Study on Tourism High-level Talents Cultivation of Jilin Province

Yang SUN
Jilin Business and Technology College, Changchun, Jilin, China
6048065@QQ.com

Keywords: Jilin Province, Tourism High-level Talents.

Abstract. Currently, in Jilin Province a three-level talents cultivation pattern which contains vocational education, undergraduate education and postgraduate education has been formed, and it is capable of providing talents of all levels demanded by tourism industrial development. However, the cultivation of high-level talents in tourism industry is still in deficiency. In this article, based on the analysis of the current status of tourism talents cultivation in Jilin Province, relevant questions were put up and corresponding talents cultivation strategies were given.

Introduction

Tourism high-level talents are the most important core talents resource in tourism development. And a case in point can be an adequate evidence. From a group of data in 2005 it can be found that, the population of tourism students who obtained employment directly after graduation in Jilin Province is 153,000, among which the total population of tourism talents having junior college degrees and above degrees is 30,600 and it occupies 1.13% of China’s total of tourism talents. Seen from the setting of academic major by all the levels of personnel cultivation, the quantity of academic major in the field of tourism by vocational education is the largest, undergraduate education comes as the second, and postgraduate education only has two universities which are Jilin University and Northeast Normal University; and doctoral education is this field has yet to come up to now. Therefore, there is need strengthening fostering high-level tourism talents.

1. Current Status of Jilin Province Tourism High-level Talents Cultivation

1.1 Analysis of teacher force of tourism academic major in Jilin Province

According to statistics, there are totally 1,069 teachers of tourism academic major in the institutions of higher education in Jilin Province, among which 20% of them have high professional titles, 41% possess medium professional titles and 39% of them hold tourism industry qualification certification or skill certificate. In addition, there are in total 118 outsourcing teachers, and the proportion is 9:1 between professional teachers and outsourcing teachers. Statistically, over 50% of the teachers who work in Jilin University of Finance and Economics, Changchun University and Changchun Normal University, etc. graduated from Jilin University and Northeast Normal University. What’s more, in each institution the quantity of teachers to foster high-level tourism talents is rare, especially in the subjects of travel agency and hospitality management. The master student supervisors only for tourism academic major are rare in quantity. And doctoral student supervisors do not exist up to now.

1.2 Analysis of curriculum setting

In the aspect of curriculum setting, the high-end courses set up for the high-level talents cultivation of tourism academic major by Jilin Province are not yet comprehensive. Common institutions divide their curriculum mainly into three categories: public basic curriculum, academic discipline-based curriculum and basic professional curriculum. Take tourism management academic major as an example. Its public basic curriculum consists of political theoretical course and foreign language course; the academic discipline-base curriculum covers introduction to management science, introduction to tourism science, introduction to economics and social statistics, etc.; the
basic professional curriculum includes geography of tourism, tourism policy and regulations, tourism economics, regional tourism planning and development and planning and management of tourism projects, etc.

2. Problems Existing in Tourism High-level Talents Cultivation of Jilin Province

2.1 Imbalance between talents cultivation supply and market demand of tourism high-level talents

The demand-supply gap of high-level talents between Jilin Province tourism colleges and tourism enterprises has been large. There are often complaints from tourism enterprises that adequate high-level talents are not easy to recruit. And the high-level talents fostered by academic institutions either go to southern enterprises or do not conform to the employment standards and criterion. It can be seen that a severe imbalance situation of demand and supply of high-level talents in Jilin Province tourism industry is emerging.

2.2 Ambiguous cultivation direction of tourism high-level talents

Influenced by the educational system and traditional ideas, there exist some deviations in positioning the high-level tourism talents cultivation in Jilin Province. In the aspect of student cultivation, theory is emphasized while practice is ignored; academic achievements are emphasized while practical competence is ignored. And students are not willing to start from the grass-roots work. All of these are not applicable to the actual requirements of the tourism industry. By a comparison of the employment need tendency of tourism industry of each year, it can be found that currently a majority of colleges foster their students as management talents, while such students could have developed into tourism high-level talents that are just the most needed by tourism enterprises that request personnel possessing both strong theoretical and practical abilities.

2.3 Rare quantity of fostered tourism high-level talents

Considered from the aspect of master student cultivation of tourism academic major in Jilin Province, the quantity of fostered students is only a few. They can not meet the demands by Jilin Province tourism industry that is experiencing transformation and upgrading for high-level tourism talents; moreover, this situation has become the bottleneck factor in constraining the rationalization of tourism talent structure and training levels in Jilin Province. Seen from the bottom of the pyramid that constructs high-level tourism talents, the undergraduate students of tourism academic major in Jilin Province have not been remarkably fostered sufficiently in scale. In recent years, the education scale for postgraduates keeps increasing, but the cultivation quantity of postgraduate education of tourism academic major is relatively decreasing, and both of the quality and level of such postgraduate education can not meet the demands of tourism development in Jilin Province.

3. Countermeasures of Tourism High-level Talents Cultivation of Jilin Province

3.1 Establishing Jilin Province tourism association

It will be formed by the Jilin Province governmental tourism administration departments, tourism development and planning organizations, tourism academic research organizations, by the experts in the fields of culture, economy, history, geography, architecture and religion, etc. from colleges and universities of higher education (e.g. Jilin University and Northeast Normal University), and by authoritative persons from large-scale tourism groups and tourism training organizations. They can help positively promote and coordinate with the expansion of domestic tourism academic activities. The above measures will be advantageous for the growth of tourism high-level talents.

3.2 Establishing tourism high-level talents development research institute of Jilin Province

By a full utilization of the industrial advantages of Jilin Province Tourism Bureau and the educational resources of Jilin Province institutions of higher education, we need to reinforce the
research on tourism high-level talents, release supply and demand information of tourism talents and bring up high-level tourism talents. The key efforts of research institution should be put on highlighting cultivation of tourism doctoral degree talents, strengthening shaping of EMBA tourism senior management talents and positively carrying out EDP talents training. We should construct the tourism talents research institute into a communication plat of foreign and domestic high-level tourism talents, a multi-discipline and multi-industry comprehensive research platform and a tourism disciplinary construction platform. We need to earnestly implement Jilin Province tourism high-level talents cultivation project, explore the cultivation mechanism of high-level tourism talents and help in the scientific development of Jilin Province tourism industry. Next, in the phrase of master of tourism, the practical research can be realized by setting a branch of tourism economy academic major under consumption economy academic major, and the academic research can be realized by setting a branch of tourism science academic majors under anthropology and sociology academic majors. And in the doctoral phrase of tourism, the industrial economy academic major can be set.

3.3 Fostering Master of Tourism Administration (MTA)

Jilin Province should strengthen in innovation of MTA cultivation mode, which is an important means in increasing the social influence of MTA project. Only by closely integrating with the market needs of talents, can MTA project really keep a foothold in society and stand the test of market. Construction with characteristics by cultivation institutions is an effective means in promoting the benign competition of MTA project. Relevant institutions should seriously consider their advantages and strong points in building international characteristics, academic major characteristics and industrial characteristics, choose a practical and effective way with characteristics forward, integrate superior resources and elaborately forge their own characteristics. Then beneficial competition and cooperation relationship among institutions of higher education will be formed, and the educational level can be improved as a whole. We need to powerfully guarantee the construction of fundamental elements to push MTA projects ahead. For each required course that is offered, there must be one core textbook, one case book and one adequate textbook reference book. In particular, a batch of cases that are suitable for the tourism industry development of Jilin Province should be compiled systemically.

3.4 Internationalized cultivation of tourism high-level talents

Tourism internationalization is the only way for the development and transformation and upgrading of Jilin Province tourism industry. Internationalization of talents is the prerequisite of tourism internationalization, while internationalization of education is the priority among priorities. Presently, on the way to internationalization of tourism education of Jilin Province is on the primary stage, the capability of building high-level talents cultivation highland has not yet been formed. When it comes to internationalized tourism high-level talents, a skillful mastery of foreign languages is not the only aspect, a demand of comprehensive quality and ability in possessing international vision and view in knowing the latest knowledge and experience in the field of international communication and cooperation are also necessary. In response, for purpose of learning from others’ strong points and overcoming our own deficiencies, the tourism education circles in our province should positively develop all-around cooperation with the international educational world to conduct study and cooperation in the aspects of idea of school running, cultivation mode, construction of subject, school curriculum arrangement, training of teaching faculty and compilation of teaching materials, etc.

3.5 Improving cultivation mode of tourism high-level talents of Jilin Province

On the level of education with record of formal schooling, we need to accelerate forming the cultivation mode of high-level talents. Specifically, the key senior colleges and universities that have the right to grant master degrees should take the cultivation of senior management personnel demanded by tourism industry as their focus, and in the aspect of occupation distribution such
personnel include theory researchers, teachers, senior consultants, senior managers, senior planners and senior tour guide, etc.

3.6 Practicalization cultivation of tourism high-level talents

In order to change the traditional concept towards talents and education, the tourism colleges in Jilin Province are advisable to keep contact with market, enterprises and the government, combine theory and practice organically and promote in transformation from scientific research fruits to productive force under the guidance of the government. In order to achieve better linkage of high-level talents cultivation to demands of tourism enterprises, it is necessary to forge a win-win and mutually beneficial cooperation mode that follows market economical laws and education laws between colleges and enterprises by means of taking market response as the “touchstone” for testing teaching and scientific research qualities.

3.7 Talents cultivation of tourism new type of operation

The talents cultivation of new type of operation means that the tourism colleges and universities in Jilin Province should adapt themselves to the new change of tourism industry development in order to foster talents in the field of tourism new type of operation and meet the new demands of tourism development. In this way, the colleges and universities of Jilin Province can keep up with the times and bring up high-level talents for the newly emerged industry that has broad prospect.

3.7.1 Independent Establishment of Subject and Academic Major in Tourism New Type of Operation

In the National Outline for Medium-and Long-Term Educational Reform and Development (2010-2020) released by the State Council and the CPC central committee, the government will implement and enlarge the self-autonomy of running universities; the universities, according to the laws and regulations and macro policies, can independently carry out teaching activities, scientific research, technological development and social service, and they can independently set and adjust subjects and academic majors. If we combine the request that “integrating tourism education resource, strengthening subject construction, optimizing setup of academic major and deepening professional teaching reform” put up in the State Council’s Suggestions of Promoting Development of Tourism Industry, in which tourism industry was defined as the “strategic pillar industry of national economy” and the spirit that “relevant universities, through expert argumentation, can within relevant fields of strategic emerging industry submit application of setting new academic majors to the governing authorities by going through regulatory process” put forward in the Notice About Relevant Academic Majors Application and Approval Works of Strategic New Emerging Industry by the General Office of the Ministry of Education, and strive to autonomously set subjects and academic majors in the light of the development of new type of operation in relevant preferable colleges and universities, then what we will have achieved is sure to exert positive and profound influences on promotion of these new types of operation.

3.7.2 Cultivation of Master of Tourism Administration in Field of Tourism New Type of Operation

Master of Tourism Administration (MTA) has been approved by the Academic Degrees Committee of the State Council, a number of traditional and celebrated universities in the field of tourism have been authorized to run MTA. In the process of MTA talents cultivation, the universities in the field of tourism in Jilin Province should pay attention to consideration of demands of talents by tourism new type of operation, requests of students’ fundamental practical abilities and employment situation of MTA student and conduct discontinuous admission of students by focusing on some new types of operation. Therefore, we can provide qualified personnel who possess both industrial practical abilities and systemic professional knowledge; we can also lay a good foundation for the smooth development of MTA.
3.7.3 Constructing Talents Cultivation Mode of Tourism New Type of Operation

Jilin Province need to clear up the talents demands levels of each new type of operation field and comprehensively consider the contradiction between urgency of talents cultivation and current education backwardness. In the early stage of the development, by means of giving first place to education of social training institutions and colleges and universities, we can ultimately construct the high-level talents cultivation system that advocates “quality improvement of personnel by on-the-job training, cultivation of medium and high-level management by systematic education”. Take golf tourism, as an instance. There should not only be cultivation of grass-roots personnel like caddy, but also improvement of cultivation in high-level talents. The top managers and decision makers of golf tourism can be fostered by means of Executive Master of Business Administration (EMBA) and Master of Tourism Administration (MTA).

Reference