

Strategy of Internationalization Development of Higher Vocational Colleges in the New Era

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Abstract: To further promote the internationalization of education in higher vocational colleges, from the actual situation and the characteristics of higher vocational colleges and so on, the case analysis method and the SWOT method and literature analysis were applied to propose the connotation of the internationalization of China's development of higher vocational colleges. In addition, the problems that higher vocational colleges are facing were analysed and the overseas development situation of higher vocational colleges was referred to for seeking the development ways of education internationalization. The corresponding internationalization strategy and countermeasures were put forward. Finally, it was proposed that the implementation of the international education can be combined with the actual situation of various countries to take education internationalization development strategy in higher vocational colleges. The results showed that the strategies mainly included adhering to concept of international education, strengthening the construction of international atmosphere, vigorously pursuing multi-party government funding support and carrying out overseas students' education. To sum up, Chinese and foreign cooperation in running schools is necessary to be carried out, professional curriculum internationalization construction and education internationalization are also necessary.

Keywords: higher vocational education, internationalization, current situation, development strategy.

1. INTRODUCTION

Higher vocational colleges are the main components of China's education industry. They are the main educational institutions that train applied high-level talents. In recent years, they have attracted more and more attention, the proportion occupying in educational institutions is bigger and bigger and more and more importance is attached to it. The higher vocational colleges are an important part of China's education industry in particular higher education industry. It is mainly responsible for cultivating the talents with higher occupation skills. At present, it is more and more popular among students and parents of all ages and attention paid is also higher and higher. In consequence, the sustainable development of higher vocational

colleges can provide better and more opportunities for students to learn excellent educational resources [1].

Higher vocational colleges shoulder the responsibility of cultivating senior excellent applied talents, which are an important source for cultivating qualified talents for the majority of enterprises. How to make the higher vocational colleges connected with the international community and cultivate talents with high core competitiveness is one of the biggest problems in higher vocational colleges [2]. According to the actual situation of higher vocational colleges in Jinhua city, starting from the characteristics and so on actual situation, in the major trend of the international trade in education, we analyse the existing problems and seek development strategies and measures for the internationalization of education and enhance the core competitiveness of higher occupation education, so as to make it faster and better develop.

2. METHOD

2.1 Connotation of internationalization of higher vocational colleges

The main contents of internationalization of higher vocational education include the connection between professional courses and international standards, the international teaching level of teachers, the flow, communication between students at home and abroad, the participation in international academic conferences, and the development of Sino foreign cooperation projects. Among them, the internationalization of curriculum, the internationalization level of teachers and the international level of the students' structure are the most important in the internationalization of higher vocational education [3]. The Sino foreign cooperative education project is an important way for the internationalization of higher international education institutions. Through the development of Sino foreign cooperation in running schools, we can promote the construction of professional internationalization standards and enhance the level of internationalization of teachers and students.

The higher occupation education as an important part of higher education, compared with the ordinary higher education, is more popular, which enables more students to receive higher education. It is directly serving the whole society, closely related to the development of the whole society. It can be said that it is essential for higher vocational colleges to cultivate technical and applied talents and as the grassroots level for the whole society construction, the cultivation of applied talents is very important [4]. The internationalization of higher occupation education in China should be in line with international standards. Making the talent training plan to training for the world work personnel should be combined with international excellent vocational education teaching resources, so as to make our country occupation education internationalization connected with international occupation education and to enhance the standards and ability of cultivating talents [5]. The core content of internationalization of higher vocational education is to cultivate high-quality competitive applied talents with international vision. It has strong innovation and practical ability, which is in line with the needs of society and enterprises for personnel. In the process of carrying out

internationalization activities, the international education institutions should connect the talent training scheme, teaching organization and teaching activities with international standards, make teachers and students communicate with each other in the international scope of learning, absorb foreign advanced educational concepts and course system with international standards and improve the core competitiveness [6].

2.2 Research method

This research mainly adopts example method and literature research method. China journal net, Dissertations Database and the corresponding library and reference room of information resources are used for the collection of Chinese and foreign relevant literature. The corresponding research works are studied, relevant data are collected, and research data are timely and systematically analysed. The preparation work laid a good foundation for the illustration of theoretical problems, sorting of the actual development status and construction of strategy and suggestion, for further carrying out the exploration [7,8]. The two research methods are described in detail, as shown in Table 1.

Table 1. Research methods

Methods	Contents
Example method	A method of analysing a single object by combining documents to obtain a general and universal law of things
Literature research method	A method of collecting, identifying, collating the literature, and forming a scientific understanding of the facts through the study of the literature

2.3 Analysis of international SWOT in China's higher vocational colleges

SWOT is a kind of analysis method, also known as the strength, weakness, opportunity and threat analysis method. It is a method of enterprise competition state analysis and also the basic analysis method for marketing. Through the evaluation of the strengths, weaknesses, opportunities and threats of enterprises, it is applied in in-depth and comprehensive analysis and competitive advantages positioning before the development of enterprises strategy [9].



Figure 1. SWOT analysis method

3. EXISTING PROBLEMS AND SOLUTIONS

3.1 Existing problems

The strategy of internationalization of leadership in higher vocational colleges is not enough. With the further advancement of the economy globalization and the internationalization of education, our higher education, especially the higher vocational education, will gradually change the mode of running a school [10]. In recent years, our students are reduced, but the institutions of higher education are more and more. It means that the higher education institutions in China will inevitably face the problem of survival. That is to say, with the increasingly fierce competition, higher vocational colleges face elimination problems. But at present, many vocational colleges haven't realized this. They can't put higher vocational colleges in the context of internationalization of education for considering the future development goals and directions of institutions. As leaders of higher education institutions, they should consider the status quo of the organization, make good progress for the future development of the organization, and work out a strategy suitable for their own development for the organization. At the same time, leaders should look at the development of higher vocational colleges with open eyes and analyse problems arising in the development and the environment. They also should be fully aware of the opportunities and challenges brought by international market for higher vocational colleges, integrate domestic and international market resources and introduce foreign excellent education resources. In the meanwhile, the qualified resources are delivered to the needed international market and this can truly develop internationalization of higher occupation education to a certain height.

International exchange and cooperation is an important way to promote the international development of higher vocational education and is the guarantee of learning the teaching ideas of advanced international education. At present, the majority of higher vocational colleges do not have a very good international strategy because of the region and capital problems. As the leaders, they do not give full attention to its important role. Although in some vocational colleges, a number of international activities are carried out, such as the reception of foreign guests, visit abroad, or students to study abroad, the foreign excellent educational resources cannot be introduced. Students only go abroad to complete the task but cannot really establish cooperative relations with foreign higher education institutions. Such foreign exchange and cooperation is a failure, which is only to complete the required task as a mere formality. Especially in the past few years, leaders of all vocational colleges and universities are actively seeking opportunities to go abroad. However, they often fail to find suitable cooperative colleges and give up opportunities for external cooperation and communication. Leaders often do not pay enough attention to foreign cooperation in their minds and waste a lot of opportunities.

The higher vocational colleges lack comprehensive strength. The higher vocational education in China started late, the development is still in the primary stage, and the complete higher vocational education system is not formed. Both the government and the schools have

not been able to treat higher vocational education and ordinary higher education equally. At present, our government is gradually modifying relevant laws and regulations, supporting suitable policies and increasing investment. It is gradually developing higher vocational education into a relatively independent higher education type. In our society, there are still some errors in recognition of education and skills. It is considered that the degree of education in regular higher education is higher than that in skills certificate, which leads to the fact that the recognition degree of higher vocational colleges has not reached its due height. In fact, the higher occupation education is also a form of higher education training mode, corresponding to ordinary higher education paying attention to academic research university. Higher vocational colleges should establish the matching qualification certificate system, so as to realize the organic convergence of occupation education academic degree certificate system, professional degree postgraduate education and occupation qualification certificate system. In addition, although the higher vocational colleges in China accounted for half of the country in higher education, because some higher vocational colleges are upgraded from the original excellent medium occupation schools, its operation mode, teachers team and other software force often cannot be compared with those of comprehensive university, resulting in higher vocational colleges lacking self-confidence, unable to go out.

It lacks necessary financial support. The funding problem is one of the important factors that restrict the internationalization of higher vocational colleges. Although some higher education institutions have fixed investment every year, it is far from enough, and the government has relatively little funds in this regard. At present, many China's public colleges are upgraded from secondary schools, and the original educational mechanism and setting of professional courses are relatively backward. As a result, it does not meet the development needs of modern higher vocational colleges. These educational institutions need to make some changes; otherwise, it is difficult to have good prospects for development. In order to cultivate high-quality skilled personnel, higher vocational colleges need to introduce or purchase a large number of practical equipment. Although the government has issued some policies to support running schools, the investment of higher vocational colleges is relatively large. They do not invest more in soft power like ordinary high education institutions. Higher vocational colleges need large investment in hardware and software facilities. At the same time, according to the needs of social development, we should make corresponding changes in vocational training skills in a timely manner, that is to say, we should constantly increase investment in vocational colleges. China's existing vocational education institutions mainly rely on the government's financial support, but most vocational colleges can't get enough government policies and financial support like ordinary higher education institutions. They often fall into the situation of insufficient financial input. As we all know, institutional construction is inseparable from financial support. Without financial support, there is no way to build a good campus or to provide enough hardware and software facilities, nor to attract excellent teachers to teach in schools, which is fatal for any educational institution. If we want to achieve sustainable

development, we must get more policies and financial knowledge from the government and raise funds from other channels to ensure the development of schools.

It has the weakness of insufficient comprehensive strength in higher vocational colleges. Because the development history of higher vocational colleges is relatively short, although it is in a period of rapid development, its comprehensive strength of software and hardware is not comparable with that of international universities. At the same time, some vocational colleges haven't developed well due to lack of funds and so on. At present, in the development of higher vocational colleges, regional development is unbalanced. The comprehensive strength of all vocational colleges is extremely uneven. The comprehensive strength of a lot of higher vocational colleges is still far from the degree of international education. Therefore, the comprehensive strength of hardware and software of the higher vocational colleges is not enough that it impedes the development of education internationalization.

3.2 Existing advantages

Advantages of international cooperation environment of higher vocational education institutions: as the internationalization of China's higher vocational colleges gradually promotes, the degree of internationalization of education is higher and higher. More and more education institutions in foreign countries have established the intercollegiate cooperation relationship with Chinese education institutions. Both sides actively carry out teacher education and students training and conduct international cooperation projects. In the meanwhile, we should participate in the international construction of professional courses in China's educational institutions and promote the development of the internationalization of China's higher vocational colleges. At the same time, China's education sector, in order to promote the process of internationalization of education at all levels, government agencies actively introduce various preferential policies to develop the overall development goals, guide educational institutions at all levels to participate in the construction of international education, provide policy support for educational institutions and create various favourable conditions to provide protection for education internationalization of all educational institutions.

Cultural advantages: the Chinese civilization is the unique civilization without interruption in the five thousand years in the world. In this respect, China is a big country and a powerful country. With the further development of China opening and economic integration, more and more international students become interested in Chinese culture and willing to come to China for learning Chinese culture. Chinese excellent traditional culture is one of the important factors to attract students to study in China and to attract foreign investment in China. The Chinese 5000 years of historical accumulation is the key for China standing in the world. Chinese culture is broad and profound, and the Chinese nation is also an open race, good at absorbing foreign excellent educational resources and learning excellent running mode of foreign higher education institutions. Chinese culture attracts more and more foreign students and foreign enterprises to study and invest in China. It is the basis of promoting international education in higher vocational colleges in China.

3.3 Solutions

The establishment of the idea of running a school for internationalization is the prerequisite for the implementation of the international school. If a vocational college wants to achieve certain achievements in long-term development, we must try to find some new changes. We are required to put forward a competitive idea of running a school in terms of running train of thought and student training. The aim of higher vocational colleges is to cultivate the talents of the regional economy and to get better development, so that students can have a higher overall quality, which is closely linked with the market economy. But the economic development and the change in the demand for talent will respond quickly to the school personnel training. With the development of economic globalization, talents in higher vocational colleges must have an international perspective, certain foreign language communication skills and international advanced knowledge. Therefore, the various vocational colleges must establish the concept of running a school with the international standards and train the international professional quality personnel. On the one hand, the educational concept of education internationalization is the first task of every higher vocational college. The idea of running a school and the reform of education must be able to withstand the test of the international market. The leaders of higher vocational colleges should establish the education idea of internationalization education reform.

On the other hand, the development of educational institutions is the development of education with the globalization concept. It requires having international development strategic concept, learning the international school running concept of advanced educational institutions and actively seeking international development path. With the development of internationalization process, it is necessary to enable the teachers meet the international level, curriculum international standards and cultivation of talents. At the same time, in order to let more higher vocational colleges have more opportunities to carry out international cooperation, we can establish a diversified exchange platform to promote various educational institutions to expand international exchanges, establish research platform or organization institutions and jointly share international education research and relevant decision-making, so as to provide theoretical support for the development of the internationalization of education institutions. We should also establish teacher and student training platform, build a multi-level international training system and provide related training for all classes of teachers, students and staffs. According to different types of personnel, we need to develop different training contents and goals, effectively promote the training work of the personnel in various sectors and improve their level of internationalization, so that various agencies can better carry out the activities of international exchanges and cooperation. In addition, the international development planning index of high vocational colleges should be set up, as shown in Table 2.

Table 2. International development planning index of higher vocational colleges

Items	2015	2020
Percentage of foreign students	0.2%	0.4%
Percentage of foreign exchange students	0.3%	0.5%
Percentage of foreign culture and education experts	2%	3%
Percentage of staff interviewed by a full-time teacher for more than three months	6%	8%
Proportion of all foreign language and bilingual courses	3%	6%
Chinese and foreign cooperation in running schools	2.6%	3%
International Academic Conference (hosted or undertaken)	0.5%	1%
International cooperation research platform (including international production, learning and research base)	0.5%	0.6%
Projects funded by foreign or international organizations	0.4%	0.5%

Strengthening the construction of the international atmosphere can promote the foundation of international running school. The internationalization of higher vocational colleges needs to be supported by many parties. First, it must be supported by all faculty, staff and departments, so as to create a good atmosphere for internationalized school running. First of all, higher vocational colleges must form a system of internationalized running of all members, which can take the lead of foreign affairs department or international department and enable all relevant departments and professional institutions participate in international activities. As leaders visit process, visit is undertaken by the foreign affairs office or the international department and complete tasks to visit are formulated, so as to enable the leaders encourage international visits. The leaders visits should not only be limited to the shallow international exchange, but should pave the way for truly outstanding education resources bypass from overseas, making a good start for the subsequent internationalization activity. In addition, we should actively create some cultural blending atmosphere of Chinese traditional culture and other international cultural customs. On the one hand, we can make foreign students studying in the school feel the traditional culture of China; on the other hand, we keep connected with international channels.

Vigorously striving for the government and other financial support is the guarantee of the international school. The internationalization of education in many developed countries is in full swing. To a large extent, its government attaches importance to the internationalization of education and results in more investment in education. To carry out education internationalization and integrate with other higher vocational education in the world, we must go out at the right time, learn from other higher vocational colleges and draw lessons from its experience in running schools, but we cannot say that every visit will bring many valuable materials. Therefore, especially in the early stage of international exchange activities, the government should increase financial support, and actively create a better environment for higher vocational colleges to bring more rights for the higher occupation education so it can

successfully conduct the construction of internationalization of education. The other colleges have longer time for running school and finance will make certain achievements after so many years of investment. The government should consider inclining toward higher vocational college's financial support. However, the vocational colleges started late, the construction of international education projects at the beginning needs more funds to support. Only in this way can we find more opportunities for international exchange activities and stay in an invincible position in the competition with other higher vocational colleges.

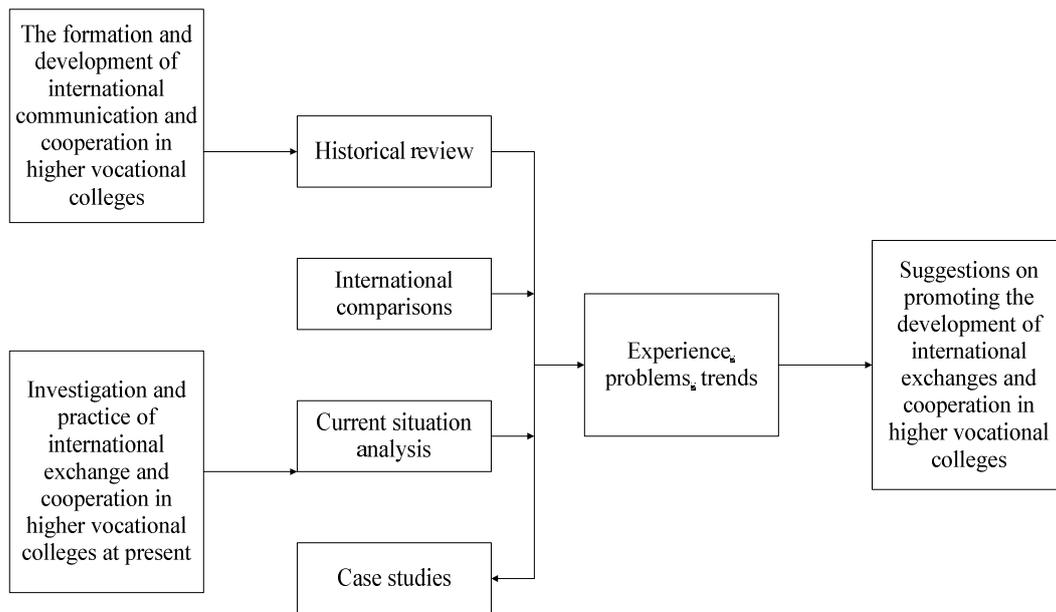


Figure 2. The framework of the strategic logic system for the internationalization of higher vocational colleges in the new period

In addition, the government's investment is not enough. In addition to winning the financial support of the government, higher vocational colleges should also actively seek suitable enterprises to support the development of their international education. In the process of talent training, the three parts of governments, enterprises and schools share different responsibilities. When participating in training students, enterprises can enable students to grasp certain skills needed in a certain field. At present, with the deepening of economic integration, many enterprises, especially those in the eastern provinces of China, have the cooperation with foreign enterprises, and some even sell products overseas. The construction of the internationalization of education in higher vocational colleges has a certain driving effect on the enterprises. Some vocational colleges recruit some vocational and skilled foreign students to practice in partnership enterprises, and inject fresh workers blood into enterprises, and the enterprises will also have opportunities to expand business to other parts of the world. Nowadays, the majority of enterprises donate teaching equipment to educational institutions and establish scholarships to subsidize schools. Vocational colleges can make full use of donations and resources from enterprises to better carry out international exchanges and cooperation activities. At the same time, in the process of allocation of funds, the educational

institutions should tilt appropriately to the international projects, so as to drive the normal operation of the project.

4. CONCLUSION

Internationalization is the only way for the development of higher vocational education in the world. The western developed countries pursue internationalization of higher vocational education to seek economic benefits and earn foreign exchange, while developing countries aim to improve their educational quality and cultivate qualified international talents through internationalization of higher vocational education. Through the case analysis, this paper provides theoretical support for the international development of higher vocational colleges by using the SWOT analysis of education internationalization. Based on the study of the internationalization of higher vocational colleges in related fields at home and abroad, combined with the actual situation of higher vocational colleges in China, we strive to make a systematic study of educational internationalization.

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