

## Study on Teaching Model of Higher Vocational Tourism Management Specialty Based on "Intelligence+"

Qiaoling Sheng<sup>1\*</sup>

<sup>1</sup> Department of tourism management, Chongqing City Vocational College, Chongqing, 402160, China

\*Corresponding Author.

### Abstract

*Keywords: In an era of rapid technological development, "Intelligence Plus" has become a key factor in the development of society, not only affecting people's lives, but also driving the current reform and development of the education industry. It has prompted more and more schools to innovate their teaching through "Intelligence Plus" technology. In order to meet the development of the times, tourism management majors in higher vocational colleges should also use the means and resources of "Intelligent Plus teaching" to carry out teaching and solve the shortcomings of the traditional education model, so as to cultivate excellent talents who can meet the development needs of modern society. At this stage, higher vocational colleges need to expand their teaching programs based on "Intelligence Plus" and provide effective directions for tourism management teaching innovation by taking advantage of this technology. This paper will analyze the teaching mode of tourism management in higher vocational colleges under "Intelligence Plus" and propose effective strategies as a reference.*

**Keywords:** "Intelligence+", Higher Vocational Tourism Management, Teaching Mode

### I. Introduction

The term "Intelligence Plus" is derived from the term "Internet Plus", which is based on artificial intelligence, big data, cloud computing and other emerging technologies to establish connections between man and man, man and things, and between things together, so that society can enter a new era of Internet of Things. In 2019, China's government work report proposed to promote "Intelligence Plus", using artificial intelligence, big data technology, cloud computing technology, etc. to optimize and upgrade traditional industries, so as to achieve high-quality development, which is an important strategy for China's industrial development.

"Intelligence Plus" has a crucial role in the development of various industries and fields. Especially in the education in higher vocational colleges, "Intelligence Plus" promotes the new reform of education, innovates the teaching mode and realizes the perfect integration of "Intelligence Plus" and education. At this stage, tourism management majors in higher vocational colleges should have a deep understanding of the role and value of "Intelligence Plus" and analyze it from the perspective of tourism industry professionalism so as to innovate the teaching mode. Secondly, teachers must have the thinking of "Intelligence Plus" tourism, so that students can have the concept of modern development, focus on cultivating students' professional ability and innovation ability, so as to meet the current needs of society and tourism industry for talents.

### II. The impact of "Intelligence Plus" on the cultivation of tourism management talents in higher vocational colleges

#### 1. Changes in the demand for talents in the tourism industry

The era of smart tourism has come, and smart scenic spots, smart travel agencies, and smart hotels are quietly arriving. These new intelligent tourism products urgently need education to provide relevant tourism professionals.

In recent years, the scale of tourism education in higher vocational colleges in China has been growing with the growth of tourism industry. In the context of intelligent tourism, "high-skilled and applied" tourism talents are needed to meet the needs of tourism development.

With the emergence of tourism e-commerce enterprises and related innovative business models, the demand for tourism talents in the industry has also changed, and there is an increasing shortage of "highly skilled and applied" tourism management professionals who can master certain theoretical knowledge and practical ability in the direction of intelligent tourism.

## 2. Changes in educational philosophy in higher vocational colleges

The higher vocational colleges are aiming at the cultivation of talents, scientific research, social service, cultural inheritance and innovation and entrepreneurship development. The cultivation of tourism management professionals in higher vocational colleges nowadays should be fully integrated with the times, and it is necessary to take advantage of "Intelligence Plus" to cultivate talents that meet the development of tourism industry nowadays. The traditional teaching of tourism management in higher vocational colleges naturally cannot meet this point, so we have to innovate the concept of education in higher vocational colleges, improve the problems in traditional teaching, so as to promote the improvement of the teaching level of tourism management, which is also the inevitable demand of the future development of education work.

### **III. The need to change the teaching mode of tourism management in higher vocational colleges in the context of "Intelligence Plus"**

#### 1. Meeting the demand for talents in the smart tourism industry

Professional talent training has a lag, always lagging behind the birth and early development of new industries. In the current tourism industry and talent training, there has been a mismatch between the supply and demand of tourism talents, and more and more students of tourism management in higher vocational colleges are facing the situation of unemployment upon graduation.

The traditional teaching mode cultivates tourism management professionals who can hardly meet the modern industry needs. Therefore, it is necessary to take advantage of the role and value of the "Intelligence Plus" era, and to make corresponding innovations and reforms in the teaching mode of tourism management majors in higher vocational colleges, so as to cultivate talents more in line with the needs of industry development. Therefore, as the main base for training professionals, higher vocational colleges should actively innovate teaching, break through the development of the tourism industry, and ensure the operation of the national economy, which is the responsibility that higher vocational colleges must assume.

#### 2. Reform of the disadvantages of traditional teaching of tourism management in higher vocational colleges

First of all, the current teaching of tourism management in higher vocational colleges is not adapted to the standardized and modernized industrial needs in the context of "Intelligence Plus", and ultimately lead to the disharmony of the system of the whole tourism management industry. The program relies on the national authorities and is taught through designated colleges and universities. As a result, students in this program lack the "Intelligence Plus Tourism" mindset.

Secondly, most of the tourism management majors in higher vocational colleges follow the traditional teaching mode. For example, in terms of professional teaching content, the curriculum system is not perfect, and it lacks professional characteristics and basic courses. Therefore, it is impossible to ensure the cultivation of excellent tourism management professionals. In the proportion of professional courses, the proportion of theoretical courses

is high, but the proportion of practical courses is low, and the cultivation of application-oriented talents is not highlighted. In the practical teaching, the teaching links are insufficient or ineffective, and there is a serious disconnect between industry and academia. In the teaching management, the quality monitoring system for practical teaching is not perfect, and the methods and effects of course evaluation are not ideal. In the faculty evaluation, because of the clear application and distinct market-oriented nature of smart tourism, it is difficult for teachers in this field to achieve research results in the mainstream academic field, resulting in their lack of motivation to work. In terms of faculty development, most of the teachers lack teaching ability and teaching experience in smart tourism, and lack front-line work and management experience in the smart tourism industry.

In addition, due to the limitation of many professional courses and training cycles, students are not taught in a more comprehensive way. Therefore, students are weak in general ability and can only do simple job operation and practice. In addition, the course is characterized by a large amount of knowledge, and it is very difficult for students to learn all the courses in a short period of time, which may even cause students to resist it. Intelligence Plus technology can improve the whole learning environment and create more favorable learning conditions for students, so as to shorten the distance between students and their major and get rid of the disadvantages of traditional training with short period and high intensity, so as to ensure that students can obtain comprehensive development.

Therefore, tourism management majors in higher vocational colleges should take advantage of the "Intelligence Plus" era to improve their teaching level, cultivate professional and practical talents, and increase employment rate. It is urgent to realize the internal development of education in higher vocational colleges.

### 3. Developing students' professional and creative skills in smart tourism

In the National Implementation Plan for Vocational Education Reform, it is stated that vocational education should be aligned with technological development trends and market demand to build a modernized economic system and achieve higher quality and full employment. Tourism students in higher vocational colleges have three learning roles: "higher vocational college student", "tourism practitioner" and "lifelong learner". They have strong hands-on ability, like to accept new things, and are keen on practical courses, preferring practical and application-oriented courses that are closely related to industry applications. Higher vocational colleges should highlight the industry characteristics of intelligent tourism, give full play to the external advantages of intelligent education, reform the teaching mode of its tourism management majors, cultivate students' professional and innovative ability of intelligent tourism, and allow students to fully compete for employment.

## **IV. The reform idea of teaching mode of tourism management in higher vocational colleges in the context of Intelligence Plus**

### 1. Independent and open teaching

Nowadays, "Intelligence Plus" is the inevitable development trend as the basis of teaching reform. Therefore, tourism management majors in higher vocational colleges should play the role of intelligent teaching, improve the level of modern teaching work, realize enterprise simulation and job simulation, and provide students with a more powerful development direction. First of all, in the context of "Intelligence Plus" era, the greatest convenience lies in the access to information, which is also the key factor to improve the quality of teaching and learning, and it can realize the information transfer in teaching work. For students, they can get more learning resources through the Internet. By building an online teaching platform, students can learn independently and without the limitation of time and space. It is also the main reform idea of teaching tourism management in higher vocational colleges in the context of "Intelligence Plus".

### 2. Personalized teaching assistance

Currently, the tourism industry is growing in size and the demand for related professionals is increasing, which has led to a significant increase in the number of tourism management students in higher vocational colleges. But at the same time, the teachers of tourism management in higher vocational colleges are not increasing simultaneously, and there is little possibility to realize the differentiated teaching of students. Traditional teaching is in the form of face-to-face communication, which can only be limited to the classroom, and it is difficult to meet the needs of tourism management majors in higher vocational colleges with fewer teachers and more students. Therefore, higher vocational colleges should take advantage of the use of intelligent teaching in the program, which can provide personalized teaching support and facilitate interaction between teachers and students.

## **V. Teaching model of tourism management in higher vocational colleges based on the context of Intelligence Plus**

### **1. Using "Intelligence Plus" to build a four-in-one teaching model for tourism majors**

In order to complete the transformation of modern education, higher vocational colleges should actively use intelligent teaching methods, and conduct effective innovations of teaching models for tourism management majors. In particular, the economic model of integrated development is constructed, because the profession is inextricably linked with the tourism industry, so that the tourism industry also has the advantage of integrated development. Nowadays, higher vocational colleges should build a four-in-one teaching model in line with the development of tourism management profession for tourism education, professional talents, tourism industry and social needs, so as to promote the good development of the profession. However, it should ensure that the teaching process can effectively and fully utilize the "Intelligence Plus" in depth. Secondly, higher vocational colleges can also use intelligent technology to understand the industry and market in detail, and analyze the industrial structure and job requirements, so as to ensure that they can provide professional talents for tourism industry and promote the rapid development of tourism industry.

### **2. Exploring the development path of combined teaching and research with Intelligent Plus**

"Intelligence Plus" has become a key technology for tourism management personnel training in higher vocational colleges. It can play an effective role in promoting the development of related professions, and can also promote the effective combination of industry and teaching, teaching and research, and finally bring into play the advantages of intelligent tourism industry. With the application of "Intelligence Plus" technology, we can break through the limitations of teaching, including classroom and practice, to improve the teaching efficiency, and innovate the talent training system with employment orientation and tourism industry. However, if tourism management majors of higher vocational colleges want to get good development in the era of "Intelligence Plus", besides the support of institutions themselves, the government should also give appropriate help. In particular, the government should take the lead in promoting the industry to provide a favorable foundation for the teaching of tourism management in colleges and universities, so as to explore the development path of teaching as the main focus and practice as the supplement. In addition, the government can also optimize and improve the tourism industry through "Intelligence Plus", and fully promote the construction of an innovative platform mainly for tourism management education.

### **3. Building an integrated and complete teaching model with Intelligence Plus technology**

The biggest advantage of "Intelligence Plus" technology lies in the innovative ideas and compatibility features, including integration ideas, which can play a very important role in the development of the tourism industry. Especially in the current development of tourism industry, influenced by the environment of Intelligence Plus, the information of the industry is centralized and integrated effectively, which is highlighted in the optimal construction and development of tourism resources, as well as the integration of information resources of the

participants of tourism activities. Higher vocational colleges must be deeply aware of this, including the integrated nature of the tourism management profession, so that the curriculum can be adjusted to promote the formation of a complete and integrated teaching model. In addition, higher vocational colleges should take intelligent tourism as a basic condition to supplement the curriculum of tourism management majors, so as to optimize the space for training professional talents and ensure the breakthrough under the influence of industrial development dynamics.

#### 4. Using Intelligence Plus to supplement the diversity of content in teaching courses

For tourism management majors in higher vocational colleges, the diversity of educational contents often affects the effectiveness of educational implementation, or the overall efficiency and quality of teaching, and it is the basic condition for the implementation of modern vocational education. Higher vocational colleges must make use of the condition of "Intelligence Plus" to supplement and improve the deficiencies of traditional educational contents. In addition to introducing the advantages of Internet communication, higher vocational colleges should make use of the rich and diverse teaching resources, which can help the teaching of tourism management majors. In the process of teaching, higher vocational colleges need to build an open classroom environment, so that students can learn and summarize independently, and organize the knowledge corresponding to this content from the Internet resources for the knowledge points in the professional courses.

#### 5. Using Intelligence Plus to expand the openness of project teaching conditions

The main advantage of the integration of "Intelligence Plus" with the teaching of tourism management in higher vocational colleges is that the open teaching conditions can be used to establish a more autonomous learning space and provide a better learning base for students in the course of developing project-based teaching plans. It is also possible to study and analyze specific classroom projects in order to enrich the content of teaching projects and ensure that students can improve effectively. In addition, when carrying out teaching activities, teachers should set up targeted independent subject activities, so that students can carry out realistic simulations. At the same time, teachers should analyze the content in the process, and set up independent tourism scenic spot promotion, development plans in combination with online resources, so as to realize the comprehensive development of professional content, and promote the students to grow professionally and become excellent professionals.

At present, "Intelligence Plus" is the main development trend of the education industry, and also a teaching means that many higher vocational colleges must have. Especially in the major of tourism management, teachers should learn the advantages of "Intelligence Plus" and innovate the teaching mode to keep up with the development of the times. "Intelligence Plus" has brought great impact and influence to the traditional teaching mode. Teachers should see the future development trend, increase the use of "Intelligence Plus", and build a suitable teaching mode, and take advantage of the hardware and software, so that tourism management teaching in higher vocational colleges can complete the transformation of modern education. Secondly, teachers should pay attention to the effectiveness of teaching, to ensure that every student can be well educated, and finally realize the integration of "Intelligence Plus" and tourism industry.

#### **Acknowledgements**

The Research on GIS course Teaching mode reform of Tourism Management in Higher Vocational Colleges under the background of smart+ Foundation of China under Grant No.2020ZJXH82061.

#### **References**

- [1] Yang Bing, Zhong Beixin. [J] Innovation of the training mode of tourism management talents in Higher Vocational Colleges under the background of "Internet+". Innovation and entrepreneurship

- theory and practice, 2020,3(03): 123-124.
- [2] Pei J. Big data mining in the control of epidemic[J]. Basic and Clinical Pharmacology and Toxicology, 2020: 429-430.
- [3] Xie Yaping. On the training method of Higher Vocational Tourism Management Professionals Based on "Internet+"[J]. Fortune Today (China's intellectual property rights), 2020 (01): 212.
- [4] Pei J, Li J, Zhou B, et al. A recommendation algorithm about choosing travel means for urban residents in intelligent traffic system[C]//2021 IEEE 5th Advanced Information Technology, Electronic and Automation Control Conference (IAEAC). IEEE, 2021, 5: 2553-2556.
- [5] Zeng Yan. Innovation research on the training mode of higher vocational tourism professionals under the background of "Internet+"[J]. Journal of Hunan Vocational and Technical College of Posts and Telecommunications, 2019,18(04): 31-34.
- [6] Pei J. Solving the problem of Charging and Discharging of Electric Vehicles based on Particle Swarm Algorithm[C]//2019 2nd International Conference on Information Systems and Computer Aided Education (ICISCAE). IEEE, 2019: 534-538.
- [7] Huang Ping. [J] Construction of teaching mode of Tourism Management Major in Higher Vocational Colleges under the background of "Internet+". Management and Technology of Small and Medium-sized Enterprises (Later Periodical), 2019 (10): 84-85.
- [8] Zhong K, Wang Y, Pei J, et al. Super efficiency SBM-DEA and neural network for performance evaluation[J]. Information Processing & Management, 2021, 58(6): 102728.
- [9] Wang Yuan, Lao Guowei, Li Junhui. Study on the training target of Applied Talents in Higher Vocational Tourism Management under the background of "Internet+"[J]. Report on Quality Supervision in Guangxi, 2019 (09): 42+29.