

Research on New Types of Operation in Tourism and Talents Cultivation

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Abstract: With the rapid economic development, tourism industry has become an important component in the society. The consumption demands towards the tourist products and services in the market have continuously changes. The traditional types of operation could not meet all the consumers' needs. In such circumstance, new types of operation in tourism industry must be explored to adapt to the new tendency in tourism market, and it is urgent to cultivate the tourism stakeholders who are fit for the new status.

Keywords: New types of operation, Tourism industry, Talents cultivation, Market demands

1. INTRODUCTION

Tourism industry is an important part of modern service industry. It is a comprehensive industry with a deep connotation and wide extension. It has the function of driving the local economy, setting up images and attracting investment in local communities. In the following years, the new target in tourism is to optimize the structure of tourism industry and develop the new types of operation in this field.

2. CONCEPT ON NEW TYPES OF OPERATION IN TOURISM

Types of operation in tourism are a comprehensive concept, composed of organizing formats, operation modes and products features. It is the methods of management and operation in tourism enterprises. The new types of operation point to the new contents and modes of operation, which are different from the traditional one, aiming to meet the diversified consumers' demands in the continuously changed tourism market. Reorganizing resources, launching new products, exploring new fields in the market, establishing new operators, innovating creative advanced modes are all the ideas of fulfill the new types of operation in tourism. Travel arrangement service and travel real estate are the successful experiments in tourism industry.

3. DIRECTIONS OF EXPLORING NEW TYPES OF OPERATION IN TOURISM

Traditionally, there are six elements in tourism: meals, accommodation, transportation, sightseeing, shopping, and entertainment. Based on that, new six elements are proposed to the

research field by the scholars. They could be summarized as business, wellness, study, leisure, emotion and adventure, and are considered to construct the new types of operation in tourism.

3.1 Attractive Business Tour

Business in new six elements is composed of business travel, conference, exhibition, incentive travel and the other new types of operation in tourism. In the report sponsored by Global Business Travel Associate, China has become the largest business market in 2016. In China, tens of millions of conferences are held, hundreds of millions of participators are involved, and more than trillion RMB profits are brought along to the local communities. The government should attract business visitors by upgrading basic facilities, improving service qualities, creating new products and emphasizing publicity.

3.2 Newly-developing Wellness Tour

With the improvement of people's living standards, people have been attaching more importance to their personal physical health and mental enjoyment. Wellness tour consists of health, spiritual relaxation, leisure after retirement, healthy sports and so on. It is a tourism element meeting consumers' demands on sightseeing expectation and physical & mental expectation. Travel for experiencing Chinese medicine and health is a good test in this field.

3.3 Government-leading Study Tour

Study tourism is not simply a travel for sightseeing or studying activities, while it is a travel containing sightseeing and studying activities. On December 19, 2016, the national education department announced that study tour should be introduced into the teaching plans of primary and secondary schools as a new teaching method. The State Council plans to extend the tourism market by study tour with Chinese characteristics, and predicts that it will be the new profits growth point in tourism innovation. The tourism enterprises should explore the study tour market according to the unique features in China, such as the teenagers-oriented consumers, group tour consumption, diversified demands, and unbalanced relation between supply and demand. Of course, the study tour for adults should not be omitted, because it is an effective and convenient way for adults to promote themselves and obtain certificates.

3.4 Leisure Tour with Plentiful Contents

According to the statistics sponsored World Tourism Organization, leisure tourism will be the most important component in tourism industry and the third industry. Leisure tour is composed of rural leisure holiday and urban leisure holiday. People could experience rural environment, appreciate natural sceneries, and search for ancient villages in their leisure holidays. Leisure

agricultural tour makes agricultural fields change into sceneries, and theme parks. Agricultural products are packaged into special local products. Meanwhile rural residents obtain more benefits in environment and income. Urban leisure holiday, which bring economic benefits to local communities, is connected with the other elements of hospitality industry, such as culture, entertainment, shops, communication, and transportation.

3.5 Rising Emotion Tour

Emotion tour contains wedding ceremony, honeymoon, anniversary tour, religious activities and other new types of tourism on emotion and spirit. Consumers in modern society are chasing high quality in every aspect in their life. The love and marriage customs are changing because of the changed consumption concept. They hold wedding ceremony in natural environment or beautiful sceneries, they spend their honeymoon overseas, and they travel in different places with partners for memorizing certain special moments. The emotion-oriented tour draws the consumption in love an marriage market, and brings many business opportunities. Wedding banquets, photographic studios, wedding costumes, ceremony planning company will be the active elements in emotion tour market.

3.6 Burgeoning Adventure Tour

Adventure tour is a new type of tourism industry, containing all adventure and exploration activities. It aims to attract people to seek rare natural and manufacture sceneries, experience the interests brought by adventure tour. The consumers in this market are those who are fond of exploration, nature and chasing dreams. When develop the market, stakeholders should emphasize on meeting the consumers' demands towards their special interests, and enriching the contents and forms of the adventure tour.

4. TALENTS CALCULATION FOR NEW TYPES OF TOURISM INDUSTRY

4.1 Adjusting Traditional Orientation of Education

Most of the stakeholders in tourism industry have the professional learning experience in schools or colleges. Being educated is an effective way to be the professionals. The orientation of education directly determines the quality of its products—students and whether the products are adapt to the rapidly changed new types in tourism market. Education institutions should adjust the traditional specialties to meet the demands for talents in new types of tourism industry. It is necessary to make sure the education target, which must be market-oriented, and encourage the cooperation between education institutions and tourism enterprises. More practical courses, which could improve students' social communication skills, broaden students' professional knowledge and techniques, and strengthen students' emotional quotient,

should be added into the courses systems. Schools and colleges should provide students opportunities to study in tourism enterprises in order to grasp the market demands for talents in real work. And of course, teachers should continuously study and be trained to catch the latest information and techniques in tourism industry.

4.2 Emphasizing Short-term Interior Training

Studying in work is an effective way for stakeholders to improve themselves in the quickly changed tourism market. Tourism enterprises know what they lack and what they need. They could fulfill the talents demands by short-term training program. When training employees, they should make efforts in training employees' occupational skills. Occupational skills are the basic skills which enable people working in tourism to do their jobs competently. As new technology plays an increasingly important part in all sectors of tourism, constant retraining of staff is vital to keeping their occupational skills up to date in order to get in touch with the latest information. Public relation skills are also important component in training courses. This refers to a person's ability to make a visitor feel welcome, properly looked after, and confident that they are receiving the standard service they expect in the aircraft, hotel, or tourist attraction, for example. The need for tourism employees to have good customer relations skills is related to visitors' expectations of enjoyment and comfort, despite being away from home. They expect the tourism staff who serve them to be cheerful, polite and helpful at all times. The interior training courses for those administrators must involve in the latest information on new types of operation in tourism industry, so that the enterprises could catch up with or learn from the pioneers.

4.3 Insisting on Lifelong Learning

In the innovation of new types of tourism industry, no one could predict the tendency of the market. The requirements for talents in this field are continuously changed. Stakeholders must insist on self-learning in various training courses, at home, or in real work. They could learn new information and new techniques to cover their individual shortcomings by different flexible forms. If they had enough spare time, they could study in formal classroom. If they didn't have enough time, self-learning via Mooc (Massive Open Online Courses) or self-reading was also good choice. There is an old proverb saying: success equals industrious attitude plus effective learning method.

5. SUMMARY

Nowadays tourism industry faces the rapid innovation and upgrading in type of operation. Stakeholders encounter challenges and opportunities. Tourism talents are essential element to the development of tourism industry. They are the key factors to control the quality and

direction of new types of operation in tourism industry. Efforts should be made to cultivate talents who are good at analyzing market demands, coping with changed challenges, adjusting personal knowledge structures, and promptly grasp necessary working skills.

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