The Construction of Rural Tourism Talents Training Base in Applied Universities

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Keywords: Applied universities; Rural tourism; Talents training base

Abstract. Rural tourism plays an important role in rural economy. It has become an important issue for the government, universities and tourism enterprises to realize the benign interaction between applied universities and rural tourism and provide intellectual support for rural tourism. This paper starts from the problems existing in the service economy and Society of the applied universities, the present situation of the rural tourism talents, the feasibility analysis of the construction of the applied universities rural tourism talents training base, taking the university self construction as the main body, the Government and the enterprises to coordinate the construction as a supplement, This paper puts forward some measures to construct the training base of rural tourism talents in applied universities at present.

At present, the rural tourism already has the scale, but with the further development of the rural tourism and the tourists’ increasing personalized tourism demand, the quality and skills of the current employees can not adapt to the further development of the rural tourism, the shortage of the senior talents and the mismanagement of the management have become the stumbling blocks to the development of rural tourism. At present, the rural left-behind unemployed personnel can not adapt to the rapid development of tourism industry, resulting in poor quality of tourism services, management vacancy, environmental damage and a series of problems. In order to develop tourism, it is necessary for the government, enterprises, universities and rural areas to join forces, from the beginning of the hematopoietic of tourism practitioners, to rely on the universities to train them, to train the professional talents who understand the management and the rural tourism can be greatly developed.

Introduction of Relevant Definitions

Applied Universities
The applied universities are based on the cultivation of advanced applied talents and the development of higher education, which is different from the scientific research type and the academic higher education, and the training goal of applied higher education should conform to the requirements of economic development, and be positioned as the training technology application type, composite application type, Service Application type and occupation application type talented person.

Serving Society in Colleges and Universities
Under the condition of guaranteeing normal talents training, colleges and universities provide direct and service to the society by relying on the advantages of teaching, scientific research, talents and knowledge of higher education to promote the activities of economic and social development. Its essence should be the direct service activities of colleges and universities to promote social development by the advantages of their own mission and responsibility, adapting to the social development and changing, using their own knowledge and talents.

Rural Tourism
Rural tourism is a tourist attraction with the natural scenery, cultural relics, folk customs,
agricultural production, peasant's life and rural environment, which is the target market of the urban residents, which satisfies the tourists' needs of leisure, vacation, experience, sightseeing and entertainment.

**Feasibility Analysis of Serving Rural Tourism in Applied Universities**

**Colleges and Universities**

*Good Theoretical Foundation of Scientific Research*

In the long-term education development, applied universities devote themselves to theoretical education and practical guidance, and have a strong professional ability to realize the integration of research and production. With such a strong professional theoretical knowledge of colleges and universities for rural tourism talent training base for the foundation, can be in a short period in the management of tourism professionals to do a detailed guide to the theory of professional services, to make it clear what the current tourists need, so that the professional quality of practitioners in the short-term training has a qualitative leap.

*Perfect Teaching Staff*

The university has a professional faculty with theoretical knowledge and professional skills, which can play an effective guiding role in the development of rural tourism.[1] At present, most of the university teachers have long been committed to the management of services and other professional education, Wuhan Donghu University teachers as an example, their theoretical knowledge is very rich, most proficient in marketing, human resources management, E-commerce, logistics management, tourism management, hotel management and other professional knowledge, Their experience in the tourism industry is to provide help for training, which will help the teachers to do a good job in the training of tourism practitioners.

*Rich Practice Platform*

Applied universities have good experimental training conditions, have enough space, computer equipment, electronic information resources, some colleges and universities have practice bases, can meet the teacher's teaching and student learning, half of the study, half practice, better to enhance the knowledge of the learner and the ability to use. In addition, many universities and industry enterprises have established a good cooperative mechanism, can let the training staff to visit the Enterprise field, improve their actual management and service capabilities.

**Rural Areas**

*Lack of Rural Tourism Talents*

The rapid development of rural economy has made rural tourism in the country has a scale, however, there are still widespread development projects too single, local characteristics are not prominent, tourism resources destroyed, poor service management ability, and the rural tourism of the family management mode and the management of the main body culture is not high also affected the tourists' interest, The development of rural tourism has entered a bottleneck period.

*Low Cultural Quality of Rural Tourism Practitioners*

First of all, the concept of tourism development is backward, many farmers do not understand rural tourism, do not know how to carry out rural tourism, most villagers do not understand the benefits of tourism development; Secondly, the tourism activity Management Service concept is backward, the majority farmer's cultural level is backward, does not know the village visitor carrying capacity, does not know how to provide the standard service, thinks the village idle room all may take to entertain the visitor, but does not care about the service quality; Once again, the villagers lack of awareness of the protection of tourism resources, the low level of education, the village of some of the characteristics of the historical attractions of the lack of understanding of the ancient dwellings, ancient inscriptions and other protection awareness, arbitrary demolition, blindly pursuit of uniform modern village [2].

*Insufficient Training of Rural Tourism Talents*

With the development of rural tourism in China, the government departments at all levels attach
great importance to the training of rural tourism professionals, but the training period is too short, the training content is not targeted, and can not solve the problem of talent shortage. The low threshold of rural tourism industry, the tourism industry is a mixed bag, many non-professionals because of the lack of systematic training, so that the development of rural tourism village empty quantity increases without a qualitative leap.

Concrete Measures for Building the Training Base of Rural Tourism Talents in Applied Universities

In order to build up the base of application-oriented university tourism talent training, it needs the government's overall planning, the active integration of the industry enterprises, the continuous improvement of university self-construction, and the cooperation between the parties.

The Government's Overall Planning

The government should break away from the traditional concept of management of colleges and universities and develop service-oriented government. Gradually expand the autonomy of colleges and universities, improve the management system construction, encourage the application-oriented universities to speed up the construction of rural tourism talent training base. At the same time, contact the universities and local industry enterprises to establish cooperative relations, and truly establish the concept and consciousness of service for applied universities.

Perfecting the Construction of University Management System

Speed up the transformation of government functions, according to law, chapter, classified management, strengthen the stratification and class guidance of colleges and universities, guide schools to change the concept of running school, scientific positioning, starting from the actual needs of the local area, using their own advantages to establish a training base for special talents, to promote their own development.

Establishing a Long-term Incentive and Assessment Mechanism

The incentive mechanism should focus on the effectiveness of the mechanism construction [3]. The Government should encourage the schools to actively explore the construction of the training base of applied tourism talents, to give the policy inclination to the universities that can take the lead in exploring the construction of talents training base, to set up the performance evaluation standard of the funds expenditure, and to give rewards to the universities for the rural tourism talents training.

Increase Fund Support

First of all, the cost of training by the Government, enterprises, universities and trainees to share, to strive to form a diversified financial support system. Secondly, the establishment of the Rural Tourism Talent Training Fund, the training of tourism personnel as a long-term project to carry out, all levels of government agencies can be funded through the way to support local rural tourism personnel training. Once again, can take various channels to raise funds, such as enterprises, individuals and other social forces to support and help, encourage enterprises and individuals to carry out talent training in colleges and universities to donate, a variety of measures simultaneously, reasonable allocation of re-education costs.

Strengthen the Tripartite Communication between Enterprises, Universities and Rural Areas

Enterprises, universities, rural areas of three-party communication caused by mutual understanding, restricts the construction of talent training base. The government, as a bridge between universities, enterprises and rural areas, can introduce preferential policies for the development of tourism enterprises, encourage them to cooperate with colleges and universities, and promote their own human capital construction by acquiring talents in colleges and universities. The Government can also strengthen the relationship between rural and university, use the model of dividing village to university, a university is responsible for the training of tourism talents in several villages, smooth communication channels, and create a long-term mechanism for the cultivation of university tourism talents, so as to achieve the three win situation.
Enterprise Initiative Integration

The School and Enterprises to Build a Training Base

Enterprises can rely on the advantages of colleges and universities, directly with colleges and universities to establish practice training base, colleges and universities to provide theoretical knowledge support, at the same time, enterprises to bring experienced senior management personnel, the establishment of school-enterprise integration cooperation model [3]. The construction of training base can not be separated from the investment of funds and the use of teaching resources, so that enterprises and colleges should strengthen cooperation, share resources, work together to build the training base, and continue to grow and develop in the exploration.

Set up the Cooperative Development Platform of Industry Enterprises

To build a platform for cooperation and development of industry enterprises, we need to cooperate with innovation in universities. Through the establishment of a Management Service center and other cooperation platform, using modern scientific management program and humanized service measures to solve the problems in the actual service management, to develop the tourism service and management, and to improve the competitiveness of universities and enterprises in their similar units, the economic rewards for the development of tourism industry can support the development of school-enterprise cooperation.

Active Participation of Colleges and Universities

The Development of Scientific and Reasonable Training Objectives and Programs

On the one hand, we should strengthen the study of the service theory knowledge of the rural tour operators, and combine the theory with the local reality to better deal with the problems in the future. On the other hand, we should strengthen the study of service skills of rural tourism service providers and enhance their service quality in the aspects of tour guide Service and Hotel service. In the teaching method, highlighting the local characteristics, industrial demand, actively explore the practical application of the project teaching, case teaching and practice teaching, the first classroom and the second classroom to combine, not only to allow tourism practitioners in a short period of time to learn enough theoretical knowledge, but also let them with theoretical knowledge to carry out service management practice. According to local conditions from the rural tourism practitioners and the current situation of tourism industry, establish of a practical and practical training program.

Design Targeted Training Content

According to the characteristics of each region, the training content can be divided into two kinds: theory knowledge and practical skill. The theoretical knowledge of training mainly includes: the awareness of the protection and development of rural tourism resources; psychoanalysis of the main body of rural tourism; the study of relevant laws and regulations, hygienic knowledge, safety common sense and first aid knowledge in the process of rural tourism management; E-commerce knowledge of rural tourism. The training of practical knowledge mainly includes: tour guide Service knowledge, hotel management knowledge, rural tourism management and other knowledge.

To create a "Double-teacher-type" Teaching Staff for Training Needs

By introducing and cultivating two kinds of paths, we can realize the transformation of college teachers' application. First, in the introduction of talent, the establishment of a two-way communication between tourism enterprises and colleges and universities, the recruitment of experienced tourism clubs and hotel senior management staff as university teachers, in the course of training to give rural tourism professionals professional skills guidance. Second, in the training of former teachers in colleges and universities, encourage university teachers to take part-time or attachment exercise in tourism enterprises, communicate with rural tourism practitioners, and participate in the production and life of enterprises, so as to improve teachers' theoretical application ability, and gradually form a set of teaching methods suitable for the training of rural tourism practitioners in the training work.

Establish the System of Appraisal and Feedback

After each stage of training, the participants will be assessed, can guarantee the quality of training, can be a good assessment of the staff to give some financial incentives or in their star
rating as a basis for addition. According to the training situation, carries on the information collection to the participant, afterwards carries on the questionnaire survey to the visitor, and has the target type unceasing consummation training work, in order to reply the traveling industry the rapid development, the safeguard long-term training system construction and the maintenance.

Conclusions

Applied universities should give full play to the social service functions of colleges and universities, make use of their own resources, so as to actively participate in the training of rural tourism practitioners. The rural tourism practitioners should fully accept the re-education, the systematic study management service and so on the theory knowledge, the local actual situation and in the university study the theory knowledge unifies, enhances the traveling personnel's management and the service ability, expands the countryside traveling enterprise, promotes the economic development and the social progress.

Acknowledgement

This work was supported by the grants from Hubei Provincial Collaborative Innovation Centre of Agricultural E-commerce (under Construction) (Wuhan Donghu University Research [2016], No.15 Document).

Reference

