Retraction

Retraction: A Study on the Satisfaction of Practice and the willingness to Stay in the Post of Students in Tourism Management Major Based on Big Data Analysis (J. Phys.: Conf. Ser. 1744 032070)

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The authors of the article have been given opportunity to present evidence that they were the original and genuine creators of the work, however at the time of publication of this notice, IOP Publishing has not received any response. IOP Publishing has analysed the article and agrees there are enough indicators to cause serious doubts over the legitimacy of the work and agree this article should be retracted. The authors are encouraged to contact IOP Publishing Limited if they have any comments on this retraction.

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A Study on the Satisfaction of Practice and the willingness to Stay in the Post of Students in Tourism Management Major Based on Big Data Analysis

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Abstract. Through big data analysis, the satisfaction of students majoring in tourism management in practice was research and observe. A questionnaire was compiled to investigate the satisfaction and retention intentions of the tourism management major in internship. The results show that training opportunities, working environment, salary conditions, promotion space, employee relations, professional respect and other factors affect the internship satisfaction of tourism management students. Based on the results of the questionnaire survey, this paper proposes corresponding solutions.

Keywords: Tourism Management Major, Practice, Satisfaction, Retention Intention, Big Data

1. Introduction
At present, there is a great demand in the tourism market. Colleges and universities have set up the major of tourism management. This course requires the social practical experience and professional teaching theory of the students majoring in tourism management, so practice has become an indispensable practical process of tourism management major. But now for the tourism industry talent needs to further improve the quality of demand. The proportion of graduates majoring in tourism management in this industry is very low. The number of graduates who are employed in the industry is small, and less than 20 per cent remain in the post after a few months in office[1-3].

In recent years, the employment rate of students majoring in tourism management has gradually declined, which has aroused great concern in the tourism industry and academic circles. Due to the loss of tourism management professionals, the negative impact and loss to colleges and universities and enterprises can not be underestimated. Based on the above analysis, for the students majoring in tourism management, we should analyze the internship situation of the students in the position, and whether they are willing to continue to serve in the tourism management industry after the internship. In order to alleviate the brain drain in tourism management industry, the countermeasures and improvement measures can be found in the practical teaching of colleges and universities and tourism enterprises.

2. Research technique
2.1. Questionnaire

2.1.1. Social and demographic characteristics
Include gender, fill in volunteer, intern position, travel business nature, guide certificate category.

2.1.2. Some problems affecting the satisfaction of students majoring in tourism management in practice
Such as: actual practice content, personal development space, enterprise management system, social impact.

2.2. Data handling
In the questionnaire survey of four colleges and universities, the data are from Xi'an Foreign language, Shaanxi normal University, Changan University and Northwestern University. This questionnaire does not investigate freshmen. A total of 132 questionnaires were collected after the examination papers were issued. SPASS19.0 is used to analyze and process the demographic characteristics and reliability of tourism museum students.

2.3. An analysis of the influencing factors of internship students' satisfaction
The status of the tourism management students who received the questionnaire is as follows.

| name | Investigation item | Number/ person | Proportion % |
|------|--------------------|----------------|--------------|
| sex  | man                | 62             | 38.75        |
|      | woman              | 98             | 61.25        |
| to fill in the volunteer | First voluntary make up at prescription | 98 | 61.25 |
|      |                    | 62             | 38.75        |
| the category of the guide certificate | Putonghua travel guide certificate | 86 | 53.75 |
|      |                    | 23             | 14.37        |
| Internship post | Cicerone | 55 | 34.37 |
|      | Meter adjustment   | 35             | 21.87        |
|      | Market department  | 32             | 20.0         |
|      | Product research and development | 23 | 14.37 |
| Nature of travel agency | Traditional travel agency | 35 | 53.37 |
|      |                    | 50             | 31.25        |

Figure 1. Data display1.

Among them, the validity of 35 items was tested by SPASS application program, and the common factors of each item were obtained as follows.
2.4. Analysis of satisfaction factor

2.4.1. Work perception
Interns participate in social practice for the first time, and their cognition of tourism management industry is only one-sided basic knowledge theory in the process of teachers' teaching, so the relationship between personnel handling of work units will reflect the psychological sensitive reaction that interns have just come into contact with the society. When interns come to work, the crowd is mixed and the business is complex, and the personal comprehensive ability of interns majoring in tourism management will be greatly improved. The performance of enterprise leaders has directly become an important issue affecting satisfaction, reflecting the lack of practical work experience of interns, they often judge the quality of this work environment for the future by observing leaders.

2.4.2. The matching degree of theory and practice
This is an important cause of satisfaction. EQ is more important than foreign language and network skills, but the foreign language level will affect their social and effective communication, and the good foreign language level and network skills can more effectively increase their own development in the enterprise. However, the impact of the "high degree of combination of classroom and reality" on the satisfaction factor is lower, which illustrates the serious disconnect between the teaching materials and the preparation of the college and the tourism market. A project to guide the effective guidance of the teacher shows that the teacher does not play a good role in the social practice.

2.4.3. Salary and incentive
Income is often the most important thing for interns, however, in that result of the survey, the regular training of the opportunity for the development of the staff and the regular training of the exchange platform and the professional skill are in the front of the post compensation structure, which indicates that the interns no longer select the remuneration as the standard for career choice for social practice, But more to the knowledge and development space of learning skills. However, that pay is an
important factor that affect the satisfaction of the professional interns of the tourism management. It’s one of the reasons for the serious loss of talent in this industry, too.

2.4.4. Employment future
The travel industry is closely related to the country's political and economic policies. Following the strategy of Belt and Road Initiative, the planning of the 13th five-year Plan, the rapid development of tourism consumption market and rural tourism industry. Students are full of confidence in the prospect and development of tourism management industry. Compared with the work of all kinds of travel agencies, students regard this as a career. According to the clear career development path, the numerical impact of this project is weak, which is just the important reason to improve the satisfaction and employment rate of tourism management students.

2.4.5. Occupational safety
Most interns are attracted to the social security fund in social insurance and house fund, a favorite industry. But the vast majority of tourism management industries are unable to provide social security for their employees, and efforts can be made to change the low wages in the tourism management industry. However, sense of security is the prerequisite for people to focus on their work.

2.4.6. Social cognition
This is the least impact on satisfaction. According to the data analysis of the project, the positive factor of the society in the current society is still higher than the negative factor, which shows that the tourism experience of the people is increasing, and the cognition situation is more objective for the rational consumption in the tourism.

3. The characteristics and satisfaction of different demographic of intern were analyzed
According to the results of the table below, it is possible to know that the difference in the level of satisfaction between the remuneration incentive and the occupational safety in the case of gender is large. The demographic factors that affect the satisfaction degree are to fill in the volunteer. In the type of their certificates, the participants of the foreign language guide have a higher degree of satisfaction than those who hold the Chinese guide. In addition, in different positions, the student's job satisfaction gap is relatively large.

| Name                               | Investigation form | Travel agency perception | Theoretical and practical matching degree | Remuneration incentive | Career future | Occupational safety | Social cognition |
|------------------------------------|--------------------|--------------------------|------------------------------------------|------------------------|--------------|--------------------|------------------|
| Sex, mean value                    | Male               | -                        | -                                        | -                      | 0.042        | 0.022              | -                |
| Dial in the volunteer mean value   | -                  | -                        | -                                        | -                      | 0.037        | -                  | -                |
| The category of the guide mean value| Mandarin           | -                        | -                                        | 0.032                  | 0.041        | 0.031              | -                |
|                                    | Foreign language   | -                        | 0.13                                     | 0.020                  | -            | -                  | -                |
| Internship post mean value         | -                  | -                        | -                                        | 0.011                  | 0.032        | -                  | -                |
| Nature of travel agency mean value | Traditional        | -                        | 0.021                                    | 0.023                  | -            | -                  | -                |

Figure 3. Data display.
4. Strategies to improve the satisfaction of Internship Units

4.1. Choose high-quality internships
The strategic cooperation relationship should be carried out with the enterprise with good image, management mode, high popularity of the brand market and good economy, so that the enterprise generally has a perfect management system and a professional operation service concept called the education training system. can provide good working experience for interns, pay attention to the high-level requirements of the interns and the humanistic care, and can stimulate the improvement of the ability of the interns at the position of the work post and improve the satisfaction of the professional interns of the tourism management.

4.2. Provide corresponding security and medical subsidy measures
No corresponding minimum security and Medicaid will lead to the reduction of interns' work sense of security. If the minimum demand of interns can not be met, it will directly affect the quality of work, enthusiasm and internship satisfaction of interns.

4.3. To pay its reasonable remuneration
Most of the enterprises that accept interns are in order to save costs. Generally speaking, the salary given to interns by interns is relatively low. Enterprises should respect the labor pay and results of interns, and deal with the corresponding reasonable salary and treatment of interns. This can increase the intern's satisfaction with the internship.

4.4. Good dining and accommodation environment
This is the most basic survival demand for human beings, which is the most basic guarantee for the interns to complete the daily work.

4.5. Establishing a sound management system for interns
For the interns of internship enterprises, enterprises should establish a reasonable and sound management system for interns. In front of the system to achieve equality, according to the intern's ability to talk, adaptability, professional and technical level to establish its special management program, so that targeted tourism management interns can carry out efficient management.

4.6. Strengthen the humane care
Care to help interns, create a good working environment for interns, and cultivate their interest in the tourism management industry. Arrange the post of the intern's own specialty, and can fully play the advantage of the intern. Let the interns fully understand the core culture of the enterprise and identify the future development of the industry, so that the interns can find their home feeling. The superior leaders should not regularly conduct and want to communicate with the interns, and solve the problems and discomfort in the work of the interns, and establish some reward systems to reward the spirit and material of the interns. And finally, the interns have the identity of the tourism management industry. This will enable the enterprise to retain valuable talent.

5. Conclusion
Before students enter society, students not only study, but also survive in society. The reasonable application of the knowledge and practical experience learned during the practice can ensure the basic survival in the future. In the period of time after internship and induction, make it an important excessive platform. According to the analysis of big data, the students majoring in tourism management in key colleges and universities represent the important factors of the development of new tourism. For the results of the research on the satisfaction of interns, it is not enough to rely solely on the changes in the curriculum, and further cooperation and improvement with enterprises is
needed in order to bring sustainable development and a large number of human resources to the tourism industry.

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