

Exploring the Reform of Tourism Economics Curriculum based on New Liberal Arts

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Abstract

In the context of China's higher education reform, the new liberal arts policy has presented new requirements for the reform of the tourism economics curriculum. Currently, tourism economics faces challenges such as difficult and boring teaching content, outdated teaching methods, difficulties in implementing practical teaching, unreasonable assessment methods for students and teachers, and inexperienced teachers. To address these issues, a series of reform measures can be implemented, including the selection and compilation of teaching materials, the introduction of diversified teaching methods, the establishment of shared practical training bases and innovation platforms for industry-education integration, the improvement of assessment mechanisms for students and teachers, and the strengthening of teacher induction. Through the implementation of these reform measures, the quality and effectiveness of the tourism economics curriculum can be improved, and students' practical and innovative abilities can be cultivated to meet the needs of the tourism industry. The reform of the tourism economics curriculum is necessary and provides better opportunities and platforms for student learning and development.

Keywords

New Liberal Arts; Tourism Economics; Curriculum Reform.

1. Introduction

China's higher education reform has entered a new stage, characterized by the "four new" construction which includes new engineering, new liberal arts, new medicine, and new agriculture. The implementation of the new liberal arts policy has posed new requirements for the education reform of tourism economics. The new liberal arts policy emphasizes the cultivation of compound talents with application ability and innovation spirit and encourages interdisciplinary integration and innovation. In the field of tourism economics, interdisciplinary knowledge is essential, and cultivating talents with strong interdisciplinary skills is necessary. Therefore, the curriculum reform of tourism economics should focus on interdisciplinary integration and emphasize the cultivation of students' innovation and practical abilities. Additionally, the reform of the tourism economics curriculum is necessary to meet the demands of the tourism industry. With the rapid development of China's tourism industry, there is an increasing demand for talent in tourism economics. However, the traditional curriculum of tourism economics often lags, with teaching content that is not closely aligned with actual demands. This leads to a shortage of specialized talents in tourism economics. To adapt to the demands of tourism development and achieve the goals of higher education reform, it is imperative to reform the curriculum of tourism economics. Through

practical teaching and cooperation with tourism enterprises, students' practical and innovative abilities can be improved to better meet the needs of the tourism industry.

2. Characteristics of the Tourism Economics Course

2.1. Integrated Disciplines

Tourism economics is a comprehensive discipline that applies theories and methods from multiple disciplines to analyze and research various aspects of the tourism industry. It considers the impact of tourism activities on the economy, society, and environment, as well as the contribution of the tourism industry to regional economic and social development. It analyzes the economic laws of tourism demand and supply and studies the various links of the tourism industry chain, as well as the design and marketing of tourism products.

2.2. New Cross-disciplines

Tourism economics is a cross-discipline that continuously cross-fertilizes with other disciplines to meet the needs of the tourism industry. It incorporates knowledge and theories from economics, management, geography, sociology, psychology, and other disciplines. It requires an understanding of basic concepts such as supply and demand and market mechanisms in economics, as well as knowledge of tourism geography, tourism market, tourism enterprise management, and tourism consumption behavior.

2.3. Applied Discipline

Tourism economics is an applied discipline that aims to solve practical problems in the development of the tourism industry. It provides decision-making support and management guidance for governments and enterprises. It focuses on the practical application of theoretical knowledge to study the operation, market development, and policy formulation of the tourism industry. It pays attention to the development dynamics of the tourism industry and market demand and provides theoretical guidance and policy suggestions.

3. Problems in the Tourism Economics Curriculum in the Context of the New Liberal Arts

3.1. Difficult and Boring Teaching Content

The comprehensive and cross-cutting nature of tourism economics makes it challenging for students to understand and master the economic theories, principles, and formulas involved. The content of tourism economics courses often includes repetitive and cumbersome theoretical knowledge, which can make the classroom explanations boring and difficult to engage students' interest. Teachers should improve curriculum design and teaching methods by combining theory with practice, and introducing cases and practical activities to stimulate students' enthusiasm for learning.

3.2. Outdated Teaching Models

Traditional teacher-centered classroom teaching methods are often passive and lack opportunities for interaction and cooperation. This hinders the cultivation of students' critical thinking and innovation abilities. Teachers should adopt more student-centered teaching methods, such as case teaching, flipped classrooms, and group learning, to improve the quality of teaching and encourage active participation and engagement from students.[1].

3.3. Difficulty in Implementing Practical Teaching Sessions

Practical teaching is crucial for cultivating students' comprehensive abilities and employability, but it is often difficult to fully implement due to limitations in curriculum resources and teacher

expertise. Practical courses should be integrated into the curriculum, and cooperation with tourism enterprises should be established to provide real-world practice environments and project opportunities.[2] Students should be encouraged to participate in practical activities to improve their practical abilities.

3.4. Unreasonable Assessment Methods for Students and Teachers

Assessment methods should focus on evaluating students' comprehensive abilities and practical skills. Diversified evaluation methods, such as project reports, practical results displays, and case study analysis, should be introduced. The assessment mechanism for teachers should also be improved, focusing on teaching effectiveness and abilities. A comprehensive evaluation system should be established to provide feedback and support for teachers' professional development.

3.5. Inexperienced Teachers in the "Dual-teacher" Model

Teachers with practical experience are essential for the "dual-teacher" model, which combines theoretical knowledge with practical skills. Efforts should be made to recruit experienced teachers and provide them with training and mentoring.[3] Practical experience and industry insights are necessary to enhance the quality of teaching and guidance.

4. Reform Measures of Tourism Economics Curriculum based on New Liberal Arts

4.1. Focus on the Selection and Compilation of Teaching Materials

Teaching materials should be selected and compiled to include practical cases and minimize cross-cutting content from various disciplines. The materials should be up-to-date, professional, practical, and interesting. The content should be closely aligned with the actual situation and guide students to apply theoretical knowledge to solve practical problems. The curriculum system should consider the development trends of tourism economics and the need for enterprise management practices.

4.2. Introduction of Diversified Teaching Models

In addition to traditional classroom teaching, diversified teaching methods should be introduced to enhance student motivation and improve teaching quality. Case teaching flipped classrooms, and group learning should be adopted to improve students' learning motivation and practical abilities. Cloud platforms can be utilized to extend class time and provide online learning resources and interactive opportunities.

4.3. Construction of Shared Practical Training Bases and Innovation Platforms for Industry-education Integration

Shared practical training bases and innovation platforms should be established to provide opportunities for collaboration with tourism enterprises. Students should be encouraged to participate in practical projects and innovative research, applying theoretical knowledge to practice. Close cooperation and resource sharing between educational institutions and enterprises are essential for the successful operation of these platforms and practical activities.

4.4. Improving the Assessment Mechanism for Teachers and Students

Assessment methods should focus on evaluating students' comprehensive abilities and practical skills, using diversified evaluation methods such as project reports, practical results displays, and case study analysis.[4] Evaluation of teachers should focus on teaching effectiveness and abilities, using a comprehensive evaluation mechanism that includes students' evaluations, peer evaluations, and expert evaluations.[5].

4.5. Strengthening the Induction of Teachers

Efforts should be made to improve the practical abilities of teachers in the "dual-teacher" model. This can be achieved through training, mentoring, and the recruitment of experienced teachers. The practical abilities of teachers should be emphasized to ensure the quality of teaching and guidance.

5. Summary

The curriculum reform of tourism economics is necessary to address the challenges faced in teaching, such as difficult and boring content, outdated teaching models, difficulties in implementing practical teaching, unreasonable assessment methods, and inexperienced teachers. Through the implementation of reform measures, the quality and effectiveness of the curriculum can be improved, and students' practical and innovative abilities can be cultivated. The reform of the curriculum provides better opportunities and platforms for student learning and development.

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