Executive Summary

Part One The Traditional Chinese Benevolence Culture

Chapter One Benevolence Culture

1.1 Connotation of Benevolence
1.2 The Development and Evolution of Benevolence in the History
1.3 The Spirit of Benevolence in the Unique Status in the Chinese National Spirit

1.3.1 Benevolence is the Supreme Moral
1.3.2 Benevolence as the Foundation of Ceremony

Part Two Analyses of Benevolence and Hot Problems in Tourism Education

Chapter Two Benevolence and the Application of Virtual Reality Technology in Tourism Education

2.1 The Application of Virtual Reality Technology in Tourism Education Lack of Benevolence
2.2 To Apply Virtual Reality Technology in Tourism Teaching Guided by Benevolence
2.3 The Evaluation of Virtual Reality Technology Teaching Effect Lack of Benevolence

2.3.1 Study on the Virtual Reality Technology Teaching Effect
2.3.2 Data Collection and Model Checking Lack of Benevolence Factors Considered
2.3.3 Countermeasure and Suggestions for Improving Virtual Reality Technology Teaching Effect Guided by Benevolence

2.4 Objective Evaluation of the Advanced Information Technology Applied in Education Guided by Benevolence

2.4.1 The Basic Content of University Informationalization Construction
2.4.2 Objective Evaluation of the Application of Advanced Information Technology Guided by Benevolence

Chapter Three The Internationalization of Tourism Education and Demand of Benevolence Guidance

3.1 Internationalization of Tourism Education Requiring Talents Training
3.2 Talents Cultivation and Benevolence
3.3 Comparative Analysis on Foreign Universities Tourism Talent Training Model
3.4 Investigation Ability of Chinese Tourism Management Graduates

3.4.1 Analyses on Reliability and Validity of the Questionnaire
3.4.2 Analyses of the Questionnaire’s Multiple Response Variables
3.5 Comparative Analysis on the Arrangement of Tourism Management Course in Foreign Universities and Domestic Universities From the Perspective of Benevolence

3.5.1 The Course Contents Develop Gradually
3.5.2 The Breadth and Depth of Knowledge Gaps
3.5.3 Gap on the Course Structure
3.5.4 The Gap between the Practical Elective Classes
3.6 Measures of Tourism Education Internationalization Guided by...
5.1 To Enhance the Cultural Literacy of Chinese College Students at the Base of Benevolence ..............................................................127
  5.1.1 Benevolence of College Students' Humanistic Quality ..........127
  5.1.2 Suggestions to Cultivate Student Benevolent Spirits ..........129
5.2 Moral Education of Confucius "affection advocation" is the Basis of Cultivating Benevolence ..........................................................134
  5.2.1 Two Mental Strength of A Moral Cognization to Moral Behavior Transformation: the Will and Emotions .........................135
  5.2.2 "Affection Advocation" Qualities of Confucius Moral Education ......139
  5.2.3 Modern Value Inspiration of Confucius "Affection Advocation" Moral Education .................................................................141
5.3 Moral Internalization is the Key to Benevolence Cultivation of Tourism Management Students .........................................................146
  5.3.1 Benevolence and Tourism Occupational Ethics .........................147
  5.3.2 Benevolence, Tourism Occupational Ethic and Moral Internalization 148
  5.3.3 Suggestions on Improving Tourism Occupational Ethics Education under the Guidance of Moral Internalization and Benevolence ..........148
5.4 Benevolence of Educational Administrators is the Most Important Factor for College Students’ Benevolence Cultivation ...............154
  5.4.1 The Importance of Cultivating Educational Administrators Social Responsibility and Benevolence ................................154
  5.4.2 The Connotation of Educational Administrators Social Responsible and Benevolence ...........................................................156
  5.4.3 The Cultivation of the Social Responsible and Benevolence of Educational Administrators .................................................159
  5.4.4 Focusing on Developing the “People-oriented” Mechanism Guided by Benevolence .................................................................160
Part Three Benevolence and Tourism Sustainable Development ....164
Chapter Six Benevolence and Tourism Sustainable Development ..........165
  6.1 The Spirit of Benevolence and Tourism Sustainable Development ..........166
  6.2 The Standpoint of Tourism Sustainable Development Guided by the Spirit of Benevolence: the Analysis of Tourism Environmental Carrying Capacity ..168
    6.2.1 The Situation of Tourism Ecological Environment ..................168
    6.2.2 Theoretical Foundations of “Dynamic Mmutation” of Tourism Environment Carrying Capacity ..................................................173
    6.2.3 The Connotation Analysis of Tourism Environment Dynamic Carrying Capacity ..............................................................182
    6.2.4 Measurement Index System of the Dynamic Carrying Capacity of Tourism Environment with Benevolence as Its connotation ..............185
    6.2.5 Important Aspects of Measurement Index System of the Dynamic Carrying Capacity of Tourism Environment with Benevolence as Its Connotation ..........................................................190
Bibliography ..................................................................................192