The Construction Strategy of Talent Cultivation System for Tourism Informatization in the Era of Internet +

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Abstract. With the rapid development of the Internet + era, the quantity and quality of China's tourism human resources have increased rapidly, making positive contributions to the development of the tourism industry. But generally speaking, there is still a big gap between the quality and structure of human resources and the requirements of the rapid development of tourism industry, which affects and restricts the further development of China's tourism industry to some extent. Tourism human resources is an important guarantee for the rapid development of tourism. The quality and structure of China's tourism human resources restrict the rapid development of China's tourism to a great extent.

Keywords: Internet +, Human Resources, Tourism Informatization, Talent Cultivation

1. Introduction

With the rapid development of China's tourism industry, the development of China's tourism human resources is also very rapid. Especially in the past ten years, China's tourism practitioners have been increasing at an average rate of 15% per year. Now, a tourism human resource team that can adapt to the scale of tourism development has been preliminarily formed[1]. According to the statistical resources of the national tourism administration, in 1990, China's tourism industry had less than 620,000 direct employees, but in 2005, it increased to 4.26 million, nearly seven times the number in 1990. If the number of employees in social hotels and individual hotels is added to 10,000, the total number of employees in the tourism industry reaches 10,000. If the ratio of direct and indirect tourism practitioners in the world is 1:5, the number of indirect tourism practitioners in China has reached 28 million by 2005. It can be said that this large number of tourism practitioners has played an important role in promoting the development of China's tourism industry.

2. Challenges faced by the tourism industry in the era of Internet +
China's tourism started late, as a real industry to develop in 1978 after the reform and opening up. The standardized and specialized tourism education started in 1978, and the large-scale tourism talent training began after 1990[2]. With the rapid growth of the demand for tourism practitioners in the great development of tourism, a large part of the current tourism practitioners are students who have graduated from colleges and universities in recent years. Compared with some traditional industries, the overall human resources of tourism are becoming younger. The following table 1 shows the current situation of China's tourism informatization personnel training:

| Year      | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|-----------|------|------|------|------|------|------|------|------|
| Number of boutique courses | 151  | 299  | 298  | 360  | 660  | 649  | 648  | 725  |
| Number of undergraduate courses | 127  | 248  | 239  | 254  | 411  | 400  | 404  | 442  |

As can be seen from table 1 above, in 2003, 59 percent of the total employees in the tourism industry were under the age of 35, while in 2010, 1.17 million of the 1.72 million full-time employees were under the age of 35, accounting for % of the total employees, an increase of 9 percentage points compared with 1995[3]. At present, the average age of employees in many tourism enterprises is less than 30 years old, and some middle and senior managers are under 40 years old. The youth of the tourism staff, on the one hand, makes the team full of energy and vitality, but more importantly, in the work to expose the shortcomings of lack of experience.

3. Analysis of the reasons for the problems of human resources

There are many reasons for the current situation of human resources in tourism. However, as a major channel for the development of human resources in tourism, tourism departments have to reflect on the education and teaching they are engaged in from all sides. Although China's tourism college education after nearly 30 years of development has accumulated a lot of successful experience, the quality of education improved year by year, but there are also many problems. Some of these problems are common in the whole educational system of colleges and universities in China, and some are unique to the sub-system of tourism education in colleges and universities in China[4]. Different problems require different thinking horizons to find solutions. At the same time, we should consider and explore the reform and development of tourism education from a higher level or a further perspective.

3.1. Low economies of scale in tourism education

Since the 1980 s, especially since the 90 s, the colleges and universities of tourism education in China has been using the denotative expansion development model, which is increasing in number, including some of the colleges and universities is to meet the needs of tourism development of talent and actively set up tourism specialty, there are some colleges and universities is due to the decline of original professional passively to carry out the tourism professional education to earn your living. The
structure of figure 1 also illustrates the problem of training talents with basic skills:

![Figure 1. Personnel training structure of basic skills](image)

As shown in figure 2, the epitaxial development mode makes the scale of tourism education in colleges and universities in China expand rapidly. However, restricted by factors such as funds, equipment and teachers, most colleges and universities that recruit students majoring in tourism are small in scale, with a small number of students, and develop on a single scale. As a result, the status of tourism major in comprehensive colleges and universities is not improved, and it is not valued. Especially, it is difficult to get the support and cooperation from relevant departments in the construction of tourism major. To some extent, the enhancement of the comprehensive strength of tourism departments is restricted, and the quality of education cannot be improved. In addition, due to the transition of many tourism departments, the understanding of the tourism industry is very limited, the need to grasp the industry talent is not accurate, the tourism education will appear and the reality of the phenomenon, resulting in the whole education quality can only wander at a low level.

3.2. Unclear training objectives and inaccurate positioning

Many departments is the survival factor and to go to travel in the field of professional education, they lack the inherent law of tourism, the development status and trend and a basic understanding of tourism departments actual, so on earth for the tourism industry, what kind of talent cultivation target is not very clear, with a lot of blindness[5]. The unclear orientation of training objectives is mainly reflected in the following three aspects: first, the "theorization" of undergraduate education. It is necessary for higher education to strengthen the training of theoretical literacy, which is also the important difference between higher education and general vocational education. However, as tourism is an industry with strong applicability, comprehensiveness and openness, the undergraduate education of cultivating high-level talents in the tourism industry should also be closely combined with the practice of tourism and should not be divorced from practice and empty talk. Education and teaching, if it is simply from books to books, will only bring students into the tourism industry will not adapt, forming a huge contrast between theory and practice.

4. Enhance the attraction of tourism talent training

Since the reform and opening up, China's education system has been constantly reformed and the
educational structure has been constantly adjusted, and the process of reform and adjustment has been gradually accelerated and deepened. Due to the late start and weak foundation of tourism education, compared with some traditional majors, the tourism major has a lower status in the education administration department, which is mainly reflected in the low status of the tourism discipline, the declining attraction of the tourism major, and the decline in the number and quality of students in the tourism colleges, especially the vocational schools. Tourism colleges and universities, as the main channel for the cultivation of tourism talents and the development of human resources, are required to speed up the reform of the education system, change the educational ideas and concepts, and establish the concept of grand tourism education, open education, quality education and innovative education. At the same time, the tourism administrative department should strengthen the communication with the education administrative department, obtain the support of the education administrative department, constantly improve the status of the tourism major and the tourism discipline, enhance the attraction of the talent training in the tourism colleges and universities, and promote the sustainable development of the tourism industry[6].

According to the forecast of the world tourism education council, in the coming period of time, the number of employment in China's tourism industry will increase by % per year, with an average annual growth of more than 1 million. At present, the training scale of China's tourism colleges and universities is only more than 100,000 each year, so it can be seen that China will face great pressure to train tourism talents through schools in the future, especially in the vast central and western regions.

5. Conclusion

Tourism is a major with strong applicability, so as to meet the requirements of professional development. Tourism colleges and departments should strive to promote school-enterprise cooperation and form the integration of production, learning and research. The research advantages of the tourism department, the experience advantages of the tourism enterprises and the policy advantages of the tourism administration department are organically combined. Fifth, we should make tourism higher vocational education distinctive. While vigorously developing the higher vocational college of tourism, the tourism department should pay more attention to its own characteristics, so that the higher vocational education can train a large number of high-level practical talents with certain theoretical basis and strong operational skills for the tourism industry.

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