

A Study of Applied Talents Training Model in Undergraduate Tourism Management in Local Universities

---A Case Study of Xinyang Normal University

Cao Minggui

School of Business Management
Xinyang Normal University
Xinyang, China
name@xyz.com

Abstract—Xinyang Normal University is a provincial undergraduate college in Henan province. Its undergraduate tourism management was approved as featured specialty at the provincial level in 2009. From then on, we carry out active exploration in the direction of professional orientation, curriculum system, teaching mode construction, practice teaching and other aspects ;to play the function of educating and raise the level of education; in constant practice, pay attention to market of talent cultivation oriented functions, closely combined with university development orientation and educational advantages, strengthen professional practice aspects of design and construction, to strengthen the training of professional personnel characteristics of the times, and strive to improve the teaching Security System, the effects are remarkable and distinctive characteristics.

Keywords-Local Universities; Undergraduate Tourism Management(UTM); Applied Talent Training Model; Curriculum System; Practical Teaching

I. INTRODUCTION

The UTM (undergraduate tourism management) in Xinyang Normal University was approved as featured specialty at the provincial level in 2009. In the process of construction of characteristic specialty, we always focus on the requirements of "creating characteristics, building brand", and constantly explore new ideas and methods for the cultivation of talents, we have achieved a series of reform in the course system design, teaching mode, practice base construction and teaching staff construction etc. the effect is remarkable with peculiar feature [1].

II. MAJOR APPROACHES TO THE CONSTRUCTION OF THE PROVINCIAL CHARACTERISTICS ON UMT

A. Relying on the Industry to Run the College, and Reasonable Positioning the Professional Direction

According to the actual situation of tourism development in Henan Province, and after the full investigation, the training objective of UTM in Xinyang Normal University, which is the local undergraduate college, is very different from the training type focusing on theory and design in Key universities; and it's also different from the operational type which is usually taken by secondary tourism vocational education. Its training objectives are advanced, professional and skilled. From

the point view of occupation, the graduates of UTM mainly work on: the tourism industry administrative departments; travel agents and tourism management; explanation and management in scenic; hotel management and service work and other related services etc. On this basis, and combined with the development of the tourism industry, Recruitment for UTM Education based on the large category: tourism management and hotel management.

B. Establishing a Curriculum System Adapted to Professional Training Objectives

Combined with the university's arrangement, the curriculum system of UMT includes four modules. At the same time, the design should follow the following ideas: (1) Integrated curriculum content, increase the practice and skills; (2) focus on professional training objectives, strengthen knowledge learning on occupation qualification certificate.

The four modules: (1) General Education Module (Ideological and Political, Legal Basis, Sports, Military Training); (2) Basic Ability Module (Computer, English, Practical Writing, Putonghua and Eloquence, Reading); (3) The Occupational Skills Module (Introduction to Tourism, Tourism Marketing, Tourism English, Tourism Etiquette, Guide Examination Course, Operations and Management of Tourism Scenic Spots, Travel Agency Management, Hotel Management Practice, Catering Management Practice); (4) Comprehensive Practice (Practice Curriculum Practice, Professional Probation, Comprehensive Training and Internship).

According to the professional training objectives which required strengthening knowledge learning on professional qualification certificate(PQC), our college take the qualification examination subjects as main courses in the UTM, match the schedule for the exam time, and cooperate fully with PQC. Additional, the UMT combined the professional core curriculum with PQC in the form of elective courses, which fully reflects the direction of the course.

[1]For fund project: the 2015 Xinyang Normal College Major Teaching Reform Research Project: Research and Practice on the reform of application oriented training system for Tourism Management in local colleges and Universities; Stage research results of professional development in provincial characteristic specialty(UMT).

Author: Cao Minggui (1964-), male, Dean of the College of business administration, Professor, master's tutor, project manager.

TABLE I. RELATED PROFESSIONAL QUALIFICATION CERTIFICATE(PQC)

Professional direction (PD)	Serial NO.	Certificate	Issuing Authority
Tourism Management (TM)	1	National Tour Guide Qualification	National Tourism Administration
	2	Henan Province Tour Guide Qualification	Henan Provincial Tourism Administration
	3	The Xinyang Government Guide	Xinyang Municipal Tourism Administration
Hotel Management (HM)	1	Intermediate Customer Service Office	State Labor Department
	2	Intermediate Restaurant Waiter	State Labor Department
	3	Junior, Middle and Senior Hotel Manager	National Hotel Management Committee
	4	Junior, Middle and Senior Hotel Service	National Hotel Management Committee

C. Building a Teaching Model of Project Guiding and "Learn in Order to Practice"

The UTM is according to the typical work task to organize the teaching content, and according to the work process of the tourism industry and the enterprise to organize the teaching process, this is the reform direction of the Professional training and teaching mode for UTM. In professional training and teaching process, we make great effort to implement the "Project guiding and Learn in order to practice" mode. Firstly, build the "learning in practice" teaching mode. The mode is mainly through the teachers' demonstration and students' simulation training or explains. Such as the course of "tour of the practice", in the teaching process, teachers take campus as a scenic, organize the students to design route, write guide word, explain the scenic spot and handle emergency event. Secondly, the UTM implement the teaching mode of "task driven, project oriented". The mode is mainly through the practice and training, and allows students to feel the talent and capacity requirements of scenic area, travel agency, hotel business, and the actual reception service. Thirdly, try training teaching from the aspect of teaching reform, Select teachers to participate management in tourism enterprises, and invite senior management from tourism enterprises to teach the students, connect the universities with enterprises, construct a new teaching platform, so that the knowledge structure and professional ability can Keep pace with the times and development.

D. Strengthen the Practice Teaching, Enhance the Professional Adaptability

UTM implement the practice line in "four steps", hence improve the students' ability to adapt. The practical part accounted for more than 50% in the whole professional curriculum system, and practice has become the main form of study. The main line of the professional practice Includes curriculum practice-- professional trainee--comprehensive practice training-- Internship, which improves the students' ability to adapt. (1) The curriculum practice --mainly complet in the school training labs, including course training, role modeling and skills training.

(2) Professional trainee--either organized by school or participated by students on their own, adopt various forms such as social investigation, visit investigation, short-term Internship, hence obtain the relevant professional knowledge. (3) Comprehensive practice training--carry out short-term training in enterprises under the teacher's guidance during holidays. (4) Internship--- organize the students to practice at off-campus practice bases for more than half a year. At the same time, take use of "work and study combination" mode in various forms, to enhance the students' ability on Professional Practice (see TABLE.2).

TABLE II. RELATED PROFESSIONAL PRACTICE

PD	Form	Place	Method	Feature
TM	Dispersed	Xinyang city, the scenic spots in Henan province and travel agents	1.part time weeks and summer internship 2.golden professional internship 3.professiona 1 internship	Combination and alternation of work and study; combination of learning and practice, production and education.
HM	Centralized	Star Hotel	Professional internship	Practice with a professional identity
	Dispersed	Guest room, Dining room	1.Training along with the class 2.group competition	Theory and practice closely integrated

E. Construct the Stable Practice Bases, and Able to Function for Education

We paid great attention to the construction of professional practice bases. At present, the UTM professional practice has entered a healthy development track, formed a stable, good cooperation relationship with more than 20 five stars hotels, these hotels are mainly located in the coastal developed areas, such as Beijing, Tianjin, Shanghai, Shandong, Jiangsu, Zhejiang, Guangdong etc. In 2013, our college is successfully approved as the National off-school practice education base in "undergraduate teaching project". Our main approaches are:

1) Thoughtful and Detailed Preparation before the Internship

First of all, carry out mobilization extensively and in-depth. Combine collective mobilization, group mobilization with individual mobilization, make sure the students realize the necessity of professional practice; secondly, be aware of each students' ideological trends, personality characteristics, physical conditions and family status in order to identify potential problems and make clear of the focus; Thirdly, fill the personal information table, the information including each student's address, parents name and contact information, to ensure we can get in touch with their family members when in need; fourthly, Group the interns according to the individuals' willing and requirement of general regulation, each group appoint 1 leader, and 1-2 deputy leader, the leaders who are unusually members of students cadres or Communist Party of China, should be highly responsible, at the same

time, each location has 1-2 internship instructors; lastly, we buy Harm insurance for each intern in order to reduce the risks of accidental injury, at the same time, the students should give a personal safety commitment to the instructor.

2) Tracking, guiding and administrating in the whole process

First of all, strengthen the responsibility of the instructors. The instructors are the first responsible person of the internship, they should take full responsibility of the students' practice, we must ensure the instructors are kept in touch 24 hours a day, instructors also should listen and solve all kinds of problems encountered in students' practice in time, and communicate with the hotel management in order to achieve the effective management of interns; they should also to make sure the hotels fulfilling the contract and maintain the legitimate rights and interests of the interns. Secondly, make full use of the team leader. During the internship, the general problems should be solved by the group leader, when accidents happened which can not be solved by the company or the instructors, we should inform the parents immediately. Thirdly, Party members should set good examples. Set up the Party group in each practice area to ensure the normal development of Party members' work, and play a positive guidance role in the practice process. Fourthly, manage strictly. The students should be guided and managed by the school and the practice enterprise, and must keep discipline seriously. During the internship period students can take days off in accordance with the rules, but shall not leave the enterprises, if they really have to leave, students have to ask for permission from enterprise management and guidance instructors and go through the paperwork. Fifth, record the internship process. Students need to write weekly notes; the content can be a collection of cases, the experience, or lessons during the internship. Lastly, evaluate the interns objectively. The enterprise management should give a fully evaluation on team work, discipline, and quantity and quality of the tasks. Then give practical results. The materials sent to the school directly or bring back to the instructor by the group leader to after sealed.

3) Summarize the internship timely and comprehensively

Firstly, interns should write their own summary, instructors assess the practice results comprehensively according to the students' records of internship, summary, enterprise evaluation as well as information known; secondly, the instructors need to sum up the practice of his/her group, find out the problems and shortcomings, and give suggestions; thirdly, the headmasters have to carry out summaries of the practice for the class; fourthly, the teachers should hold the meetings on time for the exchange of experience, commend the students who performed outstanding during the internship, ask them to share the internship experience with the junior in order to set good examples.

F. Speed Up the Construction of Teachers and Improve the Level of Education

Characteristic specialty construction on UTM should be strongly guaranteed by teachers full of energy and innovative. For many years, our school focuses on training young and mid-age elite teachers, centered on improving

the quality of teachers comprehensively, and catch the vital to ensure the quality of training by improving the teaching level of teachers.

In the teacher training process, we adhere to the implementation of the new "tutor system". Tutor should guide the young teachers preparing lessons, teaching, and applying for projects on implement education reform and scientific research; the teachers who received the guidance are required at least approved a department projects or published 1 academic paper each year.

Accelerate the construction of "double division" team. Selected 1-2 a young teacher in the winter and summer vacations each year to tourism enterprises for working, give the staff lessons on professional trainings; from the year of 2013, all new teachers should be arranged to five-star hotels, foreign travel agencies or 4A level scenic areas to practice for a month, and share the same work, food and room with students.

we send two professional teachers to participate the national hotel job skills competition every year, after the competition, each teacher needs to submit a written summary, and give a report for all teachers and students.

Take the advantages and build brand. By taking professional construction as the prerequisite and personal interests as the driving force, teachers are encouraged to focus on a certain area to create "expertise", then form characteristics, expand social services, hence gradually expand the personal awareness, and make our UTM influential among tourism management departments and enterprises.

according to the objectives of characteristics specialty construction and requirements to built off-school practice education bases, ever professional teacher is required to publish 1 academic paper on the basis a research subject discussion which centralized around the problems encountered in teaching reform, professional training & practice..

Establish special funds to encourage young teachers to get further degree, participate in academic conferences and business training.

Increase investments to encourage teachers carrying out study and research. If the scientific researches are accordance with the requirements of the professional development, the College of Business Management gives the same supporting as Xinyang Normal University awards; from 2013, the publication of the books has been fully funded.

Invite nearly 20 senior management and technicians from tourism enterprises and institutions as part time teachers, they give lectures regularly, and exchange opinions and ideas with the teachers and students.

III. EXPERIENCE GAINED FROM CONSTRUCTION OF PROVINCIAL CHARACTERISTIC SPECIALTY FOR UTM

A. Emphasize the Market Guiding Effect for the professional talents Development

Under the market economy, the professional talents training should follow the market rules, which is selectivity and mobility. Therefore, we consider following factors in the professional construction process. On one hand, make sure we are aware of economic and social development trend during the professional construction,

analysis and forecast the market demands in depth, and establish the development direction for UTM according to the students' characteristics and employment orientation. On the other hand, we take into account of the diversity, mobility and adjustability of social economic development and stability & leading Character of the university personnel training, then the UTM modifies the professional training content to overcome the lag of personnel training. Take UTM as an example, we modify the old "big and all" UTM into three main directions: "Stars Hotel management", "travel agency business management" and "foreign tourism", thus can be adapted to different social demands.

B. Integrated Development Orientation with Advantages Closely

Xinyang Normal University (XYNU) is a teachers' school, which also pay attention to the Non normal trainings. We focus on the development of innovative and comprehensive ability in order to meet the demands for economic and social developing. Hence, the development of Business Management School closely combined with the Development orientation of XYNU, based on "two raise and two increase" principle, we take into account of professional practice, the demands of local economic in the process of professional development, and expand the application characteristics, serve the local industry (or business) smoothly, at the same time, expand the cooperation space, and integrate the professional training into the local economic and social development in an active way.

C. Strengthening the Design and Construction of Professional Practice

Because of the high practical requirements of UTM, we should take the training of the talents as the center, take the technical application ability and the professional quality as the foothold, and take the practical teaching as the focus. We take use of curriculum training, skills simulation and competition, professional training, professional practice, practice base construction and local social services etc., create a unique campus culture", then improve students' innovative ability and comprehensive practical ability, Gradually formed a practice mode of four steps which Includes curriculum practice--professional trainee-- comprehensive practice training--Internship, hence our school highlight the distinctive characteristics of the training of UTM. At the same time, we explore the path for enterprise cooperation, at the beginning, we "go looking for business cooperation", and now, "enterprise come to find me", that's why we create a new situation of practical education.

D. Strengthening the Characteristics of the Times for Professional Training

Features can be reflected in different aspects: the idea of running a school, professional training mode, the education thinking, the quality and characteristics of professional training, curriculum system, teaching method and how to solve problems in teaching reform; at present, the construction of professional characteristics should firmly follow the two points:

For the first point, we optimize the talent training mode and improve the quality of personnel training. According

to the characteristics of management specialty and the demands of the society, we set up the teaching mode in time which can be described as project-leading and "learning to do". And we also pay attention to the coordinated development of students' knowledge, ability and quality. The UTM take the "2+2" mode, in the curriculum system, teachers design four modules in a reasonable way and increase the proportion of elective courses to meet the needs of different students, we also establish extra-curricular quality development credits, taking scientific & technological innovation, cultural & social practice and other activities into quality test system, hence continuously improve the practical ability of students.

For the second point, we should always keep professional construction in mind and keep "features" up to pace. There is no eternal "characteristics", it will gradually weaken or even disappear alone with the change of environment. The sustainable competitiveness only belongs to the up-to-date characteristics. Therefore, we never stop the pace of professional construction, although we already make great progress in curriculum design, teaching mode, practice base construction and talent training links, based on the advantages we have already made, we orient to the needs of society, broaden the professional connotation, extend professional content and refine the development direction. The Tourism Management focus on the development of the latest tendency as well as planning, planning travel service and enterprise training; while the Hotel Management focus on hotel brand management, chain operation as well as the new situations of Fast hotel and Traders Hotel, we still on the way to explore the new space and the new path of professional development.

E. The Key is To Improve the Teaching Support System

First of all, we need a team with both full-time and part-time teachers, who have complementary advantages. Because the UTM demands a lot social practice, our school has broken the traditional way in recent years and employed teachers from the government departments, tourism enterprises and institutions. At the same time, we planed the team construction of teachers, improved the relevant system, encouraged full-time teachers to enterprise for practice or went for further study in best universities in China; we serve the development of local economy and society in multi channels, and continuously improve the teaching quality and motivate the teaching reformation. Secondly, our school perfects the teaching process management and supervision. The point is to standardize the methods for assessing experimental courses. We give evaluation criteria for practice and internship, in that way, teachers are enthusiastic to carry out the practice teaching and students are positive to involve in the practice. Lastly, establish the internship bases to meet the requirements of practical teaching. Try our best to expand the cooperation between enterprises and colleges, do whatever we can to develop a sound professional internship program and management system, and then, we can make sure the safety of students and good results of internship.

REFERENCES

- [1] Xu Pengkui, Liu Deyu and Qi Ruiguo, Exploration of specialty construction and structure adjustment in Colleges and Universities -- Taking Lanzhou transportation University for cases[J], Science and technology management research, 2009,12: 210-213
- [2] Xu Chunyan, Talk about the two "points" for the effective teaching of tourism major in vocational school[J], the Chinese Vocational and technical education, 2011,08: 17-20.
- [3] Guo Minlong, Lin Zhili and Lin Zhen, Research on Ladder mode in Tourism Management Internship[J], Taizhou University Journals, 2006,02: 94-96.
- [4] Guan Qin, the research of four aspects which is needed to strengthen urgently for the construction of the new specialty [J], technology and engineering, 2006,03: 87-88.
- [5] Chen Jiayu, Li Xiaoming, Cao Shizhu and Wang Xiaoping, New professional development in general colleges and Universities: Problems and Countermeasures[J], modern university education, 2008,06:102-106.
- [6] Zhang Kun, Liu Jie, Cui Yumin, Zhang Wenbao and Qiao Rui, Highlight the "four big" features, accelerate the pace of application for new professional building in chemical[J], Guangzhou chemical, 2010,08: 298-299.
- [7] Song Lei and Wu Jingyang, Research on Accounting Specialty Characteristics and brand building[J], occupation education research, 2014.05:130-134.
- [8] Liu Qun, Thinking on differences of the construction in the local undergraduate colleges and universities[J], Journal of Hubei Radio and TV University, 2014,10: 104-105.
- [9] Men lijuan, Dilemma and countermeasures of foreign tourism professional development in Higher vocational[J], Small and medium-sized enterprise management and technology, 2010,10:190-191.
- [10] Lu en, Zhou Guanghai and Li Li, a survey of the professional competence of foreign tourism employees -- a case study of Suzhou City[J], Journal of Career Academy of Hebei Tourism, 2012,01: 21-25.
- [11] Zhang Xiaoyan, A preliminary study on the practice teaching mode of tourism and hotel management major[J], new curriculum study, 2013,09: 64.