

## The construction of vocational cultural tourism specialty group and talent training mode research

—Takes the cultural tourism specialty group of Beijing College of Finance and Commerce as an example

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**Abstract:** Under the background of industrial integration development, the demand for talents ranging from single professionals to compound talents is increasingly obvious. Compared with a single specialty construction, the specialty cluster development mode can better meet the demand of the industrial chain under the background of industrial integration. The construction of "National Double High" has promoted the construction of specialty groups to a brand new development platform. Through the case study of the integrated development of cultural and tourism industry and the corresponding construction of cultural and tourism specialty group and talent training mode, this paper explores the idea of specialty group construction and professional talent training mode closely connecting the integrated development of industry.

### 1. Research background

The Department of Vocational Education and Adult Education of the Ministry of Education proposed in the key points of work in 2018 to launch the construction plan of high-level vocational schools with Chinese characteristics, adhere to the combination of supporting the best and the strong and improving the overall guarantee level, and build a number of higher vocational schools that is need by local development, recognized by the industry and can communicate internationally. The Ministry of Education and the Ministry of Finance issued the Opinions on Implementing the Construction Plan for Building High-level Higher Vocational Colleges and Majors with Chinese Characteristics ("Double High Plan"). So-called higher vocational double construction, namely around the new requirements of the new era of vocational education, focus on the construction of about 50 high-level higher vocational schools (the actual project construction of 56 colleges) and about 150 high-level specialty group (specialty group, is the education borrowed from the concept of industrial cluster in the field of economics, its purpose is to reduce the repetition of education funds, and can enhance the integration of talent training. It avoids the repeated allocation of teachers, sharing the curriculum education system, practice teaching base and employment resources and platform.) We will build a highland for training technical and technical personnel and a service platform for technical and technical innovation, support the development of key national industries and regional pillar industries, and lead the high-quality development of vocational education in the new era. The starting point of the implementation of the "Double High Plan" is to improve the quality of higher vocational education, which is corresponding to the "double first-class" project of undergraduate education. The construction goal is to enable a number of higher vocational schools and groups of majors to reach the international advanced level and lead the modernization of vocational education.

### 2. The logic of cultural tourism specialty group

#### 2.1 Build a specialty group with industry chain

In the regional cultural industry and tourism industry depth under the trend of industry upgrading demand, follow the principle of "chain integration, production docking, professional

agglomeration", in accordance with the "the depth of industrial integration, post group setting, specialty resources restructuring" logical relationship, formed by "tourism management, visual communication design and production, film and television multimedia technology, tour guide, hotel management, exhibition planning and management" composed of cultural tourism specialty group. Relying on the employment orientation of the specialty group and the employment data of previous graduates, and following the cultural tourism production chain of "resource integration-product marketing-service management", the post group revolves around the three main industrial chain links of cultural and tourism product design and development, cultural and tourism product marketing and promotion, and cultural and tourism industry service management. The specialty group aims at six post groups for cultural and tourism product design, cultural and tourism content creative, cultural and tourism product marketing, large-scale activity planning, cultural and tourism enterprise management, and cultural and tourism enterprise service. With cultural empowerment as the guidance and technology support, it accurately connects industrial needs and carries out specialty group structure restructuring.

## **2.2 Specialty logic within the group: resource sharing, dual driven, mutual integration**

Industrial integration and upgrading, there is urgent need of compound cultural and tourism talents. The specialty group takes tourism management as the core, based on tour guide, hotel management, exhibition planning and management, supported by visual communication design and production and film and television multimedia technology as the support, and builds groups based on the demand of cultural tourism industry for complex technical and skilled talents. Take "the complementary ability, resource sharing, collaborative development" as the principle. "Teacher team construction and curriculum construction" as an important gripper. Restructuring innovative teacher team, reconstruct "platform curriculum + core ability course + specialty group course, advanced development course" of curriculum system. Through "Platform sharing, Post division, Ability to integrate", we constructed the cultural tourism specialty group.

## **3. Innovation and practice of specialty group talent training mode**

### **3.1 The whole process runs through the characteristics of "three classrooms, double subjects, progressive" vocational education education**

In terms of talent training mode, it has cooperated in-depth with many well-known enterprises and institutions, such as Beijing Hotel, Palace Museum, CYTS, Phoenix Digital Media Education and Universal Studios Resort, to jointly formulate talent training plans according to the needs of enterprises, jointly develop courses and jointly implement courses. Establish a deep integration of school-enterprise industrial college. The enterprise is deeply involved in the whole process of talent training; carry out enterprise classroom reform, equipped with years of practical industry backbone, put the practical courses of specialty core ability in the enterprise. Students was tested the learning effect of specialty ability in the real working environment, and was evaluated by the expert vision and industry standards. Enhance vocational education, and highlight the characteristics of "professionalism". Forming three classroom, "business school classroom, enterprise classroom " classroom, double subject, progressive education mode.

### **3.2 Give full play to the advantages of specialty group combination, and build a comprehensive culture and literacy course platform of specialty group**

Through the enterprise research and research based on the specialty group, the specialty comprehensive quality curriculum system of the cultural tourism specialty group has been opened up. To cultivate students' comprehensive cultural quality and specialty quality by cluster advantages. Cultivate students' political literacy, traditional Chinese cultural quality, specialty etiquette quality, service spirit and moral quality and other comprehensive humanistic and specialty qualities. Really integrate the high-quality Chinese service concept into the talent training program and specialty group curriculum system. To provide excellent supply for the urban construction goal of building

Beijing as a world communication center. Especially in the literacy course, Beijing's World Cultural heritage and regional development are the key content to develop appropriate and sufficient cultural enabling course content for students.

### **3.3 Break down specialty barriers, and deeply integrate culture and tourism majors**

With "literacy platform sharing, job separation, ability integrating" specialty group construction concept, specialty group through specialty quality platform courses, different specialty can exchange mutual selection ability improve curriculum module, realize teacher sharing, course sharing, training base, employment platform sharing, expand the width and breadth of students' specialty ability. To realize the mutual recognition of credits between different majors, integrate into tourism with culture, lead cultural innovation with tourism, enhance the cultural connotation of tourism, promote the training of interdisciplinary compound talents of tourism culture and innovation, and improve students' ability of sustainable development.

## **4. Construction of specialty group innovative teaching team**

### **4.1 Strengthen the construction of teachers' ethics, and build a team of four good teachers with cultural and tourism characteristics**

In the construction of the specialty group of teachers, adhere to the party building as the guidance, with the "four have" good teachers as the standard, highlight the cultural characteristics of the specialty group, cultivate the "double lead" people, and build a high-quality teacher team. Guide teachers to stay true to their original aspiration and cultivate people by virtue. Vigorously carry forward the traditional Chinese culture, to the grassroots party branch construction as the gripper, to party member teacher demonstration as the link, lead the teachers always adhere to the communist ideal and beliefs, closely around "for who cultivate people, who, how to cultivate people" the core problem, for the party and the country all-round development of text brigade high-end service personnel.

### **4.2 According to the needs of specialty group construction, create an innovation team, cultivate and introduce leading talents**

In view of the integrated development of new occupations and new skills, in the process of teacher team construction, modular curriculum is used to set up innovation teams, trained a number of excellent class leaders who can lead the curriculum reform, and according to the development needs, introduced industry leaders to lead the rapid development of the specialty group.

### **4.3 Relying on the dual-body school-running mechanism, build a vocational teacher team of "dual interaction, dual and mutual employment"**

With the enterprise construction dual-subject school mode, establish a teacher team composed of "enterprise teachers + college teachers + industry experts". The team of enterprise teachers has settled in the campus practice teaching base, and the school-enterprise teachers have jointly carried out curriculum research and development, established a joint teaching and research section, and deeply integrated the enterprise classroom with the school classroom. To form a stable "two-way flow, mutual financing and mutual employment" school and enterprise to build an innovative teacher team.

## **5. Construction of the sustainable development mechanism**

Specialty group focus on specialty cross integration, teachers team sharing, for the future development of management system construction, and in the college scientific research management, teaching quality, teacher team construction, teacher growth, training base, school-enterprise cooperation, external teachers, skills competition, students entrance employment has made certain achievements. The college has established a grassroots academic committee composed of key teachers to strictly control the scientific research subject process and achievement

quality, established a teaching supervision group composed of key teachers to ensure classroom quality and help young teachers improve their teaching ability, develop their specialty ability, realize multi-specialty teacher sharing and curriculum construction, and improve their comprehensive employment ability.

## **6. Conclusion**

On April 13,2021, General Secretary Xi Jinping made important instructions for vocational education. In the process of connecting the education chain, talent chain and industrial chain and innovation chain, the construction of specialty group is an important measure for the innovation and development of vocational education. It is an important reform to enhance the recognition and attraction of vocational education. How to fit the regional development characteristics in the construction of specialty groups and cultivate high-end technical and skilled talents with plug and play is an important educational practice research topic of vocational education. In the process of building the cultural tourism specialty group, our school has explored some innovative ideas in the talent training mode with "cultural empowerment and technology empowerment". The cultural tourism specialty group was also selected into the Beijing characteristic high-level construction specialty group plan. The reform and innovation of education is a process of gradual improvement and continuous progress. Need to step by step in practice, to find the correct positioning. Strive to build an international first-class specialty group with "local inseparable, recognized by the industry and international exchange".

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