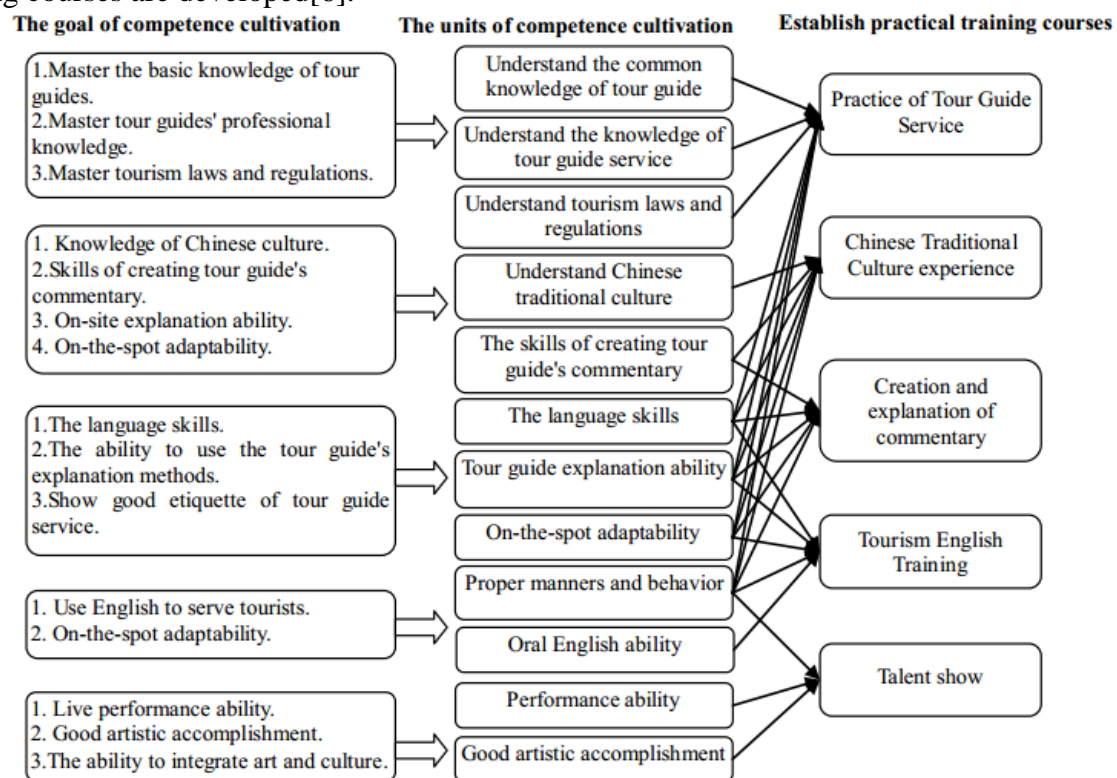


Figure 2. The construction of competence-oriented in-school practical training courses

Taking the practical training course of tour guide service as an example, the practical training course mainly integrates the units of competence cultivation, including the common knowledge of tour guide, the knowledge of tour guide service, tourism laws and regulations knowledge, tour guide language skills, tour guide explanation ability, on-the-spot adaptability and proper manners and behavior. Accordingly, the course is based on national AAAAA tourist attractions and World Heritage Sites, and integrates the relevant contents of the fifth subject of the National Tour Guide Qualification Examination (Guangdong Province). The course is taught in the form of simulated tour guide, simulated tour guide qualification oral examination. The course is carried out in the 3D simulated tour guide training room, with the national tour guide basic visualization course, Guangdong three-dimensional virtual simulation teaching scene database and other resources.

Taking the practical training course of the Chinese traditional culture experience as an example, the practical training course mainly integrates the units of competence cultivation, including Chinese traditional culture memorization, the skills of creating tour guide's commentary, tour guide

language skills, tour guide explanation ability, on-the-spot adaptability, proper manners and behavior. Accordingly, the course takes Chinese famous tourism culture elements as carriers, such as traditional festivals, traditional arts and crafts, traditional folk arts, religious culture, catering culture, humanistic landscape, performing arts, national folklore and so on. To cultivate students' sentiment, the course develops specific training tasks such as poetry appreciation, folklore interpretation and traditional cultural experience, which not only strengthens the students' professional competence in guiding work, but also strengthens their self-confidence and pride in traditional Chinese culture.

5. Conclusion

Through the competence deconstruction analysis of the tour guide service competition, which is the counterpart of the skills competition of tourism management in higher vocational colleges, and according to the relevant competence requirements, the related practical training courses of tourism management are developed and constructed. In this way, the competence requirements and standards of skills competition can be integrated into the daily practical curriculum, so as to achieve the goal of the skills competition leading the reform of practical teaching, and play a more extensive role in promoting talent cultivation.

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