

# Conformity of Tourism Education and Constructing Innovative Education Patterns

## CONFORMITE DE L'EDUCATION DE TOURISME ET CONSTRUCTION DES MODELES DE L'EDUCATION INNOVATIVE

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**Abstract:** Through innovative theories, ideas technologies and educational methods, the innovative education is to foster innovative abilities of college students. This paper focuses on how to build an innovative education pattern through the conformity of tourism education

**Key words:** Conformity, Tourism education, Innovation

**Résumé:** A travers les théories et les idées technologiques innovatives ainsi que les méthodes éducatives, l'éducation innovatrice vise à former les capacités innovatrices des étudiants. L'article présent se consacre à étudier comment établir un modèle éducatif innovatif par le biais de la conformité de l'éducation de tourisme.

**Mots-Clés:** conformité, éducation de tourisme, innovation

As one of important parts of Higher education in 21<sup>st</sup> century, tourism education should place its tenet on students' full development based on the development and background of the times. It will construct a new educational model by using comprehensive methods that can let students be involved initiatively into the education process.

is definitely the major educational field where it not only innovates knowledge, spreads knowledge and puts knowledge into practice, but brings up qualified practitioners with innovative springs and abilities. The level of tourism education contributes to not only tourism industry itself, but to the whole society development, which promotes the values of tourism education in the new era. Meanwhile, this kind of new values must be publicized in the whole society.

### 1. CONFORMITY AMONG TOURISM EDUCATIONAL IDEAS AND INNOVATING CULTIVATION PATTERNS OF TOURISM PRACTITIONERS

History of human development has already witnessed that the social transform could be achieved without that of education. Nobody can change this kind of trend. New tourism education notions are as follows:

#### 1.1 New value notions of tourism education

The value notions of education mean how correctly we realize the relations between education and values ourselves and how we can definite the value tropism of educational behaviors. It reflects the value relationship between human and education, not the education itself. Knowledge today plays the important role of economic development around the world. Tourism education itself

#### 1.2 New concepts of tourism education talents and qualities

Concept of talents is to explain the standards that how can we judge a practitioner. Since tourism industry is the one of strong practical characteristics, it requires its practitioners have not only practical skills, but also an academic knowledge basically. How it is just the weakness owned by tourism colleges because professional teachers there generally have high academic basis, but most of them lack the working experience in tourism industry. As a result, the knowledge they give students cannot match the practical needs in the real working environment after they graduate.

Therefore, practical classes must be given together with the basic theories to students to enhance their abilities to look into and solve the problems in the real life. On the other hand, it can also give students precious opportunities to put theories they learnt into practice

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and improve their theories level inversely. In order to fulfill this objective, enough time for exercitation must be ensured and so is the cooperation with tourism enterprises. We address our cultivation model for students as this kind of thought "Encouraging full development with individuality". Our basic requirements for students can be addressed as "Attitude, Skills, Knowledge and Habit". Students are educated to have good attitude to the life and love lives. If they have this kind of good attitude for life, they can not only work hard but also love to cooperate with others in any cases. Skills and know ledges are of good as well to help them to study by themselves and learn from others. Finally, teaching them to developing good habits is also placed an important place in our education plan.

The view of education quality is a matter of how we realize the standard of education quality. Traditional standards are relatively out of fashion cannot match the internationalization trend of China tourism education industry. How to improve the overall level of tourism education has become a heat topic among China tourism education field. The most core problem of China higher tourism education is the short of excellent teaching staffs and low qualities of existing staffs. Hence, the first thing that needs to do is improving their teaching levels and strengthen the construction of them.

### **1.3 New views about how to run tourism education colleges**

Under the globalization environment, as speeding tourism education development, it not only suit the needs of the optimal allocation of resources for education using socialist market economy ,but follows the laws of it's development. They should not only focus on the expansion of the scale to ensure the structural optimization, and improvement of quality and efficiency to achieve the "size, structure, quality, effective "four coordinated development. We should ensure that the recent developments, and also maintain sustainable development.

## **2. INTEGRATION OF TOURISM TEACHING METHODS TO TRAIN AND INNOVATE TOURISM PERSONNEL**

University-trained people should have the ability to solve problems with a sense of innovation, the spirit and wisdom Therefore teachers should actively promote the reform of teaching methods.

**2.1** To achieve the new teaching methods, we must first ensure that new awareness, establish modern education, and turn the exam-oriented education to quality education, emphasis on imparting knowledge of the training capacity to pay. Special training is the ability of students to promote student learning and

self-exploration, and students can set their own goals, select study materials, show their performance completely and full exchange with teachers. They have democratic relationship with their teachers and to be encouraged to ask questions, examine and surpass teachers.

**2.2** We should turn instilling mode into heuristic one, and insist on encouraging students to discuss, debate, come to their own conclusions and train themselves creative thinking.

**2.3** Teachers should make full use of modern teaching methods. Audio and visual equipment and computers play an important role in modern laboratories. To gather all the information and make full use of teaching media are very important to make students more lively and teaching process more efficient. Greater use of simulation, case teaching, and experimental teaching can change the traditional teaching method of chalk.

**2.4** The cultivation of capacity must be obtained through practice, allowing students to participate more in-depth social productive labors and social practices, and improving their capabilities and abilities. Tourism is the special characteristics, thus tourism education cannot be well managed without the training base where students can practice once each school year, every 3-4 months each time. This in turn can combine the theoretical knowledge with practice, will produce good teaching results and enhance the ability of students to create.

## **3. CONFORMITY OF TOURISM EDUCATION ENVIRONMENT AND CULTIVATION OF CREATIVE TOURISM PERSONNEL**

### **3.1 To create a free-thinking space**

The creative ability is from creative space, and nurturing creative thinking is the key to creativity training. Of a scientific theory, a scientific experiment, a project designed not only requires the same thinking with the idea following teachers, but also students to advocate vigorously different ideas. Schools should promote students to think independently, dare to another way of differentiating itself, to critically absorb all scientific and technological achievements and innovation on the basis of the results already existing.

### **3.2 Relaxed academic environment**

To create a rich atmosphere of the freedom to explore and promote their creations, and early growth. Science equality and the law of "letting a hundred flowers blossom and a hundred schools of thought contend", can both be used for science. We should fully affirm the contributions authority, but not the authority of

superstition. Schools should support those new, advanced, although very immature, but promising technologies, methods, and designs. A university campus should have its own characteristics to create awareness of the academic environment.

### **3.3 Flexible education system**

Closely related to the development of creativity and individuality, personality can be healthily developed and creative potentials will also be able to be brought into full play. If the individual were suppressed and

distorted, creativity will be stifled. Flexible and diverse education system is conducive to creativity and personality development. In undergraduate stage, for instance, if we allow students to freely choose and change subjects, many may choose to work part time and others full-time education. We can also carry out tutorial system the same as that in master level. Traditions might be broken up by undergraduate tutorial system to create new teaching environment and help the students to find their own ways to fully develop their personalities and potentials.

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