Innovation of Tourism Teaching Mode in Colleges and Universities Under the Background of New Media

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Abstract: In the context of new media, the state vigorously advocates the innovation of university mathematics teaching mode, and various colleges and universities are also responding to this policy one after another, making some improvements to the current mathematics teaching mode, and some achievements have been made. In order to adapt to the requirements of the era of big data, "-3 former colleges and universities should adjust the tourism education strategy to meet the needs of the society. Therefore, for tourism majors, a survey was conducted using the questionnaire survey method, interview method and case analysis method. On this basis, it is believed that the reform of tourism education should be carried out. Tourism education in colleges and universities is facing both development opportunities and challenges. Based on this, this paper expounds the development and analysis of tourism education models in colleges and universities under the background of new media for reference.

Keywords: Tourism Teaching Mode, New Media, Colleges and Universities, Innovation

I. INTRODUCTION

College mathematics is an important part of the education system in colleges and universities, so college teachers also attach great importance to this course, and have done some research on it, and obtained some results. However, their efforts are still in repairing the original system, and the teaching philosophy has not changed fundamentally. Therefore, in the context of new media, the teaching mode of college mathematics needs to be innovated, so as to guide students to truly learn college mathematics. Art design is an applied subject, and emphasis on practice and creation is undoubtedly a key consideration in classroom teaching. New media refers to a new form of media that comprehensively utilizes digital technology, network technology, communication technology and other high-tech scientific information technologies.

There are different opinions about the concept of big data. Although there is no generally accepted definition, the academic community has basically reached a consensus on the five characteristics of big data, namely 5V: Volume (large volume): the measurement unit of human data has been changed from position. Bytes, kilobytes, megabytes, and terabytes have moved to the scale of zettabytes and even around bytes; Variety: Big data includes structured data (such as data in business databases), semi-structured Data and unstructured data (such as corporate Et records, audio, video, documents, geographic location information, customer service records, etc.); in the current stage of tourism teaching in colleges and universities, the educational goals of many colleges and universities are not clear enough, resulting in The cultivation of practical ability of tourism management is neglected, which leads to the lack of pertinence in practical training, and more attention is paid to the test results of the student group and the information on obtaining the qualification certificate. In this teaching mode, the comprehensive quality of the student group is difficult to be effective. As a result, many students have rich theoretical knowledge of tourism and establish a correct view of marriage.

II. THE PROPOSED METHODOLOGY

The new marriage law allows college students to get married. Teachers can guide college students to understand the pros and cons of marriage, so that they can be familiar with the relevant laws and regulations and establish a correct view of love. Because college mathematics is highly abstract, most teachers regard it as an axiomatic system composed of theorems, and they are carefully designed in teaching, showing a rigorous formula reasoning process. The teaching content revolves around the mathematical knowledge system. There is a lack of macro-control of mathematical knowledge, and students do not know enough about the background of mathematical knowledge, and even teachers themselves rarely get involved.

New media has the advantages of diverse forms, strong interaction, and extensive channels, which provides a new dimension and direction for the teaching and learning of art design majors in colleges and universities, and promotes the teaching of art design majors in colleges and universities to...
enter a new stage of development. Taking the tourism industry as an example, tourism data has typical big data characteristics. Travel microblogs, WeChat, video websites, social networking sites, etc., generate hundreds of millions of data every day. These data include not only the booking frequency and price of users on the online travel booking website, but also the user's impression of tourist attractions and public service facilities, and the experience effect of hotel catering and accommodation facilities on the travel guide website. This information is presented in various forms, such as text, pictures, video or audio.

However, the practical application skills are relatively weak, and it is difficult to meet the requirements of social development at the time of graduation, resulting in insufficient core competitiveness. At the same time, the teaching methods of colleges and universities are too single, and it is difficult to mobilize students' interest in learning. In the practice of tourism teaching in colleges and universities, teaching methods are very important, and also an important factor affecting the final teaching efficiency and quality, which is conducive to improve students' enthusiasm for classroom learning, so that students can feel the sense of responsibility of teachers, teachers can also use new media technology to enhance the atmosphere of classroom teaching, so that students can actively integrate into classroom learning. Whether it is the information conveyed by teachers or textbooks, college students are deeply in awe of mathematics.

Therefore, very few students are interested in college mathematics, and very few students can understand the specific knowledge, but they can't comprehend the mathematical spirit, and the students' creativity is inhibited. Today, with the development of information technology, many students already know how to use some new media technologies to broaden their horizons and improve their aesthetics. The traditional classroom and passive teaching mode are a blow to their interest in learning. The professional characteristics and teaching rules of art and design majors in colleges and universities are relatively special. Teachers are required to make full use of new media technology to keep an eye on the latest information and design trends in the industry, and to keep abreast of market trends. According to a report by the Ministry of Industry and Information Technology, as of February 2015, China's mobile network users reached 8800 million, the rapid development of mobile Internet technology has spawned a large number of mobile network users, resulting in a variety of complex mobile data.

The importance of students' self-learning is ignored, and it is deeply influenced by traditional teaching ideas. The course content is mainly based on theoretical knowledge and relatively little practical knowledge. It is difficult for students to understand theoretical knowledge in practice, resulting in theoretical knowledge of tourism management. The degree of integration of practice is poor, resulting in an unsatisfactory teaching effect. New media technology is efficient and interactive, so in the teaching process, teachers can use information technology to organically combine images and information to form corresponding teaching viewpoints to expand teaching, improve students' understanding, and enable students to use the Internet Technology learns and expands anytime, anywhere. Most students are in awe of college mathematics, but this course is a compulsory subject. In order to graduate and get credits, they can only study it hard. Learning mathematics in their hearts is a hard job, and they are tired of mathematics and interested in learning. Few, the ultimate purpose is just to meet the exam.

Business needs are aligned to create an informative, flexible and efficient learning space. Therefore, the teaching of art and design majors cannot stay on a single, face-to-face traditional teaching mode, and the use of new media technology to explore new teaching modes and teaching methods is an inevitable trend in the education reform of art design majors in colleges and universities. Making travel more rational and productive, at the same time, also brings a series of problems, such as the leakage of personal privacy, the acquisition, storage, analysis and visualization of data, and the wrong information can lead to further deterioration. Therefore, how to use data correctly has become a major challenge facing higher tourism education. In the context of new media, colleges and universities need to innovate and optimize educational models, innovate educational concepts in the actual teaching process, and guide the development of educational practice through correct educational concepts.

First of all, in the context of new media, teachers need to have the courage to break through the shackles of traditional educational ideas, innovate educational concepts, and have a correct understanding of new media technology. The use of information technology in the teaching process can effectively enhance the effectiveness of teaching. The model is more suitable for the needs of students to carry out teaching guidance. In the process of teaching, teachers use multimedia to form a good interaction with students, enhance students' learning input, enable students to trust teachers more, and learn professional courses more efficiently according to teachers' guidance, improve students' learning initiative, consolidate Students' knowledge points of tourism learning enable students to better understand the importance and advantages of tourism majors. The emergence of multimedia provides conditions for the reform of university mathematics. The amount of information covered in the class time of the university mathematics unit is large, and the content arrangement is more free. Various electronic teaching plans suitable for students can be made. In the teaching process, teachers use modern means - CAI courseware for teaching, which enriches the teaching content.

At present, many art design majors in colleges and universities are gradually accelerating the construction of digital teaching. "Micro-class", "MOOC", "Cloud Class" and "Flip Class" came into being in the context of this era. "Micro-course" and "MOOC" are dynamic courses that use online teaching platforms to present digital media, and are new models of open and online teaching. The traditional tourism education in colleges and universities emphasizes theory and ignores practice, and most of the teachers who teach directly teach after graduation, lack tourism experience, and have little contact with external industries in teaching practice, and their knowledge and skills only stay at the level of books. In addition, the high investment cost and slow update of the experimental equipment for tourism teaching in colleges and universities cannot meet the needs of practical teaching, resulting in weak students' practical ability. At the same time, with the help of the characteristics of virtuality and high openness of new media technology, the efficiency of tourism teaching is improved and the development of teaching activities is assisted. At the same time, it is necessary to establish a sense of innovation and organically combine new media technology with tourism teaching, so that new media technology can be fully applied in education and teaching.

Teachers use new media as an innovative background and use new media technology to guide tourism teaching, so that students can consolidate professional knowledge in the process of professional course learning, expand their knowledge, and
conduct targeted learning according to their own problems. Improve their comprehensive quality in the process of learning and exploration. Teaching combined with multimedia can improve classroom efficiency. Teachers should make PPT courseware before class, so that they can be more efficient in class. Therefore, colleges and universities should make CD-ROMs and university mathematics test question banks for students to form a system for mathematics learning and make learning resources more three-dimensional.

CONCLUSION

The integration of intangible cultural heritage education into geography teaching conforms to the requirements of the times and reflects the influence of national folk culture on geography curriculum. Geography courses are responsible for educating students to cherish, protect and promote intangible cultural heritage, and intangible cultural heritage also enriches the resources of geography courses. Effective protection of intangible cultural heritage should be carried out, and the phenomenon of damaging intangible cultural heritage for economic benefits should be prohibited, so that intangible cultural heritage with national characteristics and interest can be understood by tourists from all over the world.

References


