

Try and Practice on Teaching Reform of Tourism Service Psychology

Jiang Beibei^{1,*}, Shang Jijun²

¹ *Lyceum of the Philippines University, Philippines*

² *Caiyuan Subdistrict office of People's Government of Taishan District, Taian, Shandong, 271000, China*

Abstract: With the development of our society and the improvement of economic level, people's living standard and ideology have also changed greatly. The world is so big that many people want to walk more in their free time, so in this case, tourism has become a hot word in recent years, and tourism has become the hottest industry in recent years. Because of the rapid development of tourism industry, many universities and colleges have set up various majors related to tourism, including tourism psychology. But in the new period, the traditional teaching mode and method of tourism psychology is not suitable for the students' learning and development, so we should reform the teaching. This paper analyzes and studies the teaching reform of tourism service psychology.

Keywords: tourism service psychology; teaching reform; attempt; practice; analysis and research

At present, the purpose of many colleges and universities in our country is to train more professional, practical and technical talents, and of course, the educational purpose of tourism psychology is the same. Tourism service psychology is a very important content for tourism service major in the new period, and it also has a very important influence and function on the future employment and development of students. Therefore, we must attach importance to the teaching

Corresponding Author: Jiang Beibei. Lyceum of the Philippines University. Email: Jiangbb1989ed@163.com

©The Author(s) 2022. Published by BON VIEW PUBLISHING PTE. LTD. This is an open access article under the CC BY License (<https://creativecommons.org/licenses/by/4.0/>).

of tourism psychology. However, as far as the current tourism service psychology is concerned, the teaching mode and concept can no longer meet the development and needs of the new period. Therefore, we must speed up the reform of the existing teaching model to help students develop better.

Analysis of Teaching Present Situation and Existing Problems of Tourism Service Psychology

A. Present Situation of Classroom Teaching in Tourism Service Psychology

For tourism service psychology, it is a subject of tourism management major, and it is also the most basic course of tour guide major. It involves a lot of knowledge, such as tourism consumer psychology, management psychology and some laws of tourism service psychology. Through the study of tourism service psychology, we can analyze the strategies of tourism activities and the psychological phenomena of tourists, and adopt effective methods and strategies according to the results of the analysis, while improving the satisfaction of tourism consumers, Improve their professional level and ability, bring tourists a pleasant journey, which very helpful for their future employment and development^[1].

B. Problems in Classroom Teaching of Tourism Service Psychology

First of all, teaching methods and ideas are too traditional. As far as the current teaching of tourism service psychology is concerned, teachers are still using traditional teaching methods to make the otherwise interesting tourism psychology classroom very boring. So that many students slowly lost their interest in tourism psychology learning. In the course of teaching, teachers always focus on inculcating theoretical knowledge, but ignore the cultivation of practical ability, which completely violates the educational purpose of colleges and universities in the new period.

Secondly, it lacks rich teaching content. Tourism service psychology in the new period should have rich teaching content, because in the new period, tourism consumers will have differences, plus the content of tourism activities is too rich. Therefore, students need to master rich psychological knowledge of tourism services. However, it is obvious that in the current teaching of tourism service psychology, the teacher has not enriched the content of the teaching, so the knowledge learned by the students lacks certain practicability and can not meet the needs of the new period.

Finally, it lacks a professional team of teachers and assessment system. For tourism psychology, it belongs to a very comprehensive and very strong discipline, covering a wide range of knowledge, such as sociology, economics, history and so on. Therefore, the requirements for teachers will be very high, teachers should not only have professional knowledge and literacy, but also need teachers to have a comprehensive level of subject knowledge. However, it is obvious that in the current colleges and universities, few teachers have these abilities, so it will make the teaching theorization more serious and can not be well combined with practical teaching, thus affecting the quality and efficiency of teaching. In addition, the assessment system is not perfect enough, because tourism service psychology is mainly

based on practice, so it is impossible for students to play a real level by simply taking theoretical assessment. These problems will hinder and affect the development of tourism service psychology.

Characteristics of Tourism Service Psychology

A. Theoretical Characteristics of Tourism Service Psychology

As far as the theoretical characteristics of tourism service psychology are concerned, foreign countries take tourism consumers as the research object, and our country has also absorbed a lot of experience and essence in the theory of tourism service psychology. On this basis, a complete tourism service psychology system was established. In order to improve the psychological quality and consciousness of tourism practitioners, the author also analyzes and studies the psychology of tourism consumers in the content^[2].

B. Practical Characteristics of the Psychological Science of Tourism Service

The course of tourism service psychology not only needs theoretical knowledge as the basis, but also needs practical demonstration. Because in the theoretical course of tourism service psychology, there will be a lot of practical problems that need to be solved. Such as tourism service psychology, tourism consumption psychology and tourists' frustration psychology, these are the contents that must be learned in tourism service psychology. In the process of practice, it can be realized and completed well, and it can also meet the purpose of education in the new period.

C. Characteristics of Operational Ability of Tourism Service Psychology

In the study of tourism service psychology, students not only need theory and practice as the basis, but also need to attach importance to the operational ability, and the cultivation and improvement of operational ability need to be obtained in a large number of practical cases, such as tourism perception, the law of tourism motivation and tourism propaganda. Tourism workers also have a variety of negative emotions when they work, or conflict with tourism consumers, and so on. The handling of these problems requires theoretical knowledge as the basis and support. Only in this way can the operation ability play a reasonable role. Therefore, when we carry out the teaching of tourism service psychology, we should not only attach importance to the theoretical knowledge and practical teaching, but also attach importance to the operational ability. Only by mastering the specific operation methods can we solve the problems encountered better and faster^[3].

Try and Practice on Teaching Reform of Tourism Service Psychology

A. Attach importance to and utilize the cooperative teaching method of school and enterprise

In order to carry out the reform of tourism service psychology teaching smoothly, the first thing we need to do is to carry out the reform of teaching work on the characteristics of tourism service psychology, because tourism service psychology is a combination of theory and practice. So we need

to increase teachers and employment through school-enterprise cooperation. Therefore, it is necessary for colleges and universities to cooperate with various types of travel agencies and effectively establish talent training plans, and schools can also improve the mechanism of various talent training through the exchange and communication of travel agencies. For example, we can improve the students' level through the exchange of talents, and invite the travel agency's older and more experienced personnel to the school's tourism psychology teaching to help students solve the problems they encounter. Bring more real cases to students and deepen their learning and understanding ability. Of course, students can also analyze the teaching content from different angles. Through discussion, communication and learning, the teaching content can be more consistent with the actual situation, and finally achieve the purpose of cultivating talents. Second, through cooperation between schools and enterprises, students can also increase their employment problems. After completing the course, students can work directly with cooperative travel agencies for internships, and can be directly employed in the tourism service industry. In practice, the knowledge learned will be well developed and applied to improve their quality and professional ability^[4].

B. It is necessary to reform and innovate the existing teaching mode

In the current psychological teaching of tourism service, because teachers are still using traditional teaching methods and models, it will reduce the effectiveness and efficiency of teaching. Therefore, we need to reform the existing teaching methods and models of tourism service psychology. At present, the common teaching methods mainly include case analysis, situational teaching simulation and group discussion. In these methods, students can effectively stimulate their interest in learning, improve their learning ability and ability to analyze problems. First of all, case analysis, teaching through typical major events as teaching cases, will not only increase the impression of students, but also help students to upgrade their sensibility to rational thinking, thus improving their professional ability and literacy. For example, in the course of tourism encountered traffic accidents, tour guides deal with the hope of survival to tourists, the danger of death left to themselves, and then by teachers and students to participate in the analysis, Finally, students will learn how to deal with traffic accidents. Secondly, situational simulation method. This teaching method is very easy to understand, that is, through the creation of teaching situations, let students restore the situation at that time. Through the reduction of specific time, place, event and so on, improve the students' emotional experience, so that they can deal with the problem in the real scene, so as to improve the students' ability to adapt to the situation. This teaching method is relatively simple, but also can bring students a very relaxed learning environment. Finally, the group discussion method. It is the teacher who divides the students into groups so that they can understand and analyze the contents of the teaching or the teaching cases through analysis and discussion in the group. In the process of group cooperation, because the students' thinking and thinking direction are different, they can learn the thinking patterns and methods of others in activate

their own thinking^[5].

C. Reform of the assessment system

In the traditional teaching of tourism service psychology, the examination method is mainly based on the examination paper, so it is inevitable that there will be unfair or students' ability can not be brought into play. In the new era, the purpose of educating students is to train talents, so the examination system should also start from the strategy of talent training. Therefore, the traditional examination system can no longer meet the needs of students. Therefore, in the new era, we need to combine the practical assessment with the original examination system, and at the same time combine the students' performance in daily life and study, so as to cultivate and improve the students' practical ability and employability, and in this case, students can learn more useful things, which will be very helpful for their future employment and development^[6].

Conclusion

In a word, for the teaching of tourism service psychology, because of its particularity and subject characteristics, we know that in order to get better development and cultivate more talents, it must be reformed in all aspects. Therefore, we need to analyze and solve the existing problems, and work out targeted solutions through analysis, so as to truly improve the quality of teaching and students' ability.

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

References

- [1] Wu Cuiyan. A Study on the Reform of Teaching Content and Teaching Methods of Tourism Psychology Based on Applied Ability Cultivation [J]. Journal of Sichuan Cooking College ,2019,(1):92-96.
- [2] Zhao Jing. J]. on Teaching Reform and Innovation of Tourism Psychology Course in Higher Vocational Tourism Specialty No.352(9):27-27.,2018
- [3] Guo Wenhao. A Practical Exploration on the Teaching Reform of Development Psychology for Preschool Children in J]. Vocational College Shen Hua: first half month ,2019,(6):128-128.
- [4] Liu Tao. A probe into the Reform of Practical Teaching in Applied Psychology Specialty from the Perspective of J]. Development Education and Teaching Forum ,2019,401(7):122-124.
- [5] Dong Linlin. Study on the Classroom Teaching Reform of Tourism Psychology Based on PBL Model [J].]1 Reform and opening up ,2018,(10):131-132.
- [6] Wu Cuiyan. A Study on the Reform of Teaching Content and Teaching Methods of Tourism Psychology Based on Applied Ability Cultivation [J]. Journal of Sichuan Cooking College ,2019,(1):92-96.