Research on Training Mode of Tourism Talents in Universities against the Background of Reform of the Supply Front

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Abstract. It is different from tourism and other majors in higher education. The higher education in tourism not only attaches great importance to professional theory education, but also puts forward higher requirement for operation skills of students. Actually the training mode of tourism management in China can’t keep up with the development of tourism industry. It has a lot of problems in the training mode. The training system is not consistent with the enterprise demand. The curriculum system can’t adapt to the development of the tourism industry. The specialization of the teaching staff needs to be improved. Therefore, the training mode of building high quality tourism talents will be built on the common basis of the supply side and demand side. It needs to strengthen school enterprise cooperation by mobilizing the enthusiasm of both supply and demand. It needs high order training and open teaching. It also needs to build a new team of teachers, by sharing industry resources and other measures to cultivate the high-quality talents.

1. Introduction

On November 10, 2015, at the eleventh meeting of the Central Finance Leading Group, President Xi Jinping stressed that China should strengthen the structural reform of the supply front to increase the quality and efficiency of supply system and provide a growth impetus for sustainable economic development[1]. In recent years, with the improvement of people's living standards, tourism has become an essential spiritual and cultural activity. Tourism is becoming more and more important to the economy. At the World Tourism Development Conference in 2016, the state proposed to build tourism into a strategic pillar industry of the national economy. As a labor-intensive industry, the development of tourism industry depends most on the development of human resources. The competition between tourism enterprises in the new normal is the competition of talents. In the supply of tourist talents, one of the most important parts is the Tourism Management Specialty in universities. At present, supply and demand structural problems are very serious in the domestic tourism management personnel training. On one hand, the employment proportion of tourism management graduates is getting smaller and smaller. Many graduates in the tourism industry can’t find suitable jobs, resulting in serious loss of the status of tourism talents; on the other hand, the decline of industrial competitiveness is due to the shortage of professional talents in the tourism industry, the difficulty to improve the quality of service and management, and the rising rate of customer complaints. In this case, how to cultivate high-quality tourism management personnel, especially those who can adapt to the development needs of the tourism industry under the supply front reform, is one of the most important issues in the reform of tourism talents training mode.

2. The problem of higher education in the supply of tourist talents

2.1 The training program of tourist talents is inconsistent with the demand of industry

As a practical application of the subject, personnel training program of tourism management should be based on the needs of tourism enterprises. According to the needs of tourism enterprises, the high-quality talents are exported to the enterprise, through the targeted personnel training. But for a long time, the mode of talent training in tourism management has always been...
dislocated with the needs of enterprises. In personnel training, we have emphasized the study of theoretical knowledge and neglected the cultivation of professional skills. It results that the students change to the other industrial work, because they can’t use or adapt to the situation of business work when entering the enterprise internship work.

2.2 Curriculum can’t adapt to the development of tourism industry

First of all, the curriculum is lack of pertinence, students learn everything, but nothing can be learned[2]. In the basic course of tourism management, including accounting, finance, economics, marketing, management and so on. Each course set up for a semester. The content of these courses is so large that the students can’t learn through the course during one semester. Although the tourism management has opened a financial management, accounting and other professional courses, students can only be related to their understanding, can’t engage in related work. Students spend a lot of time to learn such basic class accounted for more hours, but often do not get the corresponding effect.

Secondly, teaching content is in the form. In the training set of content, the school will set up the corresponding training courses, but both hardware facilities and the teachers’ level, all can’t give students the best training conditions. The students can only learn simple operation specification. Most schools set up training courses for students in class hour is not enough. The students have only a short time to practice on operating skills. The related skills especially the hotel professional skills need to constantly strengthen practice to achieve very good still. Therefore, students have some corresponding operational norms, but their operation skills are still very unfamiliar when entering the job, and they can’t meet the requirements of the enterprise. In terms of theoretical teaching, teaching content is obsolete. At present, relevant professional teaching content of tourism management in China is relatively lagging behind. In recent years, there is no introduction of the classic teaching materials, resulting in the theory of teaching only some conceptual interpretation and some paradoxical preaching, which can’t keep up with the development of modern tourism industry. The new theory of the tourism industry and new topics are not involved in the teaching materials, which is difficult to adapt to the development of tourism.

2.3 The professionalization of teachers should be improved

Due to the construction time of tourism management specialty in our country is relatively short, only a small number of institutions have carried out relevant professional construction in the early days, and the number of talents is not much too. In recent years, with the growing demand for domestic tourism, tourism has become an indispensable spiritual and cultural activity in daily life, and the demand for employees in the tourism industry is also increasing. With the increasing market demand, many universities have set up the major of tourism management, and the demand for tourism management teachers has increased rapidly. As the original engaged in tourism management academic research staff is not enough, it is difficult to meet the sudden increase in teacher requirements, only by other relevant professional teachers to carry out tourism management teaching, resulting in a very serious teacher of non-professional problems are quite serious[3]. Although this phenomenon has improved in recent years, a serious shortage of experienced teachers’ proportion in real industry is still very small; most of the teachers are based on textbooks to teach knowledge. They do not understand the real situation of the industry, and can’t tell the student the real condition of industry operation. The talents trained by tourism management should be the actual operators in the operation of tourism enterprises, rather than the concept of tourism publicity. At present most of the teachers in tourism management are teaching the concept, and there are few teachers who can teach the actual work experience of the industry with pertinence.

2.4 It fails to conform to the characteristics of formative education

Besides the characteristics of general higher education, the education of tourism management has its unique character, that is, the cultivation of education. The cultivation of education means that the students trained by tourism management should be engaged in the basic work in a certain period at the initial stage of entering the industry. At this stage, the basic knowledge in the university management and economics are not used. The most useful thing is the occupation accomplishment, occupation consciousness and occupation habits. These qualities are very helpful for students to complete the
work of promotion in a short period of time. Only the promotion to a certain position, the school learned knowledge can be used, once they become the senior managers of enterprises, all the knowledge learned will all come into play[4]. A very important aspect of tourism management education is to help students to have the ability to complete the job promotion in a short time, but the current tourism management education on this point did not attract enough attention in the cultivation of talents, resulting in the loss of talent.

3. Problems of Tourism Enterprises in Talent Demand

3.1 The salary is low in the frontline and unattractive

With the development of modern tourism in our country, the total revenue of the tourism industry reached 4.13 trillion Yuan by 2015. However, the high income of the tourism industry does not mean high income for those employed by the tourism industry. At present, China's tourism front-line employees generally wage low. Most of the tour guides practitioners lack of social security, especially in the off-season tourism, most of the tour guides can only get a lower basic salary. In hotels, affected by the new economic norm and "eight rules", the upscale hotel revenue fell significantly. The hotel industry has entered a new normal low-profit. This situation makes the hotel be unable to increase the cost of wages. Coupled with the tourism industry for the front-line staff dependency, staff of high-intensity labor and its salary can’t be proportional to most employees in the holidays overtime costs can’t be guaranteed, most employees work overtime costs cannot be guaranteed during the holiday season. It makes tourism industry pay levels do not have any ability to compete in the market, to attract graduates to come to employment.

3.2 Social prejudice restricts the employment choices of graduates

As a service industry, tourism industry mainly provides various services for tourists to meet their travel needs. However, in our society, the recognition of the service industry is the industry of serving people, which is an industry under the social status, so people in the service industry are easily looked down upon. Some people think that tourism management professional training is the tour guides, and the community for the tour guide is the "professions for young person only" career, which is not as a lifelong career. The hotel's work is" waiter" work. Even some people think that the hotel work is an unhealthy work. This prejudice not only brings the plight of tourism management specialty in the recruitment, but also makes the tourism management students in employment without the support of family and friends. It restricts the graduates' employment choice.

3.3 The tourism industry has not enough participation in the training of talents in Universities

At present, most of the tourism enterprises only focus on the use of talent. They do not attach importance to the cultivation of talent, and not willing to enterprise human, financial and material resources into the university tourism management personnel training. The understanding of the tourism industry is not enough for college tourism management students in the learning process. They know little about the future direction of the development of the tourism industry, the development of ideas. They can’t close contact with the industry.

4. The Reform of Supply front of Tourism Management Talents in Universities

At present, the problem of mismatch between supply front and demand side is very prominent in the training of tourism management talents. To solve this problem, it is necessary to provide joint efforts between the two sides. As the tourist talent supply front, it is the key to the reform of tourism management professionals, which is how to significantly improve the quality of tourism management personnel, what kind of talent training mode and personnel training efficiency, what aspects of knowledge and ability education to provide students. In the teaching reform of tourism management, universities should conform to the development of the industry and train high-quality talents from the angle of tourism industry.
4.1 It should arouse the enthusiasm of both sides of supply and demand

When reforming tourism management professional personnel training mode, the training mode of talents must adapt to the demand of the tourism industry for talent. It needs both to meet the demand of higher education, and also to consist with the requirements of industry. As a talent supply front of the institutions, we must open the school model, increase efforts to attract enterprises to work together, close combination between engineering and learning, create order-style training. The training of personnel will be established on the basis of the supply and demand sides. In the formulation of personnel training programs, we must fully consider the needs of the industry, fully reference to the views of the industry, absorb the wisdom of the industry, and establish the scientific talent training mechanism. The personnel training mode from single school turns into the school enterprise cooperation mode, to maximize the integration of universities and industry resources, so that the ultimate goal of personnel training can be achieved.

4.2 It should implement high-quality order-style training

High-quality order-style training, refers to the institutions fully according to the requirements of enterprise, to targeted training, the students and the students after graduation will be transported to the enterprise employment.[5] This approach not only ensures the employment needs of enterprises, but also ensures the high quality of career choices for students. Institutions must meet the following two requirements in the process of implementing high quality order training:

First of all, order-style training must meet the students' professional choices and hobbies. At present, the employment direction of the major of tourism management usually includes related hotels, travel agencies, and scenic spots and so on. Institutions must have a detailed understanding of the relevant direction before students make the choice in the relevant direction. According to the characteristics of the students, the institutions help them to make the corresponding career planning analysis, based on their own hobbies, make the best choice for their career direction. This choice can’t only reduce the problems in choosing a career, and reduce the probability of mismatch of employment, also can bring excellent professional talents for enterprises, reduce staff turnover of the enterprise.

Second, order-style training must meet the needs of enterprises for talent. At present, in the tourism industry practitioners, whether it is high-quality first-line practitioners or high-level managers are very lacking. The expectations of the tourism industry for graduates of undergraduate institutions have been relatively high, expecting them to have more service skills and management concepts than other employees at the lower level. But graduates are often in the actual work is difficult to meet the expectations of enterprises. On one hand, it is because of the lack of the practice teaching system that graduates are not aware of the actual situation of the industry they are engaged in. On the other hand, the backward development of the industry can’t be followed by the lack of knowledge. It is impossible for graduates to meet the industry's needs in theory and in practice. High-quality order-style training requires institutions to cultivate students must be based on the needs of enterprises, in accordance with the needs of enterprises for human resources, targeted, focused on training.

4.3 It should implement open teaching, deep carry on the school enterprise cooperation

School-enterprise cooperation is not only the cooperation between schools and enterprises in the internship arrangement and employment of graduates, but also the school-enterprise cooperation in the cultivation of talents. Institutions in tourism management talents cultivation can open the classroom, so that the tourism industry of outstanding entrepreneurs, senior managers and employees can be involved in opening lectures and teaching application courses. As for some training courses, they can be guidance to help students practice in person. At the same time, the school can put some practical classes directly into the enterprise, so that students can feel the atmosphere of the enterprise and master the knowledge.

4.4 It should build a new type of teachers and share industry resources

In the field of professional teachers, teachers should also actively work in the enterprise, train the employees of the enterprise, and jointly declare the project to enhance the teachers' scientific research ability and practical guidance level. In the knowledge transfer to the students, it is possible to combine the boring theory with the fresh case, integrate the frontier development with the system theory, and
enhance the attractiveness and appeal of the classroom. It is helpful for students to intensively understand the industrial development. At the same time, institutions can also hire industry elite as part-time teachers to share their industry experience. It will build a multi-functional teaching staff and improve the overall teaching level of tourism management by absorbing and utilizing the industrial resources.

In the guidance of students, institutions can implement the "dual tutor" system, that is, school instructors and off outside mentors participate in the training of students. The school tutor by the institutions of the teachers, responsible for the student's theoretical knowledge of the study, career planning and lead the practice, etc. They are mainly responsible for the students "learning" guidance. The school instructors by the industry outstanding practitioners are responsible for the student's learning time, business internship and other related work, mainly for students "workers" guidance[6]. The two teachers work together to guide students in the university during the study process, so that their theoretical knowledge and practical skills are more able to keep up with the development of the industry.

5. Conclusion

The reform of the personnel training mode of tourism management will be based on the needs of both universities and industries. It will seek breakthroughs in the fields of teachers, teaching contents and teaching forms. It will implement high-quality order-style training, so as to provide high-quality professional talents for the tourism industry.

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Cao Minggui (1964.12- ), male, born in Huangchuan, Henan province. At present, he holds the office of secretary of party committee and professor of Tourism Department of Xinyang Normal University, Henan province, devoted to the research of regional economy.

7. References


