

Analysis of School-Enterprise Cooperation on Tourism Management Major

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Abstract: This paper probes into the feasibility of establishing the school-enterprise cooperation mode based on the Stock Cooperation System, analyzes the helpful mechanism of both sides, and puts forward the basic strategy of promoting the connotation development of undergraduate education through the new mode of school-enterprise cooperation.

Introduction

The basic connotation of the school-enterprise cooperation model based on the joint-stock cooperation system. It is the cooperation between the industry and the university and the two-way participation. The mode of cooperation between the university and the enterprise refers to the joint-stock system, in which the enterprise mainly invests in the facilities, technologies, funds and other hardware. For example, the university mainly invests in the human resources software on the conditions of running the school. Both sides of the university and the enterprise distribute the benefits reasonably according to the stock. We realize the superiority complementation, mutually and benefit. This mode is not only the characteristic development of undergraduate education, but also the connotation orientation of undergraduate education. It is a helpful way to cultivate high-skilled talents, which is the way of innovation and the way of efficiency.

Study background and meaning

At present, China's tourism industry is developing very rapidly, the demand for talents is also expanding gradually, and there are certain requirements for the quality of talents. However, on this basis, many schools and enterprises do not realize the importance of cooperation between schools and enterprises. In particular, enterprises are not active in the process, cooperation is only superficial, not involved in the school's talent training process, which makes the training of talent in the professional quality has always been lacking.

Co-operation does not go deep in China's school-enterprise co-operation, which is too formalized. After signing agreements with the school authorities, many enterprises regularly provide students with a place to practice, but during the period when students enter into enterprises to practice and study, the Enterprise has not arranged the personnel to carry on the instruction to the student's practice. They didn't practice the experience and the knowledge to the student, which has the very big influence on the student's practice. Some enterprises will think that students can not bring certain economic benefits, so they do not want to accept students into the enterprise internship. It is necessary for college students to make certain adjustments and changes from studying in school to working in enterprises, which also requires active cooperation between enterprises and school authorities. However, there are great differences between Chinese corporate culture and university culture, which will influence the change of students' roles.

In contrast, many other countries in the world can achieve great results when they carry out cooperation between schools and enterprises because the cooperation between schools and enterprises abroad is restricted by law and managed by national policies. However, in China's school-enterprise cooperation is a serious lack of national management and system norms. Therefore, the school-enterprise cooperation in China has been relatively backward, the

development is not very smooth.

Lack of enterprise positivity in China's market economy, many enterprises only consider their own interests and do not cooperate with school-enterprise cooperation. Even if cooperation is carried out between schools and enterprises, enterprises have poor initiative in providing practical guidance to students. The Enterprise's vision is relatively short-sighted, only look at the immediate interests, not for the enterprise's long-term development plan, for the training and use of talents have not a long-term consideration. The state also has no certain incentive measures for enterprises, in order to promote the stability of school-enterprise cooperation.

Many college students feel that it is not easy for them to get into a university. They hope to enter a relatively large-scale enterprise in the future, no matter the working environment or working content. They need to be very decent. Therefore, many students are not willing to stay in the enterprise to work after completing the internship, which is also a big loss for the enterprise, especially for some technical majors. Students are not willing to go to the workshop to do the internship. They feel such work is both hard and undignified, failed to the guidance and train of the Enterprise.

School is a place for teaching and educating people, it is a place for training professional talents. However, school education pays more attention to students' mastering of theory, and can not connect well with the market, so it is difficult to meet the demand of tourism industry for talents. The investment in training facilities is not strong, the training facilities used by students are backward, and it is difficult to improve the training of operating ability. In addition, the school also lacks a professional teaching staff. Most of the teachers are not very practical. They simply follow the previous educational model. Many teachers in this major have a great lack of practical experience in their posts. The experience is relatively shallow, and not in-depth understanding of the actual operation and management of the tourism industry which is related to knowledge and processes. So the teaching content is too vague, teaching effectiveness is not high. Under the training of this kind of educational means, it is difficult for students to integrate into the talent competition in the market, and they can not realize their own value in the tourism industry.

The factors that affect the development of the connotation of undergraduate education

The need to achieve the goal of zero distance between talent cultivation and post demand. The teachers come from both sides. They are familiar with the latest development of their major and the situation of the industry. At the same time, they are engaged in management work for a long time and have rich practical experience. Therefore, they can use a large number of practical cases and undertake specific projects for students to carry out practical operations. Students engaged in the post is the actual production post. In a sense, students use this platform to come into contact with the actual operation state of the enterprise. To strengthen their practical experience of taking the post, and to be influenced by the culture. They post consciousness of the cooperative enterprise as long as students involved in this platform means the involvement of the enterprise. It also involves the natural realization of the practice of teaching and Post Zero Distance.

In order to promote the development of professional development and reform, the cooperation between schools and enterprises can realize the good connection between teaching and practice, schools and enterprises. Teachers from both sides will strengthen exchanges and promote each other consciously in order to achieve a helpful situation for both schools and enterprises. This will be conducive to improving the quality of teaching. The participation of enterprises will help schools accurately grasp the social demand for talent, enterprise job skills requirements. Thus, we set up the rationality of the professional, more clearly develop the talent training program, more targeted curriculum vitae curriculum system, promote the professional construction and curriculum reform in-depth.

To cultivate the students' comprehensive practical ability, the most beneficial person of the joint-stock school-enterprise cooperation is the students. Who are in the production of Labor to find their professional position; in the Enterprise Culture and enterprise spirit under the cultivation of hard-working quality and professional ethics. Therefore, on the basis of the school-enterprise

cooperation, the training goal of undergraduate education can be realized smoothly.

A helpful mechanism set up by the joint-stock school-enterprise cooperative base.

The advantages of the two sides should be complementary, the advantages of the school lie in the school brand, external publicity, professional skills, practical training of students, etc. These conditions are not available to enterprises, and the advantages of enterprises are practical experience, production equipment, capital. From this point of view, the Stock Cooperation System school-enterprise cooperation good foundation lies in the school-enterprise complementary.

Academic brand and cooperative marketing advantage complementary mechanism, undergraduate institutions in a profession involved in the professional foundation is not 12 years. On the one hand, the depth of the profession gives the product some technical advantages; on the other hand, it shows the inherent advantages of the product, that is, the influence of the college extended for many years. The company is responsible for undertaking a proven marketing strategy. At the beginning of joint-stock cooperation between school and enterprise, their advantages and disadvantages can be complementary by looking at each other.

The consciousness orientation of the contradiction between the production efficiency of joint-stock products and the practical training, the student practical training makes the production speed of a single piece drop, from the surface, it seems that there is a contradiction between the student practical training and the improvement of the efficiency. But the students' practical training has reduced the expense of the staff's salary. So, the reduction of efficiency and the reduction of wage expenditure can reach the balance. In the case of expanding production scale, the balance can also be tilted in favor of enterprises, when the tilt is too large enterprises can take part of the funds as a student work-study subsidy. This seemingly contradictory but in fact is not the problem of the problem, the two sides can be properly resolved to achieve helpful.

The basic strategy of promoting the development of the connotation of undergraduate education based on the joint-stock cooperation model. In order to ensure the effective operation of the cooperation with enterprises, the universities should set up special cooperative organizations between universities and enterprises. It can set up a school-enterprise cooperation project group composed of college leaders, directors of various education and teaching departments, leaders of practical training and key teachers to guide and coordinate all work of college-enterprise cooperation.

An agreement with an enterprise facilitates cooperation between the school and the enterprise when the school finds that it can not achieve real practical training on its own, but the cooperation is random and the cooperation results are uneven. To meet the needs of business development, schools constantly adjust their training plans, it is very passive, the skills of students training is also extremely disadvantaged. And the agreement with the enterprise not only can stipulate the responsibilities, rights and interests of both sides, but also make the school devote more energy to the teaching activities, and make the cooperation more standardized and procedural.

Advice and results

Both the school and the enterprise shall jointly draw up teaching plans and syllabuses that are approved by the enterprise and accepted by the students. The school and the enterprise shall regularly convene personnel from both sides to study teaching together, undertake practical tasks together and coordinate in solving relevant problems. Enterprises regularly send professional staff to schools to organize training for teachers, schools should also arrange teachers as a unit to the enterprise practice, so as to enable teachers to get real training skills, but also facilitate the management of enterprises.

Pay attention to the integration of enterprise and school culture, school has school culture, enterprise has corporate culture. The cooperation between school and enterprise should pay attention to the infiltration of enterprise culture, creatively integrate the enterprise culture into the campus, and form the unique enterprise campus culture so that students can adapt to the enterprise culture as soon as possible. Students' classroom, corporate culture on the wall; during the training period, students uniform corporate practice training, practice management system and corporate

integration.

Training students are carefully matched. Enterprises usually select the talents according to the students' training performance. Therefore, the important link to maintain and deepen the relationship between school and Enterprise is training. To promote graduates is a big goal for universities to go to corporate training. In general, enterprises always require schools to send their best students in their own interests. However, students can not be indistinguishable. In this situation, the school must take certain collocation method, as far as possible pushes all students to the enterprise. The so-called collocation, is based on the students quality level, gender, personality, expertise and other factors, will be different levels of careful collocation, must not give the best to an enterprise, also must not focus on the worst in an enterprise.

The number and variety of teaching materials in universities and colleges have changed a lot since the development of practical training materials by key teachers and professionals in enterprises, but the quality of teaching materials is uneven: too theoretical, the content of practical training is too small and too boring Can Not meet the current needs of enterprise training also beyond the ability of undergraduate students to accept. In view of this situation, the key teachers of the university should cooperate with the staff and experts who have practical experience in the enterprise to develop the practical teaching materials. Professional teachers can, according to the information provided by enterprises and the needs of the development of enterprises and the actual situation of students in their respective regions and colleges, compile teaching materials that are easy to understand, with pictures and words, so as to improve the level of practical teaching in their own schools To stimulate the enthusiasm of students to study their major.

Improve the "order training" mode with the purpose of service.Strengthen publicity, raise awareness and constantly mobilize the enthusiasm of all kinds of personnel.

The mode of "order training" mainly involves three subjects named school, enterprise and students. The consistency of "three in one" in subjective will be the basis to achieve cooperative training. How to improve the understanding of enterprises, and how students carry out "order training" and form the desire to carry out cooperation actively. The key is to implement "order training". Therefore, it is necessary for colleges and universities to select a group of enterprises with strong economic strength. With obvious development trend, standardized management, large demand for talents, ideal employment positions and high treatment on the basis of in-depth enterprise research, widely publicize the significance of "order training" to ensure the healthy development of enterprises, publicize "human resources which is the core competitiveness of enterprises". We propagate "order" to students in order to better mobilize the enthusiasm of students to actively cooperate in the "order training". We should invite enterprise leaders and previous excellent graduates to the college for employment education and guidance. Improve the "order training" mode with the purpose of service.

To investigate the overall situation of enterprises with the desire of cooperation in the society. Through a large number of investigation and research, we collect more information about the cooperation of enterprises, analyze and study the development potential. Analyse the scale of talent demand, the degree of management standardization and cooperation motivation of enterprises, then establish the initial cooperation object. The second is to investigate the needs of cooperative enterprises. Understand in detail the requirements of the enterprise for employees in terms of ideology, ethics, professional knowledge and skills. The third is to investigate the treatment of the employees of the cooperative enterprise. It mainly focuses on the understanding of labor intensity and working time, wage standard and welfare treatment, work position, corporate culture and security.

It is an important guarantee for the realization of "order training" mode to formulate a talent training program. It can give full consideration to the interests of schools, enterprises and students. In order to eliminate the lack of a comprehensive grasp of the laws of education in enterprises and the lack of targeted education in schools. It is necessary to work out a task draft according to the objectives of higher vocational education and the employment requirements of enterprises. And then the enterprises put forward examination and approval opinions and suggestions according to

the needs of the positions, so as to form a set of personnel training program agreed by both schools and enterprises. It achieve the general purpose of training students skills, but also to break through the professional skills needed to strengthen enterprises.

School enterprise cooperation meets the requirements of current education development and it is conducive to promoting education development.

In the process of cooperation, the school has effectively improved the teaching quality, further strengthened the cooperation with enterprises. It realized the benefit between the school and the employer. In cooperation, the university will select future industry partners, establish "primary level" cooperation relations such as internship base. Then gradually promote other forms such as cooperative exploration and cooperative reform of existing talent training mode. It accelerate the development of the University and enterprises. School enterprise cooperation is a shortcut to ensure that the educational transformation is closer to the market. To meet the needs of the society, to meet the needs of students, and to promote the vitality of the school. It is rich in various aspects and contents, strengthening close contact with enterprises, strengthening the research and Realization of the cooperative education of industry. University and research, constantly exploring, make full use of the abundant teaching responsibility sources outside the school. They optimize the talent training mechanism and training mode, further expanding the common development space of the school and enterprise. They provide more favorable channels for the development of skilled talents.

Summary

Therefore, the specialties of the undergraduate colleges and universities introduce enterprises and social resources to establish a joint-stock-based school-enterprise cooperation model, which is conducive to creating a new teaching form of teaching integration, staff and students, practical training and production. It is beneficial to establish a new type of cooperation mechanism, which is market-oriented and common benefit-driven, and to strengthen the connotation construction. So it is a virtuous circle development mechanism and enhancing the sustainable development ability of the undergraduate colleges and universities.

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