

Analysis on the Professional Standardized Cultivation of Higher Vocational College Students Majoring in Tourism

Xiaoli Yan

Dalian Vocational & Technical College
Dalian, China

Huaqing Song

Dalian Vocational & Technical College
Dalian, China

Abstract—In recent years, China's tourism industry has achieved fruitful results. As an important base for cultivating tourism professionals, the tourism major of higher vocational colleges shoulders the responsibility of cultivating such professionals. However, the current status shows that there is still a certain gap between higher vocational tourism education and the social demand; most students of the major fail to enter the fields after graduation. This paper mainly analyzes the professional awareness of higher vocational college students majoring tourism and puts forward effective educational strategies for solving the existing problems to provide an effective reference for employment of the students in China.

Keywords—*tourism major in higher vocational college; professional awareness; professional standardization; investigation; educational countermeasures*

I. INTRODUCTION

Since the reform and opening up, China's tourism industry has achieved vigorous development and also raised higher requirements for tourism professionals. According to market survey, more than 65% of tourism majored students in higher vocational colleges have not entered the tourism field after graduation. The cause not only lies in curriculum setting and positioning factors, but also is inseparable from students' professional awareness. Therefore, it is necessary to make clear the current situation of the students' professional awareness, and on this basis, provide them with applicable education, to improve their professional standardization ability and employment rate and meet the demands of tourism industry and enterprises for professionals.

II. DESIGN OF QUESTIONNAIRE ON HIGHER VOCATIONAL COLLEGE STUDENTS' VIEW OF PROFESSION

The so-called professional awareness mainly refers to job hunters' understanding and evaluation on a certain occupation in a long-term life, study and social process, including their self-efficacy and expectation of results. In a broad sense, professional awareness also involves professional prospects, professional development, self-awareness and many other aspects. In detail, the professional awareness of tourism majored students mainly includes the willingness to work, department choices and related aspects of tourism personnel. Student's professional awareness has a

very important influence on their future career planning. Hence, making a survey on the students' professional awareness can greatly help students' professional development planning and school's employment training and education. This study was conducted in the form of on-site questionnaire. The survey was conducted on freshmen in 2016 and majoring in tourism related courses. Compared with senior students, freshmen's professional awareness is still in the shaping stage. Providing effective professional guidance in the teaching process can help enhancing students' understanding of the tourism industry to certain extent, and further making scientific career planning.

This questionnaire mainly consists of three parts. The first part is basic personal information, mainly involving entrance examination, personal situations, parents' occupations, part-time work experience, and so on. The second part is the core part of the questionnaire, and mainly includes personal employment intentions, prospects, understanding of employment, selection of industries willing to work in, tourism talent demand and tourism working conditions. The third part involves subjective questions and answers. In this part, students are asked to their tourism specialized knowledge by using some keywords. A total of 400 questionnaires were distributed in this study, and 390 valid questionnaires were returned. The effective recovery rate reached 97.5%.

III. STATUS QUO OF HIGHER VOCATIONAL STUDENTS' AWARENESS OF THEIR PROFESSIONAL PROSPECTS

A. Analysis on Their Professional Prospects

According to a survey on the employment prospects of Chinese tourism professionals, 221 (55%) persons thought that the employment prospect was very good, 147 (37%) persons thought that it was good, and 32 (8%) persons thought that it was ordinary. However, according to the survey made on the employment prospects of tourism majored students in Dalian Vocational & Technical College, 203 (52%) persons thought that the employment prospect was ordinary, 131 (33%) persons thought that it was good, and 56 (14%) persons thought that it was very good. This indicates that the overall professional awareness level of

tourism majored students in Dalian Vocational & Technical College is significantly higher than the national baseline.

B. Students' Selection of Professions That They Are Willing to Engage in

Of the 390 tourism majored students, 284 (73%) students think that they can or have the potential to become professional managers. There also some students who do not give priority to tourism industry in the selection for the following three main reasons: Among them, 39 (10%) students thought that the prospect of tourism industry was uncertain; 31 (8%) students made the selection randomly; the other 36 (9%) students gave many reasons, such as low wages and low development potential. Based on the above data, school should pay more attention to the professional development and career development of tourism majored students.

C. Survey on Higher Vocational College Students' Willingness to Engage in Tourism Industry

This survey result shows that 64 (16%) students will surely engage tourism in the future; 220 (56%) students are more likely to engage in tourism; and 106 (27%) students are not sure about their willingness. This data can reflect the students' willingness to engage in tourism industry to some extent.

D. Vocational Students' Understanding of the Employment Field and the Selection of Industry

The survey results show that the most interesting sectors for students to work are mainly civilian personnel of travel agencies and tourism, as well as tour guides, western food and finance and other sectors. Relatively speaking, those sectors have great development potential and good working environment. Almost no students like working in hotel's guest room services, cleaning and sales departments, mainly for reason that those jobs have limited development space, but large workload and relatively low salary.

IV. EFFECTIVE STRATEGIES FOR IMPROVING THE PROFESSIONAL AWARENESS OF HIGHER VOCATIONAL STUDENTS MAJORING IN TOURISM

A. Strengthening the Professional Ideological and Emotional Education on Students

For tourism major in higher vocational college, professional ideological education should be provided throughout the whole education process. When students enter the school, they should be provided with an in-depth introduction of the tourism major to make clear the characteristics and future professional development direction of the major. School can invite well-known tourism managers to give lectures on campus and teach students about the development trends of tourism, so as to enhance students' understanding of the major. In addition, in daily learning, teachers can also introduce scenario simulation training and role-playing teaching modes to integrate students into specific situations to learn the business and

service concepts of tourism and enhance their professional ethics and professional awareness.

B. Strengthening the Cultivation of Students' Practical Skills

As a modern service industry, tourism requires students to not only love their work, but also master various skills related to tourism to effectively deal with various problems in tourism. In teaching, school can invite senior tourism management experts to teach students in a manner getting tourism theoretic knowledge combined with social practice, to cultivate students' thinking and analytical skills and meet the needs of current tourism development.

C. Guiding Students to Make a Clear Career Planning

Career planning plays an important role in students' employment orientation and self-assessment. School should aim to guide students to make career planning. Through various means, students can make clear the current development prospects of tourism industry, rationally position themselves, continuously improve themselves according to the career planning, improve their operational skills and professional quality, and actively participate in tourism business training, to lay a solid foundation for future employment.

V. IMPROVEMENT OF STUDENTS' PROFESSIONAL STANDARDIZATION

Definition of standardization: standardization refers to the way to unify a repeated thing or concept in economic, technical, scientific and management and other social practices by formulating, issuing and executing applicable standards to obtain the optimum order and social benefit. Company standardization refers to the process to mainly formulate and implement applicable company standard and execute relevant national, industrial and local standards for repeated things or concepts within the production and operation scope of a company in order to obtain the optimum production and operation order and economic benefit for the company.

Definition of professionalization: professionalization refers to process to standardize, normalize, and institutionalize a working state, namely to bound people to speak and do work in appropriate place, time and manner.

According to the internationally accepted conceptual analysis, the connotation of professionalism at least includes four aspects: first, optimizing people's professional qualifications to pursue for "arranging appropriate person to do applicable work"; second, maintaining people's physical conditions for working on applicable post to get them competent to the post; third, building people's professional awareness oriented to "create a high performance"; fourth, cultivating people's professional ethics to "adapt to the market".

It is aimed at getting professional students meeting the professional norms and standards in terms of knowledge, skills, concepts, thinking, attitudes and psychology. To be

specific, the professionalization includes three parts of content: professional literacy, professional behavioral norms and professional skills.

A. *Combining the Major to Make Clear the Major's Talent Cultivation Objective and Professional Boundary*

In 2015, China's tourism market became constantly mature, and the cross-field, cross-industry and cross-sector integrated development trend of tourism hotel industry became obvious day by day; followed by, the competition among tourism companies became increasingly fierce. Human resources had become the focus of competition among tourism companies. In the face of such a new situation, the school seized the favorable opportunity for upgrading of tourism industry, timely adjusted the path for the cultivation and growth of professional talents to adapt to the new situation, and made researches on some new problems; finally, the in-depth cooperation level between school and enterprise was further improved.

B. *Trying a New Mode of School-enterprise Cooperation "Two-way Choice"*

In the construction of "practice-oriented" professional curriculum, it is needed to get enterprise and students available to know about and select each other mutually in accordance with the job training internships requirements for cultivation of various professional talents. Therefore, after determining the cooperative enterprise, school should arrange and invite responsible person of the enterprise to explain and publicize the enterprise to student in a face-to-face manner according to employment demands of the enterprise in busy season of tourism. In this way, students can direct contact with the enterprise, make clear their learning and working tasks to be completed in the internship, their professional quality to be cultivated and their social responsibilities to be undertaken.

C. *Going on a "Production, Study and Research" Integrated Path*

First, it is possible to encourage teachers to strengthen making researches on tourism business operation and management, and strengthen the construction of faculty in the relevant theoretical fields of tourism, so as to provide high-quality and high-level professional teachers to guide students cultivating their methodological ability, professional ability and social ability. Second, it is feasible to invite tourism management personnel to participate in professional construction guidance committee, so that the tourism management profession can absorb the employment requirements and standards of tourism in terms of construction and students cultivated in this way can better adapt to future work in tourism. Third, it is also available to select students to regularly take part in training activities held by tourism enterprise for employees to guide students improving their methodological ability, professional ability and social ability by using scientific professional and academic knowledge. A win-win situation between school and enterprise can be reached if only the school can get higher vocational education, research and enterprise

development closely integrated and go on a "production, study and research" integrated path.

VI. CONCLUSION

Under the market economy system, the employment situation is getting more and more severe. Higher vocational colleges must pay attention to cultivating students' professional awareness, and guiding students to make a cultivation planning for professional standardization, so as to provide necessary talent support for the development of tourism.

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