Collectivize School-running ‘With the Double Track’,
Booster Poverty Alleviation of Minority Areas
and Old Revolutionary Base Areas

Lian Li¹,a,∗, Bin LAl²,b, Xiao-Fei HUANG³,c
¹,²,³Chengdu Polytechnic, China, Chengdu, 610041
ª3154121@qq.com,ᵇmbalaibin@126.com, ³627100369@qq.com
*Corresponding author

Keywords: School-running pattern of regional collectivization, Vocational education group, Targeted poverty alleviation, Construction of vocational and education, Industry support.

Abstract. Since its establishment, Chengdu Vocational Education Group of Tourism gradually improves “one body two wings” systems and mechanisms led by the "double subjects". Based in Chengdu and serve for Chengdu, this group exerts radiating and leading role of the first city in Chengdu. In recent years, it integrates advantage resources of member schools and member enterprises, achieves "double-track system" through building of vocational and education and industrial support, actively participates in poverty alleviation, boosts improvement of talent training quality in national regions and the old revolutionary base areas and development of the tourism industry, promotes development of new energy for vocational education group.

Optimize the Systems and Mechanisms; Build a New Platform of Regional Development

Management System of "Double Subjects" between School and Enterprise

Chengdu Vocational Education Group of Tourism (hereinafter referred to as "Group") operates management system of "double subjects" between school and enterprise and long-term mechanism of "one body two wings" under principles of "government promotion, industry leading, taking the school as main body, the enterprise participation and backbone impetus". Taking the national backbone higher vocational college- Chengdu vocational and technical college and leading enterprise of tourism industry-Chengdu tour group as auspices of "double main body", regarding group board and Steering Committee of tourism, Connecting Affairs of Group Production as members, the Group provides high-quality service in talents cultivation, university- enterprise cooperation, service industry. Group members include 26 famous tourism enterprises in Chengdu, types of enterprise include major tourist industries such as hotels, travel agencies and tourism planning; there are 41 tourism colleges, including 3 public higher vocational colleges, 32 public secondary vocational schools, 6 other schools; there are 2 industry association, including Sichuan Hotels Association and Chengdu Tourist Association; there are 400 tourism professional teachers and more than 20000 students, possessing certain internal cohesion and appeal of the industry.

Long-term Mechanism of “One Body Two Wings”

Chengdu vocational and technical college leads further study of secondary vocational school with demonstration building of national backbone higher vocational colleges, develops in a common way, set up organization institutions and builds the working platform. The
Group implements “one body two wings”, namely develops "talents training" and "integration of production and marketing" under the unified coordination. It builds up the professional Steering Committee, carries out reform of the professional construction and innovation guidance, conducts personnel training that more close to needs of enterprise; It sets up Connecting Affairs of Group Production to promote depth integration of colleges and enterprises; It establishes sharing talent training bases and product research and development bases, integrates advantages of colleges, universities and enterprises to participate tourism planning, tourism project construction, post-disaster reconstruction, participate in rural tourism and mountain tourism, participate formulation of industry standards in tourist hotels, scenic spots and travel agencies, together promoting healthy development of tourism industry in Sichuan province.

**Preliminarily Collectivize School-running Results**

Under the operation of group organization like the Council and Standing Council, the Group achieves benign operation and sustainable development of university-enterprise cooperation according to principles of market oriented, benefit sharing and win-win cooperation through chairman of the joint conference clearly pinpoints responsibilities of all parties. Industry vocational guidance committee and the "research" symposium are held, related documents of "connection of secondary and higher vocational education" and production are revised and improved, forming annual work report of the Council, issues, meeting minutes and catalogue, completing assembly of three levels in decision-making consultation, coordination and operation. Enterprises, colleges and institutions benefit in many aspects with integration of schools and enterprises and cooperation, achieving school-running pattern of regional collectivization that shared and co-managed by schools and enterprises. Thus 24000 tourist senior professional personnel are cultivated for Chengdu and Sichuan, more than 1300 talents are cultivated to work in the overseas.

Hebei tourism vocational education group, Qinhuangdao tourism vocational education group, Liaocheng professional technology institute, Shandong institute of information technology, Guizhou province national vocational and technical college exchange learning, the central, provincial and municipal media have reported results and characteristics of Chengdu Vocational Education Group of Tourism, playing demonstration and leading role in province and nationwide. With great work performance, the Group has issued "Chengdu Bureau of Education Coordinative Urban and Rural Vocational Education of " 3 + N " Collectivize School-running Implementation Project" by Chengdu Bureau of Education, introduced “Chengdu Modern Vocational Education System Construction Planning (2014-2020)”. Through encouragement of policy, collectivize school-running pattern is formed that participated by enterprises, supported by society and interacted by schools. Group cases with "professional guidance, synergy of schools and enterprises, innovative development" topics are selected in “national vocational education collectivization school-running classic case assembly (2015)”from China professional technical education group. The group also carries on research topics of “policy support of developing vocational education group” from Chengdu Bureau of Education.
Double Track, Boost Poverty Alleviation of Minority Areas and Old Revolutionary Base Areas

After more than seven years of active exploration, the Group has formed collectivization school-running concept with “three series and three zones” operation pattern. Based on core circle of Chengdu, service radius is expanded through "cooperation of policy and schools", "cooperation of schools", “cooperation of the school and enterprise”, “cooperation of the school and industry, poverty alleviation should be actively participated with double track to achieve joint development of middle and high vocational schools and enhancing university-enterprise cooperation. Improvement of talents cultivation quality of minority areas and old revolutionary base areas as well as development of tourism are boosted to promote vocational education group develop new energy.

Co-building of the Vocational Education Boosts Reform of Minority Areas and the Old Revolutionary Base Areas

In recent years, higher and middle vocational connecting work of the group has expanded from cooperation of close loop to support of education of ethnic areas and old revolutionary base areas, promoting reform with cohesion and leading common development with demonstration. It highly integrates spirit of “Instructions of poverty alleviation of colleges from CPC Sichuan provincial committee, education working committee and Sichuan education department.

On February 2011, the group invited Beichuan Qiyi Qiang vocational secondary school to the school of group leader - Chengdu vocational and technical college to visit and negotiate. Both sides conducted deep talks and reached agreement exchanged on higher and middle vocational connecting, admissions, temporary teachers, teacher training. In 2012, the Group sent four special backbone teachers to guide professional teachers and part of students from specialty of Beichuan Secondary Hotel Management on Chinese making bed and skills of setting tables in Chinese banquet. At the same time, reform of professional education is discussed to provide new ideas of recruiting service classes of Qiang characteristic hotels, putting teaching classes in the scenic spot and integrating teaching into the working park. In December 2013, leading university - Chengdu Vocational & Technical College received invitation from higher vocational and technical college cooperation school-Ganluo Vocational School, and sent backbone teachers to guide tea art teaching and discuss higher and middle vocational connecting work.

The Group actively launches propaganda, encourages outstanding teachers and graduates to teach at minority regions and old revolutionary base areas. In December 2013, through check of speaking lesson and demonstration of skills, two excellent graduates with major of hotel management from tourism branch of Cheng Vocational & Technical College obtained general consent of vocational technical school in Ganluo County and signed teaching agreement. In May 2014, with the support of the Group, Ganluo held activities of the first professional skills, which greatly improved skill levels and ability of students.

In February 2015, Yuxi vocational middle school in Bazhong county Enyang district of poverty alleviation unit in the Group visited leading schools, both sides conducted deep discussion to shared tourism vocational education resources and quality improvement of talent training, reaching consensus in vocational education. In March 2016, the Group sent experts to support activities in Yuxi vocational school. Two sides conducted extensive exchanges in professional settings, teachers building, curriculum development and
compilation of teaching material, and trained teachers in the school. Regular communication system has been established between Chengdu Vocational & Technical College and Yuxi Vocational Middle School to strengthen coordination and communication and hold specific aiding activities, ensuring to obtain actual effect in work.

Through integration of resources by the Group platform, vocational education and poverty alleviation have been gradually promoted in a planned way in minority areas and old revolution base areas, achieving new features of collectivize school-running.

**Industrial Support Promote the Tourism Industry in Minority Regions and the Old Revolutionary Base Areas**

Developing the industry according to local conditions is the first step to focus on precise poverty alleviation work. There are rich tourism resources in Sichuan. Minority areas and the old revolutionary base areas also have rich tourism resources and various categories, but tourism development degree is not high and tourism market has not be regulated. Standardization construction of tourism and characteristic tourism industry (rural tourism) have become an important grasp of poverty alleviation in tourism industry.

**Promote service levels of tourism industry with progress of standard construction and implementation.** Since its establishment, the Group has organized experts to participate in standardization construction work in Sichuan province and Chengdu. So far, five criteria have been compiled, including Rural Tourism Service Specification in Minority Regions, Standardization Guides of Scenic Areas in Sichuan Province, Standardization Guides of Travel Agencies in Sichuan Province, Standardization Guides of Tourist Hotel in Sichuan Province and Standardization Guides of Tour Guide Service Company in Sichuan Province. As provincial standards of Sichuan Province, they have been greatly promoted to boost standardization and normalization and improve service quality of the tourism industry in Sichuan.

**Promote upgrade of rural tourism.** Development of rural tourism is beneficial to the ecological environment protection and national cultural heritage, also it can gather popularity, attract the capital, technology and information and promote the integration of urban and rural construction. At the same time, rural tourism can promote synchronous development in modern agriculture, ecological industry, processing services, transportation, catering accommodation and other related industries, create more jobs so as to let poor masses locally establish businesses, achieving increase of income and poverty alleviation.

We must adhere to combination of “poverty alleviation and supporting education”, give full play to integrated advantages of group resources, contact local government and relevant institutions. According to actual needs, we successively develop practical skills training in rural inn, hotel management, tourism management and many kinds, train more than 2000 people in nearly three years, achieving long-distance poverty alleviation. Thus we help the neediest people to be self-employed and gradually shake off poverty by developing tourism agriculture, characteristic farming and rural inn. At the same time, volunteer service is developed to give full play organization roles of school union, communist youth league and all kinds of Students’ society. Volunteers are orderly organized to develop summer social practice in poverty-stricken counties and “three into the country”, long-term volunteer service relay is explored to form long-term volunteer service mechanism.
Conclusion

The Group gives full play to respective advantages of high vocational schools, industry associations, enterprises and institutions, optimizes resources distribution of vocational education, promote reform of vocational education system, mechanism and the educational model, bringing new mechanism to vocational education of minority areas and the old revolutionary base areas, local tourism industry and the enterprise. The Group has explored the new way of accurately poverty alleviation with collectivize school-running practice, and development of vocational education group is full of new vitality.

References