

Research on the Talent Cultivation of the Tourism Management Major under the Background of Moral Values Establishment and People Cultivation

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ABSTRACT. The cultivation of tourism management professionals in the context of moral values establishment and people cultivation has a close relationship with society, schools, families, and students themselves. Whether it is the relationship between teachers and students, the inspiration and guidance given by parents to their children or the evaluation of tourism professional ethics by public opinion, it will have a subtle influence on the cultivation of tourism management professionals.

KEYWORDS: Moral values establishment and people cultivation, Tourism management professional, Talent training

1. Introduction

With the improvement of living standards and the reform of the holiday system, China's tourism industry is in a high-speed development stage, but the development of professional talent in tourism management has been restricted due to problems such as the incomplete application training system. The ever-changing competitive environment has put forward higher requirements for the professional ethics of tourism management professionals. Studying the training mode of professional ethics for students in tourism management is a fundamental measure to implement the "Moral Values Establishment" in the field of education, meet the needs of vocational education reform and improve the international competitiveness of China's vocational education. At present, the professional ethics education of the tourism management profession in China still needs to be continuously improved. Therefore, colleges and universities should provide professional ethics education to the tourism management students in the following ways:

2. Create a Campus Culture and Cultivate a Professional Ethics Atmosphere

Campus culture is a campus spirit formed during the long-term development of the school and recognized by all members. It is a lasting spiritual atmosphere formed by all staff and students in a school based on certain criteria. For schools, its campus layout, teaching facilities, and regulations are all external features of campus culture, while campus culture is a hidden feature that shows a strong subtle influence. Campus culture can easily affect students' cultural psychology, which includes not only values, but also moral sentiments and attitudes [1].

At present, the funding requirements for running colleges and universities are generally relatively limited. The majority of higher education vocational schools have a limited time to design and build learning facilities and there are large numbers of part-time teachers. Therefore, most colleges and universities lack specialized design and planning in terms of campus culture. The implementation of cultural content is mostly reflected in general social moral education and students' ideological and moral education, and to a lesser extent involves professional moral education content [2]. Colleges and universities should emphasize the construction of campus culture, enhance the campus culture atmosphere and cultivate the professional ethics of students of all majors.

In addition, vocational institutions should pay attention to display windows and bulletin tools, identify specific topics from the tourism management major, regularly organize professional lectures on ethics for tourism management students, invite graduates to speak in seminars, and strengthen their tourism management students through their appearance, professional awareness and employment confidence.

At the same time, colleges and universities should also pay attention to extracurricular cultural activities when

cultivating tourism management talents, encourage students in tourism management to join professional associations and participate in other relevant activities, increase the attention and investment in tourism management associations and their activities, and allow students to participate in various activities to gain employment and encourage entrepreneurship. These students should be well nurtured and exercised in the learning space on campus, which helps cultivate professional qualities.

3. Strengthen Corporate Ties and Improve Professional Ethics Awareness of Tourism Management

In the current process of colleges and universities carrying out professional ethics education, in order to achieve cost savings, they often take the form of closed doors to engage in education. The lack of communication with social, corporate and even other disciplines has led to a feeling of inadequacy. The main reason lies in the fact that school education and corporate education have different priorities. From the perspective of professional ethics education, colleges and universities often adopt a comprehensive training form for students' professional quality. The moral education goal is to train "social people" that are adapted to the needs of various positions in society, which can be described as behavior norm formation education. In enterprises, its professional ethics education emphasizes the moral responsibilities that employees can bear to society in the industry, and it shows strong industry and professional characteristics, such as specific enterprise characteristics, specific industry self-interest service characteristics and requirements, etc. [3]. The training goal is to build people who can serve the business.

Therefore, when training the professional ethics of tourism management professionals, colleges and universities need to emphasize the social adaptability and serviceability of individual students in their future careers. The training of tourism management professionals is classified as professional talent training. It is very important for schools to strengthen relationships with enterprises. Schools can take the initiative to establish long-term cooperative relationships with travel agencies, attractions, cultural tourism areas, etc. around the school, and carry out professional ethics education by schools and enterprises. This can not only create professional ethics related to tourism management students, but the cultural atmosphere can also allow students in tourism management to master more professional skills in business practice, and ultimately achieve a "win-win" result of "school-enterprise cooperation". The school can also hire highly qualified tourism management talent to be lecturers at the school, such that corporate talents with rich practice and work experience can be used as out-of-school counselors and part-time teachers for tourism management students. Course content is discussed regularly, and colleges and universities may invite them to conduct regular lectures to bring the corporate culture related to tourism management to the tourism management major, which smoothens the process of integrating enterprise-based professional ethics education.

At the same time, in order to ensure the success of the training of tourism management professionals in the process of school-enterprise cooperation, colleges and universities can further increase the interaction between schools and enterprises by establishing an expert guidance committee for school-enterprise cooperation. For example, the school can arrange tourism management major students to enter related companies or travel agencies on weekends or long vacations to start apprenticeship activities from their second year, combining work-study and tourism management professional practices. From the third year, students can be guided to enter the tourism management internship stage. Under the guidance of a tourism management professional instructor, tourism management related companies can become a window for students to enter the society. Students can learn based on their apprenticeships and internships in tourism management companies. This can help the students to further their understanding of society, tourism management professional ethics, and through practice, can be used to establish the professional ethics awareness required by the professional.

One important goal is to lay a good foundation. Institutions of higher learning can also send someone in the talent market to take into account the needs of relevant employers in the tourism management profession, strengthen mutual contact with the tourism industry associations, collect the latest information on the tourism industry, and train students in the tourism management profession and the tourism management industry.

4. Strengthen Communication and Obtain the Support and Understanding of Parents of Students in Tourism Management

The formation of professional ethics awareness of tourism management students under the background of Lideshuren also has a crucial impact on family education [4]. Positive education in professional ethics developed by the school may be abandoned by the silent influence of parents. Because some students like tourism majors and apply for tourism management majors, they may have a strong learning interest in the school, but many students are not really engaged in their tourism management study near the internship period. This phenomenon is also very common. One aspect may be related to the students themselves, while the other is more related to family influences. Some parents believe that the tourism management major has no future development, and in every way discourages children from giving up this type of professional work.

In order to avoid parental issues, colleges and universities should strengthen contact with parents for parental support and understanding. Colleges and universities can establish parental groups. At present, many colleges and universities do not establish parental groups, and there is not much contact with parents. Most schools believe that students are adults. They contact the parents of students and even exchange student learning and living conditions at school. In essence, however, the effects of professional ethics education in the tourism management profession can hardly be guaranteed without the cooperation of parents. Colleges and universities can set up parent WeChat groups, QQ groups, etc. to report to parents the students' learning situation in school in a timely manner, so that parents can clarify the development prospects of the tourism management profession, enhance parents' understanding of the tourism management profession, and clearly inform parents and students what kind of certificates and professional ethics are that will be obtained and future employment and development of students. I believe that with the support and cooperation of parents, the school will do more with less when it comes to cultivating the professional ethics of tourism management students.

5. Conclusion

In short, talent cultivation must be a process that includes integrating education. Therefore, in the process of training talents, the Tourism Management Specialty in higher vocational colleges should treat "cultivating talents by virtue" as the fundamental standard to test the work of the school. Indeed, only when schools significantly aid in the maturation of student ideology, political awareness, moral quality and cultural quality can the Tourism Management Specialty solidify its own future by strengthening its career prospects and overall contribution to society.

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