The Analysis on the Innovative Cultivation Strategy of "The Ternary System" for Tourism Professionals

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Abstract: The ternary system, which is an innovative teaching mode in education, emphasizes on the ternary subjects, the ternary roles and the ternary qualities. The ternary subjects mainly refer to taking schools, enterprises and students as the main part of education; the ternary roles refer to the school, staff and teachers; the ternary qualities emphasize the character of the personnel, theoretical literacy and the level of skills in society. Building the ternary system mode of tourism professionals training has an important guiding significance to the innovation and reform of tourism major teaching. This paper mainly introduces the ternary system, analyzes the necessity of the ternary system training for tourism professionals and explores the effective countermeasures of using the ternary system to train tourism professionals.

Keywords: tourism professionals; the ternary system; Cultivation strategies; innovation

At present, the development of the tourism industry is booming. However, the shortage of the talents is the first problem needed to be solved in the rapid development of tourism industry. The current tourism industry needs more high-quality talents and needs those talents with a certain degree of ideology and morality, theoretical foundation and professional qualities, which needs relevant colleges and universities to innovate methods and countermeasures in cultivating tourism professionals.

1. The ternary system

From the perspective of the ternary system of the talents cultivation mode, there is an experts committee consisting of experts from different colleges, relevant enterprises and agencies to accurately grasp the specific development direction of this system. Relevant colleges and universities are the entrance of talents, exporting students for relevant agencies and they have to analyze the feasibility of courses in the agencies according to relevant policies. The agencies consist of the course research department and the training department, developing courses according to the regulations of the university policies and the job requirements of the enterprises under the guidance and supervision of the experts committee. The relevant course research department implements teaching and training and practice exercises to effectively promote the cooperation of universities and enterprises and the main training contents are mainly produced in the process of actual production of the enterprise. The agencies transport professionally trained students to enterprises to meet the needs of talents of enterprises and help students achieve effective employment. In addition, the enterprise will constantly provide relevant production orders for the universities and the agencies. The agency department can carry out practical operation for the production orders, so as to ensure that students can continuously obtain fresh studies in the application of relevant technologies and keep relevant learning and practice content that is really what the enterprise needs in the current stage of production.
To sum up, in the ternary system of the talents cultivation mode, the colleges carry out training and employment for talents and the agencies can receive enterprises' orders with the help of practical projects, so as to provide corresponding talents for enterprises. The three subjects are interrelated, mutual influencing and common developing.

2. The necessity of the ternary system training of tourism professionals

At present, there are few high-quality application-oriented professionals in the tourism market and fewer interdisciplinary talents. If the tourism industry wants to achieve long-term development goals, it must accelerate the construction of talents, but the professionals trained by the tourism major of relevant colleges have poor practical abilities as a whole. When they work in the corresponding posts, it often takes a long time for them to adapt to it. A lot of tourism talents need to be trained professionally over a period of time before taking up the post, which further extends their arrival time and increases the training cost. It will be unfavorable to the development of all aspects. The colleges, agencies and enterprises can realize the mutual cooperation and play an important role in improving the quality of talents and their adaptation to the post under the ternary system of the talents cultivation mode. The relevant tourism talents can also realize their own abilities and the cultivation of comprehensive qualities in the process, which lays a foundation for promoting students' better employment, therefore, it is necessary to implement the ternary system of tourism education pattern in vocational talents training. It is the application of a win-win result for all aspects.

3. The countermeasures of the ternary system training for tourism professionals

3.1 Establish the ternary system of the talents cultivation mode and realize virtuous talents cultivation cycle

To implement the ternary system of the talents cultivation mode in tourism major, first of all, it needs to build up a functioning system of the ternary system of the talents cultivation. Relevant colleges have to accelerate the cooperation with enterprises and agencies. The enterprises transmit production orders for the agencies who develop and design relevant courses according to the characteristic and requirement of production orders, while colleges and universities are responsible for verifying the reliability and quality of the curriculum and transmit graduates for the agencies. After receiving students, the agencies carry out special training and education for them, enabling the students to be familiar with the relevant work of tourism major, such as the characteristics of the work, the contents, the key points of work, work skills. The agencies further arrange students to related tourism group and enterprise to be engaged in the related practice internship. The students truly understand the relevant work in the post and clearly know the difference between the actual work. And finally, the agencies will transfer the enterprise order into actual teaching tasks, letting the student to study, so the students can meet the requirements of enterprises for employees. After the students directly enter into the enterprise to work, they do not need to undertake further training, their position adaptability is higher and they can quickly integrate into the work of enterprises, which ultimately achieves a virtuous cycle of talents cultivation. Therefore, relevant education departments should establish relevant norms and systems for this mode to ensure the effectiveness of relevant cooperation and promote the effective construction and operation of the ternary system of the talents cultivation mode.

3.2 Focus on the effective development of the curriculum and ensure the quality of teaching

In the ternary system of the talents cultivation, the development and the application of the curriculum of the agencies are the key to influencing the training effect and their curriculum development is based on the order of enterprises and the need to be inspected and audited by related colleges at the same time. The relevant agencies should grasp the current need of training professionals in tourism industry, grasp the developing trend and important direction of the industry, actively develop effective curriculums and combine relevant course consultants and education experts to optimize the quality of curriculum development to ensure the development of relevant curriculums are in accordance with the practical production needs of enterprises in the process of developing courses. Students can strengthen theory, moral character and increase skills during learning the curriculum. Relevant colleges and universities have to combine with the related knowledge of pedagogy, psychology and combine with the education laws and principles to further optimize teaching design, achieve comprehensive competitiveness, ensure the quality of teaching and truly embody
the pattern and content of science curriculums, which provides the high-quality teaching for the students and builds the course teaching system of the ternary system and cultivates high-quality tourism professionals.

4. Conclusion

Under the background of the current tourism industry development, relevant colleges and universities must strengthen the construction of the ternary system of educational mode, clearly understand the connotation of the ternary subjects, the ternary roles and the ternary qualities. They have to grasp the teaching mode and framework of the ternary system from its overall path, the talent training scheme, the implementation strategy and other aspects. In the teaching, they have to actively explore its reform countermeasures, explore the teaching reform route, put forward the relevant teaching reform implementation plan. In the concrete practice, they should constantly strengthen the construction of the cooperation system, do a good job in each link, ensure the quality of cooperation training and improve the employment competitiveness of tourism professionals.

References