

# Research on the Reform and Innovation of Comprehensive Practical Skills Competitions for Tourism Management Major Students under the Background of Digital Era

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**Abstract:** In the context of the digital era, the field of tourism management is confronted with unprecedented opportunities and challenges. To adapt to rapidly evolving market demands, it has become particularly important to enhance students' comprehensive practical skills. This paper aims to stimulate students' creativity and practical abilities, fostering their adaptability to the diverse needs of the future tourism industry. It is argued that optimizing the curriculum system and evaluation mechanisms, while fostering industry collaboration and practical opportunities, will effectively elevate students' competitiveness in actual work settings.

**Keywords:** Digital era; Tourism management; Skills competition

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## 1. Introduction

With the rapid development of digital technology, profound changes have occurred within the ecosystem of the tourism industry, and students majoring in tourism management are confronted with heightened requirements for comprehensive abilities. Against this backdrop, the traditional skills competition model for tourism management students necessitates reform and innovation to accommodate the growing industry demands for digitization and informatization. The digital era not only requires students to possess solid professional theoretical knowledge but also to master diversified technical tools and innovative thinking, which poses higher demands on the design and implementation of comprehensive practical skills competitions. The digital era has set new standards for practical skills in tourism management, as the tourism industry is gradually transitioning towards online platforms and intelligent management. Unprecedented changes have taken place in tourist demands, service modes, and marketing strategies. Traditional skills competitions have largely focused on basic services and routine management operations, often neglecting students' abilities to apply cutting-edge technologies such as big data, artificial intelligence, and virtual reality. Therefore, reforms should commence with the diversification of competition content and formats, breaking away from traditional thinking frameworks.

## 2. Deepening the Reform of the Talent Cultivation Program

In the context of the digital era, the cultivation of students majoring in tourism management faces

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### About the Author

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unprecedented challenges and opportunities. With the rapid development of technology and the digital transformation of the tourism industry, the traditional training model for tourism management majors can no longer meet the industry's demand for high-quality and interdisciplinary talents. Therefore, deepening the reform of the talent cultivation program, particularly its integration with comprehensive practical skills competitions, is a crucial aspect of enhancing students' abilities and professional competitiveness. The reform of the talent cultivation program should commence with updates to the curriculum system and teaching content. Traditional curriculum settings have emphasized the imparting of basic theoretical knowledge, lacking systematic instruction on digital technologies and modern management tools. However, in the digital era, students not only need to master the fundamental knowledge of tourism management but also possess emerging skills such as data analysis, intelligent services, virtual tourism experiences, and online marketing. Consequently, the curriculum content should place greater emphasis on the integration with digital technologies, introducing courses such as Big Data Analysis, Applications of Artificial Intelligence, and Blockchain Technology in the tourism industry, to equip students with the core technologies and tools required in the digital era. Furthermore, traditional courses should be further enhanced in terms of practicality and innovation, not only focusing on theoretical teaching but also utilizing project-driven learning, case studies, industry research, and other forms to help students transform their learned knowledge into practical operational capabilities.

The reform of talent cultivation programs necessitates a heightened emphasis on fostering students' interdisciplinary and comprehensive qualities. In the digital era, students majoring in tourism management are required to possess diversified competencies, encompassing innovative thinking, market insight, teamwork spirit, and cross-domain integration abilities. Curriculum design should enhance interdisciplinary integration, thereby promoting the comprehensive enhancement of students' abilities in fields such as tourism management, information technology, marketing, and data science. For instance, by offering interdisciplinary courses such as "Smart Tourism Innovative Design" and "Digital Tourism Marketing," students can be encouraged to participate in interdisciplinary projects, nurturing their adaptability and creativity in diverse environments. To bolster students' team collaboration skills, more group projects and interdisciplinary team assignments should be incorporated into the curriculum, fostering their ability to cooperate with team members of different backgrounds in real-world scenarios.

### **3. Strengthening the Teaching Team**

In the context of the digital era, the tourism management major must adapt to the digital transformation of the tourism industry and the application of emerging technologies. The traditional monolithic teacher-centered teaching model has become inadequate for fulfilling the needs of cultivating students' comprehensive qualities. Therefore, strengthening the construction of the teaching team, particularly in terms of interdisciplinary expertise, innovative capabilities, and practical experience, is crucial for enhancing teaching quality and competitiveness. An efficient, collaborative, and forward-thinking teaching team can provide students with more in-depth and extensive knowledge, skills, and practical guidance, thereby enabling them to better adapt to the rapid development of the industry.

The teaching team in tourism management majors needs to possess an interdisciplinary knowledge structure. In the era of digitization and intelligence, tourism management is no longer a solitary academic field but is closely related to multiple domains such as big data, artificial intelligence, internet technology, marketing, cultural creativity, and more. To cultivate high-quality talents with innovative abilities, members of the teaching team should have composite backgrounds across disciplines and be capable of integrating perspectives and methodologies from multiple fields into their coursework. For instance, teachers should not only be proficient in traditional tourism management and service skills but also possess a certain level of digital literacy, understanding the basic principles

of big data analysis, cloud computing, and intelligent systems, and be able to apply these emerging technologies in tourism management teaching. The construction of the teaching team should emphasize diversity and interdisciplinary integration, encouraging teachers from different majors such as computer science, data science, and marketing to participate in the teaching of tourism management courses, jointly promoting the updating of course content and the enhancement of practical abilities.

The construction of a teaching team should prioritize the practical experience and industry background of teachers. The digital transformation of the tourism industry has made traditional classroom teaching difficult to fully adapt to changes in the industry. If teachers lack practical experience and industry vision, their teaching content and methods are often difficult to connect with the development needs of the industry. When strengthening the teaching team, professionals with industry backgrounds and corporate mentors should be encouraged to participate in teaching. By introducing industry experts and corporate consultants, teachers can obtain real-time industry dynamics and technological trends, thereby providing students with more cutting-edge and practical knowledge. The participation of industry experts can also provide students with authentic industry problems and cases, allowing them to get closer to real-world work scenarios during the teaching process and enhancing their problem-solving and innovative abilities. This “industry-academia-research” integrated teaching mode can effectively bridge the gap between traditional academic teaching and industry demands, thereby enhancing students’ employment competitiveness.

#### **4. Optimizing the Curriculum System**

In the context of the digital era, the curriculum system for tourism management majors necessitates profound reform and innovation to better cultivate students’ comprehensive practical skills. The curriculum should be more aligned with industry demands and technological advancements, reshaping traditional tourism management courses by integrating emerging technologies such as Big Data, Artificial Intelligence, and Blockchain. For instance, a data analysis and management course can be introduced to teach students how to utilize data mining techniques to analyze tourist behavior and preferences, thereby optimizing tourism products and services. This course should not only focus on data acquisition and processing but also require students to master the conversion of data into viable business strategies. The proportion of practical courses should be significantly increased. During teaching, more opportunities should be created for close integration with industry practice, such as through cooperation with tourism enterprises to conduct real-case studies and project practices. Students can participate in the actual operations of enterprises to learn how to address complex problems in the real world. Additionally, schools can establish simulation laboratories, utilizing virtual reality and augmented reality technologies to simulate authentic tourism scenarios, allowing students to learn and practice in immersive environments, thereby enhancing their practical operation capabilities.

Interdisciplinary curriculum integration is also a pivotal direction for optimizing the curriculum system. Tourism management not only encompasses management science but is also closely related to various fields such as economics, psychology, and cultural studies. Through interdisciplinary courses such as “Tourism Psychology and Customer Experience” or “Cultural Heritage and Sustainable Development,” students can analyze tourism phenomena from multiple perspectives, fostering their comprehensive thinking abilities. Encouraging students to participate in cross-disciplinary team collaboration projects can enhance their teamwork and communication skills, which are extremely important in their future careers. The evaluation system also needs to be adjusted accordingly. The traditional examination mode fails to fully reflect students’ practical abilities and innovative thinking. Therefore, diversified evaluation methods such as project-based assessment and peer review can be adopted to evaluate students in practical operations, prompting them to reflect and improve in real-world situations. This results-oriented evaluation system can not only stimulate students’ learning motivation but also better adapt to the talent

demands of the digital era.

## 5. Conclusion

In summary, the advent of the digital era has provided new perspectives and directions for the educational reform of tourism management majors. The reform and innovation of comprehensive practical skills competitions can not only enhance students' practical abilities but also stimulate their innovative thinking, helping them stand out in the fiercely competitive job market. Facing the future, educators should continuously monitor the development trends of the industry and flexibly adjust teaching strategies to cultivate composite talents who possess both professional knowledge and the ability to flexibly address practical issues. Only by doing so can we ensure that students majoring in tourism management remain at the forefront of the industry in the ever-changing digital environment and contribute to the sustainable development of the tourism industry.

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