

# Some Thoughts on the Teaching Reform of Tourism and Hotel Management Specialty

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**Abstract:** Tourism and hotel management are two disciplines that have seen significant growth over the years. With the rise in the tourism industry and an increased demand for hospitality services, the need for qualified professionals in the field has also increased. However, the traditional teaching methods used in these disciplines have been challenged in recent times. The aim of this thesis is to analyze the current state of tourism and hotel management education, identify the limitations of the traditional teaching methods and suggest possible solutions for teaching reform. This thesis argues that tourism and hotel management education need to incorporate more practical and experiential learning methods to better prepare students for the real world. This can be achieved through partnerships with industry stakeholders, more hands-on learning opportunities, and the integration of technology in the curriculum. By implementing these reforms, we can ensure that future graduates are better equipped to meet the evolving demands of the tourism and hospitality industry.

**Keywords:** Teaching Reform ; Tourism; Hotel Management Specialty

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## 1. INTRODUCTION

Tourism and hospitality have become one of the world's fastest-growing industries, contributing significantly to global economic growth and job creation. According to the World Tourism Organization, international tourist arrivals have increased from 25 million in 1950 to over 1.4 billion in 2018, with a growth rate of 6% in 2018 alone. This growth has led to an increased demand for qualified professionals in the field, including tourism and hotel management graduates.

The traditional teaching methods used in tourism and hotel management education have been challenged in recent years. Students have expressed dissatisfaction with the lack of practical experience and the disconnect between what they learn in the classroom and the real world. The purpose of this thesis is to explore the limitations of traditional teaching methods in tourism and hotel management education and suggest possible solutions for teaching reform.

Tourism and hotel management education has traditionally focused on theoretical knowledge, with less emphasis on practical skills and real-world experience. However, research has shown that students learn better through experiential and hands-on learning methods. According to Kolb's Experiential Learning Theory, learning occurs through a cycle of four stages: concrete experience, reflective observation, abstract conceptualization, and active experimentation. This theory suggests that students learn best when they are actively engaged in the learning process and can apply their knowledge to real-world situations.

A study by Brannon et al. (2018) found that experiential learning methods, such as internships and job shadowing, were effective in preparing tourism and hospitality students for the workforce. The study showed that students who participated in internships had a better understanding of the industry and were more prepared for the challenges they would face in their careers.

Another study by Taylor and Hardcastle (2017) found that partnerships between universities and industry stakeholders were beneficial for tourism and hospitality education. These partnerships allowed students to gain practical experience and interact with industry professionals, leading to a better understanding of the industry and increased employability.

## 2. THE PROPOSED METHODOLOGY

### 2.1 Limitations of Traditional Teaching Methods

To address the limitations of traditional teaching methods, tourism and hotel management education needs to incorporate more practical and experiential learning methods. One way to achieve this is through partnerships with industry stakeholders. These partnerships can provide opportunities for students to gain practical experience and interact with professionals in the field. This can also help to bridge the gap between the theoretical knowledge gained in the classroom and the practical skills needed in the real world.

Another way to incorporate more experiential learning is through the use of internships and job shadowing programs. These programs allow students to gain hands-on experience in a real-world setting, providing them with valuable skills and knowledge that can be applied to their future careers. These programs can also help to increase students' employability and make them more attractive to potential employers.

In addition to partnerships and experiential learning opportunities, the integration of technology in the curriculum can also be beneficial. Technology can provide students with new and innovative ways to learn and can help to make learning more engaging and interactive. This can include the use of virtual reality simulations, online learning platforms, and other digital tools that can enhance the learning experience.

Furthermore, the curriculum can be revised to incorporate more relevant and up-to-date content. The tourism and

hospitality industry are constantly changing, and the curriculum needs to reflect this. This can be achieved by incorporating case studies and real-world examples into the curriculum, as well as updating course materials to reflect current industry trends and practices.

## 2.2 Teaching Reform of Tourism and Hotel Management Specialty

To better prepare graduates for the challenges they will face in their careers, it is essential to incorporate more practical and experiential learning methods in tourism and hotel management education. One way to achieve this is through partnerships with industry stakeholders. These partnerships can provide opportunities for students to gain practical experience and interact with professionals in the field. This can also help to bridge the gap between the theoretical knowledge gained in the classroom and the practical skills needed in the real world.

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## 3. CONCLUSION

Tourism and hotel management education needs to undergo teaching reform to better prepare graduates for the challenges they will face in their careers. The traditional teaching methods used in these disciplines have several limitations and are not sufficient to prepare graduates for the evolving demands of the industry. Incorporating more practical and experiential learning methods, partnerships with industry stakeholders, the integration of technology, and updating the curriculum can help to bridge the gap between the classroom and the real world. By implementing these reforms, we can ensure that future graduates are better equipped to meet the demands of the tourism and hospitality industry and are prepared for the challenges they will face in their careers.

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