

# 旅行社基层员工培训体系优化设计—以众信旅游天津旅行社为例

## 摘 要

随着经济的发展，人们的收入越来越多，所以健康与精神方面的需求快速提升，进而促进旅游行业的快速发展。旅游行业已经发展成中国经济快速上涨的支柱性产业，旅游行业的快速崛起也解决了大量人员的就业问题，在 2019 年对中国就业与经济贡献率达到了 11%，直接带动 2,865 万人就业，为全国的 GDP 提供了 9.28 万亿元，超过了全国 GDP 总量的 10%。众信旅游在国内发展多年，已经成为旅游行业的代表企业之一，众信旅游继续扩大业务范围，在全国多地新设门店，其中天津、河南、甘肃以及福建省市较多，迅速提高了当地门店的数量和市场占有率，为众信旅游全国化战略提供了基础。但是过快的扩张导致旅行社的基层员工的数量和素质跟不上公司的发展的速度，在很大程度上制约了这些企业的发展。

本文对众信旅游天津旅行社的基层员工培训现状进行分析，通过调查问卷的方式得出结果，并提出了众信旅游天津旅行社在基层员工培训方面存在基层员工培训需求的调查分析不够深入、对基层员工培训不够重视、基层员工培训内容与公司战略不统一、培训考核机制不完善四方面的问题。导致众信旅游天津旅行社的基层员工对于培训需求未能真实的了解，造成培训效果不理想，员工积极性低的情况。根据存在的问题结合众信旅游天津旅行社的实际情况，对众信旅游天津旅行社需要完善建立完善的培训管理制度、组建专门的团队对基层员工培训设计进行优化。从培训需求分析、培训计划的制定和培训后续工作三方面对众信旅游天津旅行社的员工培训体系进行优化设计。最后对众信旅游天津旅行社的员工培训体系能够顺利执行提出了加强基层员工培训的重视程度、激发基层员工的学习兴趣、建设专业的师资队伍三个方面保障措施。

**关键词：**基层员工；员工培训体系；众信旅游天津旅行社

## ABSTRACT

With the development of the economy, people's income is increasing, so the demand for health and spirit increases rapidly, which promotes the rapid development of the tourism industry. Tourism industry has developed into China's rapid economic rise of pillar industry, tourism industry the rapid rise of also can solve the problem of the obtain employment of personnel of a lot of, in 2019 the contribution rate of employment and economic development of China reached 11%, direct drive 28.65 million jobs, for the national GDP 9.28 trillion yuan, more than 10% of GDP in the nation. The letter tourism development in China for many years, has become one of the leading enterprises in tourism industry, the letter tourism continued to expand the business scope, more new stores across the country, including tianjin, henan, gansu, and fujian provinces and cities, more rapid increase in the number of the local stores and market share, for the letter tourism national strategy provides the basis. However, due to the rapid expansion, the number and quality of grassroots staff of travel agencies cannot keep up with the development of the company, which restricts the development of these enterprises to a great extent.

In this paper, the letter, the grass-roots staff training status of tianjin travel service were analyzed, and the results by means of questionnaire, and put forward the letter to travel travel agency in grass-roots staff training in tianjin grass-roots staff training needs analysis is not enough in-depth and did not attach enough importance to the grass-roots staff training, grass-roots staff training content and corporate strategy is not unified, training evaluation mechanism imperfect four sorts of problems. As a result, the grass-roots staff of utour travel agency in tianjin failed to truly understand the training needs, resulting in the unsatisfactory training effect and low enthusiasm of the staff. According to the existing problems and the actual situation of utour travel agency in tianjin, it is necessary for utour travel agency to perfect and establish a perfect training management system and set up a special team to optimize the training design of grassroots staff. The staff training system of utour travel agency in tianjin was optimized from three

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