Under the Background of Precise Poverty Alleviation, the Construction of Rural Tourism Talents Training Base in Applied Universities

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Abstract. Tourism is a growth point under the new economic environment. Rural poverty is the most difficult obstacle to Targeted poverty alleviation while the rural tourism industry is developing deeply, the phenomenon of the shortage of rural tourism talents which matches the high level is becoming more and more prominent, and the construction of talent training base is particularly important. The applied universities should carry out the functions of the service society, give full play to their own advantages, train the senior rural tourism talents, train the cultural knowledge of the rural tourism talents systematically, combine practical experience and theory, improve the quality of the operators, encourage the reform and upgrading of rural tourism, and enhance the competitiveness of rural tourism enterprises.

Introduction
"Rural tourism + precision poverty alleviation" is brought out with the development of the society. It is characterized by the characteristics of the times. It refers to the new way of economic development in the poor rural areas with characteristic tourism resources and helps to help the poor projects through the development of tourism. Rural tourism is also advancing with the times, and the proportion of the tourism industry in China is becoming more and more high. The shortage of rural tourism talents hinders its further development. It is particularly important for the cultivation of high-level talents in rural tourism, and the prevalence of Applied Universities in China has provided great convenience for the training of talents.[1]

The construction of rural tourism talent base provides a guarantee for talent training, provides talent support for the development of rural tourism, and promotes the rapid development of rural tourism, thus further pulling China's tourism economy and realizing the overall development of our country's economy.

Conceptual Analysis
Targeted poverty alleviation
In order to improve the precision of poverty alleviation, general secretary Xi Jinping put forward the concept of "precision poverty alleviation" in 2013. The concept of "accurate tourism poverty alleviation" was first put forward in the State Council, "some suggestions on promoting the reform of tourism industry": "strengthening rural tourism to improve the poverty alleviation". The state adheres to the concept of accurate tourism poverty alleviation to adopt different specific applications for the development conditions in different areas of poverty, accurate identification, accurate help and precision management under scientific and effective methods, and objective and efficient poverty alleviation.

Applied Colleges and Universities
There is no specific concept for "Applied Universities" abroad. Most of the new undergraduate colleges and universities in China present a number of Applied Universities in foreign countries. Applied undergraduate colleges and universities, with professional theoretical knowledge and skills
as the basis for running a school, adapt to the requirements of social development as a guide, and bring up a high level of professional and skilled talents.

Rural tourism

Rural tourism is the starting point of rural tourism, taking the rural and surrounding environment as the carrier, with pure humanistic atmosphere, pure natural ecological environment, field sightseeing, rest and residence as the typical tourism form, with the unique natural and human culture special color of the countryside as the attraction. At the same time, with the help of a series of conditions, such as the natural ecological scenery and ecological environment, the characteristics of the residential building style and folk custom culture, the new tourism model of business negotiation, meeting, experience holiday and ecological recuperation is expanded on the simple ornamental and farmhouse experience.

Talent training base

The training base referred to in this article refers to the targeted professional education and training for the rural tourism practitioners to promote rural poverty alleviation, promote the development of rural tourism, and carry out specialized and adaptable tourism talents for rural areas.

Problems Existing in the Construction of Rural Tourism Talents Training Base in Applied Universities

The shortage of service society in Applied Colleges and Universities

The deficiency of the application university's own development. In today's society and higher education, there are some problems: applied talents are difficult to be employed, the scientific research results of the Applied Colleges and universities are few, the management efficiency is low, and the cultural thought is relatively conservative. For the neglect of the application type project research, the number of work published in the research is less, and the leader of the training technology and academic is neglected. The scientific research work of the applied university teachers is mainly for the promotion of the title, the more one-sided pursuit of academic value, and the relatively few considerations to solve the problem of social and economic development, the topic of scientific research and the establishment of the scientific research. All the items are disconnected from the social needs. The training mode of applied talents and the adjustment of professional structure are lagging behind the level of social development. The imbalance of its development directly affects the training of talents and the development of society.

The deficiency of the talents training of the Applied Colleges and Universities.

The location and purpose of Application-oriented Universities in training talents is not clear. It is mainly manifested in the lack of time for professional courses and the lack of orientation in their own direction when colleges and universities are cultivating talents. The proportion of theoretical education is far greater than the practice of teaching.

The curriculum content is lagging behind the social requirements. In the era of knowledge economy, the demand for talents has been adjusted. Some colleges and universities lack curriculum research, and no curriculum is set up according to the demand for talents in the market. Thus, the trained talents cannot find the appropriate posts through the knowledge and skills they have learned.

Lack of practical teaching. Due to lack of funds, some colleges and universities lack training field, and applied talents cannot get enough practice training, resulting in low practical ability and poor operation ability.

There is a lack of teaching staff. Most colleges and universities are directly using the teachers in the university to teach, but most of the teachers have no social work experience lack of professional knowledge and skills teachers, such as professional skills enterprises, employers of part-time teachers, to train the practical skills and ability of talent.
The government pays less attention to the service society in Colleges and Universities

**Funds are not in place to restrict the service of society in Colleges and Universities.** With the rapid development of the social economy and the rising prices, the funds needed for the service society in the Applied Colleges and universities are also growing rapidly, but the sources of these funds are relatively small, mainly by the government support, which can not satisfy the demand for rapid growth. And the government support for university funds is mostly put in some important universities and scientific research institutes, or public institutions, and some non-key universities and private colleges and universities have little funds. Thus, the local application universities cannot do their duty well for the local society. Because of the lack of funds, the ability of teaching and scientific research in Colleges and universities is relatively poor, and the service ability of the society is relatively weak, and the quantity and quality of the talents are also weakened, which restricts the further development of colleges and universities.

**Unsound policies to restrict the development of Applied Colleges and Universities.** The government has not established relevant policies and regulations to protect the intellectual property rights of colleges and universities and standardize the cooperation between universities and enterprises, so it cannot fully adapt to the need of the development of the cooperation of production, education and research. The corresponding policies that have not been supported by funds make colleges and universities lack appropriate funds for training talents, restrict the training of talents and scientific research, and thus restrict the development of colleges and universities.

**The disharmony between society and the development of colleges and Universities**

The consciousness of service to society in Colleges and universities is weak. Objectively speaking, the social service consciousness of most colleges and universities is sufficient and has a positive and good attitude, but at the same time, there are still some colleges and universities who do not pay enough attention to social services and cannot actively serve the social service to meet the needs of the market, and not meet the trend of the future market development. There is no clear self orientation and no guidance for the needs of social economy and development, and there is a blindness in the training objectives and requirements of talents and the setting of subject specialty. The service consciousness of some private colleges and universities is especially weak, because the limitation of the system can only put the limited funds and energy on the development of the school itself and have no time to take care of the social service.

**There is no interaction between society and universities, information asymmetry.** For any system, information communication is an indispensable part. The asymmetry of social service information in application-oriented universities. Without sufficient information communication, the links between social and University communication are not smooth, and the frequency of interaction is reduced. The training program formulated by colleges and universities cannot meet the needs of the local area. Most of the universal education does not have its own characteristics. The application knowledge of rural tourism practitioners is not perfect, but because of the lack of targeted personnel training programs, colleges and universities cannot provide this type of talent or train talents, thus causing information asymmetry.

**Countermeasures for the Construction of Rural Tourism Talents Training Base in Application-oriented Universities and Colleges**

**Construction site selection of rural tourism talents training base**

In today's rapidly developing social era, applied universities must fulfill their functions of serving the society and use their own expertise. It will provide the greatest service for rural tourism talents training and rural economic development. The training base for rural tourism talents should be built in applied universities. Universities have professional facilities, equipment and teaching staff, so that they can facilitate centralized management and training of talents. The theoretical knowledge related to the training of rural tourism is carried out in Colleges and universities. The practice and practical operation should
be arranged in the enterprises which cooperate with the universities or rural tourism projects. The enterprises provide the professional practice environment for them, so that the employees who are engaged in rural tourism work faster and more skillfully to master the training content, so that the training can be achieved faster. The purpose of it.

The location of the training site should be selected in the multimedia equipment room of the University, and the teaching of theoretical knowledge should be carried out here, and the training of practical skills should be carried out in the rural tourist attractions, and the training base for the construction outside the school, the field visit, the study and summary of the knowledge and skills of rural tourism. At the same time, according to the different posts in the rural tourism industry, such as managers, operators, service providers, and the existing problems, to formulate targeted training programs and objectives, to determine the training methods and content, to solve the actual development problems of each rural tourism scenic area.

The responsible mechanism of the training base for rural tourism talents

The responsibility of rural tourism talent base is mainly divided into three parts: government, universities and enterprises. The government has issued corresponding policies and documents to support and supervise the construction and project development of rural tourism talents training base. The training department and training teachers of the professional training department are responsible for the theoretical training and school life and other related matters. It includes the choice of base construction, the arrangement of courses and teachers, the management of personnel, and the connection and communication between enterprises. The company is mainly about the personnel department and related management departments, including the workplaces, interview assessment and post arrangement. The three party is jointly responsible for ensuring adequate employment and professional skills, so as to escort the training base for rural tourism talents.

Training cost sharing of rural tourism talent training base

There are mainly three sources of training funds for rural tourism talents, including state and local governments, related enterprises and applied universities. The government has the responsibility to pay attention to the vocational education of the people engaged in rural tourism. Therefore, the main source of the training fund is the government, the university is the training party of the rural tourism employees, and the enterprise is the beneficiary, so it is also obliged to provide funds for the training of the rural tourism employees. In the form of financial appropriation, the government set up "special funds for the construction of rural tourism talent base" and put it into the budget of the national finance, which is used to train the cost of rural tourism talents and should be given priority to. The enterprises engaged in rural tourism can be applied to the application type through the method of order. The training base of colleges and universities provides a fee to fill the gap of funds for training rural tourism talents in applied universities. By diverting funds, we can effectively improve the lack of enthusiasm in the training of talents in applied universities due to insufficient funds.[2]

The composition of teachers in rural tourism talents training base

According to the unified standard for the training of rural tourism talents, relatively excellent training teachers are selected in the nearby colleges and universities to form the core teachers of the rural tourism talent base, and the teachers in the team can share the resources and experience under the requirements of training talents. The training of rural tourism talents is mainly responsible for the training team of the Applied Colleges and universities, and the enterprise can select and train the teachers' team that covers most of the rural tourist attractions, in order to supplement the teacher team system of the whole training base. The two training teams of Applied Universities and enterprises should cooperate with each other and exchange information so that people in rural areas can receive various training courses. The cooperation between applied universities and related enterprises is an important guarantee for long-term and stable development of rural tourism talents training. The most important part of talent training is teachers. The faculty in Colleges and universities is relatively perfect, but those who engage in higher education do not necessarily
qualify for training. Therefore, a professional, training and practical teacher team is needed to train rural tourism talents. In addition to having sufficient theoretical knowledge, these teachers should have an understanding of the current situation of rural tourism development, keen insight and Research on the preface hot spots, not only to be skillful and flexible in the application of relevant teaching hardware and software equipment, but also to work experience related to rural tourism; not only should there be some work experience related to rural tourism; Rich teaching experience, and insight into the characteristics of rural tourism talents. The teachers who participated in the training should continue to carry out practical research and practical experience. They should keep in touch with the rural tourism talents and strengthen communication and communication. Continue to explore distinctive and more suitable training methods.

**Training mode of training base for rural tourism talents**

At first, we should build an experimental base for talents training in the Applied Colleges and universities, equipped with professional theoretical knowledge to guide the teachers' team and to enrich the professional operation teachers' team with practical experience, carry out targeted training and record the whole course, provide experience for the next rural talent training, and constantly improve the imperfect places in the teaching process. Go ahead and learn from previous training experience, so as to train the actual needs to adapt to the continuous development and change of rural tourism.

**Rural tourism talents training base training curriculum content system**

In the training of rural tourism talents, scientific and rational training courses should be built according to the actual situation of rural tourism development and the requirements of industry development. The curriculum should be focused, pertinent, clear and stage. On the basis of the related curriculum system, the selection or compilation of training materials in accordance with the actual development of the local area should be selected to strengthen the training of rural tourism talents, especially to enhance the planning and development of rural tourism projects, the daily management and management of scenic spots and lodges, the traditional rural handicraft and the explanation of the local folk culture.

**Conclusion**

The construction of the training base for rural tourism talents can greatly solve the shortage of high-level, high level and professional talents in the process of rural tourism development, and provide a stable, high quality and large batch of talents for rural tourism. After the construction of rural tourism talent base, rural tourism talents can improve their comprehensive quality and employment skills through the study of theoretical knowledge related to rural tourism in universities and the practical training operation of off campus enterprises to ensure the healthy and sustainable development of rural tourism.

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**Reference**

[1] Li Zhiqiang and Kuang Wei. The connotation and characteristics of personnel training mode of "school enterprise cooperation and work study combination" [J]. Vocational Education Research. 2011 (03).