

Multi-dimensional Cooperation and Deep integration: The Construction and Practice of "Overpass" Talent Training Mode for Undergraduate Major in Tourism Management

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ABSTRACT

Under the background of all-for-one tourism era, how to deal with the demand of tourism undergraduate education has become a common topic of concern to all tourism colleges. However, the undergraduate specialty of tourism management is separated from each other horizontally, and the practice of vertical cooperation between college and enterprise is simple and shallow, it makes its training talent characteristics and the needs of the times far away. The research takes tourism management specialty (tourism management, hotel management, exhibition economy and management) as the object, takes the training of "cross-industry, compound type, specialty degree" as the goal, takes the deep integration of school and enterprise as the key specialized orientation, the training channel, the curriculum system, the teaching subject and the teaching method as the measures, carrying out the reform and practice of "overpass" talent training mode with multi-dimensional cooperation and deep integration.

Keywords: *Undergraduate major in tourism management, overpass-type, talent training mode, deep integration*

1. BACKGROUND

With the economic development of our country entering a new era, tourism has changed from scenic-spot tourism to all-for-one tourism, from high speed growth to high quality development stage. However, facing the rapid progress of improving quality and increasing efficiency of tourism, the problems of low employment quality and unbalanced employment structure of tourism college graduates have not been effectively alleviated. The mismatch between the supply of tourism talents and the demand of tourism industry leads to a profound reflection on the training goal of tourism talents.

What are the characteristics of tourism talents in the era of all-for-one tourism? Cited from the article — *Speeding up the training of talents to adapt to the development of tourism in the whole region* ("China Tourism News", 2017) "give a right answer—" cross-industry, complex and professional." That is, there is a comprehensive general basis for tourism, strong tourism professional skills and cross-cultural communication abilities [1]. However, as most of the tourism management majors in tourism colleges and universities have been following the "scenic-spot tourism development" talent training mode of paying attention to the related posts in scenic spots, travel agencies and other fields, with similar majors such as hotel management, exhibition economy and management to form a non-interference education and teaching system,

although the "professional degree" of the trained personnel is high, limited to the industry's knowledge system is increasingly outstanding. To that end, the Circular of the State Council on Printing and Distributing the Tourism Development Plan of the 13th Five-Year Plan (2016), the Outline of the Tourism Talent Development Plan of the National Tourism Administration of the 13th Five-Year Plan (2017) and the Opinions of the General Office of the State Council on Deepening the Integration of Industry and Education (2017) have successively put forward a series of clear opinions on strengthening the professional construction of tourism disciplines and promoting the integration of the educational supply-side and industrial demand-side structural elements of talent training, to guide tourism colleges and universities to reform the talent training mode to meet the needs of tourism upgrading [2]. But reforming should be both clear and targeted. The undergraduate major of tourism management (tourism management, hotel management, exhibition economy and management) has the common industry foundation and similar research field. By breaking down the barrier between majors in the same subject and marriage construction, it can guarantee the students' professional abilities, more effectively promote its cross-professional learning, cross-domain integration and development. Therefore, tourism management majors need train "cross-industry, complex and professional" talents as the goal, take the deep integration of schools and enterprises as the key, start from the service field, training channels, curriculum system, teaching subject, teaching methods and

other multi-dimensional talent training elements, carry on the reform and exploration of the "overpass" talent training mode.

2. MODE

The Outline of the National Medium and Long Term Education Reform and Development Plan (2010-2020) clearly states that "to build an overpass for lifelong learning and to promote vertical and horizontal communication between all levels of education ". Xinhua Dictionary interprets "overpass" as "a three-dimensional, independent and multi-directional modern land bridge built at important traffic gathering points in large and medium-sized cities ". Its typical characteristic is the integration of horizontal and vertical. And the "overpass" talent training model is derived from this meaning, that is, through the construction of horizontal multi-dimensional coordination, vertical and deep integration of the education system, it can promote talent training from independent closure to compound opening.

Drawing on this connotation and according to the commonness of the same industrial foundation, the undergraduate specialty of tourism management can set up "overpass" (see Fig 1) in the process of training all kinds of professional talents , which not only improves the present situation of complete internal system structure, but also gives full expressed opportunities to the characteristics of "horizontal and vertical connection" in talent training.

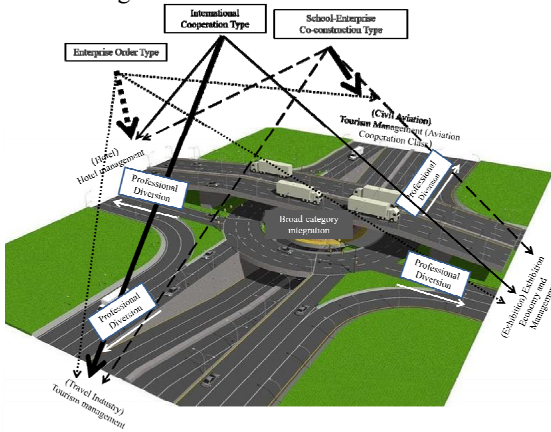


Figure 1 Construction of the "overpass" talent training model for undergraduate tourism management

3. PRACTICE EXPLORATION

3.1. Multi-Domain Oriented: From Traditional to Hot Business

To clarify the professional orientation is primary to straighten out the professional relationship of tourism

management and to ensure the smooth implementation of talent training. According to the requirements of all-for-one tourism to break through the elements of traditional tourism, combined with the local and applied orientation of colleges and universities, tourism management majors should identify "roots in the local, qualitative in the industry "professional layout ideas, setting up a large tourism industry pattern to connect traditional industries and regional hot business "overpass".

For example, according to the 13th Five-Year Plan (2015) Build International Famous Tourist Destinations (2015), the Opinions on Speeding up the Construction of International Aviation Hub to Promote the All-round Development of Civil Aviation Industry, choose to enter the existing professional service field in line with the hot business — civil aviation industry. Meanwhile, the civil aviation industry also has the basic attribute of the tourism industry, It is similar to the existing tourism management specialty. Therefore, based on tourism management, Chongqing's only undergraduate major in civil aviation education — tourism management (aviation cooperation class) had established. The major received positive feedback from the graduate market that year, more than 98% of new students had completed registration. Since then, on the basis of serving travel agencies, hotels and exhibition, The Chongqing University of Education has successfully docked of aviation, form a multi-domain professional layout, for the future tourism management professionals training breadth opened up more space.

3.2. Multi-Channel Running: From Single to Multiple, Shallow to Deep Integration

With the integration of various new elements in tourism economy, tourism colleges and universities must innovate the mode and organizational form of education and training, effectively link up the contradiction between school education and social needs, speed up the integration of college and enterprise cooperation in education, and make school education play a leading role in the transformation and upgrading of tourism industry [3]. However, in the practice of cooperation between schools and enterprises in some tourism colleges, the problem of "two skins" hovering in shallow level cooperation is still relatively common. Therefore, the opinions of the General Office of the State Council on deepening the integration of industry and education (2017) and the 20 articles of State Vocational Education (2019) clearly put forward the deepening of the reform of "introducing enterprises into education ", supporting enterprises to participate in the reform of education and teaching in colleges and universities in depth, and promoting the integration of enterprise needs into the training of talents. Based on this, tourism management majors should gradually promote in-depth cooperation with enterprises with deep influence in many industries, by giving full play to the leading role of backbone enterprises, widening the path of enterprise participation in training, and carrying out productive

practical training, etc. To promote the three-dimensional cooperation of the deep integration of schools and enterprises, to construct the "overpass" of connecting the resources of various specialties in running, to form the most diversified and in-depth of running in tourism undergraduate colleges, and to promote the comprehensive strengthening of deep cooperation between schools and enterprises.

Enterprise order type: to set up the professional talent training and development centre with some enterprise. In addition to covering all the students in the direction of the major, four years of the whole process, training all aspects of the "three complete" deep integration of talent training, tourism management majors can also target training and transportation of talent according to the needs of other talent training projects in enterprise.

School and enterprise co-construction type: to cooperate with the leading enterprises in the whole country to build the professional direction of co-education, and realize the great breakthrough of "the whole process of tourism enterprises deeply integrated into talent training". Enterprises not only provide all independent practical links and full employment services for students from school to employment, but also follow the requirements of the colleges to help students major in tourism management enter the industry through short-term training.

International cooperation type: international exchange and cooperation has become one of the five functions of colleges and universities. The State Council's General Plan for the overall Promotion of World-class Universities and First-class Discipline Construction (2015) clearly encourages colleges and universities to strengthen international exchanges and cooperation. According to this policy, regional and school development opportunities and related enterprise resources, tourism management majors can further expand and deepen international high-level school cooperation projects. In this process, not only the international joint education curriculum design, practice and exchange links can improve the internationalization of talent training, but also the integration of all tourism management undergraduate training system and teaching links can enhance the professional degree of talent training.

3.3. Multi-Level Training: From Gradual Step-by-Step to Horizontal and Vertical Integrated Curriculum System

In order to strengthen students' tourism general literacy, on the basis of retaining the original gradual step-by-step training system, tourism management majors can gradually explore the ways of large categories of enrolment and diversion training. Through the integration (freshman)-distribution(sophomore)-strengthening (junior)-integration (senior) training model, a professional curriculum system of the "overpass" can be set up. On the basis of the basic courses in tourism science, tourism public relations and other subjects, the basic courses such as hotel management introduction, exhibition introduction and the cognition and

practice course for the whole form of tourism are added. Such multi-level training can not only consolidate the students' professional degree vertically, but also promote the students' integration and mastery of the knowledge and ability requirements within and between disciplines, and strengthen the characteristics of talents across industries and compound types.

3.4. Multi-Subject Integration: From School-Based to Integration of The School and Enterprise

In order to realize the organic connection between the cultivation of talents and the demand of tourism multi-business, the undergraduate specialty of tourism management has adopted some measures to strengthen the teaching mobilities among majors, to promote the diversified composition of teachers, to set up industry experts and professional teachers "Micro-class" or innovate the whole process of tutoring system, such as the practice of in-depth collaborative education, trying to set up a network of professional teachers resources" overpass".

For example, the school-enterprise cooperation class of tourism management can undertake the core courses of this direction through the experienced enterprise teachers in the whole process according to the agreement of the school and enterprise, and also offer lectures and micro-lessons for the students of tourism management major. Through international cooperation, the international cooperation project of tourism management can innovate and introduce the high-quality teaching resources of foreign universities to teach professional courses, improve the level of cross-cultural communication among students, and send professional teachers to study in foreign cooperative colleges and universities. Besides, Tourism management majors can implement the "double tutors" system, providing a student with two tutors who perform their respective duties: the internal tutor are responsible for the students' curriculum study, quality building, internship and employment guidance, etc. The outside tutor is mainly responsible for the comprehensive ability training of the students in the corresponding positions of the enterprise, and promotes the integration of the enterprise into the teaching process [4].

3.5. Multi-Way Teaching: From Traditional Classroom to Wisdom Classroom

Classroom teaching is the key link to carry out the train of thought of talent training. Tourism management major drives teaching reform with the transformation of tourism industry to the upgrading of talent demand, leads a number of teaching reforms with intelligent classroom construction, and tries to set up a "overpass" to connect the curriculum resources of various specialties, deeply strengthening the student compound knowledge and the ability system

cultivation. Such as relying on the digital campus construction, each major to carry out intelligent information software such as Lan Moyun, Yu Ketang, Xuetaingzaxian and other intelligent APP, OPERA and traditional theory classroom effective combination of wisdom classroom teaching; relying on the information platform to build a learning environment to help students with the same learning needs to automatically form a learning community cooperative inquiry classroom; relying on the campus tourism training centre, "school factory", etc., to carry out simulation classroom teaching based on work task flow; relying on 3 D curtain maintenance room, aviation training room, exhibition training room, etc., to carry out scene classroom teaching based on professional skills field display; relying on students to visit enterprises, participate in industry practice after the cognition, carrying out a single knowledge point based on the flipping classroom teaching. The multi-teaching method greatly improves the information sharing degree and crossover degree of tourism management specialty, and the compound knowledge and ability of talents are obviously enhanced.

4. CONCLUSION

The "overpass" type talent training mode of multi-dimensional cooperation of tourism management undergraduate major provides useful experience for solving the common problem of "how to deal with the requirement of tourism upgrading to talent characteristics", which contributes practical wisdom to the enrichment and application of overpass education theory. At the same time, it also promotes the integration and interaction of education and teaching among tourism management undergraduate majors, strengthens the cultivation of students' comprehensive accomplishment and specialty, explores and practices a set of systems and measures for enterprises to participate deeply in the whole process of tourism undergraduate education and training.

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