

The Development Direction of Undergraduate Tourism Management Major under the Guidance of Party Building

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Abstract: *The International College of Tourism is one of the construction units of the high-level vocational colleges with Chinese characteristics and the high-level professional group construction project (the "Double High Project"), and the tourism management professional group is one of the two high-level professional groups with Chinese characteristics that are mainly created by the construction of the "Double Universities". And party building is an important force in leading universities to carry out education and teaching work and promoting education and teaching management. The core professional tourism management construction of the Double High Professional Group is firmly rooted and steadily advancing under the guidance of party building. Let all faculty and staff make long-term plans, provide suggestions and suggestions for the development of the college, ensure the steady progress of education and teaching in the college, promote the professional development of tourism management teachers, and ensure that the level of education and training ability can be greatly improved. Clarify the guiding ideology, goals, requirements, and key tasks of party building work in universities, and regard high-quality party building as the core of tourism management construction in the dual high professional group, in order to explore the progress of tourism management under the guidance of party building.*

Keywords: Party building; Tourism management; Professional group; guide.

1. INTRODUCTION

The General Party Branch of Hainan Vocational and Technical College of Economics and Trade in International Tourism Studies has always adhered to the socialist direction of education, fully played the leading core role of the General Party Branch, achieved the "dual integration and dual driving" work mode of the Party and education teaching, and achieved scientific, institutionalized, and standardized decision-making. The college education guides teachers and students to firmly adhere to their ideals and beliefs, closely integrate party building work with professional construction and professional group construction, achieve a high degree of integration of professional skills and spirit, and promote the teaching, talent cultivation, and curriculum construction of tourism management major through party building, providing strong support for the construction of high-level education. Deeply carry out the theme education of "never forget one's original intention, always remember one's mission", and build a solid fortress for the construction of "double high". High quality development means that the college needs diverse and balanced development, with new development ideas, and also means having arduous and complex development tasks. Doing a good job in guiding high-quality party building to ensure the high-quality development of tourism management majors has great potential and must have achievements. In early 2020, after the outbreak of the new coronavirus in Mainland China, the epidemic quickly swept the world. The first case occurred in Macau on January 22, and there has been a gradual increase in prevention and control efforts. Until the end of April, the epidemic was effectively controlled, and a total of 45 patients were discharged one after another. 3994 suspected cases have been ruled out, and finally achieved the proud score of 0 patients in the city. See Table 2 below for details. Macau has taken the lead in achieving zero patients in the Guangdong-Hong Kong-Macau Greater Bay Area. As of the end of June, there have been no new imported cases for more than 70 consecutive days, thanks to Macau's efficient urban epidemic prevention and control measures.

2. PARTY BUILDING IS A "STABILIZER" FOR CONSOLIDATING THE HIGH-QUALITY DEVELOPMENT OF TOURISM MANAGEMENT PROFESSION

The Party General Branch of Hainan Vocational and Technical College of Economics and Trade takes comprehensively strengthening the construction of teacher ethics and professional conduct as its primary task, actively implementing the work requirements of "curriculum ideological and political construction". In the classroom teaching module, it focuses on curriculum ideological and political construction, making tourism

related professional courses and core courses correspond to each other, highlighting the importance of ethics in classroom content, methods, and methods. Teacher ethics and professional conduct construction is the core, and improving teacher ethics literacy. Taking ideological and political education as the core of the curriculum, improving talent cultivation as the overall focus, adhering to socialist core values, and forming a trinity of ideological and political education, general education, and professional courses. Actively building ideological and political courses, project-oriented courses, cultural brand activities, practical systems, labor education "Five Elements in One", and socialist core values education to cultivate skilled talents throughout the entire process. The teaching process is integrated into curriculum education, implementing the socialist ideology with Chinese characteristics in the new era, focusing on "cultivating virtue and cultivating people", concise professional ethics and qualities, exploring elements such as educational content, ideal beliefs, and craftsmanship spirit, and integrating them into the curriculum education process. With the correct values, life attitudes, and personality of one's own words and examples, one pursues the integration of morality and intelligence in subject teaching, and achieves full coverage of the entire process of ideological and political education.

3. BUILDING A "GOLDEN KEY" FOR HIGH QUALITY DEVELOPMENT OF CORE PROFESSIONS IN PARTY BUILDING

The full implementation of nucleic acid testing for COVID-19 can not only consolidate the results of epidemic prevention, but also reduce the risk of potential virus carriers spreading in the community, especially those who are at higher risk of COVID-19 transmission, such as students, faculty and staff, and staff of community service agencies, Fishermen, cross-border workers and residents. While the ability of nucleic acid testing continues to increase, Macau has continuously expanded the scope and number of testing, and implemented comprehensive nucleic acid testing for high-risk groups. For example, on April 27, after the promulgation of a phased resumption plan, 5,000 junior high schools in Macau And faculty members to conduct a comprehensive nucleic acid test of the new coronavirus pneumonia. Starting from May 7, it is estimated that approximately 15,000 cross-border students, laborers, and residents will undergo weekly routine testing.

3.1 Professional Construction

The School of Economics, Trade, and International Tourism is one of the construction units of a high-level vocational college with Chinese characteristics and a high-level professional group construction project (the "Double High Project"). The tourism management professional group is one of the two high-level professional teams with Chinese characteristics that are key to the construction of the "dual universities"

Obtained key majors in the construction of the "Double High" project tourism management professional group, majors initiated by the "Ivy League" of the "Double High" project tourism management professional group, key construction majors supported by the central finance of the "National Key Vocational College Construction Plan", the second batch of modern apprenticeship pilot majors by the Ministry of Education, key majors in the construction of national high-quality schools, key majors in the construction of Hainan Province's vocational colleges, high-quality majors, characteristic majors Hainan Province High Skilled Talent Training Base Key Construction Major, and Hainan Province Tourism Management Professional Teaching Team with multiple honors. According to the needs of the construction of the "the Belt and Road" and the Hainan Free Trade Zone (Port), the tourism management specialty defines its professional orientation, cultivates high-end skilled professionals with good comprehensive quality and professional ethics, grasps the business processes and job skills of travel agencies, scenic spots and hotels, and has professional knowledge and professional ability.

3.2 Innovative talent cultivation mode

Cultivating talents is the foundation and long-term task of building a strong tourism professional team, fully leveraging the role of the main force of talent cultivation in double high schools. Moreover, vocational colleges are the cradle of skilled talent cultivation, with a heavy and long way to go. Currently, the cultivation of specialized talents in tourism management is The "2+1" model requires inviting relevant enterprises cooperating with schools and enterprises to discuss the formulation of talent cultivation plans in the early stage of talent cultivation plan writing. Establish an expert committee to discuss professional development issues related to curriculum reform and student internships with industry and enterprise professionals. Strengthening deep cooperation with well-known tourism enterprises, we need to consider what types of talents are needed in current society, what practical requirements are put forward for us students in employment positions, and identify potential opportunities

We will make every effort to improve the shortcomings of our talent cultivation plan. Cultivate high-quality professional talents according to the needs of tourism talents, and cultivate employees required by the enterprise based on the professional qualification standards of the position. After investigation and analysis, the tourism management major has constructed three teaching modules, mainly composed of ideological awareness, humanistic and professional literacy, tourism enterprise service skills, and tourism enterprise management skills. Relying on the established off campus internship base, through on-the-job internships, students can improve their professional skills through off campus internship positions in internship enterprises such as tourist attractions, travel agencies, and tourism hotels. They should also pay attention to increasing practical teaching efforts in regular classes, and strive to cultivate young people who take on the responsibility of national rejuvenation.

3.3 Curriculum System and Textbook Construction

Actively develop courses that conform to the new tourism industry format, establish a targeted curriculum system with outstanding professional skills, and focus on the "professional abilities" that tourism management students should possess. The talent cultivation curriculum system includes general education modules, professional quality modules, and job skills modules. Develop shared courses, online courses, and bilingual textbooks based on new fields in the cultural and tourism industries

Build comprehensive teaching resources, improve teaching quality, write bilingual textbooks, and align with international standards. At the same time, cooperate with enterprises to develop textbooks to meet teaching needs. On the basis of job competency requirements and professional standards, combined with the demand for tourism talents in Hainan Free Trade Port, clarify the competency requirements for students in relevant positions, work fields, and work modules. Classify courses according to the competency requirements of the positions, and form a curriculum system suitable for tourism management students. Research and analyze issues related to tourism enterprise management, and continuously adjust teaching content based on market demand. The selection of course content is based on obtaining practical application experience and strategies, supplemented by understanding concepts related to professional knowledge. Based on the basic principle of skill teaching, deepen the reform of university system and mechanism, and explore distinctive professional development paths. To achieve a close combination of professional learning and social needs, mutual penetration of theoretical learning and skill practice, and dependence of professional qualification certificates and basic professional skills.

3.4 Construction of a "Double Teacher" Teaching Team for Teachers and Teachers

The cultivation of teachers is guided by party building, strengthening the ideological capacity building of tourism professional teachers, focusing on party spirit education. The college deeply carries out education on the fine traditions and style of the party, conscientiously fulfills the responsibility of party and government leaders as the first responsible person for building a clean and honest party, and does a good job in leadership work and promoting work style. Honesty and integrity are the political essence of our Party. We must continue to strengthen the construction of Party conduct and clean governance, form a collective force for comprehensive and strict governance of the Party, deeply promote the process of comprehensive and strict governance of the Party, and ensure that comprehensive and strict governance of the Party achieves practical results. In response to the current educational background, professional title, and age structure of tourism management professional teachers, we adhere to the implementation of themed learning activities for party members and teachers, implement them according to the plan, conduct online self-learning and offline centralized research, and diversify the forms. Full participation has become a norm, deepening the integration of teachers into party building. In accordance with the requirements of the Party building guidance work for the core majors of the professional group, we will strengthen professional construction, adhere to the annual teaching ability competition for young teachers, regularly carry out professional teaching and research activities, and improve teachers' education and teaching level through teaching and research activities, open classes every semester, and other forms. By organizing teachers to participate in various academic training activities and skills competitions among teachers and students nationwide, or hiring specially hired experts and scholars to come to the school for short-term training and special lectures, we can broaden teachers' horizons. The tourism management major hires renowned teachers as special professors, sets up a master studio in the school, forms a teaching team with professional teachers on campus, guides young teachers to participate in various skill competitions, guides professional teaching, research, and research, and forms a mechanism. Every year, young and middle-aged teachers are selected to join the training base platform for school enterprise cooperation to accumulate practical work experience. Teachers should keep up with the forefront of the industry, understand the latest trends in the industry, improve practical teaching ability, and cultivate the "dual teacher" quality of full-time teachers. At the same time, senior experts and industry mentors from the industry will

be hired to teach in the college. Cultivate talents with high quality, professional skills, teaching ability, and scientific research ability, and form a resource pool for tourism management industry mentors, so as to truly establish a "dual teacher" teaching team that is dedicated to good cooperation spirit and reform and innovation spirit.

3.5 Construction of Practice Base

The Tourism Management major has always been committed to cultivating students' skills, increasing investment in the construction of training rooms, improving the functions of training rooms, introducing enterprises, and building a number of campus training bases that integrate teaching, training, training, and scientific research. On the basis of consolidating the existing off campus training bases, we will strengthen the role of off campus training bases in practical teaching and skill training, fully leverage the role of off campus training bases in the field of tourism management talent cultivation, and explore new off campus training bases based on Hainan and facing the whole country. We will gradually establish a group of off campus training bases with reasonable levels and complete functions, and a group of off campus training bases that fully meet teaching needs, Employment is unique. The school enterprise cooperation has established a talent class named by multiple enterprises, For example, the "Xiaoyaozi Plan" and the "Folk Travel Agency Talent Class" have received praise from schools and society multiple times, and the first employment rate has reached over 95% for many consecutive years.

4. ON CAMPUS TRAINING BASE CONSTRUCTION

The most obvious difference between vocational education and other types of education lies in the emphasis on cultivating practical abilities. The training room is a very important venue for the college to carry out practical teaching, improve practical abilities, and enhance professional qualities. It plays an extremely important role in cultivating vocational tourism management talents. The Tourism Management major currently has 4 training rooms on campus (travel agency simulation training room, tourism hotel comprehensive training room, etiquette and physique training room, and simulation tour guide training room), and 3 new training rooms (tourism product research and development design training platform, tourism image display center, and smart scenic area comprehensive management and service training platform). The establishment of the Tourism Image Exhibition Center revolves around the cultivation of etiquette skills and the study of tourism culture display, based on digital teaching, further deepening experimental teaching reform, continuously improving the new practical teaching system that integrates "etiquette basic skills training and professional tourism culture knowledge reserve", and establishing a comprehensive and open experimental platform that combines teaching and research. The Tourism Hotel Comprehensive Training Room is based on building a comprehensive one-stop supply and service platform for vocational education, focusing on the construction concept of "data guided talent cultivation", connecting the education chain, talent chain, industry chain, and innovation chain, and constructing a "four chain in one" digital vocational education ecosystem.

4.1 Timely Report Epidemic Information

After Macau established the Novel Coronavirus Infection Response Coordination Center on January 21, the department held regular press conferences every day, using text, illustrations, photos, videos and animations on websites, TV, radio, and mainstream social platforms at home and abroad. The latest epidemic situation and response measures can be updated in the form of such as so that citizens can receive the epidemic situation as soon as possible, prevent and avoid travel in high-incidence areas in advance, and organize citizens to purchase masks and other epidemic prevention materials in a centralized manner to avoid running on medical supplies. Drive up prices.

4.2 Comprehensive Isolation of High-Risk Groups

After finding confirmed patients with new coronary pneumonia, timely conduct nucleic acid testing and 14-day medical quarantine for those who have close contact with them, and conduct comprehensive cleaning and disinfection of the activity places and homes of the patients and their close contacts, and cut off them. The source of the epidemic, reducing the risk of the epidemic spreading in the community.

4.3 Treat Confirmed Patients as Soon as Possible

The quarantine for entering Macau is very strict. At present, in addition to holding a 7-day nucleic acid test report

and a green Macau health code, medical observations will be arranged for people entering from areas with high or medium-risk epidemics. Come to find and further determine whether there are confirmed patients.

4.4 Regular Disinfection in Specific Places

Macau is densely populated, and disinfection in public places is very cautious. In casinos, public cultural buildings, hotels, shopping malls, bus stations, schools, etc., disinfection is done every half an hour or an hour, and a certain distance is also controlled when eating.

5. CONSTRUCTION OF OFF CAMPUS TRAINING BASE

Choose to cooperate with travel agencies, star rated hotels, and scenic spots as extracurricular teaching platforms to meet the needs of professional teaching practice. On the basis of this, establish extracurricular internship bases to meet the needs of regular internships and work together to cultivate highly skilled tourism talents. Relevant enterprises are invited to participate in recruitment, including Haikou Folk Travel Agency Co., Ltd., Hainan Binglang Valley Li Miao Cultural Tourism Development Co., Ltd. Hainan Fuli Marine Happy World Development Co., Ltd., Hainan Wuzhizhou Tourism Development Co., Ltd. Sanya Wuzhizhou Island Tourist Area, Hengda Haihua Island Tourism Operation Management Co., Ltd., COSCO Shipping Boao Co., Ltd. Boao Forum for Asia Hotel, Sanya Minsheng Tourism Co., Ltd. Haitang Bay Minsheng Westin Resort Hotel, Sanya Changdao Tourism Co., Ltd. Haitang Bay Sheraton Resort Hotel, etc. signed cooperation and training agreements, Following the new changes in the market, we focus on the new formats of smart cultural tourism and service tourism, leisure and vacation industries. Enterprises provide positions for students to choose from, and conduct internships that combine engineering and learning. At the same time, we also strengthen communication among peers. At present, based on the feedback from employers to our students and the most direct feedback from students, we demonstrate the effectiveness of our practical model. Provide basic infrastructure guarantee for students to carry out internships and dual teacher training, promote the construction and development of disciplines, cultivate high-quality composite application talents with a solid professional time foundation and practical abilities, and provide a solid talent team for the development of local tourism related industries.

6. RESEARCH AND SOCIAL SERVICES

How to better adapt to social needs is the pursuit of the tourism management profession, serving the reform and development. Professional teachers use the school enterprise cooperation platform to enhance their scientific research ability in professional construction and development, horizontal project development, online course establishment, and other processes, especially in the field of enhancing the scientific research ability of young and middle-aged teachers. The off campus internship base of Hainan Binglang Valley Li Miao Cultural Tourism Development Co., Ltd. collaborated with Professor Zheng Wei to study the horizontal project of "Li Miao Cultural Differences"; Collaborating with Professor Liu Ping on the horizontal project of "Exploring the" Millennium Li Yun "Research Activity and Exploring the Agricultural Culture Practice Activity of the Li Ethnic Group in Hainan", strengthening basic research and pursuing academic excellence, creating interdisciplinary and comprehensive research teams, adhering to the integration of industry education innovation, cooperation between industry, academia and research, adhering to unity and integration, promoting the development of higher vocational education and synchronization with the economy and society, strengthening the accumulation of technical skills, and improving the quality of talent cultivation, Improve technology research and development capabilities and social service levels. At the social service level, the tourism management major held 100 public welfare lectures for the construction of double high schools; Teachers Zheng Wei, Yu Shuyan, and Chang Xiaofang held lectures on "Tourism Self Media Marketing", "Scenic Area Tourist Complaint Handling", and "Free Trade Port Tax Exemption Knowledge" for the service personnel of Damao Ocean Ecological Village of Hainan Binglang Valley Li Miao Cultural Tourism Development Co., Ltd., enhancing their original innovation ability and service economic and social development ability, contributing to local tourism services, forming a community of interests, and promoting industry, education, and The three parties of research and development work together to gather demand from the market and enterprises.

7. CONCLUSION

In short, party building work is not just empty talk and cliché s. In order to better implement the party building goals of the college, the teacher branch should take its due responsibility and integrate the party building work into

the tourism professional work, conscientiously implement the work plan, and carry out teaching work in an orderly manner, which is conducive to the steady progress of teaching. Education and party building should be combined for construction. If we talk about party building in terms of party building, party building work will lose vitality and vitality, appearing empty. If education leaves party building, education work will be lacking. Therefore, it is necessary to organically combine the construction of the Party with the construction of the tourism management profession, fundamentally improve the quality of Party members and teachers, and enhance their educational and teaching abilities.

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