

# Deepen The Cooperation Between Colleges And Enterprises, And Establish University-Enterprise Cooperation Alliance In Travel Agency Industry To Secure Personnel Support-----Take Qingdao As An Example

Wei Longji

(Qingdao Huanghai University, Shandong, Qingdao 266427 285985802@qq.com)

**Keywords:** Travel agency industry alliance, Reserve talent, university-enterprise cooperation

**Abstract.** The article analyzes tourism specialty deposit talents present situation in Qingdao area and the problems in interns getting into the travel agency industry. Combined with the practices engaging in higher vocational education in recent years, the paper takes Qingdao as an example, discusses by constructing university-enterprise cooperation alliance in travel agency industry, realizes resource sharing, and optimizes personnel training and flow reserve resources entrance channel.

## **Qingdao Tourism Industry Reserve Talents Present Situation And Cause Analysis Of Travel Agency Industry Talents Getting Into Structural Problems**

*A. Local colleges and universities' tourism specialized internship and employment students are the main source of Qingdao travel agency industry talents. At present, there are more than 10 tourist professional colleges in Qingdao area, and there are about 1300 graduates each year, including:*

1. There are around 200 professional graduates each year, which is only about 15% in travel agency industry employment proportion. Other students' career ambition has no intention, and relatively rare of bachelor's degree graduates in local travel agency industry.
2. Higher vocational colleges have about 800 graduates each year, which is the body entering the travel agency industry employment. But about 60% of the students are not suitable for this work because of their quality or not interested in this industry, and find another career after graduation.
3. Secondary vocational schools have about 400 graduates each year. Most of them chose to engage in hotel and higher education after graduation. The students account for more than 50% and the number of direct access to travel agencies employment accounts for 20%.

From statistics, there are only a third of the graduates who are willing to get into travel agency. If remove those who cannot get tourist certificate, each year the back-up personnel number of Qingdao region is only about 300 people, and the number of travel agency enterprises at present in Qingdao is 450. According to the above stated reasons, such personnel gap and personnel quality problem will also highlight every year.

*B. Travel agency industry and its management have their own problems, and their performances are:*

1. Now, the travel agency industry is more dispersed. There are more than 450 large and small travel agencies in Qingdao city now, with the whole presenting the typical characteristics of "small, scattered, weak, poor," and the general travel agencies are mostly only 5-10 small company employees. Even there are small family cottage enterprises such as mom-and-pop stores and sister shops. In this case, travel agency itself is not perfect, difficult to modern manage, and it is difficult to attract high-level talent employment.
2. Travel agency interns' treatment security has problems. Most of the students in this group are outsiders, and everything is on their own. So, local students can well choose to do business. Most foreign students can only choose to be tour guides to get safeguard. But because of the requirement of tourism law, there is a sharp income suppresses on tour guides, and many people have wait-and-see attitude about work in tourism.

3. Travel agencies management has problems. Most of the owners and managers of travel agencies are not trained, but business cadres. In the start-up period of economic benefit, rich experience about market management, customer maintenance and management of business operations has been accumulated. But the understanding of personnel training and human resources management can also only stay in the aspect of performance appraisal. One of contempt for personnel needs neglect the cultivation, short-term use, and subjective use etc. The most intuitive phenomenon is that vast majority of travel agency enterprises do not set human resources management post, and administration and financial personnel take the part-time job. The corresponding daily work is to deal with labor contract. The human resources department set in larger-scale travel agencies does administrative work in fact, only for shallow level function of recruitment and professional training. There are a lot of problems in other agencies such as practice student's incorrect attitude, students' self-esteem and sense of belonging. The travel agency promised treatment cannot be reached for the designated position. Comprehensive reasons are that at the beginning of internship, students would be extremely easy to feel fear, after a period of time, especially after the experience of pain, injustice, and dispute, due to old employees' lack of consciousness; they would produce extreme understanding and slack behavior. Lead to a vicious cycle, until they struggle to insist to the end of the internship, and give up practice and find another job.

4. From the enterprise law of development, most travel agencies have reached the development bottleneck and maintaining phase through entrepreneurship business cycle and the completion of primitive accumulation especially in tourism law promulgated present, and the upcoming wisdom travel times. Many people lack awareness and enough attention to this. Increasing standardization and enterprise fine services in the industry bring the era of specialization to travel agency, and win-win cooperation, the brain's way of thinking, values, and management mode have not been transferred,.

5. In the current situation and development of travel agency business perspective, most of the travel agency managers' understanding of university-company cooperation has great error and lag, which would be summarized as three characteristics: short and shallow, use, career planning and professional training thought and weak intention. For a long time, in terms of travel agency employees, the understanding of university-enterprise cooperation is limited to: I give students classes, propaganda my enterprise by the way, and get familiar with colleges, universities teacher, and more students.

To sum up, based on the reserve talents 'present situation and structural internship employment contradictions cause analysis of Qingdao tourism industry, the author thinks that in the current small and scattered tourism enterprises, build platform and set up travel agency industry colleges and enterprises alliance can effectively integrate resources, and increase the efficiency of human resources.

### **Set up travel agency industry “colleges and enterprises alliance” to solve travel agency industry interns structural contradictions**

Based on common interests of partners, Qingdao travel agency industry colleges and enterprises alliance is built. The parties can rely on a shared platform to consolidate and develop the relationship. The reality of not high efficiency in colleges and universities and travel agency industry cooperation is mainly that the travel agency has not fully realized the meaning of using alliance platform to realize win-win cooperation, and did not form a set of mature sharing mechanism [1]. In this way, all parties in the cooperation make the cooperation in the low-end, and the cooperation is worthless.

*A. Establish and improve travel agency industry alliance mode of cooperation in order to improve travel agency workers' human resources management consciousness and methods, and optimize personnel training and reserve resources entrance channel.*

1. Build coalitions between data exchange center, and set up information sharing platform. Qingdao tourism professional and industry joint fail to play a better effect. It is largely due to the lack of

information sharing between colleges. Set up information sharing platform in practice teaching, project development, resource sharing, information communication, and cultural construction to realize win-win.

2. Promote the construction of alliance apprentice training base, and make it university-enterprise cooperation alliance main land. Under the framework of university-enterprise cooperation alliance, the practice of the trainee and training base position are no longer a single place for practice, but to realize information exchange, data analysis, practice teaching, project development, information communication and cultural construction platform. It is a three-dimensional and comprehensive service platform. The university-enterprise cooperation alliance sets up "double base". In colleges and universities, establish "Qingdao tourism industry university-enterprise cooperation alliance, XXX college talent training base" and approve it. In association, colleges and universities build "Qingdao tourism industry university-enterprise cooperation alliance, Qingdao XXX enterprise training practice base" and approve it.

3. University-enterprise cooperation alliance sets up career planning guidance team to strengthen employment guidance education. In addition to improve students' professional quality and professional ability, it can also guide students to set up scientific view on conception of choosing careers in travel agency industry. Some of the employment education cases of university-enterprise cooperation alliance introduce corporate culture, set up teachers of travel agency industry leaders, entrepreneurs, experts and scholars to guide students plan scientific career [2].

*B. Advocate actively participation in university-enterprise cooperation, integrate resources and study by embed "teaching" approach to promote its importance to human resource, optimize the structure of enterprise personnel, and strengthen the overall management level of consciousness.*

1. University-enterprise cooperation integrates school, travel and tourism industry resources and establishes "industry experts think tank", and plays "teaching embedded" scheme. The first is university-enterprise cooperation chooses tourism professional teachers as travel agency assistants to general manager. The teachers choose 6-8 students for an assistant team to work together. In the process, the teacher can involve in enterprises work and complete learning content in a variety of forms, and at the same time, do research and diagnosis for the enterprise. The second is to choose travel agency manager or business backbone to be as college student's after-school mentor project team, according to teaching requirements, guiding the students to complete project tasks, at the same time; they can also undertake training in colleges and universities to improve their theory, and business management level. The third is to integrate tourism and computer in college profession, human resources professional teaching resources, especially focus on subject professional integration, and combine with travel agency business. Orientation training is implemented in form of "theme" class, and "orders" class. The tourism professional training integrates e-commerce, the factors of human resources, and cultivates interdisciplinary talents to cater to the actual need.

2. University-enterprise cooperation develops guide direction to implement standardized research and development and service field.

3. University-enterprise cooperation can expand college internship employment cooperation channels in the entire province scope to supplement the serious shortage of reserve personnel in travel agency of our region.

*C. Establish university-enterprise cooperation alliance system for regulation system and laws. Under the institutional framework, safeguard intern students, schools and enterprises legitimate rights and interests, especially involving students' internship treatment and welfare safeguard.*

Travel service win talents to win the future. Therefore, based on the current situation of travel agency industry, travel agencies should speed up the building of alliances for more effective configuration management and use of resources, attach importance to and strengthen the cooperation with colleges and universities, improve the accessibility of talent resources, fully enhance the quality of travel agency industry, introduce, mine and cultivate more available talents, and promote sustained, healthy and steady development of travel agency industry [3].

## Reference

[1] The building of operation mechanism of university-enterprise cooperation strategic alliance. <http://www.docin.com/p-268278483.html> 2011.9

[2] Zhao Jiashen. University-enterprise cooperation training mode study in higher vocational colleges [J]. Journal of Border Economy and Culture, 2013, 7

[3] Wang Gongwei. Travel service brain drain phenomenon and human resource management [J]. Journal of Henan Normal University (Philosophy and Social Sciences Edition), 2007, 5

Author introduction: Wei Longji, 1981.12, male, lecturer, master, research direction: tourism management.