

# The Optimization of Tourism Talent Supply Structure in Jilin Province under the background of Region-based Tourism

Yanjie Zhan

*Tonghua Normal University, Tonghua, Jilin, 134000*

## Abstract

Faced with the great increase in tourism requirements, Chinese tourism industry has a sharp increase in demand for talent and personnel. The team structure can not meet the development needs of the industry. At present, the tourism pattern of Jilin Province has been continuously transformed and upgraded. Especially during the 12th Five-Year Plan period, the development of tourism economy in Jilin Province has been upgraded to a national strategy, which has become a new growth point for Jilin's economic development, which makes Jilin Tourism an important opportunity for a new round of development. However, Jilin is poor in tourism brand promotion, product development and integration, marketing services, lack of professional senior personnel. Tourism personnel training and the introduction of talent structure optimization, improve the quality of talent have become the important protection to enhance the core competitiveness of tourism industry in Jilin.

*Keywords: region-based tourism, tourism talent, supply structure*

## 1 Introduction

The structure of tourism talents includes the quality and quantity of tourism talents, the distribution structure of tourism talents, the structure of titles, academic structure and professional structure, that is: professional distribution, job distribution, age distribution, sectoral distribution and regional tourism talents Distribution structure and so on, so the structure of tourism talent mentioned in

this article refers to the structure of the relationship among energy level, age, sex and distribution area of talent resource group. The so-called quality of tourism personnel, refers to the potential inherent quality of talent is constantly their own potential to play out, and constantly external things into their own things, simply, the quality of talent can be summarized as "knowledge + ability + Life" Therefore, the quality of the tourism professionals involved in this article should be refers to the activities of tourism practitioners need to have the knowledge, skills, character, spirit, concept, temperament, physique and many other factors combined.

## **2 Analysis on the Current Situation of Tourism Talent Structure and Quality in Jilin Province**

In recent years, the level of tourism talent in our province has a rising trend and the educational structure of tourism talents in Jilin Province is basically normal distribution. Tourism professionals in the highest number of tertiary education, accounting for 90.7% of the total talent, constitute the main tourism qualifications. It is followed by undergraduate, accounting for 6.63% of the total talent, and finally graduate students, accounting for 0.81% of the total talent. The proportions of tourism professionals in Jilin Province are imbalanced, and the proportion of undergraduates and postgraduates is relatively low. The overall level of tourism talents is relatively low. Therefore, in the future development of tourism professionals, we should increase the training and introduction of high-level tourism talents, improve the proportion of tourism talents with undergraduate education and above, strengthen the cultivation of high-end talents, and strive to enhance the level and quality of tourism talents. Promote the high level development of Jilin tourism industry.

Jilin tourist talent, 23% of the people do not have a foreign language, but we need to pay attention to this survey object is limited to college education, talent, so the overall situation of the tourism industry in Jilin Province, foreign language level is low. The proportion is too low this situation is not conducive to the development of export-oriented tourism in Jilin. In contrast, in other foreign languages, Japanese, Korean, Russian, French have a certain number of people in the language of the tourism industry is very limited, While others such as German, Spanish, Portuguese, Italian, Arabic, Thai, Malay, Indonesian and other tourist talent is numbered.

Generally speaking, the tourism enterprise innovation ability is a concept of ability combination, which is formed by the combination of several ability elements of different levels or different aspects. It can be embodied in many aspects such as decision-making ability, organization and management ability, research and development ability, commercialization adaptability of research results, market development ability and so on. In the survey visit, we can see that the overall innovation of the tourism industry in Jilin Province is weak fact is very obvious. For enterprise innovation, more than 82% of the tourism

enterprises that has little effect on the enterprise. Because in the tourism industry, there is no so-called patent protection, such as the development of a new line need to invest a lot of manpower, material and financial resources, time, but once developed into the market, it will immediately lead to other companies follow suit to imitate, The cost of inputs may not be as expected without the protection of relevant policies. It is precisely because of this inherent ideological model of imprisonment, tourism enterprise innovation ability is worrying.

### **3 Main Problems of Tourism Talents in Jilin Province**

The quality of employees in the tourism industry of Jilin Province is mainly reflected in the low level of the overall level of education, high, intermediate management personnel and tourism professionals trained less. The province's tourism practitioners as a whole, mostly secondary professional education, accounting for more than 72% of the total number of talents, and highly educated, such as master's and doctoral high-quality talent shortage, Jilin Province, post-graduate education accounted for only 0.45% ; From the technical titles, with technical titles accounted for only 15.81% of the total number of investigators; from the service industry mechanic level, with more skilled workers qualified personnel accounted for only 9.87% of the total talent; from mastering foreign language skills statistics show that with the quality of talent is still less. Which proficiency in small language professionals accounted for only 0.88%. All kinds of data show that the overall level of tourism practitioners is low, higher education, a smaller proportion of formal training, restricting the improvement of the overall quality of employees.

From the tourism professional institutions in Jilin Province to reflect the situation, the tourism professional students are relatively difficult, and the form of employment after graduation worrying, relatively good students most of the tourism industry is not engaged in the tourism industry after the switch, quit more. Moreover, the tourism management department re-planning management, publicity and promotion, light education and training of the phenomenon is more prominent, the tourism industry staff training and education investment is not enough. Tourism enterprises on the training of inputs and outputs of the lack of knowledge that the enterprise is profitable for the purpose of education and training into large, coupled with strong mobility of employees, the backbone of the famous technology is difficult to retain talent. Enterprises do not want to spend big money, manpower to engage in education and training, the quality of employees can not be effectively improved. This vicious cycle of the results of the tourism industry practitioners and the overall quality of the industry is not suited to the development.

The face of rapid growth of the tourism market, tourism professionals slow growth, there is still no shortage of professional resources out of the bottleneck. Survey data show that the hotel, travel agencies in the senior management personnel, excellent tour guides, professional tourism planning talent, tourism planning and planning and scheduling personnel and skilled tourism outbound

travel business talent shortage, restricting the rapid growth of the entire industry. Statistics show that, with technical titles, skilled workers and foreign language proficiency in the talent is still less, of which 3% of administrative personnel, management personnel accounted for 9.76%, 11.33% of professional and technical personnel, service skills accounted for 75.89% of skilled personnel. Data show that the tourism personnel in Jilin Province, the service-oriented talent dominated, in addition, many tourism enterprises lag behind the concept of human resources management, human resources management awareness only remain in the recruitment, salaries and other aspects, rarely involving occupation Training, job settings, but will not help employees to make the necessary planning career. At the same time, there are serious shortcomings in the selection, use, assessment and incentive mechanism of the tourism enterprises, which makes the enterprises' sense is not strong and it is difficult to attract high-end talents.

Tourism institutions of higher learning are the cradle of tourism talent training. There are a lot of tourism professional institutions in Jilin Province, but most of them are economic, geography, management and history. Tourism teachers account for only about 8.2%. Some teachers of tourism specialty can only cope with daily Teaching, it is difficult to bear the task of scientific research and there is a serious shortage of professional teachers. Many colleges and universities to carry out tourism education is more emphasis on survival factors, consider the development of the factors, the training institutions for the tourism industry what type of talent (service operations personnel, grass-roots management personnel, senior management personnel, or theoretical research Personnel), target positioning is not very clear, so that the teaching plan, curriculum targeted poor, "people set up" phenomenon is more, trained personnel in the knowledge structure, capacity structure difficult to adapt to the tourism industry positions related to job requirements. In addition, a number of institutions behind closed doors to school, and industry management, tourism and other contact very few, making the education of undergraduate education in tourism "theoretical", specialist education "undergraduate", vocational education "general education" The situation is more prominent, the teaching content and the actual situation of serious disconnection, and the employer there is a gap between the requirements. Now many professional teachers in tourism institutions have not gone through the system of tourism professional learning, nor through the practice of tourism, tempering, theory and practice of combining the ability to poor, according to the general phenomenon of propaganda. Many colleges and universities published their own teaching materials, but the actual situation is compiled much, write less, editing results, less research results, more theoretical, less operational, inheritance, innovation, and write the teaching materials and ten years ago, the contents of the textbooks are not much different. As the construction of teachers and teaching materials lag and other factors, making the quality of tourism in Jilin Province, the quality of education is still low levels of wandering over the years, there is no qualitative leap in the quality of personnel training.

#### **4 Optimizing Measures of Tourism Talent Structure in Jilin City**

Optimize the training mechanism of tourism talents. Relying on the wisdom of the city of Jilin, accelerate the process of tourism industry information construction, promote the wisdom of tourism demonstration projects, the development of a number of intelligent tourist attractions, intelligent tourism enterprises, to contribute to the construction of intelligent tourism city. Focusing on training tourism marketing planning, tourism, e-commerce, marine economy, exhibition economy, cultural industries and other special high-end tourism talents and foreign language talents, improve the tourism personnel training system.

The establishment of leading bodies is for tourism talent development, the development of long-term development planning and training to introduce policy measures. Increase capital investment, establish and improve the diversified investment mechanism. Establish leading cadres at all levels to link tourism talent system, improve the communication mechanism. Increase propaganda, and create conducive to the development of tourism social environment.

Improve the mechanism of tourism rights innovation practice, the establishment of tourism dispute complaint docking mechanism. In the institutional setting, in areas where conditions are ripe, such as tonghua and other special tribunals set up tourism dispute trial, tourism quality supervision agencies or district and county tourism bureau set up travel dispute trial point. You can consider the establishment of tourism dispute mediation studio. Disputes in handling cases involving tourism disputes can be agreed by the parties, the dispute commissioned to appoint tourism quality supervision institutions to mediate, you can also invite the Tourism Board recommended experts and professionals to participate in mediation. If the mediation agreement reached by the tourism quality supervision institution is confirmed by the people's court, it may apply for enforcement. In personnel construction, the tourism quality supervision agency mediator, recommended by the Municipal Tourism Bureau and the people's court review and approval, can be used as court "v. Docking center" mediator.

#### **5 Conclusion**

At present, the total amount of tourism talent in our province is stable, but the gap of the quality is still large, it can be said that human resources are in short supply. It mainly in: first, the professional structure and regional structure of talent are irrational. Second, the proportion of primary, secondary and senior personnel is imbalance and the proportion of senior personnel was less than normal. The theory and practice out of touch has become a major problem in the growth of tourism professionals. While the lack of tourism talent in Jilin region has become a bottleneck restricting the development of tourism in the region.

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