Research on the Reform of the Blended Teaching Mode of the Course "Tour Guide Practice" under the Background of "Internet +"

Xiaoyan Chen

Department of History, Culture and Tourism, Shaanxi Xueqian Normal University, Xi'an 710100, China

Abstract: With the continuous development of information technology, "Internet +" has been widely used in various fields of social life, bringing all walks of life into a new ecological environment. In the relatively quiet field of education, "Internet +" is also impacting the traditional teaching model, and school education is gradually moving from closed classroom education to an open and shared online world. The major of tourism management in colleges and universities is a "theory + practice" major, while "Guide Tour Practice" is a highly theoretical and practical course. Under the background of "Internet + Tourism" and "Internet + Education", it is necessary to integrate the "Internet +" concept into the classroom teaching of "Tour Guide Practice". Through "Internet + tourism management education", a new model of "Internet +" classroom teaching has been explored, and more excellent tourism talents have been cultivated.

Keywords: "Internet +", "Tour Guide Practice", Blended teaching mode

"Internet +" and "Tourism +" lead to the diversification and intelligent presentation of the tourism industry in the information age. This paper mainly relies on the existing information platforms, such as Rain Classroom, Blue Moyun Class, WeChat Course Group, QQ Class, etc., combined with the current situation of cultural tourism vocational education, to explore the blended teaching of cultural tourism courses under the background of cultural tourism integration in the new era. Mode, optimize the combination of a variety of teaching methods, rational use of various teaching resources, in order to achieve the optimization of teaching effect. However, in the current classroom teaching, teachers speak, students listen, pay attention to knowledge, ignore ability, high cost, low efficiency, etc. These inherent shortcomings of traditional classroom teaching are still widespread, and the classroom as the main channel has not really played its role. The task of teaching reform has not yet been completed, and it urgently needs our educators to re-study and explore, and create a new type of classroom teaching that meets the needs of the development of the times and the development of teaching reform. This article is based on the limited elective course "Guide Practice" for tourism management majors, because under the background of cultural and tourism integration, the blended teaching mode of such courses is rarely explored, and even lacks corresponding classic textbooks; the teaching methods are also relatively traditional. Most of them are mainly based on one-way teacher teaching (combined with case analysis theory), supplemented by multimedia courseware, the purpose is only to increase the amount of knowledge imparted to students, ignoring the cultivation of students' emotion, experience, and brain-handling ability; students' lack of practical operation, The lack of close connection between theory and practice will have a certain impact on the opening of this course.

1. The current Teaching Situation of the Course "Tourist Practice"

1.1 It is Deeply Influenced by the Traditional Teaching Mode, and Theoretical Teaching Dominates

Although the course teaching of "Tour Guide Practice" has gradually gotten rid of the traditional theoretical teaching methods, the teacher-centered teaching mode still occupies a dominant position in the teaching work and has not been transformed into student-led, which essentially limits the practical operation of student tour guides. Skills, practical innovation ability training. The traditional teaching model has had a profound impact on every major in every school. For decades, every school and teacher has been accustomed to holding books to teach theoretical knowledge. After a class, the teacher talks nonstop for most of the time, and students just passively listen to the lecture and follow the teacher. There is little time for self-reflection or even reflection and summarization. In the long run, the students'

thinking has become more and more solidified, and the teacher's teaching has become less and less innovative. Passed down from generation to generation, students feel good about themselves when they are in school, but once they start working, they will feel uncomfortable and find it difficult to apply the theoretical knowledge they have learned in the classroom to practice, and they have to start all over again.

1.2 Affected by the Internet+, the Traditional Teaching Mode Cannot Attract Students' Interest in Learning

The traditional teaching mode is mainly based on teacher teaching. If the teacher is humorous and knows how to adjust the classroom atmosphere, the students can still learn one or two. Or speaking in class, the interest in learning cannot be effectively stimulated, there is no motivation for learning, no goals, no learning skills, sudden exams, weak learning effects, and seriously affect the quality of teaching. Especially with the rise of the Internet, online learning resources are abundant, learning is more interesting, learning is convenient and fast, and the knowledge reserve is large. Many students are tired of the traditional teaching mode, making it difficult for traditional teaching methods to be used.

1.3 Students Lack Motivation for Autonomous Learning and Poor Practical Ability

"Tour Guide Practice" in the course teaching, students need to practice more constrained by teaching the limitation of time and training venues, in practice, the traditional practice teaching on campus as a tourist destination in the simulated guide practice, to train teachers according to the syllabus and experiment instructions handy to teach students how to write commentaries to explain commentaries, The teaching of simulated tourism scenes on campus rarely provides students with practical opportunities to explain scenic spots. At the same time, because of the large class teaching, in the teaching process, every student cannot get the opportunity of full practical training, so students lack the opportunity of full experiential teaching, when they go to work to face the practical work of tour guide, it takes a period of time to adapt to the learning.

1.4 Insufficient Network Facilities make it Difficult to Carry out New Network Teaching

School network, information facilities are not complete or cannot meet the needs of teachers and students, seriously hindered the development of new information teaching. Outside the network equipment and speed is measured by a school network learning resources is an important index of spare, but many school Internet connection is not enough, is bad for students to communicate offline learning, seriously affected the information transmission speed, and part of the school to carry out the integration of teaching or the informationization teaching, helpless in the Internet facilities is not enough, can't satisfy multiple professional conduct at the same time, It's blocking the course reform process. The teaching software installed in the multimedia classroom of the school is very simple, and even the most basic rain classroom and cloud class cannot be used in many multimedia classrooms due to inadequate maintenance and rampant viruses.

1.5 Lack of new Teachers and Single Teaching Means

Many schools not only lack of network facilities, more serious is the lack of new network, information, integration of teachers. Old teachers lack the motivation to learn new knowledge and innovate, and lack the opportunity to go out to study and communicate, which affects the course and effect of curriculum reform to a certain extent.

2. Discussion on the Reform Method of Classroom Teaching of "Tour Guide Practice" under the Background of "Internet +"

2.1 Popularize the Thinking of Internet Teaching and Improve the Sense of Mission and Responsibility of Curriculum Reform

Schools should consciously enhance teachers' Internet-related knowledge, hold regular lectures and training, and gradually popularize the awareness of using the Internet to carry out curriculum reform and improve learning methods, so that every teacher and student has the awareness and motivation to accept new ideas and use new skills. . Use relevant reward policies, such as professional title promotion, performance appraisal, etc., to improve teachers' enthusiasm and sense of mission in curriculum reform,

convey the threat and impact of Internet teaching methods on traditional teaching methods, introduce the dependence of industry development on the Internet, and strengthen teachers. A sense of urgency to learn new technologies and transform teaching methods.

2.2 Improve the Internet Supporting Facilities and Improve the Internet Application Skills of Teachers and Students

First of all, schools should improve Internet-related facilities, such as informatization equipment, informatization classrooms and a good network environment, and create a complete hardware facility system for teachers and students to conduct Internet learning. Secondly, regularly conduct training on network application technology, so that new and old teachers can master network application methods, update teachers' teaching methods in a timely manner, and teach teachers to apply the latest teaching software (such as rain classroom, blue ink cloud class, micro-class, MOOC, etc.).

2.3 Keep up with Market Demand and Develop New Online Courses

The Internet era is an era of ever-changing information. Old methods and theories are increasingly unable to meet the needs of the times and market talents. This requires schools to keep abreast of market talent needs and develop new online courses according to their own actual conditions. Realize a good learning atmosphere where students can learn anytime and anywhere, and inspire students to learn more extracurricular knowledge of tourism management and learn more about industry trends and examples. For example, use video teaching method to satisfy students' ability to master, appreciate and plan tourism resources; use big data analysis technology to learn the influence of tourism resources on the attractiveness of tourists, promote the enrichment of knowledge about tourist sources, and guide tourism sales courses use the online questionnaire survey method to be familiar with the intentions and dynamics of tourists, so as to make a more accurate analysis of the source market; use the research tourism boom to simulate the on-site landscape for more targeted sales.

2.4 Innovate Curriculum and Enrich Classroom Teaching Methods

With the diversion of applied universities and theoretical universities, each school is actively positioning itself. As a practical and pillar industry of the tertiary industry, tourism management will definitely be highly valued by the society and the state. It is the general trend to promote the curriculum reform, and it is also an obligatory task to achieve the effect of the curriculum reform. In the new era, people are more inclined to experience tourism, experience different cultures, experience different lifestyles, and experience high-quality service forms. This requires that students majoring in tourism management not only have excellent professional theoretical literacy, but also Skilled in practice and adaptability. Therefore, the school should strengthen school-enterprise cooperation, keep abreast of the latest information about the company's talent needs, adjust the "Tour Guide Practice" curriculum, innovate teaching methods, learn the teaching methods of the integration of engineering and learning in technical colleges, and regularly allow students to conduct post-internships and lay-offs. Enterprises exercise to cultivate their job adaptability and work skills. Teachers should make the classroom interesting, guide students to actively explore and learn, hide their dominant traditional teacher identity, give more initiative and decision-making power to students, and exercise their adaptability in advance. For example, the theoretical knowledge is sorted out and compiled into practical work tasks one by one, so that students can complete each micro-task in small groups, and realize the new learning method of "learning at work and experiencing work mode during learning".

2.5 Strengthen School-Enterprise Cooperation and Cultivate Innovative Teacher Teams

Cultivating students who meet the needs of the industry is the ultimate goal of colleges and universities. The Tour Guide Practice course should focus on the combination with the tourism industry, and create an innovative teacher team. Faculty of Business" course. Teachers are required to go deep into the first-line tourism industry management departments and tourism enterprises to strengthen business ability training, pay attention to the analysis and grasp of new phenomena and new trends in the tourism market, and through continuous learning, teachers have a sense of innovation, and take innovation as the starting point for organizing teaching, Starting from teaching concepts, teaching methods and means, and teaching content, start research and innovation, understand the frontiers of tourism development at home and abroad, adapt to changes in the teaching environment and reshape themselves, consciously guide students to develop innovative learning methods, and constantly enrich the classroom Teaching, so that

theory and practice complement each other.

3. Conclusion

Under the background of in-depth reform and innovation of Tour Guide Practice courses in domestic colleges and universities to adapt to the rapid development of the tourism industry, based on the cultivation of innovative talents, based on the problems existing in the teaching of the "Guide Tour Business" course, cultivate students with practical ability, innovation ability and entrepreneurial spirit. It is particularly important to apply advanced teaching concepts, methods and technical equipment to teaching with the purpose of high-quality applied talents. Taking students as the center, giving full play to the dominant position of students in autonomous learning, adopting a modular approach to optimize teaching content, reforming teaching methods and means, increasing practical training content competition-style assessments in groups, strengthening school-enterprise cooperation, and cultivating innovative teacher teams, etc. It can realize the seamless connection between the professional teaching process and the practical training operation process, find the "Tour Guide Practice" curriculum reform plan that is suitable for the cultivation of innovative talents, realize "learning by doing, doing learning", and meet the needs of cultivating practical and innovative application-oriented Talent training needs. At the same time, tourism vocational education needs to use modern information technology, innovate teaching methods, realize the combination of traditional teaching and modern teaching, adapt to the development needs of "Internet + education", and finally realize the development of tourism vocational education under the background of "Internet +". Innovative development.

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