Study of Learning Motivation Enhancement Strategies for Tourism Major Students in Secondary Vocational Schools

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Abstract: In the post epidemic era, the tourism industry is rapidly recovering and developing rapidly, and the demand for tourism related professionals is growing day by day, secondary vocational colleges and universities tourism majors actively expand enrollment. However, the increase in the number of students is not positively related to the quality, and learning motivation is one of the main factors to improve the quality of secondary tourism students. For secondary tourism students, there are common problems such as lack of interest in learning and lack of learning strategies. Based on the concept of learning motivation, this paper focuses on the group of secondary tourism students, describes the current situation of their learning motivation, analyzes the influencing factors, and puts forward targeted strategies to improve learning motivation. In order to improve the quality of student training, for the development of the national tourism industry positive empowerment.

Keywords: Secondary Vocational School; Tourism Major; Learning Motivation; Enhancement Strategies.

1. Overview of Learning Motivation

1.1. The Meaning of Learning Motivation
Motivation is the internal drive that arouses and sustains an individual's activity and directs it toward a certain goal; learning motivation is a type of motivation. Motivation refers to an internal process or internal mental state that inspires individuals to carry out learning activities, maintains the learning activities that have been caused, and makes the behavior toward a certain learning goal. Its and learning activities complement each other and are based on each other. Once the motivation for learning is formed, it will run through the whole process of learning activities from the beginning to the end.

1.2. Classification of Learning Motivation
From the point of view of the source of motivation, it can be divided into internal and external motivation, and from the point of view of influencing students academic achievement, it can be divided into cognitive internal motivation, self-improvement internal motivation and subsidiary internal motivation.

1.3. The Role of Learning Motivation
Generally speaking, the role of learning motivation includes triggering effect (stimulate students’ learning motivation, provoke the generation of learning behavior), orientation effect (fixed learning goals, promote students to achieve the goals and study hard), maintenance effect (maintain students learning motivation to a certain extent, so that they continue to study hard for the learning goals) and regulating effect. (regulating the intensity, duration and direction of students' learning behavior).

2. Current Situation of Learning Motivation
A secondary tourism student is a student enrolled in a secondary vocational school. Secondary vocational school is the education after graduation from junior high school, and the school system is generally three years. Unlike the general high school students, the secondary tourism students have to learn the basic cultural knowledge as well as professional knowledge and skills in practice. Based on the specificity of this education, there are obvious characteristics in the expression of learning motivation of secondary tourism students, which can be summarized as "three lacks and two deficiencies".

2.1. Lack of Interest in Learning
Interest in learning is psychological characteristic that students tend to recognize, study and thus acquire certain knowledge and skills, which is a kind of inner strength. The most common problem of secondary tourism students is the lack of interest in learning, the content of the knowledge learned cannot raise interest in learning, the formation of learning enthusiasm difficulties, students are difficult to take the initiative on tourism-related knowledge and skills for systematic and in-depth study, the probability of only to cope with the examination test which greatly reduces the effect of teaching and learning and the quality of education.

2.2. Lack of Learning Strategies
Learning strategies are complex programs about the learning process that students develop purpose full and consciously in order to improve their learning efficiency. For secondary tourism students, they are often in a passive learning state in the learning process, and the use of learning strategies is almost zero. This is related to both the lack of learning strategies and methods and the lack of ability to use them, which in general is the lack of learning strategies, resulting in low motivation to learn.

2.3. Lack of Learning Objectives
Learning objectives are the ultimate goal toward which student learning is directed during the act of learning. In the
group of middle-level tourism students, a large number of students do not have a clear cognition of the meaning and value of learning, and are in a state of confusion and ignorance, directly falling into the dilemma of the lack of learning goals. The lack of learning objectives makes it difficult for learning motivation to continue to promote learning.

2.4. Learning Environment Deficiency

The learning environment is worthwhile to influence the external environment of student learning to promote students to take the initiative to learn the meaning of knowledge and promote the generation of skills and abilities of the external conditions. Mainly includes learning physical environment learning resources environment, learning emotional environment Intermediate tourism students learning environment problems are obvious from the school point of view of the school atmosphere is scattered, school facilities and teaching resources conditions, such as backward: from the teaching point of view of the weak level of teachers, teachers' teaching ability needs to be improved: from the student point of view: the correlation between the students is low, and it is difficult to form a good classroom style learning style.

2.5. Learning Attitude Deficiency

Attitude towards learning refers to a state of readiness of the student to respond internally learning attitude is selective to learning object, learning content and learning method. Middle school tourism students generally uphold the value of learning, ignoring the role of learning useless attitude orientation. As such attitude orientation is diffused in daily learning life it nourishes the spread of low learning motivation, this greatly reducing the quality of student training.

3. Factors Affecting Learning Motivation

Facing the predicament of "three lacks and two deficiencies in the learning motivation of middle level tourism students, the influencing factors for the formation of this predicament should be specifically analyzed before proposing the corresponding improvement strategies, and in general, the influencing actors can be classified into internal factors and external factors. External factors include teaching influence, school environment influence and family influence.

3.1. Internal Factors

Internal factors are those that are caused by the students themselves and can be improved by their own changes. In this case the main focus is on the individual student's interest bias and attitudinal value orientation.

3.1.1. Interest Preference

Students' personal interest in learning specialized knowledge and skills in secondary tourism has a direct impact on the formation and development of learning motivation. Students who are interested in tourism are more likely to form subjective learning motivation and have better learning effect Students who are not interested in tourism are often passive in the learning process and have poor learning results.

3.1.2. Attitude and Value Orientation

students' individual attitude and value orientation towards learning is an important factor affecting the initiative of}

learning motivation. Positive attitude is easier to produce active learning motivation, clear cognition of the value and significance of learning, and to study hard. On the contrary, the negative attitude of learning to make students learn in a passive position, cognizant of the value and meaning of learning, manifested in the learning of inaction and abandonment.

3.2. External Factors

External factors are factors other than those caused by the students themselves, which need to be improved by changes external conditions. Here, teaching influences, school environment influences, family influences and social influences would be analyzed.

3.2.1. Teaching Impact

Teaching in the process of secondary tourism students' learning occupies an important position, the teacher in the teaching of the advantages and disadvantages of the students' learning motivation has a great impact. Teaching includes teaching content teacher behavior and teaching strategies, etc. High-quality teaching will stimulate students to produce active learning motivation, and then enter the learning state independently, so as to optimize the teaching process and form a virtuous cycle. On the other hand, low-quality teaching not only inhibits motivation, but also weakens the motivation of existing students, thus affecting the process of teaching and learning and creating obstacles.

3.2.2. School Environment Impact

School environment is the main body of the learning life of secondary school tourism students, but also the implementer of the construction of students' learning environment School environment can be divided into physical environment and humanistic environment, good campus physical environment can provide students with a comfortable place to study, stimulate students' interest in learning so as to promote the development of learning motivation. The humanistic environment of the school mainly refers to the school spirit, and a campus with a good and strong school spirit will lead students to immersive learning and significantly improve the learning effect.

3.2.3. The Influence of Family Environment

Secondary tourism students are generally in the stage of adolescence, rapid physical and mental development In order to promote the comprehensive development of secondary tourism students, not only should we pay attention to the influence of the school environment, but also the influence of the family environment should be taken into account. The family's educational philosophy, learning concepts, and expectations of the child will affect the child's academic learning Motivation. Families with a good family environment have a positive contribution to the cultivation and enhancement of secondary tourism students' learning motivation.

4. Learning Motivation Enhancement Strategies

Based on the influencing factors that cause the low learning motivation of middle level tourism students, it is a must to crack the dilemma of "three lacks and two deficiencies" to put forward the initiatives to improve the learning motivation based on the above factors.
4.1. Cultivate Interest in Learning and Help Students Stay Solid

The cultivation of learning interest should first take secondary tourism students as the main body and respect students’ individual characteristics and physical and mental development characteristics. Teachers should be good at observing students’ interests and preferences in the process of education and teaching, and integrate and organize the teaching content. Such as the use of situation simulation, practical activities, group reporting and other ways to guide the students to learn the content of the desire to explore, and then stimulate students’ interest in learning. After stimulating students’ interest in learning should be maintained and expanded in a timely manner, so as to encourage students to form a continuous and solid interest orientation, which is ultimately reflected in the active motivation of learning, and the learning motivation is generated from within.

4.2. Teaches Learning Strategies and Encourages Students to Apply What They have Learned

Secondary tourism students often have difficulty in carrying out learning activities effectively due to the lack of learning strategies, so it is necessary to emphasize the teaching of learning strategies and guide students to use the acquired learning strategies in the process of cultivation. First of all, learning strategy teaching courses are integrated into education and teaching to provide students with a variety of learning strategies, and teachers actively communicate with students to help them choose the learning strategies that are suitable for them. In addition, students are urged to apply the acquired learning strategies in their daily lives, both in terms of monitoring the implementation of the strategies and in terms of their usefulness.

4.3. Setting Learning Goals Motivates Students to Reach for the Top

Helping students set up learning goals suitable for their own learning development has a motivational effect on the improvement of learning motivation. Learning goals the final destination of students’ efforts to study, helping students find their own learning goals in the process of cultivating secondary tourism student can help to stimulate students' internal learning motivation, so that they can study hard to realize their goals. Teachers should clarify the meaning and value of learning to students, help students set up learning goals, and encourage students to climb to the top on the basis of focusing on their own learning goals.

4.4. Correct Attitudes Towards Learning and Guide Students to the Right Values

A positive attitude towards learning also affects the enhancement of learning motivation, and a good attitude towards learning provides a constant impetus for the generation of positive and active learning motivation. The cultivation of learning attitude is firstly centered on students, and secondly, the role of family and school should not be neglected. Parents and teachers should actively guide students to pay attention to the development of their own learning attitudes in the process of accompanying students’ growth. In the family life to enhance the atmosphere of family education, in the school life between teachers and students and students to support each other to guide the correct value orientation, and thus develop a good attitude to learning.

4.5. Improve the Learning Environment to Allow Student Learning Immersively

Improvement of the learning environment should start from two perspectives: the physical environment and the humanistic environment. In the physical environment, the construction of the school campus should be beautiful and pleasant, creating a relaxing and comfortable learning environment, and at the same time, taking into account the cultivation of the learning atmosphere, such as the setup of school motto sculptures and school style slogans. Classrooms are brightly lit, spacious and at a comfortable temperature. In terms of the humanistic environment teachers, students and staff are encouraged to respect each other and live in harmony, and activities such as classroom style competitions are held to enhance the humanistic environment of the campus. Inclusion of students in immersive learning on campus.

5. Summary and Discussion

Cultivating the learning motivation of secondary tourism students is the basic requirement for the cultivation of high-quality talents in secondary tourism. The learning motivation of tourism students in the stage of secondary vocational education is generally characterized by the problem of "three lacks and two deficiencies" which is seriously affects the cultivation and enhancement of tourism talents in China. This paper analyzes and researches the influencing factors that affect the enhancement of learning motivation by taking the basic concept of learning motivation as the theoretical basis and combining the current situation of learning motivation dilemma of middle level tourism students. Combined with the internal and external influencing factors to enhance the targeted initiatives to crack the dilemma, from the campus environment to education and teaching finally settled in the students own development characteristics, always take the students as the main body of learning motivation enhancement, respect their initiative, and encourage their independent promotion and development.

With the continuous development of China's tourism industry in the future, the demand for the quantity and quality of tourism talents is increasing day by day, and the tourism market is booming. Intermediate tourism education is one of the cradles of tourism personnel training. How to enhance the learning motivation of intermediate tourism students, so that the students’ learning motivation is generated from the inside and sustained motivation to study hard to improve themselves, improve themselves, develop themselves is a proposition that is constantly emerging, and the development of the times is closely dependent on it. It is hoped that there will be more diversified and multi-faceted perspectives to answer this proposition.

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