

Research on Innovation of Training Mode of Applied Undergraduate Tourism Management Talents

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Abstract: With the rapid development of China's tourism industry, the innovation of talent training mode for tourism majors in colleges and universities has become an urgent and important issue. Due to the lack of specialized tourism talents and the urgent need of national tourism development, tourism higher education came into being. The major of tourism management should start from the current situation of the dislocation between talent cultivation and social needs, and explore the overall framework of the talent cultivation mode combining the major with the major. In the face of tourism at the national strategic level, it has taken a new orientation and proposed to strengthen the quality of tourism practitioners. The contradiction between supply and demand of tourism talents has become increasingly prominent, and the scale of enrollment for tourism undergraduate education has declined. With the improvement of customer service quality requirements for hotel products, hotel companies have higher requirements for the professional skills and comprehensive quality of hotel service personnel. Career-oriented is the inevitable choice for the development path of tourism education in applied undergraduate colleges.

1. Introduction

With the rapid development of China's tourism industry, the demand for high-quality tourism talents is increasing. Although the training objectives, curriculum system, teaching contents and teaching methods of tourism education vary from country to country, all of them attach great importance to the cultivation of applied talents [1]. At the beginning of reform and opening up, in order to meet the needs of national economic construction, tourism began to develop. Due to the lack of specialized tourism talents and the urgent need of national tourism development, tourism higher education came into being [2]. With the rapid development of hotel industry, the supply and demand of students majoring in tourism management have changed greatly [3]. Hotel enterprises are changing from passive interns to actively seeking interns with professional background. Tourism belongs to the service trade industry in the tertiary industry, and it is an emerging sunrise industry that has developed since the reform and development. In the face of tourism at the national strategic level, it has taken a new orientation and proposed to strengthen the quality of tourism practitioners. How to apply the undergraduate colleges to the urgent needs of the rapidly developing tourism market, to clarify their own talent training specifications, and the innovative talent training model has become an important task [4].

Throughout the current applied undergraduate tourism professional education, either traditional undergraduate tourism education, or out of birth and imitate tourism higher vocational education [5]. The reform of the supply side of higher education and the transformation of undergraduate colleges into applications. The contradiction between supply and demand of tourism talents has become increasingly prominent, and the scale of enrollment for tourism undergraduate education has declined. With the improvement of customer service quality requirements for hotel products, hotel companies have higher requirements for the professional skills and comprehensive quality of hotel service personnel [6]. The characteristics of real application-oriented undergraduate colleges are not obvious, and its talent training model is difficult to adapt to the needs of enterprises. The booming tourism industry has put forward greater demand and better requirements for talents, and the contradiction between supply and demand of high-quality tourism talents has become increasingly prominent [7]. The employment of college students has gradually become the focus of common

concern of the society, and the training of tourism professionals has attracted more and more scholars' attention [8]. The deep connotation of popularization of tourism undergraduate education and the stage characteristics of unemployment of Current Tourism Undergraduates tell us that career orientation is the inevitable choice of the development path of tourism education in Applied Undergraduate Colleges and universities [9].

2. Analysis on the Demand of Tourism Management Professionals

Nowadays, there are new changes and trends in the development of tourism in the world and China. These changes and trends put forward new standards and requirements for the quality of tourism practitioners. Talents training specifications in Colleges and universities are the refinement of the training objectives of colleges and universities, and the specifications for the quality requirements of graduate training. The rapid development of tourism has put forward more demands and higher requirements for tourism talents. Tourism education has ushered in a favorable opportunity for development, and Tourism Colleges and universities have sprung up like mushrooms after a spring rain. The training scheme of applied tourism management talents should adhere to the idea of combining theory with practice and school with enterprise. In order to meet the needs of regional economic and social development and the demand of talent market, we should pay attention to the cultivation of students' abilities. Applied talent is not a simple superposition of professionals and other abilities, but a deepening and improvement on the basis of professionalism. In order to change the situation of tourism management personnel training and social needs dislocation, tourism management undergraduate education must reform and innovate teaching orientation and training mode.

Professional-oriented middle and senior professional managers are trained in a professional combination to better meet the dual needs of students and society. The location data and other related data generated by the electronic tour guide positioning are first transmitted to the telecommunication service operator through the GPRS channel, and then the operator transmits the data to the data processing center through the Socket technology, and vice versa. The principle of the data communication link is shown in Figure 1.

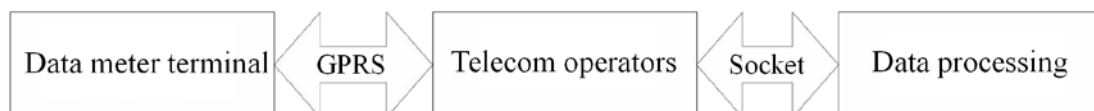


Fig.1. Data communication link principle

The scientific curriculum is the prerequisite for effectively cultivating students' comprehensive ability. The curriculum of the tourism management professional curriculum should be targeted at tourism activities. Determine the required knowledge, ability and quality around the job standards and work tasks of the various jobs in the tourism industry. During the school period, the internship position is completed from low to high level, and from the first grade to the next semester, some of the holidays are used to enter the enterprise for post training. After three and a half years of study and training, most graduates can become managers of first-line positions in tourism enterprises when they graduate. There are duplicates in the content of many professional courses in tourism management, and certain mergers and deletions are carried out through teachers' collective preparation and research on out-of-town enterprises [10]. The establishment of the College Tourism and Reception Education Council has promoted the status of tourism education in universities and industry. Tourism education must adapt to the requirements of tourism internationalization and carry out international cooperation. In the process of advocating and carrying out international cooperation, the World Tourism Organization plays an important role.

In the process of constructing a new practical teaching system for applied undergraduate majors of tourism management, we should first construct a reasonable practical teaching plan according to the training objectives of talents. In daily teaching, many applied undergraduate colleges and universities do not pay enough attention to the training of practical skills of students majoring in

tourism management. The practice teaching equipment is insufficient and the link of practice teaching is weak. The demand for tourism management talents is increasing. In addition to the traditional demand for Grass-roots Service personnel, the demand for middle and senior management talents is more urgent. The cooperation project combines the reality of China and integrates the quality education resources of both parties. Learn from the American concepts and models and explore the training model of international hotel management talents. Form students' practical operation skills and practical work experience in the process of completing professional theoretical knowledge learning, and improve the overall quality of students and the matching with the development needs of enterprises. The selection of practical teaching materials combining theory and practice provides important curriculum guarantee for the cultivation of applied talents, and provides the necessary basis for further improving and improving the curriculum system.

3. Ways to Innovate Talents Training Model

The design of professional practice is not only for the improvement of students' comprehensive ability, but also for the graduates to be better qualified for the job in the tourism industry. In the cultivation of talents, we should follow two rules, train talents according to the development rules of higher education, and train talents according to the development needs of the tourism industry. In the specific practice operation, detailed practical teaching plans must be formulated, especially for centralized business practices. Colleges and universities grasp the process of talent training, grasp the details, and lay a good foundation for the sound development of the entire tourism education. Professional construction should emphasize the intersection of disciplines and majors, and meet the training objectives of students' compound ability. Combine student interests, hobbies, specialties and future jobs during school. We should combine the needs of employers and personnel training, and provide opportunities for employers and students to choose two-way. Professional teachers can improve their scientific research level through such ways as part-time profession, teaching practice, serving the profession, and the combination of production, teaching and research. Furthermore, it is beneficial to the development of tourism industry to enhance teachers' professional service ability.

The training objectives of applied talents for tourism specialty include the criteria, characteristics and employment prospects of talents. Among the contents of tourism psychology textbooks, tourism consumption psychology and tourism service psychology are the core contents. Tourism consumption psychology, also known as tourist psychology, is to understand and master the psychological needs and characteristics of tourists in the process of tourism. Table 1 shows the statistics of tourism consumption psychology in tourism textbooks.

Table 1 Statistics on the psychological content of tourism consumption

Content	Tourist perception	Travel motivation	Tourist personality	Tourist attitude	Tourist learning
Quantity	52	55	56	53	18
proportion(%)	89.3	87.3	88.9	84.1	28.6

For the application-oriented undergraduate, the faculty is an important guarantee for the quality of personnel training. Building a team of teachers with strong teaching ability and rich practical experience is the key to the success of the new talent training model for tourism professionals. The leading members of the internship team should regularly go to the internship hotel to inspect and guide the work, and discuss and solve the problems in the internship process through the regular meeting with the members of the internship self-governing group. The implementation process of school-enterprise linkage, regular exchanges, in the process of industry-university cooperation to achieve school-enterprise linkage. In-school tutors work closely with out-of-school tutors and hold regular exchange meetings between schools and cooperative enterprises. Professional literacy includes professional theoretical basis and professional skill literacy, which is distinguished from other professionals' outstanding characteristics and core competitiveness. To reform and innovate the personnel training modes of different types of enrollment, and to provide basis for differentiated training of students according to their aptitude. Finally, a training mode of Undergraduate Tourism

Management Professionals suitable for three categories has been formed, which has both generality and characteristics.

4. Conclusions

Talents training is one of the fundamental tasks of universities and the eternal theme of their development. The transformation from general undergraduate colleges to application-oriented ones is the requirement and trend of the new era, and the cultivation of application-oriented talents is a research hotspot in the field of higher education at present. With the vigorous development of the new round of tourism economy, more high-quality tourism talents are needed. The innovation and development of tourism is based on the innovation of tourism education, especially higher tourism education. The major of Tourism Management in Colleges and universities is facing the severe challenge of how to train high-quality talents. Applied undergraduate colleges should clearly define their own school orientation based on their own characteristics and strength. Through the imperfect personnel training program, comprehensive improvement of students' comprehensive quality is accompanied by the continuous development of applied undergraduate colleges. Its tourism management profession should also constantly adjust and innovate its own talent training model. Only in this way can we cultivate high-quality tourism talents and promote the sustainable development of the tourism industry. In the end, we will cultivate innovative application talents that meet the needs of the market and provide better services for regional economic development.

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