

Research on Cultivation Mode of Female Tourism Talents under University-enterprise Coordinative Linkage

Hui Zhang

School of Economics and Management, Shandong Xiehe University, Ji'nan 250000, China

Abstract: It is an important proportion worth being thought by the tourism practitioners on how to cultivate high-quality female tourism talents from the perspective of university-enterprise coordinative linkage, and this needs to practically change the concept, implement the new strategy for the cultivation of female tourism talents, greatly strengthen the cultivation of female tourism talents, devote to building a “double-type” female teacher talents team and comprehensively use the modern management concept to manage the female tourism talents. In this paper, the advantages and disadvantages of cultivating female tourism talents under the university-enterprise coordinative linkage mode are analyzed, the main problems existing in the cultivation of female tourism talents are listed and the countermeasures for the female tourism talents cultivation mode under the university-enterprise coordinative linkage is proposed.

Key words: university-enterprise coordinative linkage; female; tourism talents; cultivation mode

In view of the continuous development of tourism in China, it has been quite urgent to strengthen the cultivation of female tourism talents and form a female talents cultivation model adapting to the development of modern tourism. By implementing the interaction and coordinative linkage between the universities and tourism enterprises, it is able to realize the sharing of resources between universities and enterprises, so as to achieve the purpose of mutual benefit of university-enterprise cooperation.

I. Advantages and disadvantages of university-enterprise coordinative linkage in the cultivation of female tourism talents

The cultivation mode of university-enterprise coordinative linkage can directly aim at the practical demand of the current tourism market, so as to provide richer and more effective female tourism talents demand information, make it more beneficial for the universities to implement the education and teaching reform of tourism major in universities, timely and effectively adjust the specific course setting of the tourism major and also make it beneficial to adjust the cultivation specification and positioning for the students majoring in tourism in universities, in this way, it is possible to make the teaching design of tourism major conform to the demands for the female talents in this post. University-enterprise linkage can effectively improve the competitiveness of the university students in employment and increase the employment approaches for female students in majoring in tourism. So the university-enterprise coordinative linkage plays an inseparable role in the cultivation of female tourism talents. However, in the specific operation of university-enterprise coordinative linkage, there also exist quite a lot of problems. For example, in the university-enterprise coordinative linkage, generally the universities are relatively active,

while the enterprises are passive. Some enterprises holding an attitude of waiting and hesitation toward the university-enterprise coordinative linkage, thinking that this might be time and labor consuming while thankless, so they are unwilling to devote to it actively. The establishment of a lot of university-enterprise coordinative relation is based on the private relation at the very beginning, to the extent that some enterprises decide to carry out university-enterprise coordinative linkage mainly out of face but not really real the mutual benefit of cooperation between both parties. Meanwhile, university-enterprise coordinative linkage also will cause great challenge to the original teaching management and evaluation of universities, and this needs to form a completely new set of education teaching management and evaluation system conforming to the current characteristics of university-enterprise coordination. The female graduates majoring in tourism in some universities will select job hopping at the very beginning of employment for various reason, in this way, the enterprises' benefits cannot be well guaranteed, and this is also one of the reasons why some enterprises are unwilling to actively devote to the university-enterprise coordinative linkage.

II. Main problems existing in the cultivation of female tourism talents currently

First, there is quite a shortage of female tourism administrators graduating from tourism major in universities. Currently, in many tourism enterprises and scenic areas in China, a lot of administrators do not graduate from the major in tourism in universities, and there are even some administrators with education background of primary school and middle school. In the management level of tourism enterprises, there are quite rare female tourism talents who do not only have quite rich leading experience in tourism industry and the specialty in management, but also have the knowledge of systematic tourism management. In this way, the severe shortage of high-level female decision-making talents in the tourism industry directly causes that there is a lack of overall concept in the development and management of tourism industry in China, and it is unable to fully master the connotation of tourism management, and also difficult to research and master the characteristics of development of tourist scenic areas and the future development trend from the macro perspective. This is mainly reflected in the low level of tourism development, the service items set are generally unilateral and repeated, the development of scenic areas is lack of individualization and cultural connotation, and the operation is also not in place in management. Some non-regulated and quick-success development will cause vulgar national culture, thus damaging the local tourism image.

Second, the construction of female tour guides and translator is backward. In some places, especially in the central and western areas, considerable female tour guides have not received regular professional education in tourism industry, they do not only have relatively low knowledge, but their cultural cultivation is also seriously insufficient, they cannot understand and master the knowledge of tourism culture and the tourism scenic areas, are unable to provide high-quality comprehensive and high-end guide service. Meanwhile, these female tour guides cannot understand the tourists' feelings, and it is difficult for them to organize and carry out targeted tourism activities, naturally, it is difficult to implement the specific tourism interpretation and difficult to expand the cultural grade and connotation of tourism culture products. Meanwhile, there is a lack of enough female translators in many high-end tourism scenic areas and enterprises in China, to the extent that in case of important tourism activities or important guests, it is only possible to employ foreign language teachers in the local universities as the temporary translators. At present, it is so difficult to find out qualified English translators, let alone the cultivation of

translators of other languages. As for the tourism talents both mastering the professional tourism knowledge and familiar with the local national culture as well as foreign language translation, it is more extremely difficult.

Third, the overall integrity of female service personnel is relatively low. At present, the relatively low overall quality of the female service personnel has become the common problem in most of the tourism enterprises in China, especially in the tourism industry in the central and western regions. Particularly, in the first-tier service personnel in guest house and catering as well as other sections, majority of the service personnel are “village girls” with the education background of junior middle school, and even below junior middle school, with an extremely great distance from the regulated requirements whether in the standard degree of mandarin Chinese, internal and external tempers, etiquette cultivation, personal hygiene habit, or their service awareness and skills, and this is also an important reason that the overall service quality is relatively low and the customer satisfaction is not high in the Chinese tourism industry.

Fourth, there seems to be no successors for the “special” female tourism talents. This is mainly because in some scenic areas in China, especially in the areas of the regions inhabited by ethnic groups, there appears quite a serious generation separation crisis for the female cultural inheritors. In many regions inhabited by ethnic groups, because of lack of original national culture inheritance system and talent cultivation incentive system, many young generations including females are lack of internal driving force for the learning of original national songs, dances and other artistic forms. Because of the existence of a lot of objective reasons, the development of tourism does not bring some substantial benefits and the overturning change of living conditions for the local residents, while foreign strong cultural shock brought by the tourism will make the young generation of females ignore the traditional national culture of China. With the old generation of artists passing away, the national skills are lost because of serious “generation separation”. Meanwhile, in view of the development of socialism with Chinese characteristics, the income gap among regions is also larger and larger, many local female artists select to work outside for living, and the external flow of talents is extremely serious, causing the vicious circle of “special” female tourism talents in these regions. Due to the external flow of female tourism talents in great deal, in the exhibition of national culture, there is no choice but to display the shoddy to receive the guests. If this situation lasts for a long term, the local scenic spots and areas will be gradually declined inevitably.

III. Countermeasures for implementing cultivation mode of female tourism talents under university-enterprise coordinative linkage

(I) Practically change the concept and implement the new strategy for cultivation of female tourism talents

The tourism administration departments in various levels in China should practically build the new concept that talents are the fundamental guarantee for the continuous development of tourism industry, devote to implementing the new strategy for implementing cultivation of female tourism talents, strive to actively advocate the strong atmosphere of revitalizing tourism through science and education and respecting tourism talents, make more efforts to build a first-class environment attracting and make good use of the female tourism talents, perfect and improve the incentive system for female tourism talents. At the same time, it is also required to realize the significance of “special” female tourism talents to the development of the local tourism consciously, actively take measures, make great efforts to list the mining, protection, management and training of local

special female tourism talents into the local overall strategy of tourism talents through university-enterprise coordinative linkage.

(II) Strengthen the cultivation of female tourism talents

It is required to make efforts to form a new mechanism of cultivating female talents with both emphasis on the academic education and adult training through university-enterprise coordinative linkage. First, the tourism competent departments must make clear that the planning of talents is an inseparable important content in the overall development planning of the local tourism, and it is required to ensure appropriate and advanced training of female tourism talents from many aspects like the investment of tourism fund and tourism-related measures. This requires to not to be deceived by the phenomenon that the tourism talents are successive at the very beginning of talents, but to implement necessary female tourism talents reserves with a longer eyesight, so as to make the overall amount of female tourism talents can adapt to the development of tourism and the structure of tourism talents and tourism industry structure coordinate with each other. Second, in the cultivation of female talents, it is required to mine the existing potential, implement university-enterprise coordinative linkage and continuously promote the development of higher tourism education. It is required to increase investment, continuously expand the school scale of tourism, practically break through the limitation of the traditional school opening, continuously improve the school level and quality, unremittingly strengthen the construction of tourism major in universities and run the school closely centered on quality and characteristics. Characterization is the charm and life of female tourism talents, and even an important precondition for the later-mover advantage of developing tourism in the less developed areas. Therefore, in the cultivation of female tourism talents, it is required to more highlight the characteristics of scenic areas and scenic spots in the local areas and closely cooperate with the universities to cultivate the characteristic female tourism talents appropriate to the local condition. For the wide less developed areas in the central and western regions, only by cultivating the new female culture inheritors loving the local culture and really inheriting the national culture and folk craftsmanship can the local cultural tourism be developed practically in a virtuous circle.

(III) Actively cultivate female “double-type” tourism teachers

In order to effectively increase the proportion of female “double-type” tourism teachers, practically optimize the talent structure of teachers, the author thinks it is required to diversify the sources of teachers as far as possible. It is not only required to introduce the female professional talents with quite high education level and rich practical experience to the universities for teaching, but also make efforts to employ some tourism experts outside the university, executives of tourism enterprises and female professional technicians or managers with rich practical experience and basic conditions for teachers to be the part-time teachers or practice guiding teachers. In this way, it is only possible to effectively improve and optimize the overall structure of teachers of tourism major in universities and practically increase the proportion of female “double-type” teachers, but also improve the practical guidance effect of tourism effectively. However, when improving and optimizing the structure of teachers in the universities, it is also required to keep consistent with the integrated development thought of the universities, make adjustment according to the setting of tourism major, course structure and teacher structure of tourism major in the university, so as to keep a dynamic balance between the construction of female teachers and the development of the university.

(IV) Comprehensively use modern management concept to manage female tourism talents

Facing the serious situation that the female talents in tourism industry flow out, in addition to the objective reasons like the income of the practitioners is low, the fundamental reason is that the tourism management tourism is backward and there is a shortage of human resources management concept in the local tourism industry. Considerable tourism enterprises have always been resting on the fixed model of government operation, without introducing the modern tourism running mode. There is a great distance between the traditional administration and the modern human resources management concept, and it is difficult to form a new management mechanism and industrial atmosphere of respecting knowledge, respecting talents and making good use of female tourism talents. Practice has shown that the comprehensive use of modern and enterprise-operated management system is an inevitable road to take for the tourism development and cultivation of female tourism talents in China, and also an important guarantee to maximize and optimize the tourism human resources in various regions. Only in this way can we better cultivate, retain and make good use of female tourism talents.

IV. Conclusion

As stated above, facing the more and more competitive domestic and foreign tourism markets, universities and enterprises should practically build the forward-looking thought and new market operation concept, and practically promote the formation of reserves, cultivation and absorption system of female tourism talents through university-enterprise coordinative linkage. Only in this way can it be able to relieve the phenomenon that there is a great lack of high-quality female tourism talents really, so as to promote the better and rapider development of the Chinese tourism industry.

Acknowledgments

This paper is the staged research achievement of the open fund project “Research on University-enterprise Coordinative Linkage of Cultivation of Female Tourism Talents” of Shandong University human and social research base during the “12th Five-year Plan” period-Shandong Female HR Development and Management Research Base.

References

- [1] Yin Zhangren, *Cultivation Strategy for “Double-type” Teachers in Higher Vocational Colleges* [J] Journal of Guizhou University of Technology (social science edition), 2006 (3)
- [2] Zhu Beikang, *Practical Exploration on University-Enterprise Coordinative Linkage* [J] Education and Occupation, 2008 (12)
- [3] Liu Bingfeng, Hu Chunhua, *Reference and Implementation Strategy of University-Enterprise Cooperation Innovation Mode* [J] Commercial Times, 2008 (34)
- [4] Zhao Shide, Qian Liping, *Thought and Exploration on Cultivation of Tourism Talents based on University-Enterprise Cooperation* [J], Journal of Huangshan University, 2010 (1).
- [5] Zhou Juan, *Research on Tourism Talent Cultivation Mode of University-Enterprise Cooperation in Higher Vocational Colleges* [J], Market Forum, 2013 (6)
- [6] Zhang Ru, Zheng Meichun, *Exploration on Methods and Approaches for Cultivation of Tourism Talents in the Teaching of University-Enterprise Cooperation* [J] Heilongjiang Science and Technology Information, 2014 (1)