

Evaluation index system and evaluation research of rural tourism talent revitalization in A district

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Abstract: Talent revitalization is the key link of rural revitalization. The central government allocates special funds for the training of rural revitalization talents every year, among which rural tourism talents provide human resources guarantee for the development of rural tourism, and the performance evaluation of this fund is very important. Taking comprehensive quality, investment, development level and satisfaction as indicators, this paper evaluates the effect of revitalizing rural tourism talents in A district, and puts forward targeted suggestions.

Keywords: Rural revitalization; Rural tourism talents; Talent revitalization.

1. Introduction

Talent is the key to rural revitalization. The central government has allocated special funds for eight consecutive years to support the training of high-quality farmers. The rational use of the funds will effectively guarantee the sustainable development of high-quality farmers. Rural tourism talents play an important role in rural revitalization, which is related to the development of rural tourism industry. In 2016, Chongqing Municipal People's Government issued the Opinions on Accelerating the Development of Rural Tourism, putting forward ten key tasks, one of which is to strengthen personnel training: A rural tourism development research center has been established to integrate experts from colleges and universities and industry elites to provide one-stop services such as project planning, entrepreneurship guidance, operation and management, marketing and talent training, so as to promote the personalized, refined and themed development of rural tourism. Agriculture, human social security, tourism, poverty alleviation and other departments at all levels should focus on the goal of "cultivating talents with industries, promoting industries with talents", incorporate the cultivation of rural tourism talents into the training plan, carry out multi-level and multi-channel training, improve the awareness of rural tourism development of grassroots cadres and rural tourism owners, and the level of developing rural tourism projects and marketing. Improve the quality and skills of rural tourism practitioners in operating services, food hygiene and safety, reception etiquette, catering and room service, local culture tour guide and other aspects.

Based on the above background, this paper intends to take rural tourism talents as the research object, evaluate the situation of the revitalization of rural tourism talents in A district, and put forward suggestions to improve the level of talent revitalization.

2. The definition of rural tourism talents

Lan Zongbao (2009) pointed out that there are mainly two types of talents in short supply in the whole tourism industry.

First, economic and management talents in tourism enterprises, such as senior managers, are engaged in human resource management and development, marketing, tourism and entertainment management, tourism planning, scenic spot management and property management. Second, some new professionals needed for tourism development, such as professionals engaged in e-commerce, timeshare tourism network management, MICE tourism, tourism capital operation, etc.

Zhang Xiangping (2018) pointed out that rural tourism in the real sense was born in 1998. The National Tourism Administration launched the tourism activities of "eating farm meals, living in farm courtyard, doing farm work and seeing farm scenery" to get in close contact with nature. He pointed out that the cultivation of rural tourism talents for tourism management majors in colleges and universities is to cultivate the professional theoretical knowledge of rural tourism and the ability of rural tourism innovation and entrepreneurship. Master the practical skills of rural tour guide service, travel agency management and tourism product development; To master the rural tourism culture and rural tourism enterprise management skills of high-quality skilled tourism professionals.

Sun Jing (2019) pointed out that at present, rural tourism employees mainly come from original rural labor force, returning migrant workers, middle school students with low education in rural areas, laid-off workers, etc. These people are engaged in tourism reception, service and commodity sales, and they are also the managers and developers of rural tourism. The future rural tourism talents can be divided into two categories: one is the talent engaged in rural tourism management, mainly encouraging rural tourism practitioners with junior and senior high school degrees to upgrade their file and strengthen the combination of tourism theory and rural development practice; The second is the front-line service personnel engaged in rural tourism, training skills for catering, tour guides, accommodation talents.

Above all, combined with the division of rural talents in this subject, in order to avoid crossover, rural tourism talents are defined as the following three categories: first, rural tourism decision-making talents at the macro level, mainly referring to government departments, tourism boards and

rural tourism industry associations; Second, managers engaged in tourism enterprises, including tourism product development and planning, owners, tourism enterprise management; Third, rural tourism practitioners, including farm cooks, farmer guides, catering service personnel, accommodation service personnel, etc.

3. The basis of the evaluation index design of rural tourism talent revitalization

3.1. Research literature

Literature on rural tourism talents is reviewed, and the current focus on the construction of the cultivation system of rural tourism talents lies in the general lack of rural tourism talents who understand tourism, rural areas and management. For tourism development and planning personnel, focus on the training of rural tourism resources inheritance, protection and development, tourism product development and design; For tourism operators and practitioners, the training focuses on the management mode of farmhouse, service etiquette, communication skills, innovative design and sales of farm products. The training content reflects the core competitiveness of rural tourism talents, which provides ideas for the design index.

3.2. Policy and government work reports

The Central Committee of the Communist Party of China and The State Council issued the Strategic Plan for Rural Revitalization (2018-2022), which clearly stated that the target number of leisure agriculture and rural tourism arrivals should be achieved by 2022. The development of rural tourism industry must be guaranteed by rural tourism talents.

Chongqing Municipal Committee of the Communist Party of China issued the Opinions on Focusing on the Difficulties of Rural Development and Accurately Implementing the "Five Revitalization", which clearly stated that it strongly supported the integrated development of agriculture, culture and tourism, carried out the action of upgrading leisure agriculture and rural tourism, created more than 100 high-quality rural tourism routes, created a number of demonstration towns and villages, and supported the development of a number of rural tourism operating entities.

The government of A District of Chongqing issued the Implementation Plan of the Pilot Demonstration of the Revitalization of Rural Talents in A District (2018-2020). Guided by the five major actions, the government will implement the plan of cultivating rural tourism talents and cultivate 500 rural tourism talents by 2020. Practical training for general managers of tourism enterprises, rural tourism owners, rural tourism guides, service stars, tourism professionals and other groups is strengthened through the establishment of expert service teams, special training, business exchanges, school-local cooperation and other measures.

The above government documents are the evaluation indicators for the revitalization of rural tourism talents and guide the direction.

3.3. Investigation and demonstration

Field interviews and questionnaires were conducted in several towns and other rural revitalization demonstration sites in Shandong and Zhejiang provinces under the jurisdiction of A District. Through visiting, we can understand

the actual development of rural tourism and lay a feasible foundation for the construction of the index system.

4. Evaluation of revitalizing level of rural tourism talents in A District

4.1. The basic framework of evaluation index system of rural tourism talent revitalization

The design of evaluation index for the revitalization of rural tourism talents reflects the following three principles: First, the principle of combining macro and micro, which should not only consider the attributes and abilities of rural tourism talents, but also consider the development level of rural tourism talents as a group; The second is the principle of combining input and output, quantifying input by cultivating process and output by cultivating result; The third is the principle of combining qualitative and quantitative indicators. There are both qualitative and quantitative indicators in the evaluation indicators. The qualitative indicators assess the satisfaction of rural tourism talents themselves, and the quantitative indicators assess the input and development level.

According to the above three principles, the evaluation index system of rural tourism talent revitalization in A district is constructed by combining the goal of rural talent revitalization in A District and the actual development situation of rural tourism talent in A District, and considering the feasibility of data acquisition. The revitalization of rural tourism talents is evaluated from the following four aspects, including comprehensive quality, investment, development level and satisfaction analysis.

4.2. Determination of evaluation index standard of rural tourism talent revitalization

The critical values and upper and lower limits of indicators were determined by referring to various statistical yearbook, bulletin and other relevant data as well as national and international standards and norms of corresponding indicators, and a 4-level grading standard was designed (Table 1).

Table 1. Evaluation and grading standards for the revitalization and development of rural tourism talents

Grading	Exponential quantity	Qualitative evaluation
1	>0.75	Excellent
2	0.5-0.75	Good
3	0.25-0.5	Ordinary
4	<0.25	bad

4.3. Evaluation of rural tourism talent revitalization level in A District

Based on the analysis of the above comprehensive quality, investment intensity, development level and satisfaction, this paper calculates the score of the revitalization level of rural tourism talents in A District as 0.72 by means of the analytic hierarchy process. According to the formula, the index value of each level index can be obtained: the comprehensive quality index is 0.83, the input intensity index is 0.54, the

development level index is 0.81, and the satisfaction index is 0.7. According to the parameter interval in Table 1, it can be seen that the evaluation result of comprehensive quality and development level of rural tourism talents in A District is excellent, the evaluation result of satisfaction of rural tourism talents is good, and the evaluation result of investment strength of rural tourism talents is average. The comprehensive evaluation result of rural tourism talent revitalization in A District is good.

5. Conclusions for A District rural tourism talent revitalization

5.1. The comprehensive quality of rural tourism talents is high

According to the survey of rural tourism practitioners in A District, compared with the survey data of Yongzhou City in Guangdong province, Hunan Province and Yuncheng in Shanxi Province, it is not difficult to find that the comprehensive quality of rural tourism talents in A District is high. It is mainly reflected in: the age structure of the employees is reasonable, the proportion of the old, the middle and the young is almost the same; Highly educated, most of the people engaged in rural tourism planning have bachelor's degree or above, most of the people engaged in rural tourism managers have high school education, most of the people engaged in rural tourism grassroots work have junior high school education; Those with rich working experience and working years of more than 5 years accounted for 48%; Relatively high professional quality. Due to the age advantage of rural tourism personnel in the early stage, they have received better academic education and have rich working experience, which to some extent will affect their later professional quality, including the acquisition rate of vocational qualification certificate, the mastery of professional knowledge and the proficiency of service skills.

However, rural tourism talents in A District should also strive to improve the following two self-qualities: first, the coverage rate of pre-job training is low, the time is short, and the training effect is poor. Although the survey data shows that 67% of rural tourism talents are slightly weak in receiving training, and most of them are pre-job training carried out by employers, with short training time and less participation in government-organized training; The obtaining rate of vocational qualification certificate of rural tourism talents needs to be improved, which needs to improve their professional quality by attending training.

5.2. The investment of rural tourism talents is relatively low

This evaluation on the investment of rural tourism talents in A District is mainly based on the data comparison of Sichuan and Shandong provinces with better rural tourism development at present. In the evaluation process, it is found that there is a big gap between A District and Sichuan Province in the development of rural tourism talents, as a whole, the investment is low.

Government investment is small. At present, A District Culture and Tourism Committee focuses on all-region tourism, with the "three cities co-creation" as the starting point, highlighting the integration of culture and tourism and other aspects, comprehensively improve the quality of urban culture, ignoring the development of rural tourism. Although A Huangguashan area of rural tourism relatively good

development, but still need to upgrade file. At present, A District Culture and Tourism Commission has not established the data information database of rural tourism practitioners in A, and the training for rural tourism practitioners is less. Compared with the training of new professional farmers, the training of rural tourism practitioners is limited to the pre-job training carried out by employers. In contrast, the development of rural tourism in Sichuan Province leads the whole country. Sichuan Province uses rural tourism as an opportunity to boost poverty alleviation. The government has invested a large amount of funds to carry out training for rural tourism practitioners, and the training forms are diversified, which is helpful to improve the quality of practitioners.

School-local cooperation opportunities are few. It can be seen from the data that A District mainly carries out the school-place cooperation with Sichuan Fine Arts Institute to plan the Huangguashan area. It has not carried out school-local cooperation with Chongqing University of Arts and Science, Chongqing Vocational College of Finance and Economics and other local universities in A, and has not realized optimal allocation of resources.

5.3. The overall development level of rural tourism talents is good

According to the data provided by A District Culture and Tourism Development Committee, and compared with Chengdu, which has a better development of rural tourism, it is not difficult to find that the overall development level of rural tourism talents in A District is good. Specific manifestations are as follows:

Rural tourism started late, but it develops rapidly. Rural tourism, represented by Huangguashan, has developed rapidly in recent years and won the honorary title of National leisure agriculture and rural Tourism Demonstration site. In July 2019, it was also awarded the honorary title of National Rural Tourism Key Village. The development of rural tourism industry drives the development of rural tourism practitioners. The per capita disposable income of rural tourism practitioners in A district is not far from that in Chengdu, which indicates that the development of rural tourism in A District is quite good, and the growth rate of rural tourism tourist reception and rural tourism income both exceed the level of Chengdu.

Rural tourism talents won fewer individual honorary titles. Chengdu takes the lead in the development of rural tourism in China. As early as 2015, Chengdu won excellent achievements in the selection of National rural tourism rich leader and other awards. Due to the late start of rural tourism in A District, the climate has not yet formed in 2015, so no individual honorary titles of relevant rural tourism talents have been found. In recent years, the country mainly set up awards for rural tourism industry, and few individual awards. As for the current development trend of rural tourism industry in A District, we believe that A will achieve excellent results in the later selection of individual awards.

5.4. The overall satisfaction level of rural tourism talents is normal

According to the results of the questionnaire survey, the satisfaction level of rural tourism talents in A District needs to be improved, which is as follows:

First of all, the satisfaction of working time is high, and the occupation is relatively recognized. The per capita income of rural tourism talents in A District is relatively high, and

income growth rate is relatively high.

Secondly, the degree of satisfaction on salary, training content and policy support provided by the government is average. According to the preliminary report, A District does not invest much in rural tourism talents and has little training for rural tourism, which affects the reservation of these talents on the support provided by the government.

Finally, I am not satisfied with the social security I enjoy at present. Rural tourism talents in A District have a general satisfaction with their salary, and a poor satisfaction with social security, which is a common phenomenon of the whole rural industry talents. At present, rural tourism operating units such as Nongjiale have not guaranteed social insurance for all employees, and the government has not established a social security system for farmers, which makes rural tourism talents lack a sense of security.

6. Suggestions

As mentioned above, A District's investment in rural tourism talents is the weakness of the whole talent revitalization work. At present, the comprehensive quality of rural tourism talents in A District is high, and the development level is also in a good stage. If we can increase the investment to support the development of rural tourism talents, it is bound to promote the revitalization of rural tourism talents in A District to a new level. Based on this, combined with the survey results and effective measures taken by other provinces, it is hoped that the government, society, tourism enterprises and tourism practitioners can work together to contribute to the development of rural tourism.

6.1. Strengthen government guidance and build a training platform

At present, A District Culture and Tourism Committee mainly leads the cultivation of tourism talents, but its current efforts are mainly focused on the training of star-rated hotels and scenic spots in urban areas, and the training for rural tourism is still in its infancy. At present, most of the rural tourism talents come from the operators and service personnel who operate the farm entertainment and picking garden in the family unit, and they have weak awareness of participating in the training and lack of training channels. Therefore, in order to improve the cultivation of rural tourism, it is suggested that a special rural tourism training institution should be set up under the leadership of the government and organized by the tourism association. Scattered practitioners should be organized to carry out regular business training, improve their professional skills and service level, and through their education and guidance, the extensive family-type management should be changed and economic cooperatives should be established. To realize the standardized management of rural tourism and the optimization and integration of tourism resources.

6.2. Establish special funds to implement training funds

At present, A District has not set up special training funds for rural tourism, which makes the responsibility of training shirky. Funding is one of the important factors affecting the effect of rural tourism cultivation, so the establishment of special funds to promote the effect of rural tourism training.

First of all, the government should include the rural tourism training funds into the financial budget, increase the investment; Secondly, diversified financing channels should be advocated. Through effective publicity and guidance, the government encourages industrial and commercial capital to go to the countryside and provides certain financial support for the training of tourism practitioners. Finally, the practitioners participating in the training are also the beneficiaries. They can be encouraged to take the initiative to bear part of the training funds, so as to form a multi-channel and diversified investment mechanism shared by the government, enterprises and individuals, reduce the cost burden of rural tourism practitioners and mobilize their enthusiasm and initiative to participate in the training.

6.3. Strengthen the integration of industry and education and strengthen the cooperation between schools and localities

A District currently has a certain proportion of colleges and universities with tourism majors, but only a handful of colleges and universities have realized school-local cooperation. At present, A District seeks far away and mainly strengthens cooperation with universities in the main city of Chongqing, such as Southwest University and Sichuan Fine Arts Institute. However, local universities in A fail to contribute to the development of local industries. As a vocational education city in Chongqing, A should give full play to the strength of vocational education, strengthen cooperation with local governments and local industries, strengthen the integration of industry and education, and provide training teachers for local governments. Local governments can provide training bases for vocational schools to effectively achieve a "win-win situation".

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