Research on the Tourism Talents Training Mechanism of Poyang Lake Ecological Economic Zone

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Abstract

In order to promote the tourism development of Poyang Lake Ecological Economic Zone, to attract more customers, to build an effective personnel training mechanism, training professionals is very necessary. The advantages of Poyang Lake Ecological Economic Zone tourism development are introduced in this paper, and pointed out that the tourism talent training needs analysis of talent training status and improvement measures are proposed, including the integration of the region education resources, pay attention to the skilled personnel training, improve the teaching curriculum setting, improve the quality of Teachers, strengthen the construction of training base.

Key words. Poyang Lake ecological economic zone; tourism talents; training mechanism; curriculum; training base construction

1. Introduction

In order to promote the development of Poyang lake ecological and economic zone tourism, unifies the actual situation, the training of the innovating talent mechanism is very necessary, receives all parties' attaching great importance to and attention more and more. But at present in the personnel training work, the relevant system is imperfect, the curriculum is not perfect, affects the quality of personnel cultivation promotion, is hard comprehensively to improve the personnel's quality, brings the adverse impact on the development of Poyang lake ecological and economic zone tourism, needs to take the improvement and complete measure. Based on the actual situation of the Poyang lake ecological economic zone, this paper analyzes the training mechanism of tourism talents and puts forward corresponding countermeasures, while hoping to provide inspiration for the practical work.

2. Superiority of Poyang lake ecological and economic zone tourism development

Lake Poyang is our country biggest fresh water lake, has the remarkable superiority in development traveling and also has a higher request to the traveling talented person. Under such background, we should adopt the measure enhancement traveling quality of personnel cultivation that is the Poyang lake’s general ecological and economic zone development creates the condition. We consider the listed aspects.

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2.1 Natural conditions and location advantages.

The development of tourism in the Poyang lake advantage, first of all in the superior natural conditions, rich tourism resources and obvious geographical advantages. Poyang lake is located in the north temperate zone, is a subtropical monsoon humid climate, with warm and humid, sunny, rainfall is abundant. Poyang lake annual average temperature of 14.8 °C, compared with the same latitude areas, hot and cold winter is more prominent.

The coldest month in January, the monthly average temperature of 1.8 °C; the hottest month in July, the monthly average temperature of 27.5 °C and the average annual frost-free period 220 days; annual average sunshine 2140 hours; annual average rainfall of 1020mm as this climate characteristics, the Poyang lake is very suitable for the development of tourism. In addition, the Poyang Lake is rich in agricultural resources, is an important national grain, cotton base and aquatic products, animal products producing areas, food, cotton, tea, fruit and other crops, production is rich. In addition to natural conditions, the Poyang lake area advantage is obvious, is an important transport hub, land and sea and air transport facilities, a number of highways, railways and the outside world, water transportation is very convenient.

First, Lake Poyang not only has the highway of penetration, is quite convenient with the outside road traffic. Next, the ordinary railroad and high speed rail pass through the Poyang lake ecological and economic zone, considerably strengthens with the outside contacts, causes the Lake Poyang and Wuhan, Guangzhou, Hangzhou, Nanjing, Shanghai and other place of the relations are convenient day by day. Once more, the Yangtze River and lake Poyang connect, have superior water transportation condition. Finally, the Changbei Airport distance of lake Poyang and Nanchang is near, further convenient Lake Poyang and outside relate. From the geographical superiority, Lake Poyang connection north and south, crosses the east and west that has obvious geographical superiority. Lake Poyang approaches the Chinese economy most developed and most potential Yangtse Delta place, the economic development level of this area is high, the travel demand is exuberant which provides the source of tourists to have the safeguard for the eco-tourism development.

2.2 The urbanization process speeds up, people travel demand expansion.

With the rapid economic and social development, further speed up the urbanization process, people travel leisure demand growing for Poyang lake tourism development conditions, in the process of urbanization will produce the population density increases, traffic jam, housing problems such as crowded, people leisure space smaller. These problems bring pressure are not conducive to the healthy growth and improve work efficiency. Therefore, taking appropriate way adjustment, release the pressure, to devote to work and study is widespread in the process of urbanization. Often for work and study in the city of people, they prefer to go to the quiet, at leisure ecological tourist area of leisure and relaxation. Poyang lake ecological tourism can bring people not only close to natural feeling that make people far away from the noisy city life for leisure and relaxation. Moreover is healthy and inexpensive can make the
people personally experience the ease and pleasure of eco-tourism. Therefore, the Lake Poyang eco-tourism can satisfy in the urbanization process the people leisure with relaxing demand, the market potential and development space are very big.

Table one. China’s future urbanization level based on the Logisti table.

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2.3 People's living standards continue to improve, the ecological tourism market prospects.

Since the reform and opening up, the rapid economic and social development, people's living standards continue to improve, with the demand and ability of eco-tourism, which provides broad prospects for the development of Poyang Lake eco-tourism, tourism professionals also put forward higher requirements.

In recent years, China's sustained and rapid economic development, increasing per capita income for people to provide material conditions for tourism, but also for the Poyang Lake eco-tourism development to provide a broad market. Practice and experience show that when a country and region per capita GDP reached or exceeded 2500 US dollars, the social tourism consumption will expand, people have time and money to travel.

3. Poyang lake ecological and economic zone traveling personnel training demand

As the Poyang lake ecological economic zone planning implementation, the region's economic and social development into the new stage, but also create conditions for the development of tourism industry. Specifically, the tourism talent training requirements are as follows: good tourism professional knowledge level and theoretical foundation, familiar with and can be described in detail the local tourist attractions and tourism resources, meet the needs of tourists and consulting. They should have the good communication skill and affinity, the good teamwork spirit as well as the sacrificing spirit and can deal with and deal with the issue that the tourism activities present flexible that makes the contributions for the Poyang lake ecological and economic zone tourism development.
4. Poyang lake ecological and economic zone traveling personnel training present situation

Although the quality requirement of Poyang lake ecological and economic zone traveling personnel training continually is promoting, because the relevant system is imperfect, the teaching classes teacher quality waits for being improved and the traveling personnel training work still existed to be insufficient which can be then reflected from the following aspects.

- More colleges and universities in the region. Poyang Lake ecological economic zone covers Nanchang, Jiujiang, Xinyu, Jingdezhen, Fuzhou, Yingtan, Yichun, Shangrao, Ji’an 9 regions and 38 cities and counties in 2015 GDP of 450 billion yuan, accounting for 60%. And focus on the province more than 70% of tertiary institutions and research institutes, including Nanchang University, Jiujiang University, Jiangxi University of Technology, Jiujiang Vocational and Technical College.

- Specialty setting lags. The school in traveling personnel training, neglects improves the curriculum promptly, the specialty and course content lag, cannot adjust in light of the Poyang lake ecological and economic zone change development situation. Traveling training mode is unitary, the education idea is backward, teaching method and traveling personnel training way innovation is insufficient.

- Other aspects. Personnel training, for example, failure to effective service for the local tourism development, colleges and universities and tourism enterprises in-depth cooperation, in the curriculum and teaching methods and tourism talents demand docking is not enough, the tourism talent training quality promotion and the development of tourism in the area.

5. Poyang lake ecological economic zone tourism personnel training mechanism

In order to offset the insufficiency of practical work, the promotion traveling quality of personnel cultivation promotion, unifies the Poyang lake ecological and economic zone tourism development demand, the author thinks that can take the following perfect countermeasure.

- The attaching great importance to skilled worker trains. Skilled worker training is noticeable content, particularly in quality college educates must strengthen the experience teaching to account for the proportion while making them better to serve in the area the development of tourism. Increases the practice course teaching to account for proportion, raises the theory and practice level of student that merges into one organic whole the theoretical teaching, the experience teaching and curriculum CNC practice to promote the student employability skill promotion.

- Improve the teaching curriculum. In addition to master the tourism professional knowledge, but also establish ecological awareness, learning and understanding of ecological expertise. Schools should be good at grasping this requirement, innovative teaching methods, adjust and improve the curriculum, effective guidance personnel training and curriculum teaching. Focus on ecological education, enhance students’ ecological feelings, and cultivate students’
ecological protection skills, learn and master the Poyang Lake geography, history, human knowledge, and establish ecological feelings. So that after they learn, they can better adapt to future work needs.

- To strengthen the construction of training base. Attaches great importance to the Poyang lake ecological students teaching practice work, promote the school contact of biome, promote university-enterprise cooperation, to establish a stable cooperative relationship, create conditions for students to practice. Strengthen contact with forestry, water conservancy and ecological environmental protection enterprises to build a complete network of tourism talents training base combining theoretical guidance and practical teaching effectively.

- Conforms in the area the educational resources. Takes the Poyang lake ecological and economic zone construction as the guidance, transforms the training mode, gains the traveling demand for talent information promptly, the conformity educational resources, strengthens the inter-coordination communication, provides the outstanding talent for the region tourism development. Promotes talented person exchange and cooperation positively that can establish the exchange interactive system with other ecology areas, sending the outstanding talent to exchange the study, realizes outside the area and area the conformity of educational resources, the improvement and training of the innovating talent pattern.

- Improve the quality of teachers. Combined with the ecological tourism and professional personnel training needs, strengthen the construction of teaching staff, increase the training of teaching staff, and promote their professional knowledge and practical skills to enhance. Focus on the introduction of high-quality teaching staff, the formation of scientific research team, to strengthen the exchange of learning, to promote the development of teacher team.

6. Conclusion

In order to promote the Poyang lake ecological and economic zone traveling personnel training level enhances, we should unify Lake Poyang tourism development need that is clear insufficiency that the personnel training has, then targeted adopting measure. Along with the historical development and progress, the Lake Poyang ecology area further promotes to the traveling professional quality request, in such background, should the innovative idea, the perfect curriculum, learn the personnel training lessons. Thus the effective promotion professional quality that provides the personnel support for the Lake Poyang eco-tourism development.

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Reference


