

Improving the Quality of a Discipline by Utilizing the Characteristics of Culture and Tourism Industry: Taking Chimelong Academy as an Example

Haibin Wu*, Huizhong Li

Guangdong Engineering Polytechnic, Guangzhou 510520, China

*Corresponding author: Haibin Wu, haibinwu@126.com

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Abstract: Focusing on the advanced manufacturing industry and modern service industry in Guangdong-Hong Kong-Macao-Great Bay area, and working together with the world's national brand Guangdong Chimelong, Chimelong Academy was established. The goal for the academy is to become the leading industrial institute that adopts an education system that can be used for reference and replicated and be a model for the deep integration of higher education and regional industrial development. Besides, a mature operation mechanism and systematic management is also applied in this academy, so as to establish an internationally influential engineering vocational institute.

Keywords: Modern service industry; Integration of culture and tourism; School-enterprise collaboration; Personnel training

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1. Introduction

At present, China's vocational education is unable to keep up with the needs of industrial transformation^[1]. In recent years, China has issued several documents such as opinions on deepening the integration of industry content into education, aiming to solve the problem of "two skins" between the supply side and the demand side of talent cultivation^[2], break through the bottleneck of supply and demand relationship of talent cultivation in higher vocational education with, which is in line with the nation's goals. Besides, the documents aim to promote the organic connection of the "four chains," which are the education chain, talent chain, industrial chain, and innovation chain, and build a new pattern of overall integration of vocational education and industrial development^[3]. Vocational education is not only an education problem, but also an economic problem. In view of the problem, only through industry-education integration can vocational education become more relevant to the working world. However, there are two prominent problems in promoting the integration of industry-education integration and enterprise-school collaboration in vocational schools:

(1) Schools cannot get high-quality resources from enterprises

Enterprises are less involved in course or training program design, curriculum construction, textbook development, and many more. School-enterprise collaborative education are mostly only in terms of industrial training, which makes it difficult for students understand the operation of enterprises in-depth.

- (2) The talent training programs in schools are out of touch with the demands of regional industrial talents. The traditional school-enterprise collaboration is relatively surface, enterprises are not active in educating people, school talent training programs lag behind the changes in the industry, technology and services, thus the graduates' knowledge and skills cannot meet the needs of enterprises. Therefore, Guangdong Engineering Polytechnic and Guangdong Chimelong Group Co., Ltd. have collaboratively built Chimelong Academy to cultivate talents in the cultural tourism industry.

2. Chimelong Academy's mission and methods to achieve it

2.1. Mission

The purpose of academy is to be a multi-functional entity providing talent training, technological innovation, scientific and technological services, student entrepreneurship, and further education opportunities. Besides, this academy aims to improve the management system of industry-education integration, create a multi-body collaborative talent training and education system ^[4], develop a teacher-training system, build a technological innovation center serving local industries, and produce high-quality professionals. In this way, the academy can supply the talents needed by the enterprises, forming a mutually beneficial relationship. Information, talent, technology and material resources are shared between the school and enterprises, forming a development pattern of deep integration and benign interaction between education and the industry ^[5]. The school can also then contribute significantly more to the economic development and industrial upgrading.

2.2. Construction measures

2.2.1. Innovating the deep integration mechanism of industry and education to ensure the sustainable development of the academy

First, Chimelong Group as the leading enterprise in the national cultural tourism industry took the lead in exploring the concept of "cross-specialty, cross-college, and cross-industry" in building industrial colleges ^[6]. As a result, a characteristic industry college offering leisure service and management, hotel management and digital operation, mechatronics, environmental art design, market research, and statistical analysis courses was established, embodying the concept of "digital design + intelligent manufacturing + intelligent service" and symbiotic development.

The co-governance system of Chimelong Institute of Technology was improved. The dean is in charge of the matters of the Chimelong Industrial College under the leadership of the vice president, and the education committee is responsible for monitoring the quality of talent training. An organizational and operational framework "Council Education Committee Dean Responsibility Guidelines" was also set up for Chimelong Industrial College ^[7]. A collaborative council of consisting of representatives from universities, governments, banks and enterprises is responsible for top-level decisions such as the development direction, organizational structure, and course design of the Chimelong Industrial College. Besides, an education committee consisting of experts from different colleges and disciplines, together with the human resource and different departments of the enterprises, have jointly formulated talent training programs and provided guidance to the teachers. An executive agency composed of president, executive president and enterprise president is established to be responsible for the daily teaching operation of the Chimelong Industrial College.

A benefit-sharing system was developed based on the common interests of colleges and enterprises to ensure an in-depth industry-education integration. The demands and common interests of schools and enterprises were identified to formulate a win-win collaboration to ensure industry-education integration and form a long-term collaboration of Chimelong Institute of Technology based on the community of interests ^[8]. Through order-based talent training ^[8], the demands of enterprises can be met, the cost of

recruitment by the human resource department and job training can be reduced, the quality of personnel training can be improved, and targeted employment can be achieved ^[9].

Moreover, an investment and cost sharing system was created. The agreement clearly states how the teaching and construction expenses are divided, as well as the facilities and equipment, teaching fees, daily operation and other aspects of the Chimelong College of Industry, so as to form a scientific and sustainable benign operation mode, and ensure the responsibilities and rights of all parties.

2.2.2. Innovating talent training method and building a demonstrative talent training entity

The advantages of Chimelong Group in the cultural tourism industry is maximized, in which there are theme parks, resort hotels, cultural performances, business exhibitions, catering and leisure under the group. The group also owns a huge resource and case library. Besides, Chimelong Group has also received many awards such as World's Best Theme Park Award, Global Outstanding Achievement Award, and is home to the Guinness World Record holder Ten-ring Roller Coaster, and also has China's first AAAAA (5A) scenic spot in Guangzhou, Zhuhai. The Qingyuan's three parks covers total of 90 km² of, making it China's largest training site, making it the pioneer of Industrial College of theme parks ^[10].

A "one-four-three" talent training program was constructed based on the concept of "digital design + intelligent manufacturing + intelligent service," so as to realize "integration of professionals and the industry" and "integration of talent and innovation." Four-bases were built: on campus training base, collaborative innovation center, entrepreneurship center, and off campus practice base. "Three" teams were created, namely the school-enterprise management team, the teaching team, and the scientific research team ^[11].

The academy also aims to solve the dilemma between the supply of talent training and the demands of enterprises through close integration with industry. Through collaborating with Chimelong Group, the teaching reform can be deepened new technologies could be integrated, and new processes and new specifications of based on the concept of "digital design + intelligent manufacturing + intelligent service" could be introduced into the curriculum standards and talent training system in a timely manner ^[12]. The curriculum objectives, curriculum content, execution, and assessment methods are flexibly adjusted according to the regional economic and industrial development.

The third goal is to promote a standardized certification system and improve the quality of talent training. The curriculum is set based on job requirements and specialization of certain posts. The effectiveness of teaching is increased by allowing students to participate in competitions. The course learning is evaluated by the vocational skill level certificate, so that students meet the requirements of enterprises, making the school a place for nurturing talents. High-quality and innovative entrepreneurship projects are also introduced to the students ^[13].

2.2.3. Building a teacher training system and build a "double-qualified" teaching team

Firstly, the school has issued higher vocational educational certificates to the management and technical backbones of Chimelong Group. Experienced craftsmen and enterprise talents are employed as mentors of the modern industry, and the selection of technical leaders and core project leader are also be given much emphasis. The teaching hours of enterprise mentors account for 1/3 of the total class hours of professional courses.

Secondly, Chimelong Group sends the teachers to enterprises to work as technical management personnel. The school regularly sends teachers with corresponding certificates to Chimelong Group for training in service technology, design technology, and manufacturing technology to enrich their practical experience and improve their teaching and practical skills. In this way, teachers are able to serve the society has been significantly better. ^[14]

Third, an international teaching staff training center was built. Based on the advantages of Chimelong Group in the cultural and ecological tourism industry, an international talent training base was built, to spread the education brand, the voice, and the stories of Chinese people.

2.2.4. Building a collaborative innovation center of digital culture and tourism, and building a collaboration platform for industries, universities, research, and innovation

The advantages of Chimelong Group in the cultural tourism industry and the academy in terms of having “digital design + intelligent manufacturing + intelligent service” professionals, a digital cultural tourism collaborative innovation center was built to carry out technical research, product development, achievement transformation, project incubation, and other works. With that, teaching and scientific research tasks can be completed, research achievements can be shared, and much more achievements can be made in terms of science and technology, enhancing the competitiveness of cultural tourism industry in terms of innovation and development. According to the idea of technology empowerment and innovation, the in-depth application of 5G, big data, cloud computing, artificial intelligence, regional chain, and other technologies in cultural tourism will be emphasized, so as to realize the transformation of cultural tourism from resource-driven and minimal-quality driven to innovation driven and quality driven. The idea of cross-border integration and open sharing will be realized in terms of advanced manufacturing, consumer goods industry, smart agriculture, and other industries, and the integration and development with modern service industries such as finance, logistics, e-commerce, and many more. In this way cultural tourism can serve the economy and the smart cultural tourism development can be accelerated

2.2.5. Building a collaborative research institute consisting of professionals from the industry and education and designing an engineering vocational education system

Industrial Education Integration Research Institute of the Provincial Vocational Education City was established, and turned Chimelong Academy into a high-end think tank of smart culture and tourism, focusing on research on construction models, systems and mechanisms of management industry research institutes, talent training systems, scientific research and social service system. With the school-enterprise collaboration, a “dual” education from the school and enterprises can be achieved, therefore, strengthening the cultivation of innovative, comprehensive, and export-oriented cross-border talents of smart culture and tourism; Collaborative scientific research institutes were also constructed, focusing on developing professionals in the cultural, art, and tourism fields. The institute also encourages relevant institutions and enterprises to carry out smart cultural tourism training and build smart cultural tourism talent training bases, professional training bases, and many more. In addition, Chimelong Academy has also established an incentive and evaluation mechanism for cultural and tourism talents in the province, cultivated the echelon of smart cultural and tourism talents in the province, formed a scalable industrial college construction paradigm, and influenced vocational education in the cities in Guangdong Province. Besides, Chimelong Academy also became an example for domestic and foreign colleges and universities in terms of delivering engineering-specific vocational education.

3. Conclusion

Guangdong Engineering Polytechnic has built a talent training system through school-enterprise collaboration to create courses that stands out from the others through a work-study combination, with professionals as the leaders, so as to connect with regional industries and encourage enterprises to participate in the teaching reform. Together with Guangdong Chimelong Group, a world-class national cultural and tourism brand enterprise, Chimelong College of Industry has been built. Through the collaboration between the school and enterprises, as well as professionals of different fields, an optimal

training system has been built to produce skilled talents for the industry.

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