

Research on the training way of skilled talents in Zhanjiang City

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Abstract: In view of the upgrading of Zhanjiang City of Guangdong Province to a sub-provincial city and the urgent problem of training skilled talents in the economic development center of West Guangdong, this paper aims to help Zhanjiang develop its advantageous industrial clusters by benchmarking Guangdong-Hong Kong-Macao Greater Bay Area; “One heart and three rings”, to promote the localization of skilled personnel training; Taking the regional skills training and research center as the starting point, improving the on-the-job skills training system as the core from three aspects, this paper deeply thinks about the ways of training skilled talents in Zhanjiang vice-provincial city and puts forward corresponding countermeasures, providing reference for government decision-making and relevant practitioners.

Key words: Benchmarking the Greater Bay Area, training of localized skilled talents

Introduction: Guangdong Provincial Department of Education vigorously promotes the modern apprenticeship pilot vocational college enrollment reform, from the following three aspects: to benchmark Guangdong-Hong Kong-Macao Greater Bay Area, to help Zhanjiang advantageous industrial cluster development; “One heart and three rings” to promote the localization of training skilled talents; Taking the regional skills training and research center as the starting point and improving the in-service skills training system as the core, this paper conducted an in-depth study on the training ways of skilled talents in Zhanjiang, a sub-provincial city, and put forward corresponding countermeasures, which pointed out the direction for the strategic development of higher vocational colleges in western Guangdong and provided references for government decision-making.

1. Analysis of the current situation of skilled personnel training in Zhanjiang City

At present, Zhanjiang City has planned a total of 6 colleges and universities, more than 20 secondary vocational schools approved by the Education Bureau, and 2 technical schools under the jurisdiction of the Human Resources and Social Security Bureau. The annual enrollment of colleges and technical schools in the city is about 90,000 people, of which the enrollment of colleges and universities is 20,000 people, the enrollment of full-time vocational schools is about 50,000 people, and the enrollment of full-time technical schools is about 20,000 people. Academic education accounts for about 80% of the training of skilled talents, and about 20% is on-the-job training.

From the current stage, the overall balance between the supply and demand of Zhanjiang’s skilled personnel training and the demand is balanced and orderly. In addition to meeting the demand for skilled personnel in the region, Zhanjiang is also the main export place for skilled personnel in the Guangdong-Hong Kong-Macao Greater Bay Area.

However, through the comparison and analysis of the big data of college students’ employment, it is obvious that there is a dumbbell structure of polarization in employment: the employment of graduates with master’s degree or above and middle and higher vocational graduates is smooth, but the employment of undergraduates is difficult.

2. The way of training skilled talents in Zhanjiang City

2.1 The Guangdong-Hong Kong-Macao Greater Bay Area will help Zhanjiang develop its advantageous industrial clusters

The training of skilled personnel must adapt to the development direction of industrial clusters in Zhanjiang.

Considering the development trend at home and abroad and the development conditions of Zhanjiang, adhering to the combination of goal orientation and problem orientation, and adhering to the unity of innovation, vocational colleges want to achieve the goal of serving the society and helping Zhanjiang take off, the design and development of their own brand must be close to the following two main goals:

(1) As a provincial sub-central city, Zhanjiang’s energy level has been greatly improved

The economic structure has been optimized, the innovation capacity has been significantly improved, the growth potential has been fully brought into play, the industrial base has been advanced, and the industrial chain has been significantly modernized. A modern industrial system with Zhanjiang characteristics has been basically established, focusing on port industries, coastal tourism, characteristic and advantageous agriculture, and the integration of military and civilian development. The development of modern service industry has accelerated, and the city’s comprehensive service functions have been significantly enhanced. The status of Zhanjiang as a regional economic center, science, education, culture and health center, financial center and business center has been further promoted. Zhanjiang’s comprehensive strength is in a leading position in the west wing of Guangdong’s coastal economic belt, and its radiation belt power has been further enhanced.

(2) Comprehensive upgrading of modern infrastructure

The major development of Zhanjiang is based on the major upgrading of urban infrastructure and the major upgrading of urban service level. The development of Zhanjiang is similar to that of Guangdong, Hong Kong and Macao in the fields of airport terminal operation, tourism service industry, public transport service, financial service, logistics management and other areas of the world economic highland. We can fully draw on the strength of Guangdong, Hong Kong and Macao’s waterfront to benchmark the Greater Bay Area. Introducing a high-standard training course system for skilled talents, a high-standard practical training system and a high-standard teaching staff, fully

reflecting Zhanjiang's hub function in the west of Guangdong, adapting to the actual needs of advantageous industrial clusters, opening up the supply channels for skilled talents, actively guiding human resources to gather in Zhanjiang's advantageous industrial clusters, and providing a large number of professionals with professional counterparts for the advantageous industrial clusters. To provide new momentum for the development and construction of Zhanjiang.

At the same time, it is necessary to organize teachers of vocational colleges to study and train in the Greater Bay Area, promote the construction of the project of strengthening schools through innovation, broaden their horizons, improve their professional development and curriculum design capabilities, learn from the development experience of Guangdong, Hong Kong and Macao industries, and innovate teaching methods and means.

2.2 "One heart and three rings" will promote the localization of skilled personnel training

In the future, the training of skilled talents should adhere to the "one heart and three rings" model led by the government, and participated by enterprises, industry associations and vocational colleges.

It is necessary for governments at all levels in Zhanjiang City to vigorously promote the localization of talents in order to create endogenous impetus for economic development in the future. Education management departments at all levels should actively lead, make contributions and form institutionalization, actively publicize the professional advantages and brand characteristics of local colleges and universities in Zhanjiang, and actively cooperate with the recruitment and publicity of local colleges and universities. Actively track and feedback students' learning status and specific demands in colleges and universities, and help colleges and universities constantly improve teaching quality and adaptability of talent training.

Industry authorities and associations at all levels should actively participate in the teaching and practice training of colleges and universities from the perspective of the long-term development of industrial clusters in the future, and participate in the formulation of talent training programs for professionals urgently needed by core industrial clusters, the design of professional cutting-edge courses, and the teaching of practical courses.

Actively organize, encourage and support the advantageous enterprises in various industrial clusters in Zhanjiang to get deeply involved in vocational education and teaching. The advantageous enterprises in various industries adopt the mode of order training for the advantageous majors of vocational colleges, sign talent training orders with vocational colleges, select high-level business backbone as part-time teachers in the teaching process, and provide practical training opportunities for students in vocational colleges. And set up awards and grants in various forms to encourage candidates in western Guangdong to apply for local vocational colleges.

Vocational colleges are important bases for training skilled talents. Through school-enterprise cooperation, a school-running mode combining teaching and vocational skills training can be launched, a skills training center with vocational colleges as the core can be set up, and the practice places of local advantageous industrial cluster enterprises can be fully utilized to enhance students' practical skills training. In a batch, order type and targeted way, the local advantageous industrial cluster enterprises need to transport talents.

2.3 Improve the on-the-job skill training system with the regional skill training and certificate center as the entry point

In the process of analyzing the way of training skilled talents in Zhanjiang City, it can be seen that on-the-job skills training occupies a considerable proportion in the training of skilled talents. By vigorously supporting in-service employees to participate in training, timely participate in industry skill appraisal after the training, and provide subsidies for obtaining relevant technical training certificates, the in-service skill training system is improved.

To be specific, the establishment of a high-level and regional in-service training center for skilled talents in Zhanjiang can rely on the vocational colleges themselves, take the school as the main body, integrate all available resources in the school, establish a regional training center for skilled talents, and take this as the basis to radiate outwardly and attract social participation. In order to achieve the goal of in-service training of skilled talents and updating of knowledge and skills. In order to achieve this mission, the following work needs to be promoted:

(1) System design skills verification, vocational skills appraisal project

Centering on Zhanjiang's advantageous industrial clusters, closely and accurately grasp the development trend of the market, combine with the local market demand to configure relevant skills training projects, systematically plan and design various professional skills certificate examination centers and vocational skills appraisal centers, and establish key industrial skills training and certification centers in West Guangdong.

(2) Strengthen support for regional skills training centers

The government, enterprises and vocational colleges should strengthen support for vocational skills training, increase capital input, and support the effective operation of regional vocational skills training centers. At the same time, they should reasonably control the training costs generated by training and reduce unnecessary expenses. And for the enterprise skilled talents with economic difficulties, the skills training center should also provide relevant preferential system and give a certain degree of financial support.

3. The significance of training skilled talents in Zhanjiang City

Under the background of the vocational college enrollment reform of the modern apprenticeship pilot program vigorously promoted by the Guangdong Provincial Department of Education, we will closely focus on the training of skilled talents urgently needed to be solved by the upgrading of Zhanjiang City to a sub-provincial city and the economic development center of western Guangdong, and help Zhanjiang develop its advantageous industrial clusters by benchmarked Guangdong-Hong Kong-Macao Greater Bay Area; "One heart and three

rings”, to promote the localization of skilled personnel training; Taking the regional skills training and research center as the starting point, improving the on-the-job skills training system as the core from three aspects, this paper deeply thinks about the training ways of skilled talents in Zhanjiang, a sub-provincial city, and puts forward corresponding countermeasures, which points out the direction for the strategic development of higher vocational colleges in western Guangdong and provides reference for government decision-making.

Conclusion: In view of the current situation of skilled personnel training in Zhanjiang City, this paper puts forward some suggestions on strengthening the cooperation between production and education, optimizing the training system and improving the evaluation mechanism. These measures can promote the close connection between the training of skilled talents and the market demand, improve the practical operation ability and market competitiveness of skilled talents, and provide important talent support and guarantee for the economic and industrial development of Zhanjiang City. In a word, the training of skilled talents in Zhanjiang is a long-term and complex systematic project, which requires the joint efforts of the whole society to achieve substantial results. Only by adhering to the market demand-oriented, strengthening the integration of production, education and research, optimizing the personnel training system, and improving the evaluation mechanism, can we cultivate more high-quality skilled talents with practical operation ability and innovation ability, and provide a steady stream of talent support for the rapid development of Zhanjiang’s economy and industry.

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