

Cultivation Mode of Innovative Tourism Talents in Colleges and Universities

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Abstract: *With the continuous improvement of people's living standards in our country, tourism has entered the stage of prosperous development, and tourism economy has become an important part of our country's economic system, and presents a growing trend every year. In such a big market for tourism talents under the background of growing demand, as important way of talents training in university, not only to train talents with professional experience in theory and practice of tourism, but also has the corresponding innovative thinking and ability, flow of high-quality innovative talents for the society, to promote the sustainable development of the tourism market in our country. Tourism plays a very important role in promoting urban construction and economic development. However, in terms of the current urban tourism development and the protection of historic districts, the lack of scientific, reasonable and overall planning is obvious, which hinders the effective development of urban tourism. Firstly, many cities have developed their historic districts by imitating and relocating them, and some have even adopted tourism resources that do not belong to them. Secondly, in the process of tourism resources development, the city realizes the local advantages and values of historic districts, so it adopts large-scale development and utilization of historic districts.*

Keywords: University; Innovative; Tourism Talents; Training Strategy.

1. INTRODUCTION

In the process of deepening the modernization reform, tourism has become an important economic component of the society. In the development process of tourism industry, the conventional tourism model has been unable to adapt to the needs of the new era, innovative tourism talent gap is huge. Therefore, colleges and universities should, on the basis of recognizing the demand for talents in the industry, speed up the research on the training mode of innovative tourism talents, and cultivate compound talents with professional knowledge and innovative thinking, so as to become an important driving force to promote the development of tourism. This paper aims to study the cultivation mode of innovative talents in colleges and universities, so as to transport high- quality talents for the society and promote the continuous progress of the quality of running colleges and universities.

the ideological and political education work is one of the most important lessons in college education, is now in the era of "Internet +" in the reform of education system, the ideological and political education work in conducting also ushered in the new development opportunities and challenges, the ideological and political education work how to enhance the level of teaching under the current era is now required attaches great importance to the problem of colleges and universities. the application of "Internet +" technology in ideological and political education in colleges and universities can promote the reform and innovation of its educational work. In this process, micro carriers can be built in ideological and political education, and the construction of ideological and political micro carriers can promote the development of ideological and political education in colleges and universities. This paper analyzes the role of micro-carrier in ideological and political education in colleges and universities, and discusses the application of micro-carrier in ideological and political education in colleges and universities under the background of "Internet +", so that it can promote the improvement of ideological and political education in colleges and universities.

2. PROBLEMS EXISTING IN THE CULTIVATION OF TOURISM PROFESSIONALS IN COLLEGES AND UNIVERSITIES

College students are in a critical period of building character, is also the key period of cultivating the personality independence, which requires colleges and universities in conducting education work, should follow the time development pace, in carry out the ideological and political class, to abandon the traditional teaching mode, make its course in the conduct, the personalized teaching main body, with the rapid development of information technology, College students have also begun to use information technology equipment. Only for ideological and political education in colleges and universities microcarrier for application, to be effective to "Internet +" characteristics of the Times, when to use microcarrier, should as far as possible to ensure the concealment of the

microcarrier, under the background of the environment, can stimulate students' enthusiasm and curiosity, at the same time can also free speech in the micro carrier, It is not subject to real life concerns. Under the micro-carrier mode, ideological and political education has begun to appear in the daily life of college students, increase the impact of ideological and political education on students, so that college students can improve their awareness of ideological and political education, and promote the improvement of ideological and political education in colleges and universities. As the first image of a movie, the quality of its translation will affect the box office. According to Xiang Huasheng's claim that "giving a movie a good title is like the finishing touch after drawing a good dragon". That means an attractive title can help a movie accumulate audiences. The task of a film title is to "concisely summarize the content of the film, reveal the theme in a simple and concise manner, and inspire the public with rich associations in a timeless and profound way." In the process of promoting Chinese films overseas, using domestication strategy to translate titles can make the target language audience accept our culture more directly and thus gain a sense of cultural identity. The domestication strategy can be based on the cultural needs, aesthetic needs and sense of cultural identity of the audience in the translated language. And it can turn the content of the film into expressions that are more familiar to the audience in the translated language and remove the cultural barriers between the two languages as much as possible.

2.1 Unclear training objectives

In the process of the development of higher education, many colleges and universities pay attention to the expansion of school-running scale and enrollment number, so they have added tourism management major. However, due to their lack of experience in running schools and corresponding teaching infrastructure, tourism education in colleges and universities has no obvious positioning and cognition. It embodied in the tourism talents training target is not clear, don't understand the market demand for tourism talents, also can't timely grasp the market change to adjust the education objectives, teaching plan and curriculum lack of pertinence, although teachers have professional education quality, but lack the corresponding practical ability, makes talent training in favor theoretical, Unable to meet the innovative demand of the market for tourism talents has become an important obstacle to the training of tourism professionals in colleges and universities. To construct a good cooperative ecological model of "production, education, research and application", through field observation and learning, on the one hand, one can exercise one's professional skills, improve professional theories, and make full use of the double-qualified teachers; on the other hand, it can also apply theoretical knowledge to practice, strive to solve practical problems and create value for enterprises. Meanwhile, actively participating in innovation and entrepreneurship competitions such as "Internet +" and "Challenge Cup" can also provide convenient channels for medical students' personal innovation and entrepreneurship. In the competition, medical students are required to participate in project under the guidance of a mentor, product introduction, market analysis, financial analysis, risk control, team introduction and public defense so that the medical students' awareness of innovation and entrepreneurship will gradually be strengthened, their thinking will be more open, and to cultivate open, diverse and shared interconnected innovative thinking among medical students.

2.2 Unreasonable curriculum setting

Tourism management major, as an application-oriented major, requires students to have both theoretical and practical qualities, so the curriculum should reflect this characteristic. However, in the current curriculum setting of colleges and universities, the degree of discipline integration of tourism management major is not fully reflected. the curriculum setting only simply integrates the tourism management major course with other disciplines, without reflecting the internal logic of the course, which greatly reduces the teaching effect [1]. Taking geography and tourism as an example, there is a certain connection between the two. However, when universities teach geography courses for tourism management majors, they simply copy them mechanically, failing to grasp the connection between geography and tourism, making the courses tedious and not conducive to the construction of students' knowledge system. Local knowledge expression and tourism display From local to the block of the historic district of layout, building style, the traditional process of material things, can also from the diet culture, folk beliefs, folk art, such as reflected on spiritual culture, and the content is also very important tourism resources, it is enough to show that local tourism characterized with the use of [2]. In addition, tourists can experience the cultural heritage of the city's historic districts from various elements when visiting them. In xi 'an city historic districts, for example, many elements in districts can reflects the culture of qin dynasty, the visitors can reminiscent of history course to learn about the knowledge of the qin dynasty, and organic combination and the historic district, and the knowledge so that not only can improve the feeling of tourists, tourists can also broaden the knowledge level, Therefore, the localism of historic districts has the function of knowledge expression.

2.3 Lack of "double-qualified" teachers

Quality of teachers is directly related to the quality of teaching, tourism management itself needs to have strong comprehensive ability, but a lot of open practice of university tourism management speciality is not long, teachers from other professional transferred to itself the lack of professional system for tourism study, makes the study of the theory of the teachers' lack of ability. At the same time, the lack of practical experience is also an important problem in the ranks of teachers in colleges and universities. If they do not have practical work experience in the tourism industry, they will not have a thorough understanding of the development trend of the industry and the demand for talents, which will lead to the deviation of the goal of talent training. The main reason why a city can attract a large number of tourists lies in its charm and characteristics. As for the historic districts in the city's tourism resources, their strong local characteristics are the key elements to attract tourists, and also the supporting conditions for the construction of tourist cities [1]. As an important tourist resource of the city, historic districts contain great charm and deposits, which can meet the needs of tourists to understand the history, to meet the needs of tourists to be nostalgic and broaden their horizons, and to show the uniqueness of the city to tourists. In xi 'an city historic districts, for example, as a result of xi 'an in ancient times belongs to the state of qin territory, so the xi 'an qin amorous feelings of the historic district has obvious and history and culture, this is xi 'an unique local historic district, to learn about the history of qin culture and tourists, the local will send out a huge attraction. Therefore, the localism of historic districts is the key factor to attract tourists, and the city should pay attention to the localism of historic districts when developing tourism resources, so as to give full play to the advantages and values of urban tourism resources.

Medicine is a life science. The educational model of medical schools has cultivated a rigorous, scientific, standardized thinking mode of medical students. At the same time, medical students have professional knowledge background and have technical barriers that cannot be replaced by others. This also is the natural advantage of medical students. If medical students want to innovative and establish a business, the core is to give full play to their unique advantages.

2.4 Course Module 3: Innovative Team Leads the Practice Stage

On the premise of establishing and improving the new mentor team of scientific and technological innovation tutor team of the college, the college can carry out practical practice through platforms such as hospitals of Traditional Chinese Medicine, maternal and child Health care and other medical units and enterprises. For example, to form a preliminary understanding of the basic process and mechanism of hospital operation, observing the practice methods of medical entrepreneurship and innovation on the spot, or discovering practical insertion points to facilitate patients, improving medical efficiency and resolving doctor-patient conflicts during the process of volunteering, and form preliminary ideas and bluecharts for innovative and entrepreneurial through field understanding and practice, and master the basic processes and methods of the design, marketing and operation of basic processes and business plans, etc, to improve the comprehensive quality and ability of college students in entrepreneurship and innovation. Variable selection is to use statistical methods to select the most suitable subset from a large number of variables to explain the model and predict. Identifying and selecting appropriate variables is more important in model prediction. Based on Kaplan - Meier (KM) estimation and accelerated failure time (AFT) model, this paper explores whether 'age at surgery' and 'medication' have an impact on the postoperative survival of breast cancer patients, and then discusses the impact of variable selection on actual problems. The analysis found that the effect of actual age on survival time needs to be considered, so time - dependent covariates are used for improvement. On the basis of the existing covariates, a variable is added to represent the actual age as the time - dependent covariate of the model. The results show that the time - dependent covariates make up for the deficiencies in some aspects, making the analysis more comprehensive and reasonable.

2.5 Course Module 4: Entrepreneurship Simulation and Practical Stage

With the collaborative support of "classroom training + clinical practice + innovation incubation", simulated and participated in relevant innovation and entrepreneurship actual combat plans. Closely connect with hospitals at all levels and of various types, social and medical institutions, social service institutions, medical and health enterprises, and accelerate the R&D of scientific and technological innovation projects, as well as the application and application of their achievements, so that business startups and innovation will not only stay in theoretical learning, but also have practical significance. Survival analysis models widely appear in the fields of medicine, biology, insurance and other scientific fields, and mainly study the relationship between the time of event

occurrence and certain events. This type of model has two characteristics: one is with censored data, that is, because some observed individuals drop out or cannot be tracked, the survival time of some individuals cannot be observed, so there are censored data. The second is high-dimensional data. Due to the large amount of data generated in bioinformatics, medicine and other fields and the rapid development of computer technology, there is inevitably a large amount of survival data in this part of the field. For individuals, the factors that affect lifespan time There are also a large number of latent variables. For example, in the colon cancer study [1], in order to compare the effect of adjuvant drug levamisole treatment with levamisole and fluorouracil mixed treatment after colon cancer resection, the time of cancer recurrence was different for each patient according to the physical condition of each patient. Various physical indicators such as height, weight, medical history, and blood type may be relevant explanatory variables.

Variable selection is the use of statistical methods to select the most appropriate subset of variables to explain the model and predict. It has three main functions: one is to eliminate the relevant and redundant variables in the model. The existence of these variables cannot improve the accuracy of the model, so it is necessary to do relevant processing; Thereby, the accuracy of the model is improved [2]; the third is to reduce the dimension of the model and the unnecessary calculation amount. With the increase of the sample size and dimension, the calculation amount of the model, especially the nonlinear model will increase exponentially, and the variable selection will greatly reduce the computational cost.

3. INNOVATIVE TOURISM TALENT TRAINING MODE IN COLLEGES AND UNIVERSITIES

Currently under the background of "+" Internet era, ideological and political education work in conducting also may carry on the application of information technology, the ideological and political teaching content into their daily communication, make its can diversify the teaching content, make its way of ideological and political education can be widened, in order to enhance the level of ideological and political education in colleges. In the era of "Internet +", its most prominent feature is the development trend of diversification, and the characteristics of its information technology can also be reflected in ideological and political education [1]. At present, colleges and universities should upgrade the ideological and political education on the basis of the traditional education mode, so as to improve the means of ideological and political education work, but also to achieve the purpose of ideological and political education innovation. Under the development of "Internet +" era, college students and the ability to skillfully use of Internet technology and information technology, the students in the Internet time occupy a larger proportion in our daily life, most college students through the Internet can play games, watch TV, etc, these entertainment patterns are also carried out in the Internet. the application of Internet technology by college students has brought convenience to their life. For example, the development of online shopping and take-out apps has brought great convenience to students. University students in extra-curricular time is in the Internet looking for entertainment, its students to participate in outdoor activities, less and less, which makes the students' social patterns have also changed, in the context of the environment, colleges and universities should use information technology in teaching mode, making it possible to change the traditional teaching model, the micro carrier ideological and political education work can be developed in the direction of diversification, in order to enhance the enthusiasm and initiative of college students to learn. Spiritual life. Due to the lack of sound and stable teaching staff and large staff turnover, teachers in private colleges not only have heavy teaching tasks, but also heavy scientific research tasks. Most of their time is devoted to teaching and scientific research. The workload is heavy and the pressure It is also large, which leads to the extremely lack of spiritual life of teachers in private colleges and universities, which seriously affects the enthusiasm for work, and it is easy to produce the feeling of job burnout. Teacher system. In our country, enterprise-established teachers are the main part of the teaching staff in private colleges and universities. Although the state grants equal legal status to enterprise-established teachers and career-established teachers, in fact, due to different systems, corporate-established teachers are promoted in professional title evaluation, social insurance, There are certain differences between further training, personal evaluation and file affiliation and career preparation teachers, which especially have a great impact on the turnover rate, sense of identity and sense of belonging of teachers in private colleges and universities.

3.1 Clear training objectives

In order to promote the cultivation quality of tourism management professionals in colleges and universities, first of all, we must make clear our own personnel training objectives and achieve targeted teaching. Our country's tourism industry, as a smokeless industry, has two development models: extensive and intensive. However, with the development and progress of social economy, the extensive economic development model can no longer meet

people's needs, and the tourism industry begins to develop into a high-quality intensive economic model [2]. This kind of development mode change directly caused the target of personnel training in colleges and universities, colleges and universities should combine the industry and the development of the society needs, will cultivate the students' innovation ability is an important development goal, the students should not only know the professional knowledge of tourism theory, also have strong ability of innovation practice, in order to promote the comprehensive cultivation of talents, Promote the college talent training goal and social reality fit. The city in the history of the development for a long time will form a unique history and culture, and with the changing times until now, eventually become outstanding cultural heritage in the urban development, in which historic district, construction and other substances, and in the face of rich historical culture and material, as a tourism resources development and utilization, will create huge economic benefits and social benefits for the city. Based on this, in order to achieve the strategic goal of sustainable development in the process of tourism development, the city needs to coordinate the relationship between tourism resources development and historical culture, material protection, so as to create an enduring development model of tourism city. Based on the protection of historic blocks, this paper first analyzes the main factors that attract tourists in urban historic blocks, then expounds the problems existing in tourism development and protection of historic blocks, and finally summarizes the effective ways of tourism development and protection of historic blocks.

3.2 Optimize the curriculum

As an important tool to support the development of teaching, the curriculum is related to the teaching arrangement and content, reflecting the overall planning of tourism management major in colleges and universities. It is required to set up a scientific curriculum system based on the teaching objectives. Tourism management as a new discipline, has a strong discipline and fusion, which requires students to master professional knowledge of tourism, on the basis of learning management, society, history and so on related discipline knowledge, therefore in the process of curriculum should consider the importance of the related disciplines, be included in the in the curriculum system. But these courses include not copied to the conventional teaching mode, teaching content, but should pay attention to discipline, the connection between the knowledge to add or delete the contents of the original professional discipline knowledge, to embody the curriculum system between the internal logic, that other disciplines become auxiliary tourism management professional knowledge learning tools, to realize the optimization of curriculum system [3]. the city in the process of economic development needs to be reasonable by virtue of their own advantages and characteristics, in order to guarantee the rationality of the economic development, quickness and scientific, in terms of the current is given priority to with tourism city's economic development, not only can improve the visibility of the city and the economic level, can also be the city's tourism resources have good protection effect. This paper makes a detailed analysis and research on tourism development and the protection of urban historic districts, and puts forward relevant countermeasures and methods, hoping to provide some help for the establishment of civilized tourism city and the promotion of urban economic development.

3.3 Establish the subject status of students in teaching

In conventional teaching mode, teaching model of "cramming" to become the main teaching form, but the students' learning enthusiasm and innovative thinking ability is a kind of suppression, making innovative talent cultivation of tourism management, must change the existing teaching mode, establishing the dominant position of students in the teaching process, to stimulate students' creative thinking ability, Promote the realization of the goal of training innovative talents. Therefore, colleges and universities should introduce modern education models such as flipped classroom, micro class and MOOCs into professional teaching. In modern education concept, students' dominant position should be highlighted and student-centered education and teaching activities should be carried out, which is a subversion of traditional education concept. Encourage students to think positively in the teaching process, in the form of group cooperation to let students take the initiative to solve problems, but also inspire students to look at problems from a new perspective, cultivate students' innovative thinking. Colleges and universities should realize the importance of innovation ability, train tourism professionals with strong innovation ability, and promote the continuous development of our country's tourism industry. On the one hand, the database layer has the function of storing data, on the other hand, it can also analyze the hidden data code, clarify the calculation result and database correlation, and provide reference for the difference matching between objects and relationships. Compared with the new Web layer of the three-layer technology, the four-layer technology can screen and sort out information, ensure that the whole process of data storage, processing and transmission is more professional and standardized, effectively avoid information confusion caused by excessive number of users, and further improve the effect of user instructions.

At present, the working environment of computer software development is more complex and changeable, which requires developers to adjust the technical structure flexibly according to the actual situation. In the face of a more special computer data running environment, if the use of four-layer technology may be unable to effectively deal with too complex data information, so it is necessary to subdivide the data layer again to form a five-layer structure, further improve the performance level of computer software. the application of five-layer technology effectively expands the structure of computer software development and ensures that computer software development can better adapt to various complex application environments. At present, the five-tier technology is mainly applied in J2EE environment, which is further expanded compared with the traditional three- tier structure. In addition to further subdividing the data layer, the five-tier technology can also achieve partitioning of other layers.

3.4 Interactive learning

With the changes of the Times, the level of information technology and Internet technology is constantly improving, promoting the development of the "Internet +" era [2]. Under the background of the environment, in carrying out ideological and political education work in colleges and universities, has already begun to strengthen the application of the carrier, this makes the learning mode of students in institutions of higher education has changed, the traditional teaching mode of students belong to passive learning, teachers in the classroom to explain knowledge, is the main body in the classroom, teachers led to its poor classroom of middle school students' learning efficiency. But in microcarrier mode, when conducting ideological and political education work, students in the content of the learning process and learning self-regulation and control, through the application of Internet technology, at the same time also appeared a communication platform between teachers and students, the communication between teachers and students more frequently, making college students learning style changed, It's time to move towards interactive learning. With the application of micro-carrier, the communication efficiency between students and teachers in colleges and universities has also been improved, and the relationship between teachers and students has been improved. the application of micro- carrier improves the communication between information, and information is also shared. In this environment, the level of ideological and political education in colleges and universities has been improved, and the learning efficiency and learning level of college students have also been effectively improved.

3.5 Real-time transmission of teaching content

Currently under the background of "+" Internet age, college education work in the process of carry out start attaches great importance to the application of micro carrier, particularly the application of the carrier in ideological and political education, to enhance the level of ideological and political education work in colleges and universities to carry out and implement the contents of the ideological education, but also can make students quickly learned knowledge in ideological and political education. In the process of carrying out ideological and political education in colleges and universities, it should be combined with the development trend of the current era and spread ideological and political education through micro-carriers. the application of micro-carriers can effectively ensure the timeliness of ideological and political knowledge and realize the immediacy of teaching content transmission [3]. Under the background of "Internet +", the application of microcarrier makes in carry out the ideological and political education in colleges and universities to realize resource sharing of the information, not when it is applied in its information resources is limited by time and space, and its information resource can realize sharing between universities, in this case, the ideological and political education work timeliness can be secure, To improve the level of ideological and political education in colleges and universities.

4. CONCLUSION

To sum up, changes in the tourism market have led to changes in the training objectives of tourism talents in universities. the gradual saturation of the tourism market has made the original theoretical talents unable to meet the needs of industrial development, and only innovative talents are the important driving force to promote industrial transformation and upgrading. Based on the problems existing in the cultivation of tourism talents in colleges and universities, this paper proposes to promote the cultivation of innovative talents by optimizing the curriculum and clarifying the teaching objectives, so as to improve the quality of education in colleges and universities. With the rapid development of social economy, information technology and Internet technology has also achieved rapid development, the Internet technology has been widely used in People's Daily work and life as well as learning, making our country ushered in the "Internet+" era. Under the background of the current era, the application of information technology and other advanced technologies in various industries has promoted the society to achieve new development, and now it has begun to develop in the direction of micro cultural information

exchange and circulation. Present education career also in constant change, the integration of Internet technology, makes the education work in colleges and universities began moving into the direction of the culture, under this background, the college ideological education work has begun on the conduct of microcarrier attaches great importance to the construction of the application of the micro carrier in ideological and political education work can improve the role fully, In order to promote the development of ideological and political education in colleges and universities.

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