

# Research on the Application of Tourism Economics Teaching Reform in Application-Oriented Universities

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**Abstract:** Based on the construction goal of "thick foundation, strong skills and high quality" of the applied undergraduate college of Suzhou University, taking the teaching reform of tourism economics as an example, through the understanding of the content and characteristics of tourism economics, the exploration and research are carried out around the course orientation of "tourism economics", the role orientation of teachers and students in the teaching process, and the innovation of traditional teaching methods, According to the actual situation of the students in the universities of technology application and the needs of the cultivation of application-oriented talents, the corresponding countermeasures and suggestions are given from the aspects of teaching content system, classroom teaching methods and course assessment methods.

**Keywords:** Tourism Economics; Application-Oriented; Teaching Reform

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## 1. INTRODUCTION

Tourism is not only the product of tourism development, but also the driving force of tourism development. The world tourism industry has entered a period of stable development from its formation to development. The 21st century will be the second golden age of tourism. With the continuous development of the world economy, people's disposable income and leisure time continue to increase, coupled with the modernization of transportation, people's demand for tourism is unprecedented, and tourism consumption will become the third largest consumption after food and housing.

Tourism, as an important pillar industry in the tertiary industry, has become increasingly important in the national economy. In the world, tourism is becoming an important lifestyle and socio-economic activity in modern human society. We should adhere to the principle of facing the local, serving the region, and cultivating medium and senior tourism management talents with solid professional basic knowledge, good comprehensive practical ability, and strong innovation and entrepreneurship awareness.

However, there are many problems in the actual teaching practice of tourism economics. It is urgent to improve the teaching status of the course and improve the teaching quality of the course through the reform and practice of the course teaching.

The research content of tourism economics should first reveal the commercialization process and objective regularity of tourism activities in general, analyze the formation basis and conditions of tourism economy, and then expand the research content of tourism economics on this basis.

It is to study tourism activities from the perspective of economics, especially the commercialization of tourism activities, the composition, characteristics and internal interrelationship of tourism commodities, the realization of tourism economic activities and their benefits. A good textbook is the prerequisite for teaching a good course. At present, the construction of tourism economics textbooks has a large number and few high-quality products; Each system is

different in difficulty and ease; The content is old and updated slowly.

## 2. THE PROPOSED METHODOLOGY

### 2.1 Thoughts on the Course Reform of Tourism Economics

The so-called application-oriented talents refer to a special type of talents who can apply professional knowledge and skills to the professional social practice they are engaged in. They are skilled in mastering the basic knowledge and skills at the front line of social production or social activities, and mainly engaged in the technology or professional talents at the front line of production. Considering many reasons, at present, there are very few teaching practices specialized in tourism economics courses in general undergraduate colleges.

But in fact, tourism economics relies on the support of many disciplines, such as economics, marketing, management, and so on; At the same time, its main content is to analyze the economic relations and laws behind the socialized and commercialized tourism economic activities by applying many relevant theories based on economic theories. It is an applied economics with strong practicality.

While fully implementing the requirements of higher education on students' academic standards, based on the construction goal of Suzhou University's application-oriented undergraduate college, we should pay attention to the cultivation of students' practical ability. By virtue of the design of teaching content and the introduction of classic cases, we should carry out teaching activities along the following two main lines:

First, based on the understanding of the content and characteristics of the tourism economics course, the teaching content should be reasonably arranged to help students master basic theoretical knowledge and promote the construction of their tourism theoretical system and the cultivation of theoretical literacy;

Second, in the teaching process, taking tourism activities as the research object, through collecting a large number of

classic tourism economic cases. Cases are the bridge between abstract theory and objective reality. Case teaching method is a heuristic and discursive teaching mode, and an effective method to improve the teaching quality. Especially, the selection of cases is crucial for teachers to teach and analyze the concepts, principles and analysis methods of tourism economics.

## 2.2 Reform and Practice of Tourism Economics Teaching

Through the practice of classroom teaching, we believe that a good tourism economics teaching case should have the following three characteristics: close to students, keep pace with the times, and never forget the classics. With the deepening of teaching reform, advocating student-centered and student-centered has become the mainstream; It is the trend of educational development to mobilize students' initiative, enthusiasm and creativity and stimulate students' internal learning motivation.

The orientation of teachers' roles determines the teaching objectives and methods, as well as the learning interests, methods and results of students. Considering the interdisciplinary and application-oriented nature of tourism economics, and giving full play to the good relationship between our college and Suzhou Tourism Administration, local well-known travel agency enterprises, and scenic spots (spots), in the future teaching practice, we will gradually implement the following teaching practice links according to the needs of the teaching content, And integrate into the performance assessment.

Teachers should fully realize the importance of tourism economics in the teaching of professional courses in application-oriented undergraduate colleges and universities, and need to flexibly use a variety of teaching methods to tap students' potential, stimulate students' thirst for knowledge, and enable them to generate constructive thinking sparks when encountering practical problems. Under the long-term influence of this teaching method, students have been fully expanded in terms of knowledge, ability and quality, and become qualified application-oriented talents in the integrated management and transnational management of tourism.

Macro part: tourism employment and income, tourism development strategy and international comparison, tourism economic impact and benefits. In actual teaching, efforts should be made to combine the integrity of the system with the focus of special lectures, the combination of theoretical teaching and case teaching, and the combination of classroom interactive teaching and extracurricular comprehensive practice. Tourism economics should be a course to display the world of tourism economy, quickly feed back the frontier information and hot issues of tourism development, and track the economic development of tourism industry.

## 3. CONCLUSION

The paper puts forward some suggestions, such as according to the training objectives, determining the teaching content, mainly compiling textbooks, supplementing various textbooks, integrating special cases, increasing interactive discussions, increasing practice links, and integrating theory with practice. Timely update the professional training plan and teaching plan. Through this series of measures, it is beneficial to strengthen the cultural integration between schools and enterprises, so that the school can cultivate front-line talents meeting the market demand with quality and quantity, and promote the employment of students.

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