

## **Innovation of Training Mode for Tourism Management Talents**

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**Abstract:** In recent years, driven by the rapid development of the national economy and the strategic layout of “the belt and road initiative”, China's tourism industry has obtained good development opportunities. Under this background, the shortage of tourism management talents has become one of the main factors restricting the further development of tourism industry. As the main organization for training tourism management talents, major domestic universities are facing great challenges and opportunities in personnel training. The fast-growing tourism industry also puts forward new requirements for its personnel training mode. Based on this, this paper mainly analyzes the current situation of the training mode of tourism management talents, and on this basis puts forward several effective mode innovation schemes for reference only.

### **1. Introduction**

With the rapid development of social economy and the improvement of people's living standards, people's amateur cultural life needs have changed, which has led to the rapid development of China's tourism industry. According to the statistics of the National Tourism Administration, in the first half of 2018, the number of domestic tourists exceeded 2.6 billion, and the number of outbound tourists exceeded 60 million. The results show that tourism has become a key item of our people's daily consumption, and tourism industry has gradually become one of the pillar industries of China's social and economic development. The development of tourism industry cannot be separated from the support of high-level and professional tourism management talents. However, there are still some problems in the training of tourism management talents in our country at this stage, which need to be solved urgently [1].

### **2. The Realistic Predicament Faced by the Training Mode of Tourism Management Talents**

#### **2.1 Ambiguous Orientation of Talent Cultivation Objectives**

In the general environment of talent cultivation in our country's colleges and universities, there are many problems in the cultivation of tourism management talents, such as vague target orientation, unclear training direction, unrealistic, etc. The cultivation of tourism management talents is influenced by traditional educational concepts. Tourism management professional knowledge is usually taken as the focus of talent cultivation, while the cultivation of ability is neglected. This makes the students majoring in tourism management lack the skills and practical experience in tourism management that can be used in real sense [2].

#### **2.2 The Construction Level of Teaching Staff Needs to be Improved**

The training of tourism management talents cannot be separated from the support of high-level and sufficient teaching staff. The teaching staff of tourism management major is the main factor that determines the training effect of tourism management talents. Judging from the current educational level of tourism management major in our country, the construction level of teaching staff in most colleges and universities in our country is relatively low, lacking high-level and high-quality professional lecturers, and the teaching staff is weak. Moreover, the general institutions of higher learning pay less attention to the tourism management major, invest less in the development and education of tourism management major, and have few practical opportunities. Even many professional teachers are transferred from other disciplines, lacking systematic teaching methods

and theoretical knowledge structure, and their practical teaching skills and knowledge accumulation are seriously lacking. At the same time, teachers also lack relevant practical experience in the tourism industry. They do not fully understand the development of tourism enterprises and the environment of the tourism market, and cannot provide good education for students. The explanation of professional courses is only superficial and can only be theoretical, lacking contact with reality and unable to meet the ever-changing practical needs of the tourism industry [3].

### **2.3 The Content of Teaching is Obsolete and the Means of Teaching is Single**

Like most professional practical teaching activities in our country, the teaching of tourism management specialty is also faced with the problems of outdated teaching content, single teaching method, and inappropriate setting of professional courses. In the teaching process of tourism management major in some institutions of higher learning, the traditional spoon-feeding teaching method is still used, and the oral instruction of teachers is taken as the main teaching method, which transfers the theoretical knowledge from books to students in one direction. Moreover, professional teaching materials generally have the problems of outdated contents, outdated theories and poor practicability, and the setting of some courses is seriously lagging behind. Although the textbook is theoretical, there is obvious plagiarism. And practice content is relatively small, lack of independent innovation, seriously inconsistent with the actual development of the tourism industry, divorced from society, there is no representative of education, there is no practical significance to the cultivation of talents [4].

## **3. Innovative Scheme of Training Tourism Management Talents**

In order to promote the further development of China's tourism industry, to fundamentally solve the problem of shortage of tourism management talents, the first task is to start from colleges and universities, change their traditional concept of training tourism management talents, and increase the investment of human resources and capital in training tourism management talents. And then continuously optimize and innovate the personnel training mode, effectively improve the overall skill level and comprehensive quality of tourism management students, and provide the most basic personnel guarantee for the development of China's tourism industry [5].

### **3.1 Changing Traditional Education Ideas and Innovating Talent Cultivation Approaches**

At the present stage, China's ordinary colleges and universities still take employment as the main orientation in personnel training. The training orientation and education direction for tourism management personnel are relatively narrow. The training direction for students is mostly front-line tour guides. The employment orientation and occupation orientation are still oriented to traditional tourism enterprises. This kind of traditional educational thinking has been unable to adapt to the current development of the tourism industry, has gradually separated from the integration of modern tourism enterprises, and is difficult to truly meet the actual needs of the tourism industry for modern tourism management professionals under the background of the whole field. This makes students out of school confused about their career prospects, often unable to find their own career orientation, miss the best job opportunities, and even give up the tourism management major to switch to other industries [6]. Therefore, in this realistic form, as the main training institution for social talents, domestic universities and colleges should timely change the traditional education ideas and innovate new ways of talent training. And in the process of practical teaching, the orientation and direction of personnel training should be clearly defined, and the traditional employment-oriented educational thinking should be gradually changed to the cultivation of professional and all-round talents with professional qualities. So as to cultivate more compound talents with good knowledge level and professional skills, in order to meet the actual needs of China's tourism industry for new management talents. Under the implementation of the professional-oriented training mode, the training of tourism management talents should not only strengthen their professional abilities, but also cultivate their all-round professional qualities, help students to establish correct professional views and values, and be awed by the tourism profession. To do one's job, love one's job, put more

energy and ability into tourism work and contribute one's share to the development of tourism industry [7].

### **3.2 Following the Development Trend of Tourism and Widening the Direction of Talents Training**

The training of tourism management talents should not only ensure that they have a good professional knowledge structure, but also attach importance to their practical application ability. The training of tourism management talents in institutions of higher learning must conform to the development requirements of the tourism industry and always take the promotion of the tourism industry as the starting point and foothold. Only professionals who can meet the practical requirements of the tourism industry can be called tourism management talents. Whether it can adapt to the changes of the tourism industry, conform to the development law of the tourism industry, and promote the healthy development of the tourism industry is the only standard to test the training of tourism management talents. Therefore, the heads of tourism management major in institutions of higher learning should keep up with the trend of the times, pay close attention to the changes in the development of the tourism industry in real time, and see the development prospect and trend of the tourism market in their daily teaching links. Especially for various emerging tourism formats, such as self-driving tour, poor tour, etc. Under the background of the rapid development of the tourism industry, new industrial projects should be discovered continuously to provide a new direction for the professional orientation of tourism management [8].

### **3.3 Optimizing the Specialty Course Setting in the light of the Practice of Tourism Market**

Colleges and universities should actively optimize and innovate the curriculum of tourism management specialty based on the real demand of tourism industry for talents and the current development trend of the country's tourism industry when setting up the curriculum of tourism management specialty, which will be more in line with the development of tourism industry and more conducive to the employment of students, and will be integrated into the existing curriculum of tourism management specialty. So as to provide more career choices for students majoring in tourism management, broaden their horizons, and allow students to come into contact with more, more comprehensive and more detailed tourism industry content. This will lay a good theoretical foundation for future social practice, train compound talents with modern tourism skills for tourism enterprises, and better meet the actual needs of the contemporary tourism industry for management talents. The curriculum of tourism specialty should start with the cultivation of students' comprehensive quality and all-round development, meet students' cultural needs for sustainable development, and enrich the content and teaching methods of specialty curriculum. Secondly, the setting of professional courses should take the integration of production and education as the main direction, take the training of compound talents meeting the needs of the tourism industry as the purpose, combine the teaching reality with the social needs, through scientific research, and discuss with tourism enterprises, tourism teachers and experts and scholars, the curriculum of tourism management specialty should be repositioned and set up. At the same time pay attention to the scientific and systematic training of tourism management talents, so as to improve the training effect of tourism management talents.

### **3.4 Strengthening School-Enterprise Cooperation in Running Schools and Improving Students' Practical Ability**

The development characteristics of the tourism industry directly determine the training methods of its management talents. The tourism industry mainly focuses on people's services. The cultivation of its management talents needs strong support from the whole society, the whole industry, tourism enterprises and universities. For students in school, the experience and skills of the service cannot be mastered through theoretical study, and good practice opportunities are needed. When I am involved in the travel service, I will continue to sharpen my will and repeatedly temper my skills in order to truly grasp the true meaning of tourism services and become a qualified tourism management worker. Therefore, in the daily teaching process, colleges and universities

should make full use of the school's huge social relations and government support, strengthen cooperation with local tourism companies, provide students with more practical work opportunities, and enable students to go as soon as possible. Entering the enterprise, familiar with the operation mode and working status of the tourism enterprise, let the students participate in the whole process of the development of the tourism enterprise, and actively promote the establishment of a new talent training mode for the school-run enterprise. Through the training mode of work-study alternation, the practical ability of the students is improved, so that the students can master the professional skills with practical working significance and realize the true meaning of “school-enterprise integration, cooperation in running schools and joint education” [9].

In the implementation process of the school-enterprise cooperation mode, firstly, according to the teaching direction of tourism specialty, we can contact tourism enterprises that meet the students' career planning, assign students to the corresponding tourism enterprises for internship, and continuously deepen the school-enterprise cooperation. Using the advantages of rich and comprehensive industrial resources and management experience of tourism enterprises, students' professional abilities are deeply cultivated, and students are helped to develop good professional qualities in tourism enterprises and integrate into the development trend of tourism enterprises as soon as possible. At the same time, it has also cultivated a batch of fresh blood for tourism enterprises to meet the needs of enterprise development and promote their stable and sustainable development. The win-win situation between schools and enterprises has also better promoted the further development of school-enterprise cooperation.

### **3.5 Setting up Online Teaching Service and Implementing Lifelong Training Plan**

The tourism industry is constantly changing with the development and progress of the society, and tourism management skills also need to be continuously improved and innovated. The theoretical knowledge that students learn on campus can only represent one's time, and will gradually be forgotten and eliminated by society as time goes by. Therefore, schools should make use of the existing Internet technology, build an online teaching platform, set up online teaching services, and provide lifelong teaching for students. The network teaching platform should popularize the latest tourism management concepts and practical skills to help students master the latest tourism industry development trends and help students understand the changes in the tourism industry in real time. In addition, schools should make full use of their own training advantages to actively carry out further education and qualification examination, guide students to understand the exam information in real time through the network teaching platform, and obtain relevant qualification certificates through independent learning, so as to increase the chips for future employment. Finally, the school should combine with tourism enterprises and government, make use of advanced teaching methods and platforms, and constantly optimize and innovate online teaching platforms such as coursework and micro-courses. With the help of the real-time and extensive nature of the Internet, the lifelong teaching of students can be realized, so as to effectively implement the lifelong training plan, and provide the most advanced theoretical knowledge and practical basis for the lifetime of students and graduates who are going to the society.

## **4. Conclusion**

To sum up, China's tourism industry is showing a good upward trend, and the demand for tourism management talents is gradually increasing. In order to cope with the current difficulties faced by tourism management personnel training, colleges and universities should proceed from reality and combine the current development of personnel training to constantly change the traditional educational concepts. And make full use of the school's teaching resources, deepen school-enterprise cooperation, innovate teaching methods, enrich curriculum content, implement a lifelong training plan, and then promote the innovation of the training mode of tourism management talents, to provide the most basic talent support for the tourism industry.

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