

Research on the Construction of Tourism Management Professional Talent Training Mode

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Abstract: At present, the teaching settings and teachers of tourism management major in my country have been developed to a certain extent, but there is no unanimously recognized talent training model for reference. This article aims to build a “quality-market-oriented” talent training model, and adopts literature analysis, comparative analysis and other research methods. On the basis of summarizing the elements of the talent training model, it analyzes and compares foreign tourism management majors. The difference of undergraduate talent training model points out the problems in my country's tourism talent training model and reveals the inherent requirements of tourism management professional talent training. Hope to use this research to explore the new way of training mode of tourism management professionals in my country.

1. Introduction

In recent years, domestic tourism has developed rapidly, and the demand for the quantity and quality of tourism talents is also increasing. In addition, the reform and opening up has allowed China to integrate into the ranks of world competition. The internal and external environment of my country's tourism enterprises has undergone tremendous changes, market competition has become increasingly fierce, and the issue of tourism talent training has received increasing attention. Tourism talent training planning, tourism talent training model, tourism talent evaluation method and system construction are all emerging topics in talent development and management. As the tourism industry has the characteristics of strong integration, strong crossover, and strong openness, how to accurately study the problem of tourism talent training, analyze the factors that affect the construction of high-quality tourism talent team and the impact of changes on tourism talent training and development, what methods are used to study these problems? These problems have not been effectively answered in the existing theoretical research, and further discussion is needed. Therefore, the systematic research on tourism talents is theoretically forward-looking and important. From a practical point of view, the overall level of the tourism talent team's influence and restriction on the development of the tourism industry has become increasingly apparent, such as the imbalance of talent distribution, the intensified structural contradiction between supply and demand, the unclear level of talent training, and the similarity of teaching content.

2. The Development Value of Tourism in the New Era and Its Industrial Characteristics

The so-called “new era” has two meanings. The first meaning is that it is now ushering in a “new era” of my country's economic and social development. After more than 30 years of reform and opening up, my country has made great achievements in economic, cultural, and social aspects. The national economy has grown steadily, national strength has become unprecedentedly strong, social undertakings have developed rapidly, society is full of vitality, and people's living standards and quality of life have improved. After my country's accession to the WTO, it has become more open to the outside world, reforms have deepened, and its connection with the world has become closer. In the 21st century, the development of economic globalization has reached a new height, and global competition has become increasingly fierce. In this new era, opportunities and contradictions coexist. my country's per capita GDP exceeded US\$3,000, entering a stage of rapid economic growth and frequent social conflicts. With the adjustment of the global industrial structure and the

intensification of competition in the international market, as a rising power, to participate in global competition, my country's economic development needs new impetus. Among them, talent competition has become the key to comprehensive national strength competition. The second meaning is that in the context of my country's economic and social development entering a new era, my country's tourism industry has also ushered in a "new era" of development, which is marked by the "Opinions of the State Council on Accelerating the Development of Tourism Industry" dated December 1, 2009. "Officially released, it is clearly stated that "the tourism industry should be cultivated as a strategic pillar industry of the national economy and a modern service industry that the people are more satisfied with." This is a new positioning based on a higher starting point and focusing on higher development goals under a new historical background, which greatly enhances the status of the tourism industry in the national economy and expands the important functions of the tourism industry. In terms of overall impact, the proposal of "strategic pillar industries" is closely related to the transformation of the three major industrial structures and economic development methods. It will have an important impact on the coordinated development of the economy and society, and is a long-term strategic deployment. "Giving full play to the positive role of the tourism industry in maintaining growth, expanding domestic demand, and adjusting structure, etc.," has enabled the tourism industry, which has a long consumption chain and multiple characteristics, and is highly comprehensive, while facing unprecedented opportunities for development. An unprecedented responsibility. The most important value and significance of proposing to "make the people more satisfied" is to clarify for whom the purpose of tourism development is, and what criteria should be used to judge development, and correct the excessive emphasis on the economic function of tourism in the past, which cannot take into account all aspects. The inertial thinking of the interests of the party played a correct guiding role.

3. Status Quo of China's Tourism Talent Team

Most of the tourism talents have a strong sense of crisis, have a full ideological understanding of the new opportunities and challenges facing my country's tourism industry, and have personal experience of the current drawbacks. Especially in today's internationalization and globalization, facing increasingly fierce competition, tourism talents have a stronger desire for change. 2. Tourism talents have a sense of stress and insecurity to a certain extent. A certain sense of crisis is a manifestation of organizational health, but if the pressure is too high, it will have an adverse impact on personal physical and mental health and corporate development. Relevant surveys show that front-line and middle-level employees in the tourism industry have a certain degree of pressure and insecurity about their work. Especially for front-line employees, many people think that their jobs are monotonous and their prospects for promotion are slim. This has had a certain effect on the high turnover rate and turnover rate.

In the undergraduate education of tourism, the main teaching method is still "injection", which is what we traditionally call "cracking duck" teaching method. To a large extent, students are passive learners and receivers of knowledge. They have no practical knowledge in their minds. They lack the integration of teaching methods that integrate theory and practice. Students' hands-on skills are not very good. Well developed. The traditional "classroom-centered" teaching model in our country still occupies a dominant position, which to some extent restricts the quality of teaching and learning. Many graduates of tourism majors of higher education institutions cannot "do their best and use their talents" and have difficulties in obtaining employment. The primary reason is that graduates who only understand the theoretical knowledge of tourism are unqualified "talents". Higher tourism education There is a disconnect between the training of talents and the actual needs of the company.

We know that tourism is a new subject field, which is closely related to other subjects to a large extent. For example, management, economics, psychology, sociology, geography, resource science, statistics, etc. In the current undergraduate education in tourism management, courses such as management, psychology, statistics, etc. are also offered. While studying tourism-related courses, students also learn other subjects. However, what students accept is only simple "Management",

“Statistics”, “Sociology” and other elementary textbooks, and master the skin of these subjects. This involves the integration of cross-disciplines in tourism undergraduate education. Pure tourism knowledge and knowledge of other disciplines are good “resources”. How to combine good resources with each other and penetrate into their own fields to better Let students understand “tourism” and better use and operate in future practice. Rather than just knowing the existence of knowledge, and not applying it to the actual work of tourism.

4. Research on the Construction of China's Tourism Talent Training Model

The ultimate goal of talent training is to enable talents to meet the needs of the market and social development, make the best use of them, and enable them to maximize their effectiveness in use and realize the social and personal values of talents. Starting from this basic point, on the issue of talent training, we must abandon the concepts and practices that put too much emphasis on the needs of enterprises in the past while ignoring the needs of personal development. Similarly, while focusing on the prospects of talent development, it should not be divorced from the actual needs of enterprises or the tourism industry. The tourism industry has a demand for innovative development, so a large number of new tourism talents are needed to inject fresh blood and power into the industry and provide the intellectual support necessary for innovative development. Talents (more precisely, potential talents) have their own development and value realization needs, so they also need to improve their own level, through the comprehensive improvement of comprehensive quality, ability, knowledge, and skills, to achieve their professional goals, and then realize personal value. The needs of both parties reached agreement on the integration point of training new tourism talents, forming the core driving force.

The competent government department is at a macro level, and its advantage lies in the ability to conduct macro guidance, planning and layout, supervision and management, and financial support for talent training based on the needs of social and economic development and the evaluation and feedback of the effect of model operation. Formulate corresponding policies and regulations, strengthen internal and external publicity, advocate the establishment of correct education and employment concepts, promote good practices, establish an education implementation supervision system, conduct regular supervision and inspections, and create a good macro environment for the implementation of the talent training model. Its disadvantage lies in the inability to deepen the micro-operation of the talent training model. The industry organization is at the meso level and can make more use of industry sector advantages, formulate industry regulations, provide industry information, and promote exchanges between tourism colleges and enterprises. However, as far as the current situation is concerned, the strength and effectiveness of my country's tourism industry organizations to play a standardized and guiding role is still relatively weak. Tourism colleges and enterprises are at a micro level. In terms of micro-operations such as teaching plans, syllabus, teacher staff, curriculum, curriculum arrangement, textbook compilation, teaching methods, evaluation and assessment, internship and employment arrangements, the institutions have strong theoretical and discipline The system is relatively complete, has a stable faculty, and relatively formed teaching operation, assessment and evaluation mechanisms, and other advantages, while companies have advantages in practical experience, training venues, financial support, and employment positions.

In the new tourism talent training model, the development of training goals must be based on the needs of all parties and make full use of their advantages. The competent government department should give tourism colleges the greatest autonomy in running schools, so that they can make decisions based on the regional characteristics, their own characteristics and strengths, the needs and advantages of cooperative enterprises and organizations, etc., and the development prospects of students are considered comprehensively. The goal of “non-homogeneous” talent training. The training goal does not need to be large, as long as it meets the needs of industry development and student development, but also conforms to the discipline development law and has its own characteristics. In the formulation of training programs, the most important prerequisite is to have a scientific and reasonable professional setting. You can learn from Germany’s experience in

professional setting based on professional analysis. The professional setting of relevant colleges is not only based on the discipline system, but based on science. According to the professional analysis, the profession is determined on the basis of enterprise needs, relative stability and wide adaptation, and adjustments are made to it at regular intervals to ensure that the professional setting is compatible with the adjustment of the industrial structure. The formulation of the training plan should be based on the training objectives for students' ability, quality, knowledge and skills, combined with professional characteristics, and formulate a distinctive training plan. The specific training requirements, related courses, especially the main curriculum, teaching and practice link arrangements, in terms of credit requirements, students are required not only to master the basic knowledge and theory of the subject, but also to possess higher management and service skills.

5. Conclusion

Talent training is a complex system, a process that involves multiple links. It compares and analyzes the characteristics of my country's tourism talent training model and foreign talent training model. By learning from the advantages of foreign tourism talent training models, the innovation and development of tourism undergraduate education in my country can be promoted. However, because our country's tourism undergraduate education has its own national conditions, it is not possible to imitate the advantages of foreign countries. It is necessary to combine my country's own reality to find a tourism education talent training model suitable for my country's national conditions. The formation of the tourism talent training model is a process of long-term exploration and continuous improvement, and its training goals will continue to change with market demand. The curriculum setting also pays more attention to the combination of theory and practice. Through the implementation of the system for teachers to take up their posts with a certificate, the ability and level of teachers will also be continuously improved. Therefore, the entire training model of tourism education will also be improved.

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