

School-enterprise Cooperation in Tourism Education of "Dual System"

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Abstract: With the development of the tourism industry, the scale of tourism education in China has been expanding, but the level of tourism education is relatively lagging behind, and the talent gap is still very large, especially the lack of high-quality, practical and innovative talents. It is an indisputable fact. It is the key to develop the tourism industry to cultivate talents. How to change the teaching model of college tourism, improve the quality of teaching, and cultivate qualified tourism professionals who are suitable for the development of modern society is the key to the reform of tourism teaching in colleges. This article mainly studies the school-enterprise cooperation of the "dual system" tourism management specialty education. This article discusses the necessity and feasibility of the dual teaching model currently implemented in China's tourism management major. The "localization" of dual education mode in tourism higher education is researched to promote its healthy development. The current application status of dual education system in tourism management is investigated, and the existing problems are proposed. Finally, the conclusions are drawn based on the analysis, and practical solutions are emphasized.

1. Introduction

China's tourism education has developed with the rapid development of tourism after the reform and opening up. Especially since the 1990s, China's higher education has begun to develop toward the masses, which has further promoted the expansion of tourism education. At present, China's tourism education has formed a four-level education system at the graduate, undergraduate, college, and secondary vocational levels. These tourism colleges, departments or majors have trained tens of thousands of tourism management professionals for China's tourism industry and made positive contributions to the development of China's tourism industry.

The dual system is a vocational training model originated in Germany. The so-called dualism is that people who participate in the training must undergo two series of training. One series refers to vocational schools, which mainly impart professional knowledge. The second series refers to off-campus places such as enterprises and institutions, and mainly allows students to receive vocational skills. Professional practice [1-2]. This model focuses on the development of students' potential qualities, respects the autonomy of students' career choices, and explores a flexible and diverse talent training model that is worthy of our study. China's tourism industry is booming and requires a large number of "high-quality, strong-skilled" first-line tourism service talents, but China's higher vocational tourism management majors are facing a decline in student resources, tourism graduates have a high turnover rate from the tourism industry, and serious tourism market talents insufficient problem [3-4]. The urgent need of high-skilled service talents in tourism and the serious shortage of front-line service talents in tourism majors are similar to the background of the dual system model of German higher education [5-6]. Therefore, it is of great significance to construct a dual system of professional ability training for higher vocational tourism management majors.

Based on the characteristics of tourism management, this article hopes to achieve the following

goals: understand the current school-enterprise cooperation forms and operating mechanism of the school's tourism management education, analyze the influencing factors and main problems in the process of teaching reform and school-enterprise cooperation and development; summary The practical experience of school-enterprise cooperation operation mechanism innovation, improving and innovating the school-enterprise cooperation mode and operation mechanism of higher vocational colleges, strengthening the research on the school-enterprise cooperation mode and operation mechanism innovation of vocational colleges, and enriching the teaching management theory of vocational education.

2. Method

2.1 Constructing A "Dual System" Talents Training Model for Tourism Management

(1) Improve school-enterprise cooperation mechanism and increase driving force

A scientific school-enterprise cooperation mechanism is of great significance to enhance the enthusiasm of the two sides and deepen the level of cooperation. Lasting and effective cooperation between the two requires a complete set of cooperation mechanisms. First, improve the policy system and strengthen policy support. Secondly, the enterprise itself strengthens and perfects the talent mechanism and constantly updates the talent demand, which provides double convenience for enterprises to obtain outstanding students and schools to transport talents. Third, to strengthen school-enterprise exchanges, both sides can deepen their understanding on the basis of exchanges before they can lay the foundation for cooperation between the two sides [7-8]. Resources are shared between the two, and plans for student training and cooperation are jointly formulated to deepen cooperation. The essence of school-enterprise cooperation is cooperation in personnel training. In order to train today's students into tomorrow's specific company employees, we must introduce the knowledge and skills of the company's culture, corporate job requirements, etc. into the school education process in advance, and let students identify their roles in advance.

(2) Professional setting is guided by career analysis

The so-called career analysis is to specifically describe the occupational abilities that should be possessed by relevant levels of personnel in the occupational post group or technical field covered, so as to determine the specific needs that the profession should meet. "Occupation analysis" is guided by Based on the three principles of enterprise demand, relative stability, and broad adaptation, the "dual system" specialty setting is determined. With the advancement of technology, the development of the tourism industry, the trend of the integration of social occupations, the emergence of new occupations and cross occupations, the professional settings should be redefined at regular intervals to ensure the professional settings of tourism education and the industrial structure and economy. Adaptability to development and change [9-10].

(3) Exploring diversified school-enterprise cooperation models

The diversified school-enterprise cooperation model is an inevitable requirement for the current strengthening of school-enterprise cooperation. Both schools and enterprises must actively seek breakthroughs. On the basis of in-depth understanding of schools and enterprises, the introduction of advanced cooperative psychological health education channels to enhance active The effect of psychology in mental health education.

(4) Construct a long-term mechanism for mental health education

The process of mental health education in colleges and universities is very long, and it can never be completed overnight. This requires that in the process of developing mental health education, consciously construct a long-term mechanism for reasonable mental health education, such as the implementation of a portfolio management system, which can provide effective protection for the practice of positive psychological health education and can continuously improve The moral and ideological qualities of students contribute to the all-round development of students[11-12].

3. Experiment

The overall arrangement of the practical teaching mode of "enterprise into the campus and classroom into the enterprise" for three-year students of the tourism management major in higher vocational education:

(1) Cognitive internship: Time: First semester (length 1-2 days) Main course: "Introduction to Tourism". Place: Off-campus training base (off-school cooperative enterprise). Mode: Class enters the enterprise.

(2) Course comprehensive training: Time: Second semester, third semester, fourth semester Main courses: "Travel Agency Operation Management", "Operation Practices of the Planning and Adjustment Department", "Guidelines for Practice". Location: On-campus training base (travel agency introduced in the school). Mode: Students who enter the campus undertake the production projects of the enterprise and directly operate the team.

(3) Comprehensive practical training and post-employment internship: Time: The fifth semester and the sixth semester The main courses: "Scenic Spot Service and Management", "Catering Service and Management", "Front Hall Room Service and Management". Place: Off-campus training base (off-school cooperative enterprise). Mode: In-class students enter the company for internships, and teachers move the classroom into the company to teach.

4. Discuss

4.1 Analysis of the Dual System Model of Tourism Management Professional Competence in Higher Vocational Education

(1) Dual time system of vocational tourism professional ability training

Before training, tourism enterprises should formulate training plans according to the needs of employees to form clear and clear training goals; cooperate with schools to clarify the curriculum connection, teaching organization and arrangement of both parties. During the training, tourism enterprises combined with their own needs, deeply participated in the training and assessment links, arranged experienced front-line masters to carry out teaching, the school formed a closed cycle of talent training, and established a stable school-enterprise cooperation mechanism.

The training is over and recruitment is achieved. The training process is also a pre-assessment of talent recruitment. With a comprehensive understanding of students during the training process, tourism companies can make two-way choices with students when recruiting. For example, German university students usually sign cooperation agreements with different companies. We can let students make a choice at the end of the first year of study and implement a second choice in the third year. With the in-depth participation of many enterprises, a variety of practical learning environments and good cooperation platforms have created a good platform for schools and enterprises to understand and communicate with each other.

(2) The specific operation of the dual system of vocational tourism professional ability training

As shown in Table 1 and Figure 1, salary management in the tourism management industry. The education under the German dual system is guided by the labor market. Students enter into agreements with enterprises before entering the school. At present, there are no such legal procedures in higher vocational colleges in China. In terms of arrangements, we can let students learn about the tourism industry and make some preliminary employment choices after learning about some tourism companies, and make another choice after graduation.

Table 1. Salary and salary statistics in the tourism management industry

Working years	Salary package
Just graduated	2665
2 years of graduation	5741
4 years of graduation	7842
6 years of graduation	9849
8 years of graduation	12410
10 years of graduation	15472

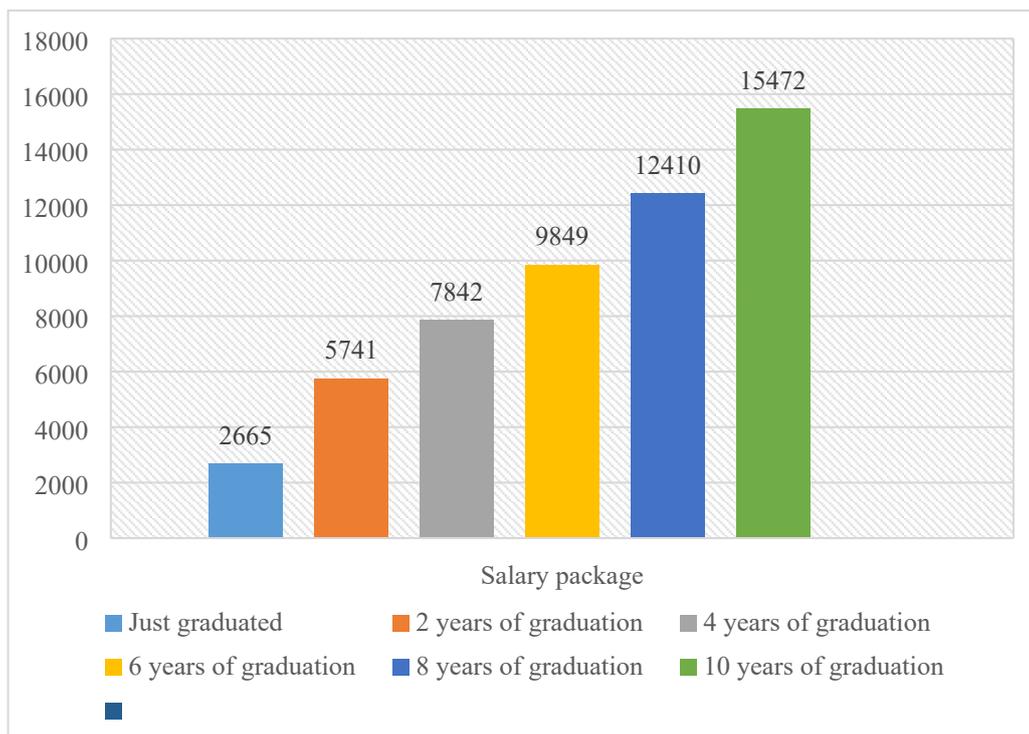


Figure 1. Salaries in the tourism management industry

4.2 Suggestions for Improving Tourism Teaching

(1) Optimize teaching results

The low degree of professional recognition is not conducive to students' learning initiative, and it is easy to hinder teaching results. Teaching needs to effectively improve professionalism and build professional knowledge. The major of tourism involves a wide range, and there are more choices in employment. This has limited the students' cognition to a certain extent, resulting in insufficient understanding of the major and insufficient initiative in learning. In view of this situation, teaching can not restrict the construction and development of disciplines, effectively strengthen the adjustment of professional construction, allow students to deepen their understanding of the tourism industry, and enhance students' self-perception. Manage students daily to eliminate negative emotions and optimize teaching results.

(2) Implement bilingual teaching

Tourism English is a required course in tourism major, which can not only exercise students' English skills, but also improve their work skills. This requires the implementation of a bilingual model based on the working group of tourism English, integrating professional advancement in professional skills, and providing certain assistance for tourism English courses. Tourism English is highly specialized has certain practical performance, and it is difficult to learn. By teaching in small groups in batches, we can solve the problems in teaching in a targeted manner, and we can better pay attention to students with low English proficiency, generally improve students' English teaching level, and achieve fair teaching.

(3) Strengthen the practicality of curriculum teaching

At present, the curriculum layout is relatively backward, the focus of professional curriculum settings and the quality level of students are different, and the teaching materials and professional goals are difficult to match. The tourism industry has a rich accumulation of practice, it is necessary to carry out multi-style teaching, set up a network construction platform, and provide certain teaching materials to the enterprise. Based on the school-enterprise cooperation model, we will expand the off-campus training base; create more opportunities for students to go to off-campus training, pay attention to the process assessment of students, and train students into composite talents.

(4) Universities make full use of corporate resources

University tourism management enterprises need to implement good relations with enterprises and strengthen necessary cooperation. Schools need to make reasonable use of resources in the enterprise, make full use of off-campus training bases, effectively bring students' teaching practice links into practice, and cultivate students' practical teaching ability. In the process of cultivating students, it is necessary to focus on professional technology, provide targeted guidance to students, cultivate students' strong practical ability, and hire professionals from different positions to teach in companies. Tourism education needs to strengthen the training of skilled talents, cultivate students' practical ability, and establish internship training bases. Strengthen cooperation between schools and enterprises and make full use of the existing venues in tourism enterprises.

(5) Re-education of Tourism Management Majors

Implement re-education for corporate employees to ensure the healthy development of the tourism industry. Pay attention to the re-education needs of corporate employees, take the initiative to communicate with enterprises, and formulate re-education programs for students based on the actual needs of tourism enterprises, showing the diverse forms of training to meet the actual needs of tourism enterprises. In addition, the school itself needs to merge with the thoughts of practical mentors of tourism enterprises, give full play to its strengths in tourism teaching, and conduct targeted training for students so that students can deepen their understanding of theory through practice and lay the foundation for future development.

5. Conclusion

This paper comparatively systematically, comprehensively and scientifically studies the application of the dual system teaching model for tourism management majors in China. In terms of research ideas, it breaks through the traditional mode of staying in higher vocational education and creatively applies dual system teaching. The mode is introduced into the current education system teaching mode to make up for some shortcomings of the current education system teaching mode, which is of great significance for optimizing the current teaching mode of the undergraduate section of tourism management. The research results of this paper strive to inspire and draw lessons from colleges and universities, and apply them to the practice of teaching model reform, promote the development of tourism education in China, and cultivate high-quality talents for the tourism industry.

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