

# Comparative Study on Cooperative Education Model of Production-Study-Research on Tourism Colleges

Xiao Zhang <sup>1</sup>

<sup>1</sup> Xi'an International University, Xi'an, Shaanxi, 710077

**KEYWORDS:** Production-Study-Research; Tourism Colleges; Cooperative Education Model

**ABSTRACT:** In the global economic integration and the rapid development of science and technology background, the main factor productivity increase gradually from the traditional factors of production into knowledge resources and science and technology, science and technology and economic integration, scientific and technological achievements have been highly valued by the community. How to effectively promote the transformation of scientific achievements of science and technology is the first productive forces in front of us to become a major issue. Cooperative accelerate technological innovation as a concept and way, enterprises, universities and research institutes in the role of the government limited, co-operation, through the transformation of scientific and technological achievements, to achieve scientific and technological achievements industrialization process. In this study, based on previous studies carding, drawing on theories of foreign school-enterprise cooperation, we analyze the issues related to the present stage in the school-enterprise cooperation organized by Colleges exist. Status of this study run higher education institutions from starting school-enterprise cooperation, particularity compare different types of school-enterprise cooperation between institutions of higher learning to organize school-enterprise cooperation to give a realistic concern ,, which reveals the depth of the problem. Finally, responsibilities and obligations from the government, businesses, schools tripartite view, put forward relevant opinions for reference, to help find their deeper policy development, school-enterprise cooperation and strive for organized tourism institutions provide some help explore its length new way to go long.

## Introduction

With the development of Higher Education, Cooperative Education Mode's important role in higher education is increasingly perceived as the education sector, the Ministry of Education in undergraduate higher education teaching personnel training level evaluation criteria, the / research 0 combination as an important evaluation index. Institutions of higher learning in terms of tourism, the tourism industry and service-oriented, with distinct occupational characteristics, and training is applied talents, but also the need to strengthen research Cooperative Education. Combination of foreign road went fairly early achievement is relatively large. Made of Cooperative Education for over 20 years, but compared to the United States and other developed countries there is still a considerable gap. The United States is the first country to implement Cooperative Education world, tourism education is no exception. Many American colleges and universities to work closely with the tourism enterprises to study tourism education in the United States famous tourist School teachers teach part veteran, usually with master's and doctorate, and in prestigious hotels have had extensive work experience.

## Comparison of Sino-Foreign Cooperative Universities

Cooperative Mode United States and Europe in the modern sense of the devaluation of the US in the 1950s "alternative" University, Stanford University that is represented by "Terman-style university." "Terman-style university" refers to services provided by the University, other institutions and services should not be provided at the same level, but rather through knowledge innovation and personnel training, research cooperation, in terms of high-tech achievements community service. In the period of the eighties and, behold, the world trend of the new technological revolution, the world political situation and economic order changes, domestic resources relative shortage of this situation, China has proposed to develop the principle of "science and technology to revitalize the economy" in a timely manner, and accordingly the implementation of the economic, technological and reform of the education system. Research cooperation, especially in research collaboration on scientific research as a way to promote the effective integration of technology and economy, an important measure and means to accelerate scientific and technological achievements to production process transformation, by the people concerned, raised cooperative research academic theory and research effective forms of cooperation of the parties to the practice of continuous exploration. With the deepening of reform, research cooperation has shown a good momentum of progressive development. Background of different: Europe and the United States is starting the development of science and technology to a certain period in the history of the inevitable product. China is a country in order to meet the national strategy and the development of China's national conditions. Two: the formation of different: Europe and the United States are sponsored by university institutions to "Terman-style university" mode started; China is organized by the government, by way of reform of the national economy, science and technology and education system start.

Research cooperation is the most direct driving force participation and cooperation of European companies from the market. Through feedback or anticipated market has obvious or potential demand for certain products, and companies can not complete the task of independent research and development, the production of this product will enhance the competitiveness of enterprises, the enterprise will have a huge seek cooperation stimulating role. Whether the market demands constitute the driving force participation and cooperation, macroeconomic conditions and the structure of society is as a whole about the supply. In the state of the market supply exceeds demand, the market demand more effectively stimulate business research and development and technological innovation activities. Because in this case, the market is relatively saturated, replace a lot of similar products, intense competition, the producers in order to survive in the fierce competition in the market, development, and constantly improve the economic efficiency of enterprises, we must take effective measures to control the market to increase product sales, expand market share, the fundamental way to achieve this goal is through technological innovation, in order to reduce costs or product substitution, open up new markets. When this demand increasingly strong companies, but by its existing research with concurrency and capacity constraints, demand will pull into force enterprises to seek cooperation, so as to actively organize and participate in research cooperation.

In Taiwan, the government is mainly to guide the spontaneous market-oriented. Throughout the development and changes of College "research" cooperation model in our country, we can see that the Government guiding and coordinating role in them has been very prominent. T in the reform and opening up before planned economy conditions, more research cooperation program reflects the government's administrative and executive orders. The main purpose of this behavior on the one hand the government is to promote scientific research and development combined with social and economic, the other is to promote the realization of the national knowledge innovation system is

further enhanced. Government is decree, introduced policies to develop the system, project promotion and direct financial grants, etc., to achieve the realization of University "research" mode. 20 century, China has proposed a "rejuvenating" the great strategy, further scientific and technological progress and economic development combine to enhance the national development strategy up. Governments at all levels under the leadership of the central government, actively promote the "research" deepening cooperation. For example, in 2006, China promulgated the "National long-term Science and Technology Development Plan (2006-2020)," emphasizes national innovation system, and the construction of a business-oriented, research combining technical innovation system as comprehensively promote the construction of a national innovation system breakthrough, and emphasized the need to build China into an innovative country, to the Seventeenth report "accelerate the establishment of enterprise-oriented, market-oriented, a combination of technological innovation system, and guide enterprises to support innovative elements gather." in 2009, the State Council issued the "scientific and technological support to promote stable and rapid economic development views" further "to promote research with the combined support of the establishment of industrial technology innovation strategic alliance with the combination of research." Thus, my Government will put the Cooperative national development strategy, through the relevant policies and instruments to support and promote research cooperation play performance.

### **Inspiration and Reference for the Education Model**

Comparative analysis of the above two travel abroad on cooperative education model schools, colleges and universities is easy to see China's tourism research cooperative education mode of existing problems. To solve the problem, or rely solely College tourism enterprises are powerless, the government needs from the global, overall, long-term level, on a strategic point of view universities, enterprises, research institutions of common interests, as soon as possible to develop appropriate policies and regulations give full play to the important role of the government in terms of macro-control, guide and inspire tripartite cooperation, to address the most important resources in the knowledge economy - talents make concrete efforts.

Based on this, I believe that China's tourism College Cooperative Education model should include at least the following three areas are indispensable: the government policy support and legal protection aspects; institutional aspects of universities, teachers and safeguard innovative training model; the enterprise aspects of attention and participation. in particular:

First, the government's policy support and legal protection. Cooperation in the education system, the State should establish and improve policies and regulations to promote cooperative education, encourage the parties forming alliances, regulate the conduct of parties in the policy system, and should establish and improve the protection mechanism through Cooperative Education. Asset is a link to the interests as a lever to practice base construction as the focus, to determine the mutual obligations and responsibilities. Since the tourism and hospitality and other service industries is the prerequisite for economic efficiency, some of the leaders of the unit is the fear of student internships affect enterprise efficiency, unwilling to accept interns. Therefore, the Cooperative Education in the system must be in line with market economy rules, mutual benefit, in order to enhance their acceptance intern enthusiasm.

Second, the regime of universities, teachers and safeguard the innovative training model. Institutional safeguards Tourism College to set up a management organization on cooperative education, build a platform for tripartite cooperation in research, in order to implement the organization and promotion of research cooperation projects; teachers in security, tourism

institutions to strengthen dual-qualified teachers construction team, the current status quo of teachers colleges of tourism, construction of teaching staff from three specific aspects: First, the existing teacher training, and to determine their job qualifications through examination; the second is to hire part-time teachers, the main It is the leading tourism enterprises, senior management personnel; third is to actively introduce high level of teaching, practical ability of double-qualified personnel. In terms of innovative training model, tourism institutions are to establish a capacity-building for curriculum System Standard. Ability good job is around the reforms in the field of education and to be guaranteed from all aspects. To flexible teaching methods, case analysis, case studies, course work and other forms of independent study student tourism issues, will help improve students' comprehensive analysis and research capacity. In addition, the assessment methods and teaching methods to match, reflect on the students' comprehensive ability evaluation.

Third, the tourism business aspects of attention and participation. Joint enterprises and mobilize the enthusiasm of the University, in order to make the healthy development of Cooperative Education. For a long time, China's tourism colleges and universities "research" a combination of enthusiasm and initiative are higher than enterprises, and enterprises with relatively passive, passive, lack of active interest in educational development and reform recommendations proposed system requirements. Domestic tourism business management major is not based on scientific management, most with their own experience with the administrative approach to managing enterprises. Therefore, the development of China's tourism College Cooperative Education, in addition to legal protection of the government, university system, to protect teachers, but also must pay attention to the participating companies.

## Conclusion

Cooperative education is both suitable for cultivating academic talent, but also for Applied Talents mode. Cooperative education is personnel training for education, in-depth cooperation in education and tourism industry is the center of each teaching a combination of education, combined with the full capacity of tourism jobs needed to develop training objectives, design curriculum, innovation teaching methods, the end result is to improve the overall quality of students: the study of knowledge, ability, professional ethics education, social responsibility, including the culture and so on. In the process, learn from the successful experience of foreign tourism institutions, through close cooperation between governments, universities and tourism tripartite tourism enterprises, the establishment of the tripartite mechanism to promote research cooperation to realize the true meaning of a combination of research.

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