Research on University Student Employment of Tourism Management Applied by Knowledge Management*

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Abstract. With rapid expansion of higher education in a short time, higher education of China is gradually from elite education to mass education. Facing to reality of difficult employment of university student, how to walk out from the traditional employment mode and seek for a suit of the university student employment management method of adapting to contemporary society, which will become a new subject of university student supervisors. In this paper, knowledge management theory which has been implemented and applied in enterprise management will be introduced into university student employment management, and combine with practical situation of tourism management students employment, it is hoped to walk from the traditional mode of thought and management so as to promote employment by improving employment core competitiveness of tourism management student. Thereby a theory innovation is encouraged about talent cultivation and employment management.

Keywords: Knowledge management, Tourism management student, employment core competitiveness.

1 Introduction

Tourism education is overall expansion in China’s tourism fast development background, the number of tourism management graduates is sharping increase, facing the world economic crisis on the impact of tourism industry, facing various emergencies on employment the influence of the situation, tourism management students must create for himself a kind of special competition ability to make oneself in the fierce competition from the crowd. As an employment manager, we must recognize employment situation and employment market needs, and education students through improve their resources and competence, combining the working characteristics of the tourism industry, at the same time, pay more attention to knowledge acquisition and encoding, accumulation and processing, dissemination and sharing, innovation and application. Use current knowledge and capabilities, the strategic positioning of their own to find employment and personal knowledge management core competencies to improve the integration point, strive to train and develop their employment core competencies.

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2 Knowledge Management Is the Inherent Mechanism to Enhance the Employment Core Competitiveness for Tourism Management Student

In the economic society, enterprises are the main body of the market economic activities, their functions are to input (resources) into output (Products and services which customers are requiring). Therefore, when analyzing the internal mechanism of the improvement core competitiveness which knowledge management can be brought to tourism management student, firstly we take enterprise as an example, then provide you further elaboration.

2.1 Knowledge Management in Role of Core Competitiveness of Enterprises

The core competitiveness of enterprises is the exclusive, uneasy replaced compete ability with extensibility for enterprises to achieve their strategic objectives, Manifestations of its reserve of knowledge and technology, human resources, the way of unique management, enterprise culture, brand competitiveness etc. To identify, maintain and improve the core competitiveness is the main content of modern enterprise ‘score competitiveness. We may understand the management of enterprise’s core competitiveness as the management of enterprise’s knowledge resources, knowledge management plays an crucial role for achievement of fundamental objectives, promotion of enterprise’s core competitiveness for modern enterprises.

Knowledge management is to use knowledge as the enterprise’s most essential resource, put knowledge and intellectual activity as the core of corporate wealth, through the way of learning and using the knowledge, practicing and disseminating, sharing and innovating, to attain the management of knowledge. During the process of implementing knowledge management we can fully mobilize the enthusiasm of employees, demonstrate teams of wisdom, through the help of knowledge management to improve company’s core competitiveness and sustainable development. Thus, the essential of knowledge management is to manage the value chain of enterprise, and make the company can be operated by enterprise’s knowledge in the constant value.

3 University Knowledge Management and the Employment of Individual Students Competitiveness Analysis of the Core

Goal of knowledge management is to seek information processing ability and human knowledge the best combination of innovation, the accumulated stock of knowledge into practical productive forces. Employment of College Students to knowledge management is the knowledge collected through the encoding, processing, applications, personal qualities and abilities into a comprehensive upgrade in order to achieve successful employment. Tourism management student to understand the personal knowledge management and core competitiveness of their employment status, I colleges and universities in the province of Heilongjiang Province tourism management student conducted a survey and analysis of the N results of the investigation.