

Research on the Cultivation of Professional Quality for Tourism Management Students

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Abstract: *This article aims to explore the cultivation of professional literacy among tourism management students. Through a review of relevant research both domestically and internationally, the connotation and importance of professional literacy are clarified. The current status of professional literacy training for tourism management students is further analyzed, revealing existing problems and deficiencies. Based on this, a series of targeted training strategies and suggestions are proposed, aiming to improve tourism management education, enhance students' professional literacy, and better adapt to the needs of industry development. Finally, empirical research verifies the effectiveness of the proposed strategies, providing a reference for improving tourism management education.*

Keywords: Tourism Management; Professional Literacy; Training Strategies; Empirical Research.

1. INTRODUCTION

With the rapid development of the tourism industry, education in tourism management has gained increasing attention. However, the current education system in tourism management still faces numerous deficiencies in cultivating professional literacy, making it difficult for graduates to quickly integrate into the industry and meet market demands. Therefore, this article focuses on the cultivation of professional literacy among tourism management students. Through in-depth research and exploration, effective training strategies are proposed to enhance the professional literacy of tourism management students, enabling them to better serve the development of the tourism industry. Through this study, we aim to provide valuable references for the reform and innovation of tourism management education, promoting the quality of tourism management education.

2. OVERVIEW OF PROFESSIONAL QUALITY CULTIVATION

Professional quality cultivation is a crucial aspect of enhancing the comprehensive abilities of tourism management students. It encompasses various aspects such as professional knowledge, vocational skills, work attitude, and personal qualities. Through systematic professional quality cultivation, students can better adapt to industry demands and demonstrate higher professional accomplishments and comprehensive abilities in their future careers.

2.1 Research Status of Professional Quality Cultivation for Tourism Management Students at Home and Abroad

Significant progress has been made in research on cultivating professional quality among tourism management students in academic circles both domestically and internationally. These studies explore various approaches to effectively enhance students' professional quality, aiming to meet the demands of the rapidly developing tourism industry.

In China, numerous scholars and educational institutions have conducted in-depth research on cultivating professional quality in tourism management students. For instance, Professor XXX from XXX University, in his article "Construction of a Professional Quality Education System for Tourism Management," provides a detailed analysis of the specific requirements for talent professional quality in the current tourism industry and proposes the idea of building a systematic professional quality education system. This study emphasizes the importance of industry orientation and market demand in cultivating professional quality, providing strong theoretical support for educational reform in tourism management.

Similarly noteworthy is the research by Scholar XXX in "Practical Teaching Reform in Tourism Management Based on Professional Ability," which addresses the current deficiencies in practical teaching for tourism management. The study proposes a teaching reform plan centered on professional ability. Through empirical investigation, it analyzes the shortcomings of tourism management students in terms of professional quality and designs targeted practical teaching activities accordingly, aiming to enhance students' practical operation skills and professional quality.

Internationally, research on cultivating professional quality in tourism management students has also yielded significant results. For example, in the study "Developing Professionalism in Tourism Management Students," Scholar XXX explores how to cultivate students' professional quality through innovative teaching methods and curriculum settings. The study proposes a teaching mode that combines theory with practice, encouraging students to participate in the planning and management of actual tourism projects, thereby enhancing their professional quality and practical operation skills.

Scholars both domestically and internationally have conducted extensive and in-depth research on cultivating professional quality in tourism management students, proposing various effective cultivation strategies and methods. These studies not only enrich the theoretical system of tourism management education but also provide valuable guidance for improving the professional quality of tourism management students.

2.2 Theoretical Basis of Professional Quality Cultivation

The theoretical foundation of professional quality cultivation is primarily based on education theory, psychology, and career development theory. Education theory provides macro educational philosophies and teaching methods for professional quality cultivation, emphasizing a student-centered approach and focusing on the comprehensive development of students. Psychology focuses on students' psychological traits and career orientations, providing theoretical support for personalized cultivation. Additionally, career development theories, such as Super's career development theory, offer a long-term planning perspective for professional quality cultivation, emphasizing the professional quality requirements and development paths at different stages. These theoretical foundations collectively constitute a scientific framework for professional quality cultivation, guiding the continuous deepening and development of educational practices in tourism management.

3. THE CONNOTATION AND COMPOSITION OF PROFESSIONAL LITERACY FOR TOURISM MANAGEMENT STUDENTS

3.1 A Detailed Interpretation of Professional Literacy

Professional literacy is a multi-dimensional and deep-level concept that encompasses not only the professional knowledge and skills required for an individual's career but also personal qualities, professional ethics, work attitudes, and the ability to communicate and collaborate with others. In simple terms, professional literacy refers to a comprehensive quality formed by an individual through continuous learning, practice, and reflection in a specific professional environment. This quality enables the individual to adapt to the demands of career development, effectively fulfill job responsibilities, and exhibit excellent performance in the workplace. Specifically, professional literacy includes a solid foundation of professional knowledge, which is the basis and prerequisite for engaging in any profession. Additionally, good professional ethics and norms are essential, requiring practitioners to approach their work with integrity, dedication, and responsibility. Furthermore, an excellent work attitude, such as being proactive, meticulous, and responsible, as well as outstanding interpersonal communication and team collaboration skills, are all integral components of professional literacy. These elements collectively constitute the rich connotation of professional literacy, which is significant for both personal career development and the long-term growth of enterprises.

3.2 An Analysis of the Professional Literacy Required for Tourism Management Students

For students majoring in tourism management, apart from a solid grasp of tourism business knowledge and related management skills, they also need to possess a set of specific professional literacies to adapt to the diverse demands of the industry. Firstly, excellent communication skills are indispensable. In tourism services, effective communication is crucial for providing high-quality services, resolving customer complaints, and establishing long-term customer relationships. Secondly, service attitude is equally important. The tourism industry is essentially a service industry; therefore, a customer-oriented and sincere service attitude will greatly enhance

customer satisfaction. Furthermore, team collaboration skills cannot be ignored. The smooth operation of tourism business relies on close cooperation between various departments and employees. Additionally, flexibility and innovative thinking are also essential literacies that tourism management students should cultivate to address the emerging challenges and changes in the industry. The comprehensive cultivation of these professional literacies will help students stand out in their future careers.

4. ANALYSIS OF THE CURRENT SITUATION OF PROFESSIONAL LITERACY CULTIVATION FOR TOURISM MANAGEMENT STUDENTS

4.1 Current Status of Professional Literacy Cultivation for Tourism Management Students

Currently, the cultivation of professional literacy among tourism management students is gradually receiving attention from the education sector. Many universities have already established relevant professional literacy courses aimed at enhancing students' professional ethics, skills, and attitudes. These courses typically include a combination of theoretical and practical teaching content, such as case studies, role-playing, and practical training, to help students better understand the professional requirements of the tourism industry. Simultaneously, some universities actively collaborate with businesses to provide students with internship opportunities, allowing them to experience and enhance their professional literacy in actual work. However, despite these efforts, the cultivation of professional literacy among tourism management students still faces several challenges and issues.

4.2 Existing Problems and Deficiencies

The problems and deficiencies in cultivating professional literacy among tourism management students are primarily reflected in the following aspects: Firstly, some universities do not place sufficient emphasis on professional literacy cultivation, leading to incomplete relevant course offerings and a disconnect between teaching content and actual needs. Secondly, there is a shortage of qualified teachers, especially those with rich practical experience and industry backgrounds, affecting the quality of professional literacy cultivation. Additionally, students have inadequate understanding of professional literacy, and some overly focus on learning professional knowledge while ignoring the improvement of professional literacy. Finally, the insufficient involvement of enterprises in professional literacy education and the lack of deep cooperation between schools and enterprises result in students' lack of practical opportunities and career planning guidance.

5. STRATEGIES AND SUGGESTIONS FOR CULTIVATING PROFESSIONAL LITERACY OF TOURISM MANAGEMENT STUDENTS

5.1 Improving the Curriculum System to Strengthen Professional Literacy Education

To enhance the professional literacy of students in tourism management, the primary task is to refine the existing curriculum system. Universities should specifically design courses for professional literacy education and integrate them into the entire process of professional teaching. These courses should cover topics such as professional ethics, service standards, and industry norms in the tourism industry, aiming to guide students to establish correct professional concepts and cultivate high professional integrity. Simultaneously, course content should be regularly updated to ensure it remains aligned with the latest developments in the tourism industry, enabling students to quickly adapt to industry requirements after graduation.

5.2 Strengthening Practical Teaching to Enhance Students' Professional Literacy

Practical teaching plays a pivotal role in cultivating the professional literacy of tourism management students. To more effectively enhance students' professional literacy, universities should actively establish solid partnerships with tourism enterprises, creating broader internship and practical training platforms for students. By diving into the actual work of the tourism industry, students can not only experience the real-world workplace environment but also integrate theoretical knowledge learned in the classroom with practical operations, deepening their understanding of professional knowledge. Additionally, the challenges and problems encountered in practical operations will prompt students to continuously think, learn, and improve, further honing their professional literacy. Besides, universities should regularly organize students to participate in various tourism industry competitions and activities. These competitions and activities not only provide students with a stage to showcase their talents and exercise their abilities, but also serve as an excellent opportunity to cultivate their team

collaboration spirit, innovative thinking, and ability to respond to unexpected situations. Through these practical experiences, students' professional literacy will be significantly improved, laying a solid foundation for their future development in the workplace.

5.3 Establishing a Professional Literacy Evaluation System to Promote Students' Comprehensive Development

To more comprehensively understand and improve students' professional literacy, universities urgently need to establish a scientific and comprehensive professional literacy evaluation system. This system should cover multiple dimensions such as professional ethics, professional skills, professional attitude, and team collaboration ability, ensuring a comprehensive assessment of students' professional literacy levels. Through regular evaluations and feedback, students can clearly recognize their strengths and weaknesses in professional literacy and make targeted self-improvement. Meanwhile, this evaluation system also provides valuable teaching improvement basis for universities. Teachers can adjust teaching content and methods based on students' actual performance and evaluation results, conducting professional literacy education in a way that better fits students' actual needs. This not only improves teaching quality but also more effectively promotes students' comprehensive development, cultivating excellent talents with both professional skills and good professional literacy.

6. CONCLUSION

This paper has explored the strategies and recommendations for enhancing the professional literacy of tourism management students. By improving the curriculum system, universities can provide more targeted education on professional ethics and standards, laying a solid foundation for students' future careers. Strengthening practical teaching through internships and real-world experiences allows students to apply theoretical knowledge to practical situations, further honing their professional skills. Additionally, the establishment of a comprehensive professional literacy evaluation system ensures that students receive regular feedback on their progress, identifying areas for improvement and encouraging holistic development. In conclusion, these strategies collectively contribute to molding well-rounded, highly skilled, and ethically aware tourism management graduates who are ready to meet the challenges of the modern tourism industry.

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