Internal Analysis and Assessment of the Tourism Management Department of Shaoyang University

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Abstract: Under the background of the new reform of college entrance examination, the competition of students in Colleges and universities is becoming more and more incentive. It is very important for colleges and universities to carry out accurate positioning and ensure the source of students. Based on the evaluation index system of the Ministry of education of China, this paper uses the description development analysis method to analyze the data obtained on the basis of questionnaire survey. The purpose of this study is to understand the internal state of Shaoyang University, accurately grasp the pulse for the formulation of the five-year strategic plan of Shaoyang University, and put forward corresponding improvement measures for the problems.

Keywords: Shaoyang University; Department of Tourism Management; Internal analysis; Evaluation1.Introduction

1. Research significance

At present time where quality is a vital consideration, particularly among schools, Higher Education Institutions (HEIs) must gear towards quality in terms of instruction and services. Chen (2014), contended that the journey towards excellence in ASEAN Plus Three education challenges inspires the schools, colleges, and universities to continuously move forward to attain high standards of excellence and quality education. The challenge of ASEAN Plus Three has triggered roadblocks to and expectations from the education sector such as greater student and staff mobility, more collaborative research and curricular activities, greater demand for quality programs, competition for jobs and employment, higher employment standard and race for university ranking. Nowadays, the university is changing rapidly. As a school leader, he/she needs to organize relevant personnel to conduct internal assessment on him/her, understand the state of the school, and then formulate his/her own development strategy based on the external situation[1].

This study will be of significance to the entire Shaoyang University as programs, policies, along key areas, will be assessed. The assessment of the key areas will pave the way to the development of a strategic plan that is useful in its operation. The department's strategic plan will help the university to translate the vision of making Shaoyang University as an accredited premier academic institution and a center of development in China.

2. Research Design and framework

2.1 Research Design

This study will use a descriptive-development method as certain conditions will be described and used in developing the strategic plan. Descriptive method according to Nassaji (2015) is concerned with conditions of relationships that exist; practices that prevail; beliefs, processes that are going on; effects that are being felt, or trends that are developing.

2.2 Guiding Framework

This study is anchored on certain constructs that share the same insights and direction in terms of enhancing an educational institution through a development of a strategic plan; a strategic plan that is based on internal analysis and assessment of an institution.

A strategic plan is a comprehensive action plan that identifies long-term direction and guides resource utilization to accomplish an organization's mission and objectives with sustainable competitive advantage. It is a plan for using resources with consistent strategic intent, that is, with all organizational energies focused on a unifying and compelling target (Schermerhorn, 1997). This claim is supported by Conley (1992) when he said that strategic planning, emphasizing on external scanning and internal scanning, has been

advocated as a way for school to anticipate the future and make appropriate policy, program, and delivery system changes. In this study, internal scanning analysis of the internal environment was the main focus in coming up with an initial assessment which would be the basis of the strategic planning process. It is a management tool to aid in accomplishing one, or all of the following: institutional mission-vision definition, goals identification, evaluation of internal strengths and weaknesses, identification of external threats and opportunities, creation and selection of appropriate strategies[2].

3. Analysis and results

3.1 Sample

In this study, the method of simple random sampling was adopted. According to the random principle, 50 students from each grade were selected from four annual leave to participate in the survey. Twenty-five teachers participated in the certification, but due to the small number of teachers, all teachers participated. Random sampling is considered appropriate for this survey because it helps to improve the representativeness of samples and reduce sampling error. In this sampling method, each member of the group is selected with equal opportunity, thus reducing the influence of potential confounding variables. It is the most straightforward of all probability sampling methods, because it involves only a random selection and therefore has high external validity.

3.2 Research Instrument

Evaluation Index System of China's Ministry of Education is used as the research instruments .Since there are modified level indicators or standards that were utilized by the Ministry of Education for accrediting colleges and universities in China, the agency came up with a new evaluation questionnaire for accreditation. Since Shaoyang University is applying again for accreditation 2024, the prior administration of the said instrument will be beneficial in order for all the stakeholders' to perform an "internal scanning" of areas that will be soon evaluated by the Ministry of Education. The permission to use the questionnaire in this study will be sought from China's Ministry of Education, the main accrediting agency. This survey instrument will be used to practically assess the university focusing on the educational orientation and program status, cultivation process, teaching resources and utilization, faculty, student development, quality assurance, and teaching effectiveness. These level indicators are further broken into secondary indicators in order to attain clearer pictures of what need to be evaluated and improved per area. The researcher will take into consideration comments and suggestions from the participants of the study, particularly the faculty, staff, and students as to the areas/provisions that will be assessed. The verbal interpretations, the range and scores/ratings will all be provided in the instrument.

4. Conclusion

There is no significant correlation between the personal data of the respondents and their evaluation of Shaoyang University. Generally speaking, there is no significant difference between the evaluation of students and teachers. Both groups of respondents believe that Shaoyang University has the right direction in running schools. However, the atmosphere of undergraduate education, curriculum setting system, evaluation of training program, specialty setting, practical teaching, integration of industry and education, utilization of teaching resources, teaching staff and quality improvement need to be improved. However, in the aspect of teachers' energy input, teachers' interviewees are full of confidence in teachers' group, but in the aspect of students' group, teachers' energy input in teaching is not enough. This means that in order to better meet the challenge of enrollment under the background of the new college entrance examination, Shaoyang University should develop its own strategic planning and measures according to the certification system of the Ministry of Education.

Refernces：

[1]Akinde A. (2010). Towards Effective Supervision of Instruction in Primary Schools in Nigeria, Journal of Teacher Education and Teaching, 3 (2), 88-97.

[2]An, I. (2014). Impact of OBE Instruction to Accountancy Students in an Asian University. Asia Pacific Journal of Education, Arts and Sciences, 1(5), 48-52