

# Research on Tourism Management Education of University – Based on University-enterprise Cooperation

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## Abstract

The tourism management education of university based on university-enterprise cooperation is a new mode of education in China, and it is preferable for the major of tourism which is very practical. Therefore, it is necessary to develop the education. Despite the recent appearance, it comes into effect and has great room to develop. This paper elaborates on the content and prospect of the tourism management education of university based on university-enterprise cooperation through its introduction.

**Keywords:** university-enterprise cooperation, Tourism Management of University, Education mode

## 1. Introduction

The tourism management education of university based on university-enterprise cooperation is a new mode of education for applied talents. Different from the traditional four-year education of undergraduates and three-year education of college students, this mode of education aims to train applied talents with practical and creative ability which demands the joint efforts of university and enterprise to offer more opportunities for their study and practice.

## 2. It is Necessary to Develop Tourism Management Education of University Based on University-enterprise Cooperation

The tourism management education of university based on university-enterprise cooperation refers to the vertical, all-round and multi-level cooperation between university, enterprise, public institutions and other sectors such as travel agencies, hotels and associations. University should listen to the advice of enterprise when they strengthen their majors, arrange the courses, edit the textbooks and reform the teaching. Traveling enterprise should offer more platforms for their practice, more jobs, instruct their practice and scholarship to talented students.

### 2.1 It is a Requirement to Develop Tourism Management Education of University Based on University-enterprise Cooperation

The difference of tourism major lies that it not only works on the theories, but also the practice of tourist service to society. The dedication, attitude, risk capacity, psychological enduring capacity and sense of responsibility all need to be built up in practice instead of textbooks in classrooms. Therefore, we need the development of university-enterprise cooperation to offer more opportunities and involvement of enterprise to arrange the courses the teaching content. The courses should meet the demand of society and enterprises and cater to the need of the market, which needs the extensive involvement of enterprises to offer related information. Only by strengthening the cooperation could university know the demands of market for talents and request for their knowledge and ability, adjust the teaching content, build their educational mode, thus building up their market-oriented educational system for more all-round tourist talents. Moreover, the development of tourism management education of university based on university-enterprise cooperation is in accordance with the requirement for diversification education of applied talents instead of one fold education of elites.

### *2.2 It is an Important Method to Enrich the Teaching Resources of Tourism through the Development of Tourism Management Education of University Based on University-enterprise Cooperation*

As other majors, tourism also needs education materials which mainly refer to the teaching resources, teaching equipment resources, training base and so on. The development of tourism management education of university based on university-enterprise cooperation could enhance the ability of teachers in the front line who should be capable of theory as well as practical management. On the one hand, university should send teachers to be trained in enterprise for improvement. On the other hand, university should employ some experienced and responsible administrative staff of tourist enterprise as their part-time teachers or specialized training teachers. By this way could we have high-quality teachers who are good both at theory and practice. Secondly, the major of tourism has a high demand for practice and a large number of equipments and training bases. Traditional way of theory-teaching in classroom could not meet the requirement of the training of tourist students. Therefore, through the implement of tourism management education of university based on university-enterprise cooperation, the practice of its education could be placed in scenic spots, travel agencies and hotels to reduce the cost of equipment.

### *2.3 It is Beneficial to University as Well as Enterprise to Develop Tourism Management Education of University Based on University-enterprise Cooperation*

Firstly, a large number of tourist talents are needed and the graduates of the year trained by the traditional way of education barely meet the demands of tourist enterprise. The graduates are not qualified for the tourist job because of their weak ability of practice. But the graduates trained by the new mode are qualified for the jobs with their capability of theory as well as practice. This way of education makes it possible for graduates to find suitable job and enterprise to recruit high-quality talents for their development. It's win-win cooperation as it could reduce the training cost and general cost of enterprise. We should strive to develop this way of education to cultivate plentiful high-quality and all-round talents.

## **3. The Major Problems of Current Tourism Management Education of University Based on University-enterprise Cooperation**

Judging by the current education of tourist majors, we could see most of universities still stick to the old-fashioned way which could only cause the following weaknesses such as focus on theory instead of practice, failure to solve the practical problems and aiming high.

Therefore, there is a lack of qualified tourist talents to meet the need of tourist development and tourist industrial structure in quantity, quality and levels. Some established local universities still adopt the traditional education while some newly upgraded universities remain the training concepts of junior colleges. Despite some successful training cases of tourism management education of university based on university-enterprise cooperation, the cooperation still remains on the lower and middle levels instead of high level viewed from the whole society. Several factors contribute to the phenomenon:

### *3.1 The Lack of Support from the Nation*

The lack of support from the nation for the cooperation leads to the lack of drive for its development. Firstly, the theory is lagging behind without much valuable scientific achievement because of the lack of research and funds on this education. Secondly, there is lack of strong support for related laws and regulations. For example, the responsibility is not defined for enterprise to offer universities the educational service and the punishment of enterprise for their failure to perform the duty. The preferable policies are not established for enterprise such as the reduction of taxes and provide of loans. In addition, the administrative departments of education don't provide special funds to promote the development.

### *3.2 The Deviation of the Training Aims of University Tourist Students*

When setting the training aims of students, university fail to consider the social practicality of the tourist major which is different from other majors, the employment after their graduation and the actual demand of the tourist market. Therefore, they still stick to the old-fashioned educational mode. As a result, students are not qualified for the jobs of tourist enterprise after their graduation and need to be trained by the enterprise which increases its cost. As enterprise aims to make profit, product and develop, the education of universities fail to satisfy the needs of enterprises for talents.

### *3.3 The Cooperation Remains on the Low Level*

At present, universities search enterprise for cooperation and the latter benefit a little from it. The main reason is that

the cooperation remains on the low level such as the visit of students to scenic spots and hotels arranged by universities and short lectures given by staff of tourist enterprise and travel agencies. Despite the requirement of universities for related social practice of a certain amount and time as well as forms of social practice and practice certificate of enterprise, the procedure is only a form instead of serious practice and university fails to perform the duty of supervision.

On the contrary, the deep-level cooperation such as the scholarship to award the outstanding students of practical capability, provide of equipments, funds and practice bases of enterprise and the provide of qualified students of universities are far from enough, let alone the share of risks and profits, win-win cooperation and complement of each other's advantages.

#### **4. The Basic Principles Based on the Education**

As the education just starts in China, it has many realistic problems. But the development plays an important role in training the talents and developing the economy through the above-mentioned analysis. Therefore, we must stick to the following principles:

##### *4.1 Pay Equal Attention to Theory and Practice*

The education of cooperation fits the tourist major with strong social practicality, but we should also pay attention to its education of theories. We will go to extremes if we only stress the cooperation and social practicality of students. We should bear in our mind that just because of its strong social practicality; we need to lay more stress on the improvement of theories of the students. Without strong support of theories, we will not have high-quality social practice and without the correct guidance of theories, social practice will not play its effects and satisfy the objective requirements. Therefore, we must stick to the principle of paying equal attention to theory and practice when conducting the cooperation.

##### *4.2 Strengthen the Communication between University and Enterprise and Build up the Win-Win Principle*

Good communication is the premise of good cooperation. At present, the cooperation develops slowly with little fruit and practical benefit which is mainly caused by the ineffective and superficial communications. Without communications or deep communications, the both sides will not trust each other, thus carrying out no further cooperation with good effect. When strengthening their communication, university will have an idea of the demands of enterprise, improve their teaching content and reform educational mode according to the development of the latter. When learning the educational mode of university, enterprise could know whether the students could be qualified for their jobs, offer effective advice in time, correct the deviation of universities, improve their education, thus cultivating high-quality students catering to the social market demands.

As a result, only through effective communications and win-win concept could university and enterprise conduct effective cooperation and achieve a win-win goal.

#### **5. The Main Content of the Education Based on the Cooperation**

The development aims to strengthen the high-level cooperation which includes the following aspects:

##### *5.1 Define the Goal of Tourist Education of Universities through the Education Based on the Cooperation*

Through the new mode of education based on the cooperation between universities and enterprises, universities should aim to cultivate high-quality and all-round tourist talents instead of theory-orientated students. When arranging courses and choosing textbooks, universities should think about the conformity with tourist market and the requirement of students' ability. At the same time, they should build up ability system of students to satisfy the practical needs of tourist enterprise and stress on the master and application of their theories.

##### *5.2 Optimize the Teaching Staff through the Education Based on the Cooperation*

Traditional teachers of the major only focus on the theories instead of practical ability, thus ignoring the improvement of their own practical ability. This situation calls for the education based on the cooperation urgently. The development of the education calls for teachers' dual abilities of passing on theories and inducting practice. On the one hand, university teachers should move towards the market to know the latest demands. On the other hand, universities should introduce and employ some experienced staff of high quality and education to giving classes and lectures in universities. Only through these ways could university teachers combine theory and practice, optimize the teaching structure to cover the shortage.

### 5.3 Promote the Scientific Research Capacity through the Education Based on the Cooperation

The quality of university education is judged by the society instead of universities or students. For tourist majors, the quality is judged by tourist enterprise. Therefore, the teaching plan, the arrangement of courses, the teaching content and the practice should involve the deep participation of enterprises that could make a joint effort with universities to optimize courses, integrate teaching resources from the root, and improve their teaching techniques to satisfy the needs of the market. In addition, teaching staff of universities could improve their scientific ability through the involvement.

## 6. Conclusion

The new educational mode of tourist administrative talents is in accordance with the era. It could strengthen students' theoretical ability as well as their practical ability. For universities and enterprises, it is a win-win education with broad space for development.

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