Analysis on the Positive Energy Training System of Vocational Quality of Students Majoring in Tourism in Higher Vocational Colleges

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Keywords: Positive Energy; Tourist; Training System; Vocational Education

Abstract. In view of the positive demands of students in the tourism industry and higher vocational colleges for professional quality, this paper constructs a four-in-one professional quality training system, including growth atmosphere, training mode, teaching team and internship unit, by applying the concept and thinking of positive energy.

1. Introduction

1.1 The Positive Energy

This is physics term, positive energy, written by the British physicist Dirac's Theory of Quantum Electrodynamics. Positive energy was popularized by the British psychologist Richard Wiseman of the monograph Positive Energy, which compared the human body to a field, by stimulating the inner potential, can show a new self, to more confident, more dynamic. Positive energy refers to a healthy, optimistic, positive motivation and emotion. At present, Chinese people label positive energy for all the positive, healthy, inspiring, empowering and hopeful things and people. It has risen to become a symbol, deeply connected with our emotions, expressing our desires, our expectations. Positive energy has been chosen as the Chinese-word of 2013, according to the Chinese review sponsored by the national language resources monitoring and research center and the commercial press.

1.2 Professional Quality

Professionalism is the code of conduct that human beings need to abide by in social activities. The sum of individual behaviors constitutes their own professional accomplishment, which is the connotation, while individual behaviors are external appearances. Professional quality is a big concept. Professional is the first, but in addition to professional, dedication and ethics are necessary, reflected in the workplace is professional quality, reflected in life is personal quality or moral accomplishment. Professional quality refers to the internal norms and requirements of the profession, and is a comprehensive quality shown in the process of the profession, including professional ethics, professional skills, professional behavior, professional style and professional consciousness.

2. Analysis on the Current Situation of Students Majoring in Tourism in Higher Vocational Colleges

In order to accurately understand the situation, 300 students majoring in tourism in three common vocational colleges were selected as samples, and questionnaires were conducted. 255 valid questionnaires were actually collected, including 105 freshmen, 60 sophomores, 15 juniors and 75 graduates in recent 5 years.
2.1 The Current Situation of Students Majoring in Tourism in Higher Vocational Colleges

Affected by the policy of college enrollment expansion and the decrease of enrollment in recent years, the admission score of vocational college students is not high. Except for a few specialized tourism vocational colleges, the tourism majors in general vocational colleges are not popular, resulting in the fact that the students admitted to the tourism majors have low scores, not the first choice, from other professional volunteer allocation supplement and other problems. The final result is that most of the students majoring in tourism in higher vocational colleges have a poor cultural foundation, which is mainly traced back to the students’ learning methods, enthusiasm and consciousness, as well as the importance of middle school teachers. It can be seen that quite a number of students majoring in tourism in higher vocational colleges are confused and need guidance at the beginning of their study.

2.2 Investigation and Analysis of Learning Status

2.2.1 Learning Enthusiasm: the overall learning enthusiasm is high, with 18.82% of students choosing to muddle along, indicating that underachievers account for a large proportion.

Table 1. Learning Enthusiasm.

<table>
<thead>
<tr>
<th>Always positive</th>
<th>Occasionally slack off</th>
<th>Muddle along</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>84 people</td>
<td>123 people</td>
<td>48 people</td>
<td>255 people</td>
</tr>
<tr>
<td>32.94%</td>
<td>48.24%</td>
<td>18.82%</td>
<td>100%</td>
</tr>
</tbody>
</table>

2.2.2 Pursuit of Professional Quality: 24.31% of students pursue perfection and have elite potential; There are 50 students, accounting for 19.61%, who choose the students who are almost on the line and those who are indifferent. It can be predicted that this part of students will work badly if they follow this development.

Table 2. Degree of Pursuit of Professional Accomplishment.

<table>
<thead>
<tr>
<th>Perfect</th>
<th>Well</th>
<th>So-so</th>
<th>Not care</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>62 people</td>
<td>143 people</td>
<td>44 people</td>
<td>6 people</td>
<td>255 people</td>
</tr>
<tr>
<td>24.31%</td>
<td>56.08%</td>
<td>17.26%</td>
<td>2.35%</td>
<td>100%</td>
</tr>
</tbody>
</table>

2.2.3 Understanding of the Content of Professional Accomplishment: loyalty to the career far exceeds loyalty to the employer, which confirms the reality that graduates job-hopping frequently at the present stage. Overall, the understanding of professional quality is very comprehensive.

![Figure 1. What Students Think Professional Literacy Contains.](image-url)
2.2.4 Ways to Improve Professional Quality: it can be seen that students are highly dependent on teachers and internship units, can clearly understand the importance of self-discipline, and hope to grow up in a relatively relaxed environment. The choice of the other main put forward positive action, better teaching conditions and learning atmosphere and other aspects of the requirements.

![Figure 2. Choose the Way to Improve Professional Quality.](image)

2.3 Analysis of Professional Quality Requirements of Tourism Graduates in the Tourism Industry

From the long-term attention to the growth of graduates and the feedback obtained from the off-campus internship, it can be seen that the tourism industry has higher requirements for graduates majoring in tourism in terms of ability, professional consciousness, ideology and ethics, and knowledge accomplishment.

2.3.1 In Terms of Ability and Literacy, as the tourism industry includes hotel, travel agency, scenic spot, exhibition, leisure industry and other forms of business, different posts in tourism enterprises have different focuses. For example, hotel catering service position focuses on service ability and marketing ability, travel agency guide position focuses on language ability, organization and coordination ability and strain ability, and management position focuses on organization and coordination ability, management ability, interpersonal communication ability and dispute handling ability.

2.3.2 In Terms of Occupational Consciousness, it is generally recognized that service consciousness and customer-centered consciousness are two aspects.

2.3.3 In Terms of Ideology and Morality, the consistent requirements are dedication and integrity.

2.3.4 In Terms of Knowledge Literacy, the common requirements are policies, regulations and industry standards. In addition, relevant cultural literacy is required in different business types and branches. For example, tour guides are required to master the basic knowledge of national tour guides and conduct in-depth research on the basic knowledge of local tour guides in the workplace.

3. Construction of the Positive Energy Training System for Vocational Students Majoring in Tourism

Positive energy can give people hope and stimulate their potential. Education is just such a cause that gives people hope and stimulates their potential. Tourism industry is full of youthful spirit, in the process of advocating civilized travel, health leisure need positive energy, higher vocational tourism professional students as the core of the tourism industry jobs, might as well when improve their professional quality using the following positive energy strategy, to build an atmosphere of growth, training mode, teacher team and the internship units four professional training system.
3.1 Create a Positive Atmosphere for Growth

3.1.1 Attach Importance to All Students and Regain Lost Confidence. Since enrollment, I have passed on the concept of "natural talents will be useful" to students to help them get out of the haze of college entrance examination failure, and work hard again at a new starting point. I have given real time encouragement to students' achievements, so that they can regain confidence and dare to meet more difficult challenges.

3.1.2 Face the Tourism Industry Squarely and Establish a Sense of Professional Honor. By introducing national policies and industry prospects, this paper aims to eliminate the misunderstanding of the tourism industry by themselves and their relatives and friends, and make them realize the important value of the tourism industry.

3.2 Establishment of Scientific Training Mode

3.2.1 Selection of Scientific Teaching Content. According to the social development and industry demand, the personnel training plan is adjusted and updated in real time, and the appropriate teaching content is selected for scientific arrangement, so that students can apply what they learn. The teaching content of tourism specialty is complicated, and the tourism talents are required to specialize in a variety of skills. The limited teaching time cannot cover all aspects. Therefore, targeted teaching in accordance with the professional direction is the only way.

3.2.2 Adopt Innovative Teaching Methods. Vocational quality of tourism major in higher vocational colleges pays attention to the cultivation of post ability. Campus simulation experience and off-campus post actual combat are all good ways. Teachers are responsible for guidance and control.

3.2.3 Eliminate Negative Factors. Universities are concerned with the development of life, and the education of students involves both inside and outside the classroom. The promotion of professional quality of tourism major in higher vocational education is influenced by various factors, which can prevent cheating in exams, plagiarizing homework, uncivilized behavior and other negative factors, so that students can feel fairness and justice everywhere.

3.3 To Build a Righteous Teacher Team

3.3.1 Preach with Integrity. Preaching, that is, to pass the truth, requires teachers to have a noble moral sentiment, with a healthy spirit to purify students' minds, teaching far more than words.

3.3.2 Impart Knowledge with Superior Skills. Teaching means that teachers impart existing knowledge and skills to students. Knowledge and skills of the tourism industry are changing with each passing day. Teachers should not only pay attention to updating their own knowledge and skills, but also need to study methods to teach people how to fish.

3.3.3 Solve Doubts with Profound Knowledge. To solve doubts, that is, to solve students' problems in the learning process. If teachers are not proficient in their own professional fields, they will not know how to do it. It's easy to answer the questions, but hard to get the students thinking.

3.4 Select the First-class Internship Unit

3.4.1 The Ethos of the Internship Unit is the Prerequisite. When students are new, it is of great significance for the internship unit to strengthen their professional quality. If the ethos of the internship unit is not right, it will make students doubt their choice and even go with the flow. Tourism majors in higher vocational colleges will generally go to travel agencies, hotels and other units for a certain period of time for in-post practice. Careful selection before practice and real-time supervision in practice is very important. This is the students into the industry run-in. There is no good run-in, may waste a good piece of material, which is not conducive to the need for positive energy in the tourism industry.
3.4.2 **Strong Internship Unit is A Necessary Guarantee.** Only when the internship unit has a positive atmosphere and strong strength can it be called first-class, to such a unit can ensure that students learn industry-leading knowledge and skills and win a better starting point.

**References**


