

# Research on the Ideological and Political Construction and Teaching Practice Strategies for the Course of Principles of Tourism

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**Abstract:** Requirements for the ideological and political construction of university courses in the new era stipulate that professional courses should proceed in the same direction as ideological and political courses, forming an educational pattern that involves all personnel, covers the entire process, and integrates across all courses. Taking the course of Principles of Tourism as an example, this paper discusses the significance, content, and objectives of ideological and political construction in the Principles of Tourism course based on an analysis of its current status. Furthermore, practical strategies for ideological and political construction in the Principles of Tourism course are proposed from four aspects: teaching philosophy, teaching design, teaching methods, and teaching evaluation. The aim is to fully leverage the educational function of tourism-related professional courses and enhance the quality of teaching in the Principles of Tourism course through its ideological and political construction.

**Keywords:** Principles of tourism; Ideological and political education in courses; Tourism education

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## 1. Introduction

In 2020, the Ministry of Education issued the *Guidelines for the Construction of Ideological and Political Education in College Courses*, which clearly states that “ideological and political education should be integrated into the talent cultivation system, the construction of ideological and political education in college courses should be comprehensively promoted, the educational role of each course should be fully exerted, and the quality of talent cultivation in colleges and universities should be improved” <sup>[1]</sup>. As a compulsory professional basic course for undergraduates majoring in Tourism Management, Principles of Tourism not only undertakes the function of imparting basic professional knowledge of the tourism discipline but also contains rich ideological and political education resources. Strengthening the construction of ideological and political education in the Principles of Tourism course is conducive to cultivating tourism management talents with patriotism, an international perspective, professional skills, good professional ethics, and social responsibility.

## **2. Current status of ideological and political construction in the course Principles of Tourism**

### **2.1. Significance of ideological and political construction in the course Principles of Tourism**

#### **2.1.1. Implementing the fundamental task of moral education and talent cultivation**

The fundamental task of ideological and political construction in courses is to implement moral education and talent cultivation, and achieve full-process and all-round education. As a basic theoretical course for tourism management majors, Principles of Tourism not only covers the basic knowledge and theories of the tourism discipline, but also involves the economic, social, cultural, and environmental impacts of tourism activities, as well as the strategies, policies, and trends of tourism development. By exploring ideological and political elements in the course, such as civilized tourism, ecological civilization construction, cultural inheritance and sustainable development, and integrating them into professional course teaching, students are subtly guided to establish correct world outlooks, outlooks on life and values, their ideological and political quality and moral character are improved, and the fundamental task of moral education and talent cultivation is realized<sup>[2]</sup>.

#### **2.1.2. Improving the quality of talent cultivation for tourism management majors**

With the rapid development of the tourism industry, the demand for tourism management professionals in the tourism market is constantly increasing, and the requirements for the comprehensive quality of talents are also getting higher. However, some students have problems such as low personal cultural literacy and a lack of ideological and moral awareness. Through integrating ideological and political education into professional courses, the ideological and political construction of Principles of Tourism can not only help students master solid professional knowledge of the tourism discipline, but also cultivate students' professional literacy, professional ethics, and social responsibility, enhance students' comprehensive quality and employability, provide more high-quality tourism management talents for the tourism industry, and improve the quality of talent cultivation for tourism management majors<sup>[3]</sup>.

#### **2.1.3. Promoting the reform of ideological and political education in tourism discipline courses**

The construction of ideological and political courses requires integrating ideological and political education into various courses to form a synergistic effect. As an important part of the reform of ideological and political education in tourism discipline courses, the ideological and political construction of Principles of Tourism can provide references for the ideological and political construction of other professional courses in the tourism discipline by exploring the ideological and political elements in the course, innovating teaching methods and means, and improving the teaching evaluation system. This will promote the reform of ideological and political education in tourism discipline courses and build a pattern of full-staff, full-process, and full-course education.

## **2.2. Problems in the ideological and political construction of the Principles of Tourism course**

### **2.2.1. Insufficient understanding and attention from teachers towards ideological and political course construction**

Some teachers still hold traditional teaching mindsets, believing that the primary responsibility of professional courses is to impart professional knowledge. They lack a comprehensive and in-depth understanding of the concept of ideological and political course construction, and overlook the important role of professional courses in ideological and political education. These teachers argue that ideological and political education should be undertaken exclusively by dedicated ideological and political courses, and professional courses need

not be overly involved in this aspect. As a result, they do not attach sufficient importance to the integration of ideological and political elements in course design. Although some teachers recognize the significance of combining professional courses with ideological and political construction, their limited professional competence still undermines the teaching effect<sup>[4]</sup>.

### **2.2.2. Room for improvement in classroom teaching content**

In the current ideological and political construction of the Principles of Tourism course, the content is often superficial, lacking depth and breadth, which fails to arouse students' interest and critical thinking. Additionally, the teaching methods adopted by teachers are relatively simplistic, lacking innovation and flexibility, making it difficult to effectively integrate ideological and political elements with professional knowledge. The low degree of alignment between ideological and political elements and tourism professional courses leads to a dull classroom atmosphere and insufficient learning motivation among students. Furthermore, the forms of ideological and political course construction are overly monotonous—for instance, they are limited to brief mentions or theoretical explanations in class, with a lack of diverse practical and interactive sessions, failing to stimulate students' interest and enthusiasm for learning.

### **2.2.3. Imperfect mechanism for ideological and political course construction**

At present, the evaluation criteria for ideological and political course construction are not clear, and there is a lack of unified and scientific measurement standards, which makes it difficult to carry out evaluation work. Moreover, the existing evaluation methods are often overly simplistic and one-sided. For example, the effectiveness of ideological and political course construction is evaluated only based on students' exam scores or teachers' classroom performance. This single evaluation method cannot fully and accurately reflect the actual effect of ideological and political course construction. Due to the deficiencies in evaluation criteria and methods, the evaluation results often have strong subjectivity and fail to achieve objectivity and fairness. This not only hinders the continuous improvement and optimization of ideological and political course construction but also restricts teachers' enthusiasm and creativity in the construction of ideological and political courses<sup>[5]</sup>.

## **3. Content and objectives of ideological and political construction in the course Principles of Tourism**

### **3.1. Content of ideological and political construction in the course Principles of Tourism**

#### **3.1.1. Ideal and belief education**

Ideals and beliefs are the spiritual pillar and source of motivation in life. In the ideological and political construction of the Principles of Tourism course, ideal and belief education should be integrated to guide students to establish firm ideals and beliefs, and strengthen their confidence in the path, theory, system, and culture of socialism with Chinese characteristics. By introducing the important position and role of the tourism industry in national economic and social development, as well as its contributions to national economic growth, cultural exchange, and social progress, students can be guided to recognize the broad prospects of the tourism industry's development and the historical mission they shoulder, thereby enhancing their professional identity and sense of professional honor.

#### **3.1.2. Patriotism education**

Patriotism is one of the core values of the Chinese nation and also an important part of ideological and political

construction in courses. In the ideological and political construction of the Principles of Tourism course, patriotism education should be incorporated. By introducing the development history, achievements, and experience of China's tourism industry, as well as the richness and uniqueness of China's tourism resources, students can be guided to deeply understand the important role of China's tourism industry in promoting national economic development, facilitating cultural exchange, and enhancing friendship among people, so as to strengthen their national pride and self-confidence.

### **3.1.3. Professional ethics education**

Professional ethics is one of the essential qualities that tourism practitioners should possess. In the ideological and political construction of the Principles of Tourism course, professional ethics education should be integrated. By introducing the professional norms, professional ethics, and professional ethics requirements of tourism practitioners, students can be guided to establish a correct professional concept, cultivate their professional quality and awareness of professional ethics, and enhance their sense of professional responsibility and mission.

## **3.2. Objectives of ideological and political construction in the course Principles of Tourism**

### **3.2.1. Constructing an ideological and political teaching system**

The primary objective of ideological and political construction in the course Principles of Tourism is to build an ideological and political teaching system. This involves integrating ideological and political education elements into professional course teaching to achieve the organic combination of professional teaching and ideological and political education. Through measures such as optimizing the course content, innovating teaching methods and means, and improving the teaching evaluation system, an ideological and political teaching system with the characteristics of the tourism discipline will be constructed, providing strong support for the cultivation of talents in the tourism management major.

### **3.2.2. Enhancing students' ideological and political quality**

The core objective of ideological and political construction in the course Principles of Tourism is to enhance students' ideological and political quality, which includes aspects such as ideals and beliefs, patriotism, professional ethics, awareness of the rule of law, and social responsibility. Through the ideological and political construction of the course, students are guided to establish correct worldviews, outlooks on life, and values, enhance their sense of national pride and self-confidence, cultivate their professional literacy and awareness of professional ethics, and improve their legal awareness and literacy in the rule of law. This enables students to consciously fulfill their social responsibilities and contribute to the development of the tourism industry<sup>[6]</sup>.

## **4. Practical strategies for the integration of ideological and political education into the course Principles of Tourism**

### **4.1. Establishing the teaching philosophy for the integration of ideological and political education**

#### **4.1.1. Adhering to moral education as the fundamental task**

Moral education is the fundamental task of higher education and also the core goal of integrating ideological and political education into courses. In the process of integrating ideological and political education into the Principles of Tourism course, we should always take moral education as the fundamental task, integrate ideological and political education elements into professional course teaching, guide students to establish correct



worldviews, outlooks on life and values, and cultivate students' ideological and political quality and moral character. Teachers of this course should establish awareness of integrating ideological and political education into courses, clarify the goals and requirements of this integration, and permeate ideological and political education throughout the entire process and all links of professional course teaching, so as to realize the organic combination of professional teaching and ideological and political education.

#### **4.1.2. Realizing the collaborative education of professional teaching and ideological and political education**

The integration of ideological and political education into the Principles of Tourism course should focus on the collaborative education of professional teaching and ideological and political education. Teachers should integrate ideological and political education elements into professional course teaching, and through teaching methods and means such as case teaching, group discussion, and role-playing, stimulate students' learning interest and enthusiasm, guide students to think about and discuss relevant ideological and political issues in the process of professional course learning, so as to realize the mutual promotion and common development of professional teaching and ideological and political education. At the same time, teachers should strengthen interaction and communication with students, pay attention to students' ideological trends and growth needs, and provide targeted guidance and help<sup>[7]</sup>.

### **4.2. Optimizing the instructional design for ideological and political education in courses**

#### **4.2.1. Clarifying the teaching objectives of ideological and political education in courses**

For the development of ideological and political education in the course Principles of Tourism, it is essential to clarify the teaching objectives of ideological and political education and integrate ideological and political elements into the teaching objectives of this professional course. Specific measures include formulating a syllabus and teaching plan for ideological and political education in the course, which clearly define the specific objectives and requirements of such education. These objectives cover three key aspects: enhancing students' ideological and political quality, fostering their professional literacy and awareness of professional ethics, and strengthening their environmental awareness and awareness of sustainable development. Meanwhile, teachers should design corresponding teaching content and methods based on these objectives to ensure the targeted nature and effectiveness of ideological and political education in the course.

#### **4.2.2. Optimizing the teaching content of ideological and political education in courses**

The development of ideological and political education in Principles of Tourism also requires optimizing the teaching content of ideological and political education, and organically integrating ideological and political elements with the professional teaching content of the course. This can be achieved through the following approaches: By analyzing the development history, current situation, and future trends of the tourism industry, guide students to recognize the important position and role of the tourism industry in national economic and social development, thereby cultivating their patriotism and international perspective; By introducing content related to the protection and development of tourism resources, environmental protection in tourism activities, and sustainable development, foster students' environmental awareness and awareness of sustainable development, and guide them to establish the concept of green development; By presenting the professional standards, professional ethics, and ethical requirements for tourism practitioners, guide students to establish correct professional concepts, cultivate their professional literacy and awareness of professional ethics, and enhance their sense of social responsibility and mission.

### **4.3. Innovating the teaching methods of ideological and political education in courses**

#### **4.3.1. Case teaching method**

Case teaching uses real cases to inspire students, prompting them to analyze problems and explore solutions. In the process of integrating ideological and political education into the Principles of Tourism course, teachers can adopt case teaching: select representative cases in the development of the tourism industry, guide students to conduct in-depth analysis and discussion on the ideological and political issues contained therein, so as to enhance the credibility of ideological and political education. For example, teachers can choose typical cases in the tourism industry, such as environmental pollution, over-exploitation of tourism resources, and lack of professional ethics among tourism practitioners. These cases can stimulate students to think about the causes, consequences, and countermeasures of these problems, aiming to cultivate students' awareness of environmental protection, the concept of sustainable development, and improve their professional ethics and moral cognition<sup>[8]</sup>.

#### **4.3.2. Group discussion method**

Group discussion is a teaching strategy that emphasizes students' active participation. It stimulates the collision of ideas and communication among students through discussions and cooperation between team members. In the integration of ideological and political education into the Principles of Tourism course, teachers can select topics in the tourism industry that have attracted much attention or are controversial—such as the escalating conflicts between hotels and online travel platforms, the disorderly phenomenon of study tours, and the bottlenecks in the development model of ancient towns—as topics for group discussions. They can encourage students to express their personal opinions and views, thereby enhancing the interactivity of ideological and political education. Through group discussions, students can inspire ideas and share insights with each other, which deepens their understanding and cognition of ideological and political issues and further improves the effectiveness of ideological and political education.

#### **4.3.3. Practical teaching method**

The practical teaching method refers to guiding students to carry out practical activities on-site, integrating theoretical knowledge from the classroom with on-site experience to achieve a more intuitive teaching effect. Teachers can select scenic spots around the school as practical venues, set relevant tasks for students in advance, and students will conduct on-site visits and research with questions to complete the assigned tasks through field investigations. After the practical training, students are required to write investigation reports and practical experience summaries. This process not only improves students' independent thinking ability but also transforms theoretical knowledge into vivid practical experience, deepening their understanding of theories. After the practical training, each group selects a representative to present their research results, and accepts questions and feedback from other group members and teachers. When designing learning tasks, teachers can integrate ideological and political education content to help students establish a correct concept of tourist destinations, and at the same time cultivate students' sense of social responsibility and sense of mission in the times<sup>[9]</sup>.

## **5. Conclusion**

The construction of ideological and political education in the Principles of Tourism course is one of the important tasks of higher education in the new era. It is of great significance for cultivating tourism management professionals with patriotism, international vision, professional skills, good professional ethics, and social responsibility. By adopting practical strategies such as establishing the teaching concept of ideological and

political education in courses, optimizing the teaching design of ideological and political education in courses, and innovating the teaching methods of ideological and political education in courses, we can effectively integrate the elements of ideological and political education into the teaching of the Principles of Tourism course, and realize the organic combination of professional teaching and ideological and political education<sup>[10]</sup>.

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## Disclosure statement

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