

On the Cultivation for the Humanities Accomplishment of the Tourism Major in Higher Vocational Colleges

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Abstract

With the rapid development of China's tourism in recent 30 years, the education of tourism has further developed. The graduates from the tourism management major of higher vocational colleges have become the main power for China's tourism development. However, due to the one-sided focus on the teaching reform during the development of vocational education development in recent 10 years, the cultivation for students' humanities accomplishment is usually ignored. Under the basis of analyzing current China's students' humanities accomplishment conditions of tourism management in higher vocational colleges, this paper analyzes the existing problems systematically and tries to give resolutions from three perspectives of society, school, and teacher so as to promote the healthy and orderly development of the tourism education in higher vocational colleges.

Keywords: Higher vocational college, tourism management, humanities accomplishment.

1. The content of humanities accomplishment

The humanities accomplishment is the basic quality of the contemporary college students, mainly including the humanistic knowledge, humanistic spirit, and humanistic behavior. The human knowledge is the basis of humanistic accomplishment. It is the control, experience, explanation, and expression for the humanistic world in the form of language (symbols), one important component of human beings' overall knowledge composition, and the prerequisite and basis for the humanistic accomplishment. The humanistic spirit generally refers to the indication of the consideration for the meaning and value of existence human beings. It is a thought of which the objective and focus are human beings. It mainly included human beings' belief, ideal, personality, and morality, pursues the situation of good life, and praises highly sensibility and emotion, including distinct spirit of the time and value orientation. It is the highest state for human beings of self-cultivation. The humanistic behavior is the explicit implication of humanities accomplishment. That is to say, human beings' inner value pursuit and spiritual character are embodied in the outward behaviors and the externalization is the humanistic behavior.

2. The requirement of the humanistic accomplishment for the students of tourism in the higher vocational colleges

Tourism achieves its value and social value through providing the food, residence, transportation, visit, purchasing, and recreation for the guests. People want to know the local culture, art, morals, and customs so as to meet their spiritual, emotional, and aesthetic need during travelling. As for the tourist practitioners, they must have strong awareness of service and diligence, good professional ethics and service skills. The tourist talents also have to have rich historical and geographical scientific knowledge

and good artistic accomplishment, which demands the tourist practitioners to have not only solid professional theories and practical knowledge but also upgraded thinking quality and psychological quality, especially the corresponding humanistic accomplishment. In recent 10 years, with the prosperous development of the vocational education, the tourism major in higher vocational colleges has become the backbone force for the tourist development in the new time. The students' quality has direct influence on the comprehensive image and service quality of China's tourism. Therefore, strengthening the humanistic quality education for the tourism management major in higher vocational colleges is very important. However, the real situation is worrying. During the process that the cultivated amount of tourist talents soar, the higher vocational colleges focus on the teaching reform and professional construction, ignoring the instruction for students to become a good person in higher vocational education and the cultivation for the humanistic accomplishment, thus directly influencing the quality of the cultivated tourist talents. Therefore strengthening the humanistic quality education currently is a significant issue confronted by the tourism major in higher vocational colleges.

3. The current situation of the cultivation for the students' humanistic quality of the tourism major in higher vocational colleges

With the rapid development of China's tourism, the rapid development of the tourist economy and the participation of international tourist corporations and the competition in the tourist market are getting fiercer. On the one hand, the market has great demand for the tourist talents of the higher vocational college. On the other hand, the professional students cultivated by the higher vocational college still have many drawbacks. The most explicit points lie in the seriously deficient humanistic quality education. Recently, the undergraduate tourist education tends to be shrinking and the recruitment of students for tourism management in higher vocational colleges has become the mainstream of higher tourist education. However, the students of higher vocational colleges still have the problems of the narrow scope of knowledge, insufficient humanistic knowledge, lacking of the sense of the historical responsibility and the humanistic care.

3.1 The humanistic quality education has not gained much attention

The school has not attached enough attention for the humanistic quality education. It is embodied in the following aspects: Firstly, the tourist education of higher vocational colleges focused on the course reform, strengthening the professional skills training and promoting the school's teaching reform through professional course settlement, project-oriented teaching reform, and task-driven with the focus on the professional teaching upgrading. Secondly, with the rapid development of tourism, the demand of the tourist corporations for the tourist talents grows greatly. However, with the development of other emerging industries, the advantage of payment has elapsed and became the disadvantage. The work nature also determines its failing attraction for the talents. Thus the loss rate of tourist employee's increases and the student cultivated by the school cannot meet the demand, causing the school's unwillingness to invest more in the humanistic quality education of the professional students. Thirdly, there is an extensive development type in the higher vocational schools, which means the number soars, the scope expands, and the higher vocational colleges pursue the quick success and instant benefits of scale benefit. Many schools strive for the professional education and increase the practical courses to meet the demand of the society. The humanistic education has been contracted severely and ignored. Many tourism management majors in the higher vocational colleges confine the study to the narrow

professional knowledge and ignore the humanistic quality education when making the training program. It reflects that the humanistic quality education of the higher vocational education has not been given enough attention.

3.2 The humanistic quality of the professional teachers is not sufficient

“The person who has higher learning will be the teacher and the person who has perfect morality will be the model”. Currently, the teacher contingent construction in many higher vocational colleges cannot meet the demand of the humanistic quality education. The main reasons are as follow: firstly, the development of the market economy lets many teachers think a teacher is only a vocation. As a teacher, he only needs to finish his teaching tasks and the instruction and demonstration for the students are out of his working range. Secondly, as for the tourism management major, the industrial features demand the students to have rich humanistic knowledge and basic cultivation. However, in some higher vocational colleges, the tourism management major was set in a late period, the teaching staff is relatively weak, the humanistic cultivation of the teachers is deficient and some professional teachers in the tourism major of higher vocational colleges come from other majors of businesses so they are deficient in the humanistic quality. Some teachers of the tourism management in the higher vocational colleges, especially the part-time teachers are lacking of the awareness for humanistic quality education, focusing on the teaching of the professional knowledge and skills and ignoring the cultivation of humanistic ideas; thirdly, some higher vocational colleges have some drawbacks for the organizational administration of the students’ education. Many professional teachers think the humanistic quality education is irrelevant to him and should be completed by the student affair department and basic course department; their ideas also have influence on the comprehensive cultivation for the students. Those hinder the humanistic quality education for the tourism management major.

3.3 The humanistic courses are set optionally and are in the subordinate position

The prosperity of China’s higher vocational colleges began in the end of 20th century when the government tried hard to develop the vocational education. The higher vocational college mainly came from the secondary vocational school or the local higher vocational school. The ideas of the vocational education still need to be improved. It is embodied in the poor science and systematic in the curriculum installation. In recent years, the higher vocational colleges continue to focus on the curriculum construction but it mainly reflects in the professional education, such as the internship and practical training construction for strengthening the professional skills, strengthen the employment orientation for focusing on the task-driven job, and focusing on the project-oriented teaching development for promoting the teaching reform. However, in terms of the installment of the humanistic curriculum in the tourism management major, on the one hand, the installation is blind and casual. It does not regard the humanistic education as a subject system, not to say the students’ humanistic quality. The humanistic curriculum mainly takes the form of large class system, in which the teacher gives lecture to more than one hundred students and most of the classes are optional. Those courses are in a subordinate position no matter in thinking or in the practice. Some humanistic course installation has poor directivity and it is normal to install the course for different students. It considers the tourist higher vocational colleges as the “compressed biscuit” in the tourist undergraduate or the “leavened bun” of the tourist secondary vocational schools and transplants the curriculum installation from the tourism management major in the regular higher educational institutions or the relative majors in the secondary vocational schools directly.

4. The methods to enhance the humanistic quality of the students from the tourist majors in higher vocational colleges

The cultivation for the humanistic quality of the students in higher vocational colleges is a systematic engineering, which cannot rely on one single power or other panacea. On the one hand, it needs the social environment to ensure; on the other hand, it needs the attention of the schools. As for the cultivation ideas, campus cultural environment construction, and the humanistic course installation, it needs the personal instruction and demonstration of the teachers for the humanistic quality of students.

4.1 The social aspect

As for the social aspect, to have the pattern which the whole nation pays attention to the humanistic quality cultivation of students, China's socialist market economy deepens to develop. The anxiety to seek quick success and get instant benefit and Internet fast-food culture brought by the market economy, and the reality requirements of the pragmatic employment, the college students have no time to consider the cultivation and upgrading of the humanistic quality. In particular, the exam-oriented education in the primary and middle schools make the student become the "study machine". The only norm for students is the mark and the exam-oriented education is still popular. The most important matter that the school cares is the enrolment rate and the most important matter that the parents care is whether the child can be enrolled into a key school. The humanistic education and cultivation for the students are severely ignored.

From the beginning of the new century, more intellectuals have got aware that strengthening the humanistic quality education is the mainstream of China's higher education reform and is the demand of the social development. Inheriting and carrying forward China's fine traditional virtues is the same important while pursuing the technical civilization? Therefore, in the higher vocational education reform, the cultivation for the morality, sentiment, and conduct of the future civilians should be emphasized, the national and positive traditional culture should be used to enrich the modern school curriculum through literature, history, philosophy, ethics, economics, aesthetics, and psychology to cultivate one's character and carry forward the spirit of patriotism.

4.2 The school aspect

The campus is the main location for the humanistic education for students. As for the teaching ideas, the schools need to renew educational ideas, understand the importance of humanistic quality education for the tourism management of the higher vocational colleges, and transform the wrong ideas of weighing the professional skills in the cost of comprehensive quality, weighing the pragmatic things in the cost of basic knowledge, seeking the quick success and getting the instant benefits. The schools need to establish the educational ideas of "people first" and teach the students how to be a good person. As for the students of the tourism management major in the higher vocational colleges, because of the features of the future business, they should learn how to get well with people and introduce China's fine traditional culture to the foreign countries and show good image of China as a nation of civilization.

In terms of the curriculum installation, it needs to be discussed and studied comprehensively. The curriculum installation of the tourism management major in the higher vocational colleges must be upgraded and the curriculum of the humanistic quality education should be increase properly. The cultivation of the humanistic quality and humanistic spirit of the students of tourism management major in the higher vocational colleges requires the increasing humanistic curriculum, the upgrading curriculum structure, and the properly increasing courses for the cultivation of the students' humanistic quality. For

example, increase necessary humanistic courses, enrich students' historical and humanistic knowledge, and enhance students' humanistic quality. Besides, the school should expand the percentage of the humanistic optional courses, strengthen the humanistic quality education, set the humanistic quality optional courses of the natural, humanistic and social science to meet the demand of the students' development; Also, it can enrich the humanistic knowledge of the students of the tourism management major of higher vocational colleges through the form of the second classroom of organizing the special lecture and liberal courses so as to reach the goal of strengthening the humanistic quality education.

In terms of the campus cultural construction, it needs to create the healthy, positive, and active campus cultural environment through holding various college students salon, various recreational and sports activities, guide talent competition to guide the students' cultivation for the humanistic quality. The institutions of the construction school, secondary schools, and student society to guide the spare time of students so as to strengthen the further cultivation of the humanistic quality.

4.3 The teacher aspect.

The teacher must enhance the personal cultivation. The strengthening humanistic quality education of the teaching staff of the tourism management in the higher vocational colleges is the significant point for implementing the humanistic quality education and the cultivation of the students to become the relatively high humanistic quality. The quality of students is closed related to the quality of teachers. The central Party and state council further strengthening and improving ideological and political education stresses that "all teachers bear the responsibility for the cultivation of students. The teachers must make set an example, teach by personal example as well as verbal institution, and set a gradual influence on the students with great attitude of responsibility, good thinking, morality, quality, and character." It is the accurate expression and requirement for the cultivation function of teachers in terms of the content of education. The teacher must have relatively high cultural taste, great morality, healthy mental quality, active living attitude, elegant aesthetic ideas, and great patriotic spirit, and rich spiritual world. The personal charm of teachers can have long influence on students. Its reflecting value and aesthetic emotion of the personal charm are the important reference for the students' humanistic construction. The education in real sense is not only a process of giving knowledge but also a process during which the student and the teacher can communicate and brainstorm with each other. During the teaching process, the teacher must permeate the humanistic education and humanistic spirit. The teacher not only needs to give the professional knowledge and skills to the students but also the outlook of life, value, mode of thinking, and the rules of human being. The higher vocational colleges can set position according to the demand, choose the teachers according to the post, optimize the teaching staff, introduce quality professional teachers, dismiss the unqualified teachers through deepening the internal personnel system reform, implementing the engagement system. At the same time, strengthening the in-service training and training for the middle-aged and young teachers to enrich their humanistic knowledge and strengthen their humanistic quality.

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Reference

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