

## **Analysis on the Cultivation Mode of Tourism Talents in Colleges and Universities from the Perspective of Supply Side**

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**Abstract:** With the rapid growth of China's economy, the development of China's tourism industry has been promoted, as well as the talents cultivation of tourism education. According to the survey data, the total number of colleges and universities which has set up tourism major in China has reached more than 2000. Although the development of tourism education meets people's needs for learning, it also leads to some bad phenomena, such as the employment difficulties of students majoring in tourism, the lack of talents in tourism enterprises, the dislocation of talent supply and demand between schools and enterprises. The main reason for these phenomena is that under the supply-side teaching mode, tourism talents trained by colleges and universities fail to match the talents demanded by enterprises. At the present stage, most of the tourism education in our country still adopts the traditional classroom-based teaching mode, which centers on theory. Most of the teachers allocated are academic research-oriented, which results in the derailment between tourism teaching and practice, making it difficult for tourism talents trained to adapt to the work of enterprises. Therefore, from the perspective of supply side, how to cultivate tourism talents suitable for the needs of social development and enterprises, and how to solve the contradiction between the supply of and demand for tourism talents have always been topics of great concern, and also the key to the teaching reform of tourism education.

### **1. Necessity of Innovating the Cultivation Mode of Tourism Talents in Colleges and Universities**

#### **1.1 Meet the Needs of Supply-side Teaching Reform of Tourism**

At present, there are many problems in China's tourism industry, such as the dislocation of supply and demand between schools and enterprises, and the lack of supply caused by the imbalance of supply structure, which have seriously affected the development of China's tourism education and industry. Reform is urgently needed to solve the current situation. As far as the supply-side tourism is concerned, the key to the reform of talents cultivation mode is to fully reform and activate the factors of production so as to improve the total factor productivity. At present, most of the tourism products are service-oriented, with many factors of production, among which tourism talents and tourism labor force are the most important and play a leading role. Therefore, the key to the reform of supply-side cultivation mode of tourism talents in colleges and universities is to cultivate the tourism talents urgently needed by the tourism industry. Thus, it is an urgent problem to cultivate tourism talents. Therefore, colleges and universities are required to attach great importance to the key points of vocational education and continuing education issued by the Ministry of Education, clarify the orientation, grasp the direction of tourism talents cultivation, and the direction of reform and innovation of training mode, so as to promote the employment of talents and the development of tourism services. For the emerging tourism industries or new concepts, such as rural tourism, Internet plus tourism, poverty alleviation tourism and smart tourism, a comprehensive analysis is needed. Through analysis, it is possible to understand the requirements of new tourism patterns and new concepts for the tourism talents cultivation, especially the professional qualities and abilities of tourism talents, based on which, the reform content of talents cultivation mode and the direction of innovation can be formulated accordingly.

## **1.2 Satisfy the Self-development of Colleges and Universities**

Colleges and universities are educational places to train various applied talents for the society. Therefore, their mission is to train talents, provide services for the society and conduct scientific research. Because of different types of colleges and universities, the emphases of each put on these three missions differ. However, the most important thing that colleges and universities attach to is the cultivation of applied talents. Therefore, they must constantly practice and explore the law of talents cultivation. In addition, as far as the current positioning of colleges and universities is concerned, it is to provide high-quality applied talents. The development of society has not only continuously promoted the process of industrialization, but also changed the expectations of social enterprises for colleges and universities. It is hoped that colleges and universities can keep up with the development of society and keep pace with the times. Therefore, the innovation of tourism talents cultivation mode is also expected to meet the requirements of colleges and universities' own development.

## **2. Main Problems in the Cultivation Mode of Tourism Talents in Colleges and Universities**

### **2.1 Unclear Goals of Talents Cultivation**

A clear talents cultivation goal can point out a direction of tourism talents training for colleges and universities. Therefore, it is necessary to formulate a talents training program to effectively achieve the goal of talents training. Previously, the clear goal has always been to train high-quality and high-skilled talents for the society, which not only conforms to the characteristics of education and teaching, but also meets the needs of the current social market. However, in the process of achieving the goal of talents cultivation, ideals and actual derailments often occur. The main reason is that most colleges and universities only pay attention to the improvement of skills but neglect the cultivation of quality. Influenced by the thought of combining work with study, most attach great importance to the upgrading and strengthening of technical skills, but neglect the cultivation of students' humanistic quality, professional ethics and management quality in the process of training tourism talents, which leads to the high technical level but overall low quality level of many tourism graduates. Moreover, due to the influence of exam-oriented education, most have always focused only on the imparting of theoretical knowledge but have ignored practical operation. In the process of teaching tourism courses, too much attention has been paid to theoretical teaching and opportunities of practical operation has been greatly reduced. In this kind of teaching environment, many students have rich theoretical knowledge, but lack skills. As a result, students fail to meet the needs of enterprises, which affects students' employment.

### **2.2 Unreasonable Major Settings**

Education serves enterprises and industries. Therefore, the training of tourism talents also needs to be based on the actual development of the local tourism industry and the demand for talents, so as to set the direction of professional talents training of local colleges and universities. However, before setting up tourism major, some colleges and universities haven't fully investigated the market, or carried out program demonstration. Or even some set up this major only for catering to the national enrollment plan.

### **2.3 Unscientific Teaching Mode**

At present, the training of tourism talents in China has adopted the teaching mode of cooperation between schools and enterprises, as well as combination between work and learning. There are still many problems in this kind of teaching mode. Firstly, there is no fixed cooperation mode between schools and enterprises. There are differences in the way of cooperation between schools and enterprises for the same major in different schools. Secondly, the cooperation between schools and enterprises stays at the shallow level and is not deep enough. When choosing this teaching mode, colleges and universities ignore the differences among students and adopt the same mode for all students majoring in tourism. It seriously affects the teaching effect of tourism education.

## **2.4 Lack of Teachers**

Teachers in colleges and universities are important factor in determining the quality of teaching. Because of their professionalism and higher level, the requirements for teachers have been improved. In-service teachers are required to have a solid and profound knowledge base, rich teaching experience and practical ability. Although colleges and universities have achieved corresponding results in improving the quality of teaching staff and strengthening the construction of teaching staff, it is still far from goals. The improvement of teachers' quality and the construction of teachers are a long and complex process, which can not be completed in a short time. In many colleges and universities, most of the new teachers are fresh graduates with high academic qualification, with relatively insufficient ability and experience. So far, there is not a sound management method to enhance the construction of teachers in many colleges and universities.

## **2.5 Outdated Teaching Methods**

Now, the teaching methods used in tourism teaching in colleges and universities are relatively outdated. There are many problems. In the process of tourism teaching, teachers' "duck-stuffing" type of teaching and students' passive learning are the normality, which is not conducive to the cultivation of students' realistic and exploratory spirit. Teachers are just knowledge carriers, who transfer the existing knowledge from textbooks to students. The lack of design of teaching content results in students' insufficient interest in learning. Before teaching, teachers do not collect teaching materials. The same teaching case has been used for many years and the teaching is not rigorous enough.

## **3. Strategies of Tourism Talents Cultivation in Colleges and Universities from the Perspective of Supply Side**

### **3.1 School-enterprise Cooperation**

School-enterprise cooperation is a new platform for training tourism talents. Colleges and universities can develop new courses and textbooks through school-enterprise cooperation, and establish practical employment bases outside. This innovative platform established by school-enterprise cooperation has gradually formed a tourism talent cultivation mode that integrates ability, quality, knowledge, and tourism professional education. According to the actual situation of school-enterprise cooperation and the current social development needs, colleges and universities should set up scientific and reasonable tourism talents cultivation objectives, build a new tourism education curriculum system, and fully implement the school-enterprise cooperation projects in every link of tourism talents training.

### **3.2 Resource Utilization**

Each college is required to train tourism talents, strengthen the integration of tourism industry resources, and make full use of them. As far as the construction of teaching staff is concerned, colleges and universities need to improve the teaching level of tourism education and employ teachers with high educational background and rich teaching experience as far as possible. Teachers should adapt to the development of society in the teaching process. While improving their teaching ability and experience, they need to adopt methods and means to stimulate students' interest, increase the fun of tourism classes, and effectively improve the quality of teaching. In addition, it is also essential to make full use of off-campus practice base. It is suggested to choose a suitable tourism enterprise to build an internship base for tourism talents. In this way, students majoring in tourism can not only learn theoretical knowledge in class, but also practice in off-campus practice base. The establishment of off-campus practice base helps colleges and universities to innovate the training mode of tourism talents and train high-skilled and high-quality tourism talents for the society.

### 3.3 Synergistic Development

School-enterprise cooperation has brought many advantages to the cultivation of tourism talents. Therefore, in the process of cooperation, colleges and universities are suggested to work with enterprises to establish a mechanism suitable for their coordinated development. Their coordinated development effectively combines tourism education with tourism enterprises and ensure that the tourism talents trained by colleges and universities can meet the needs of enterprises. This mode has changed the previous training mode of tourism talents. The idea of running colleges and universities is effectively transferred to serving local economic and social development needs, so as to promote the development of colleges and universities and the transformation of tourism industry.

### 3.4 Regular Exchange Meetings

Colleges and universities are important bases for training tourism talents. Therefore, they need to keep abreast of the changes in the tourism industry, such as tourism consultation meetings, tourism peak forums and other activities on tourism. Through these activities, they are able to timely understand the current development status of tourism industry, and the current social demand for tourism talents, in order to effectively improve the quality and level of tourism talents. In addition, according to the actual situation of tourism enterprises, colleges and universities can establish a mechanism that dynamically adjusts the tourism major and teaching content, and strengthens the construction of tourism major by optimizing its layout and structure. Only in this way can we cultivate tourism talents in line with the economic society and provide better service for the society and the country.

## 4. Conclusion

The improvement of social and economic level has promoted the development of tourism industry in China. In recent years, colleges and universities have provided a large number of tourism talents for society and enterprises, which is still difficult to meet the current demand. Due to the shortcomings and defects of the training mode of tourism talents adopted in China, many problems have arisen in the process of tourism talents cultivation, which have not been solved in time. Therefore, as the supply side of tourism talents, colleges and universities need to attach great importance to the cultivation of tourism talents, and adopt relevant strategies according to the current situation of talent cultivation, so as to ensure that the training of tourism talents meets the needs of tourism development and effectively improve the quality of tourism talents.

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