

Strategy Research on MOOC Resource Construction and Teaching Application Based on Tourism Management Education

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Abstract: The construction of school-based characteristic courses is an effective measure to realize the coordinated development of tourism specialty in colleges and universities in serving local areas, transforming achievements, and cultivating talents. It can highlight the characteristics of talent training in local colleges and universities. Taking "Xiangyang Culture and Tourism" as an example, it sets the goal of collaborative education in the construction of school-based characteristic courses that restrict the cooperation between schools and regions Tourism management major in colleges and universities is a "theory+practice" major. Under the background of "Internet plus+tourism" and "Internet plus education", tourism management major not only needs to pay attention to the development trend of "Internet plus+tourism", but also needs to integrate the concept of "Internet plus" into classroom teaching. Through "Internet plus Tourism Management Education", it is an important mission of the current classroom teaching reform of tourism management specialty to explore a new model of "Internet plus" classroom teaching and cultivate more excellent tourism talents.

Keywords: MOOC Resource; Teaching Application; Tourism Management Education

1. INTRODUCTION

The practice of tourism industry shows that the cultural tourism industry is surging forward in the unity of opposites between global localization and local globalization. The globalization and localization of tourism define the skyline and horizon for tourism development and talent cultivation respectively. If there is no vision of globalization, tourism higher education will easily lose its direction of progress; Under the care of globalization, if there is no deep grasp of localization, the network and information supporting facilities of many schools are not complete or can not meet the needs of teachers and students, which seriously hinders the development of new information based teaching.

External network equipment and speed are important indicators to measure whether a school's online learning resources are sufficient, but many schools have insufficient network speed, which is not conducive to students' offline learning and communication, and seriously affects the speed of information dissemination. In the context of "Internet plus", the requirements for tourism talents are more stringent, which requires students not only to master industry related knowledge and skills, but also to have the ability to operate modern information technology and new media. Therefore, the major of tourism management should constantly adapt to the rapid development of modern industry, cultivate all-round development such as morality, intelligence, physique, beauty and labor, master the basic theory, professional knowledge and professional skills of modern tourism management, and have high-quality applied talents who can effectively respond to social and industrial changes.

In 2018, China put forward the concept of new liberal arts, emphasizing the improvement of humanistic quality and quality, interdisciplinary and multidisciplinary integration, and integration of new technology and education. Scholars in relevant fields in China have also studied the concept of the new liberal arts, believing that the concept of the new liberal

arts is a humanistic reform based on the national conditions and from the perspective of the actual needs of social development. Its focus is on the construction of the curriculum system, students' practical ability, teaching forms and other aspects to integrate traditional liberal arts with modern scientific and technological means and new teaching concepts.

Design of the teaching mode of college wisdom curriculum is shown below.



Figure. 1. Design of the teaching mode of college wisdom curriculum

2. THE PROPOSED METHODOLOGY

2.1 Current Situation of Classroom Teaching of Tourism Management Major

Taking the creation of teaching situation as an example, teachers can present videos and pictures related to tourist attractions in front of students, so that students can feel the charm of Muke class by combining music, painting, pictures and text, so that students can master basic knowledge and sublimate their emotions. However, it should be noted that the traditional classroom cannot be completely replaced by Muke Classroom.

(1) The development of the traditional classroom so far shows that it has a certain adaptability and practicality. Culture is the

soul of tourism, and a place with a long history and splendid cultural accumulation has the potential to develop tourism. Xiangyang is an outstanding representative of a historic and cultural city with a deep cultural heritage.

(2) School based curriculum is based on schools and students, curriculum development model that enables teaching to adapt to the ever-changing needs of social and economic development and meet the talent capacity needs of students and enterprises

Under the impact and encouragement of the Internet, new teaching models and teaching methods such as flipped classroom, hybrid teaching, integrated learning and engineering teaching, Muke class, micro class, blue ink cloud class emerged at the historic moment. Classrooms turned from indoor to laboratory and even internship posts. The learning form realized online and offline zero distance communication. The use of video teaching and simulation laboratories made learning more vivid, specific and interesting. The tourism industry has a strong comprehensive feature, which determines that the curriculum of tourism management is also very comprehensive.

2.2 The Path to the Reform of Classroom Teaching Mode of Tourism Management Major under the Background of "Internet plus"

However, at present, the curriculum system of talent training programs in many tourism colleges and universities generally focuses on professional knowledge rather than comprehensive quality, and there are also problems such as unreasonable curriculum system, curriculum design for people, and unclear training objectives, resulting in many students' lack of independent thinking ability, innovation ability and adaptability.

Setting the correct goal and direction for talent cultivation is an important basis for the construction of the curriculum system of tourism management specialty. From the goal of talent cultivation, we can see the school running philosophy of universities and the talent cultivation orientation of the specialty, which will determine the future development of the specialty. The scientific and comprehensive formulation of teaching objectives can effectively realize the diversified development of majors, so as to better cultivate high-quality application-oriented talents for regional economic construction.

Taking the creation of teaching situation as an example, teachers can present videos and pictures related to tourist attractions in front of students, so that students can feel the charm of Muke class by combining music, painting, pictures and text, so that students can master basic knowledge and sublimate their emotions. However, it should be noted that MOOC cannot completely replace the traditional classroom. The development of the traditional classroom so far shows that it has certain adaptability and practicality. The construction of school-based curriculum is the key and difficult point of the teaching reform in colleges and universities, and also the key breakthrough to improve the teaching quality and education level. In the construction of school-based curriculum, students should be given priority to, pay attention to the participation of students, and fully absorb the views of students, Students' representatives are encouraged to participate in the design of curriculum objectives, content preparation and specific decisions.

Students' representatives' opinions should be listened to in the whole process and all links of its construction and reform

3. CONCLUSION

With the rapid development of cultural tourism, all parts of China have launched cultural tourism projects with different characteristics, taking the construction of high-quality cultural tourism scenic spots as an important means to improve the quality and image of the city. While increasing the construction of cultural tourism industry in various regions of the country, it also puts forward higher requirements for the development of the industry. Therefore, the construction of new liberal arts will be the main direction of the teaching reform of tourism management discipline. The major of tourism management should combine its own characteristics and advantages with the current situation of the industry development.

4. ACKNOWLEDGEMENT

Funding: 2018 Guilin Tourism College: Research on the Construction and Application of Tourism Etiquette under MOOC Mode (2018XJGA07)

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