

# Research on the Innovation of Internship Management of Tourism Major in Vocational Colleges: Mode and Path

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**Abstract:** Internship management plays an important role in the practical teaching of tourism major in vocational colleges, and innovative internship management models are of great significance for improving the quality of student internships. From the perspective of system theory, this paper regards the internship management model in vocational colleges as a complex structural system composed of many different elements and interacting with each other. Taking 50 vocational college internship management models in China as the research object to carry out case studies, using text analysis method to summarize the key dimensions of vocational college internship management model innovation, including idea innovation, organizational innovation, process innovation and platform innovation. According to the functional relationship of the four dimensions, this paper constructs a four-dimensional conceptual model of internship management innovation in vocational colleges, and puts forward the path of internship management innovation. In order to provide reference for further optimizing and perfecting the internship management mode of tourism majors in vocational colleges.

**Keywords:** Vocational colleges; Tourism major; Internship management; Mode and path

**Fund topics:** This paper was sponsored by Teaching Reform Research Project of Liaoning Normal University “Innovation Research and Practice of the Training Model of Applied Talents Majored in Tourism under Industry-education Integration and Collaborative Education” (2-4).

## 1. Introduction

In 2016, the Ministry of Education, together with the Ministry of Finance and other departments, jointly issued the regulations on the Management of students' Internship in Vocational Colleges, which aims to improve the implementation of the management of students' internship in vocational colleges and establish a perfect internship system in modern vocational colleges. Improve the quality of technical personnel training<sup>[1]</sup>. Through the joint efforts of various vocational colleges and government agencies, enterprises and social organizations, some vocational colleges have formed a unique internship management model. At the same time, some vocational colleges do not pay enough attention to internship management, which objectives are not clear, the construction of practice bases is not standard and other phenomena still exist. As one of the dominate industries of the service industry, tourism contributes to the growth of the national economy. The talents trained by tourism higher vocational colleges are seriously out of touch with the market. Therefore, the cultivation of tourism talents in vocational colleges is very important. Vocational oriented skilled talents are favored by tourism industry while internship is an important way to realize vocational education talents cultivation mode reform.

## 2. Literature review

So-called practice management is to organize manpower material resources and financial resources properly to accomplish an internship task. The process of purposeful planning, organization, implementation, control and feedback throughout the internship. During the time stipulated in teaching program achieve optimal practice effect through minimum consumption<sup>[2]</sup>. Internship management is an important part of personnel training. Foreign research on internship management is mainly reflected in the typical personnel training mode of school-enterprise cooperation and the combination of work and learning, which integrates internship management into the education mode. Typical foreign models include Switzerland's Lausanne model, Australia's TAFE model, Germany's dual-system model and other personnel training modes which have achieved excellent results.

The research on internship management in China originated in 1983, and different scholars explored internship management from different theoretical perspectives. Su Hui and Wang Yuan refer to the resource dependence relationship between the public management major and the off-campus practice bases, construct a resource exchange model from the perspective of resource dependence theory and take the XFD public management major as the research object, and study the expansion path of the off-campus practice bases of the public management major<sup>[3]</sup>. From the perspective of big data, Xu Chao studies the internship management of fashion design engineering major in colleges, and thinks that the internship management needs to build a professional internship management system under the information environment<sup>[4]</sup>. Some scholars put forward countermeasures and suggestions by studying the current situation of vocational education internship management. Through an empirical survey of students in 31 provinces (municipalities

and autonomous regions), Chen Xiangyang found that both schools and internship units have "non-compliance" behaviours, such as charging internship deposits and commissions for internship remuneration, and require safety education and management need to be strengthened. And put forward suggestions from the perspective of internship view, internship system and other aspects.

### **3. The construction of Internship Management Mode in Vocational Colleges**

The idea innovation subsystem of internship management is the starting point to ensure the training of internship management talents in vocational colleges, which runs through the whole process of personnel training. The innovation of ideas is actually an embodiment of the concept of school education idea which ultimately expects to cultivate what kind of talents and achieve what goals.

Stage process innovation means that the internship is divided into several stages, each stage undertakes different learning tasks, such as in the first grade, it is mainly cognitive internship, organizing students to visit and study in enterprises, and get a preliminary understanding of relevant positions in enterprises, carry out on-the-job internship in the second grade, organize students to go to off-campus training bases, and participate in the practical activities of the corresponding positions under the guidance of professionals. Carry out post internship in the third grade, organize students to participate in actual production activities relatively independently in enterprises, and ensure that students apply the theoretical knowledge learned in the classroom to production practice at different stages of practice through stage-by-stage practice. Progressive process innovation is mainly combined with students' study in school to cultivate students' different abilities and qualities at different learning stages. At the same time, these abilities and qualities are from basic to advanced, forming a progressive practical teaching process, reflecting the concept of skill-oriented and student-oriented education. Compound process innovation is a practical teaching process comprehensively considered from the "vertical" and "horizontal" direction, which can realize the complementary advantages and disadvantages of teaching activities in multi-dimensions and better meet the needs of enterprises for inter-disciplinary talents.

### **4. The innovative Path of Internship Management of Tourism Specialty in Vocational Colleges**

In order to further optimize and improve the internship management mode of tourism majors in vocational colleges, optimize the cooperative relationship between enterprises and students in political schools, and improve the training quality of tourism majors in vocational colleges, we are putting forward the following four countermeasures .

#### **4.1. At the Level of Idea Innovation, Set up the Training Idea of "Big Profession"**

The training of tourism majors students in vocational colleges should closely revolve around the new requirements of the high-quality development of the tourism industry, take the improvement of the quality of employment as the basic orientation, set up the training idea of "big profession", and closely combine the dynamic frontiers of the industry and the vision of running a school internationally. Highlight the craftsman spiritual value orientation of "facing the professional ability of the industry" and adhere to the innovative spiritual value orientation of "solving complex practical problems" Great efforts should be made to cultivate compound tourism talents with international vision, professional skills and innovative thinking, so as to provide human support for the high-quality development of the tourism industry. It is necessary to comprehensively improve the professional ability and innovative thinking ability of tourism majors in vocational colleges as the overall training goal, combined with the characteristics of various courses and the training requirements of different professional types of talents.

#### **4.2. At the Level of Organizational Innovation, the Five Major Interactive and Coordinated Operation of Government, School and Enterprise**

Specifically, five interactive mechanisms should be formed at the level of organizational innovation, in other words, "mutual construction, mutual communication, mutual management, mutual integration and mutual progress". In terms of mutual construction, the government, schools and tourism enterprises cooperate with each other to build on-campus training bases and off-campus practice bases. At the same time, establish and improve the legal system of multi-agent cooperation and the rules of internship management organizations. Further clarify the rights and obligations of each subject in the internship management organization. In the aspect of intercommunication, realizing the exchange of information and personnel, and the real-time docking of students' daily learning information and enterprise employment-related information will help students understand the employment needs of enterprises and adjust their learning direction in time, teachers can go deep into enterprises to understand the development of tourism enterprises, and enterprises can also arrange corresponding personnel to teach in schools, so as to realize the exchange of personnel between schools and tourism enterprises. In terms of mutual management, both schools and enterprises should adhere to the basic principle of mutual benefit and set up a school-enterprise cooperation.

#### **4.3. At the Level of Process Innovation, Strengthen the Integrated Design**

At the level of process innovation, in order to establish the overall idea of system theory as the core, it is necessary to establish an integrated curriculum system and a knowledge system adapted to the cognitive structure of tourism majors. Gradually infiltrate the knowledge of different disciplines into practice, feedback students' learning results, and achieve the optimization of the training process. Secondly, it is necessary to construct integrated teaching methods, and regularly hold practical skills competitions and seminars through project-based, task-driven and scaffolding teaching methods to improve students' practical ability and innovative ability. Broaden the training methods of students' practical skills. The last part is the integration of the training stage, which combines the students' learning of each semester with the practical process of tourism enterprises, highlighting the adaptability of the tourism industry, the characteristics of tourism majors, and the pertinence of enterprise posts.

#### **4.4. At the Level of Platform Innovation, Realize "Internet + Tourism Education"**

"Internet +" education has become the trend of teaching reform in vocational colleges. Among the top 50 schools in internship management, many schools have relatively perfect internship management systems, which effectively monitor and manage students' internship process in all directions. For tourism majors in vocational colleges, "Internet + tourism education" is a bridge between the government, schools, tourism enterprises and students. On the one hand, teachers can make micro-lessons with the help of Internet technology, decompose the boring theoretical knowledge into several short videos, and break the limitations of offline learning time and space, so that students can also learn corresponding knowledge during their internship. On the other hand, the internship management platform can optimize the internship process, and students can choose the corresponding internship projects according to their own interests and the contents of the courses they have learned.

## 5. Conclusion

Based on the analysis of the top 50 cases of internship management in vocational colleges, this paper constructs a four-dimensional conceptual model of internship management innovation in vocational colleges. Aiming at the four aspects of idea innovation, organizational innovation, process innovation and platform innovation, this paper puts forward four suggestions on the internship management of tourism majors in vocational colleges, that is, to establish the idea of "big career" training, to coordinate the five major interactions between government schools and enterprises, and to strengthen the integrated design, realize "Internet + tourism education" ,so that contribute to the high-quality development of tourism education in vocational colleges.

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