Exploring Education and Development: A Case Study on Shenzhen University Student Campus Tour Guide Cultivate and Practice

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Abstract. University students acting as campus tour guides, can reduce administrative burden, provide safety practice, promote teaching and learning, exercise students' comprehensive ability, enhance domestic and international exchanges and strengthen students' love to university. To meet the growing demand for high-end reception English talents, university campus tour guide can adopt counterpart departments responsible system, selection and training system, assessment post system, scientific arrangement system, summary report system and appropriate incentive system. So as to create win-win situation of society, university and students, developing healthfully and continuously. Taking Department of Tourism and Culture of Shenzhen University in 2013–2019 as a case, this paper introduces the experience of background, implement, drive mechanism, development bottleneck and prospect on university student campus tour guide, aimed to explore the innovative model in embodying the value of university student.

1. Introduction

It is the meaningful activity and worthy of study for university students to act as campus tour guides, to accept the reception tasks assigned by the university and introduce the history, culture and other knowledge of the university to visitors. In terms of academic research on university student campus tour guides, Peter m. Magolda (2000) believes that university students would deepen their understanding of the academic spirit of universities and promote the university atmosphere of multicultural and democratic societies through the work of campus tour guiding. Shaul Kelner and George Sanders (2009) mention that teaching tourism in an experiential way could broaden students' horizons and enhance interpersonal communication. Wen-wei Chiang et al. (2014) use the scene training of campus tour guides to instruct university students how to arrange trips and provide tourism services. Mengying Zhou et al. (2018) discuss the construction of college student online tour guide platform base on wisdom tourism.

In the world-renowned universities such as University of Washington, Harvard University, Massachusetts Institute of Technology, the mature system for campus tour guide reception has been formed, that is, following the principle of volunteer service of university students, adopting the mode of recruitment, interviewing, training, assessment, job posting, feedback, evaluation, to achieve the goal of high-quality campus guide team to complete the university's daily reception work. Visitors can make an appointment through the university website to visit the campus under the guiding of a university student, asking questions they are interested in, and taking photos at the university. University student campus tour guides who participate in reception activities in their leisure time and vacation time without remuneration for labor service can be counted into credits, which will be proved on their social service resumes.
Campus tour guides are still new things to Chinese universities. Representative universities include as follows: the History Narrating Team of South China University of Technology, established in June 2013, which is a student volunteer organization under students' independent management and undertakes the narrating of the History Museum of their university, different museums in different departments and campus cultural landscape; the Qingyunxuan Tourist Reception Center of Fudan University is affiliated to the logistics department of their university and is responsible for arranging campus visits; the "Volunteer Guide Club" of Xiamen University, whose members offer volunteer campus guiding for the history and culture of Xiamen University to visitors in their spare time.

No matter in foreign or domestic universities, students generally take the forms of extensive registration, non-professional and voluntary labor when they take campus positions. More generally, the qualifications of reception student cannot be guaranteed without setting up the registration condition, nor the professional level without considering the majors of the students. And furthermore, the students will not be fully connected to the society without payments for their work. Shenzhen University, as China's "university of Special Zone, university of the Window, university of the Experiment", situated in one of the earliest special economic zones in China, first launched successfully the great reform in the universities that no more job assignments guarantee to the graduates but students start up and run business in the university, and also launched a bold attempt on university students campus tour guides in recent years, following the new mode of qualified recruitment and selection, enrolling the candidates majoring on tourism culture and holding the national English tour guide qualification certificate, setting up the requirements of professional services, collecting objective feedback for the campus tour after providing guiding, granting appropriate allowance for the campus tour, which realizes the seamless link between university and society.

In order to divert the daily reception of the Principal's office, to conform to the will of university students to be masters of their own affairs, to build a distinctive campus culture, and integrate with the reception mode of international colleges and universities, university student campus tour guides emerge at the right moment. Universities start to form and implement the campus tour plan to ease the university administrative burden, to enhance the campus security practice, to strengthen the students’ love to the university, which help students to play their campus master action in polite manners and language with comprehensive ability on organization, emergency management, and help them get plenty of exercise experience and effective promotion for their future step into society with a solid foundation for future career.

2. Case Study of Shenzhen University

2.1. Professional Counterparts System

Since 2007, the Department of Tourism and Culture of Shenzhen University has been cultivating high-end tourist reception talents, with 210 undergraduate students obtaining the national English tour guide qualification certificate. Since 2013, a team of professional campus tour guides with qualified certificates has been established, entrusted by the Office of International Exchange and Cooperation of the university, to receive Chinese and foreign academic and government visitors from all over the world. From November 2013, 29 to January 9, 2019, the campus tour guide team has done a satisfactory reception job for 6185 Chinese and foreign visitors from 24 countries and regions, including celebrities, politicians, universities exchange, companies visits, etc., among them Hong Kong and Taiwan and foreign visitors accounted for 60%, gradually forming a professional reception team with strong professional counterparts, foreign-related oriented, well-organized distinctive mode.
2.2. Recruitment and Training System

In January 2013, the principal's office and the instructors started to recruit outstanding students with pretty appearance, qualified ability and fluent foreign language in the department of tourism. After strict recruitment and selection, 6 students holding the national English tour guide certificate were recruited, and two campus tour guides team in Chinese and English respectively were set up, which gradually increased to a reception team of 58 people. Instructors and students will have a 10-month pre-job training, which includes field training on campus, instructors' demonstration and explanation, guiding students to write systematic Chinese and English tour guiding speeches, as well as visiting Guangzhou Foreign Affairs Museum and other teaching practice activities to increase relevant foreign reception knowledge. In terms of the learning content, the courses combined with the undergraduate training program of the Department of Tourism and Culture should appropriately increase the knowledge and skills of English, university history, etiquette training and public speaking.

2.3. Assessment System

Campus tour guides gradually adapt to the guiding on driving car, on foot in the campus, in the stadiums and museums and other different scenes training. The candidates are allowed to officially accept the reception task assigned by the university only when they have passed step by step of the 8 assessments by the department office, the university office, the foreign affair office. In order to facilitate each operation, various communication means such as by telephone, email, SMS, WeChat are highly used between the office staffs, instructors and students guides to help to quickly complete the task of selecting and assigning campus guides.

2.4. Scientific Arrangement System

University students as campus tour guides are time-sensitive, suitable for the first to third academic year, and have strong mobility. In terms of experience, using the sand-rubbing principle for the senior and freshmen working together in the assignment of work will ensure the continuity of the reception team at a high level. In order to ensure a good reception effect, the instructor needs to constantly improve the understanding of the personality, ability and characteristics of the campus tour guides, and arrange the appropriate students to do a good job in the appropriate time on the basis of not delaying the normal course learning.

2.5. Summary Report System

Campus tour guides in the reception task are requested to submit a reception report to their instructors within three days after campus guiding, with information filled such as the nationality of the visiting group, the number, profiles, reception details (dates, personnel assignment, process, route, emergencies, etc.), feedback and summary (evaluation, reception highlights, visitors reception problems, personal gain, etc.), to facilitate timely record the campus tour guide work, to find problems and timely correct them.

2.6. Appropriate Incentive System

Campus tour guides in the reception work, get spiritual and material incentives, are more willing to participate in the reception work with more practice, improvement and suggestions. Incentive means become one of the effective driving forces to promote the long-term stable development of the reception team.

The good evaluation of the visitors stimulated the students' hospitality. During the reception, the students became confident because they were recognized and praised. They also deeply realized the importance of good communication and learning English well, which increased their understanding of the world and strengthened their sense of social responsibility.
The campus news reports enhance the students' sense of pride. Every report on the university-level news platform illustrated with photographs, motivated students to do a good job in reception, making students not only learn experience, but also have a sense of pride, especially when students often work together with leaders such as the principal.

The issuance of honor certificates meets the spiritual needs of students. A certificate of honor in Chinese and English will be issued by the Principal's office for each participating tour guide. The instructor will take the performance of the campus tour guide into account, and a special instructor will register the workload of each campus tour guide. At the end of the semester, students who have made outstanding achievements in the work of campus tour guide will be rated as "excellent campus tour guide" as encouragement. In order to take care of students' future job hunting, campus tour guide job can be included in students' resume, which will be issued by the university.

Appropriate economic subsidies for students’ material incentives are necessary. In order to carry out long-term training and get closer to the market-oriented operation, the university tries to extract funds from the operating budget for off-campus activities as the remuneration for reception work. Then the "university-industry cooperation" is taking into steps, which made the employers pay students directly. The means of these material rewards are still being explored. There is no doubt that the way to get paid will enhance the professionalism and maturity of student reception work, and puts forward higher standards, which become the real work practice before entering the workplace.

3. Result

Colleges and universities provide good opportunities and platforms for academic exchanges and reception of foreign affairs for university students, which cultivate high-end tourism reception talents for the tourism industry, and explore the road of sustainable development of university students' quality training. The positive role of campus tour guides in the reception work should be affirmed. We have received more than one hundred student reports, which are summarized as follows.

3.1. Exercise Courage and Tolerance, Increase Experience

At the beginning of the reception work, students generally doubted whether they could cope with it. After accumulating certain experience, they can readily accept the assignments and calmly deal with them. In order to receive visitors from different countries and regions, students need to preview the general situation of each country and region in advance and get prepared for knowledge and language, checking online the academic contributions of visitors, the background and advantages of the university or enterprises and institutions, so as to combine theory with practice. The reception of Buddhist, Islamic and other religious groups tested the students' professional level.

3.2. Learn to be Punctual and Rigorous, Strengthen Division and Cooperation

High level tour guide personnel training mode successfully solved the gaps between universities, enterprises and the students in the contradiction of talent training, to avoid the phenomenon of "closed" talent training, effectively cooperating the training plan with industry without lagging and lacking pertinence, which also improve the students' practical ability and practice ability, enhance their professional pride.

3.3. Optimize Reception Work, Master Emergency Handling

The frequent internal experience exchange of campus tour guides makes the reception work more smooth and pays more attention to meeting the needs of visitors in the process of coordinating the reception, forming a virtuous circle in view of how to do a good reception work, how to put forward reasonable opinions, how to offer suggestions and be adopted. In addition to following the reception
process, we also need to face all kinds of possible emergency problems and unexpected situations, such as visitors propose temporary visit items, which need to coordinate as soon as possible to meet personalized needs, and in case of changes in weather and roads, the route should be adjusted and modified in time.

4. Summary

During the two-year campus tour guide project of Shenzhen University, some students participated in the competition of 2014 Shenzhen Tour Guide Competition. 6 of them entered the final of English group and five won prizes, including 2 first prize, 1 second prize and 2 third prize. In addition, they also participated in the 2014 Longgang District Tourism Industry English Speaking Competition in Shenzhen. Three campus guides entered the finals, and three of them won including the first prize and the best eloquence award, and two of the top ten English tour guides. Among the 58 reception students, some of them got internship or offers from some top enterprises such as Tencent Group, Phoenix Television. This project has cultivated high-end tourist reception talents for the tourism industry, which has been well received by all employers. Shenzhen University, as China's "university of Special Zone, university of the Window, university of the Experiment", has made the beneficial attempt with exploring the model of sustainable development, by forming and cultivate the campus tour guide team to promote the teaching reform, to provide the good opportunity of the foreign affairs reception and platform for university students.

University student campus guides also face many problems. Firstly, it has not received the general attention of universities, and lacks systematic organization and planning. Secondly, due to the short development time, the system is still lack of experience. Thirdly, the connection with society is not enough while the extension is not strong. Fourthly, the sustainable development was blocked for the outflow of talent of the tourist guide industry.

Under the background of the cooperative development of the Greater Bay Area, Shenzhen Pilot Demonstration Zone and striving for a high-level university, whether university students can master the knowledge and ability in university and build the reputation of colleges and universities will also be one of the standards to measure the level of colleges and universities. The selection of university students as campus tour guides reflects the open and inclusive ideology of colleges and universities. On the basis of full trust in university students, long-term planning, strict organization, giving full play to their strengths, taking advantage of the situation, and fully mobilizing the enthusiasm of university students to exert their talents can realize the goal between the universities and their students to share responsibility, growth and honor.

When young people born after 1990s become the mainstream of university students, campus tour guide work has become a good way to promote their growth. In a safe and harmonious atmosphere, university students can contact the first job opportunity in life and gradually accumulate experience maturely. In the process of reception, campus tour guides make use of their knowledge of the campus to establish self-confidence and generate pride in the university, which is conducive to the feedback to their Alma mater after graduation.

The training of campus tour guides in colleges and universities, on one hand, can supplement fresh blood for the tourism industry, provide excellent talents, and realize the seamless link between universities and enterprises; on the other hand, it can also train comprehensive high-quality talents for the society and cultivate a new generation of responsible young people. Practice has proved that university students who have served as campus tour guides have clear thinking, well-trained skills, great social ties, and smooth internship and employment processes. After entering the society, it is more likely to succeed in the work of enterprises or in the business
In a word, the cultivation and implementation of university student campus tour guides have opened a win-win situation for today's universities and students. More and more colleges and universities will aim at this development momentum, to light up the enthusiasm of the host of the campus - university students, to work closely hand in hand with all communities, and constantly go beyond the primary goal of establishing university student tour guide, to create multi-win between the universities, students and society in future.

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References


