

THE STUDY OF INTERNATIONAL CERTIFICATION ON LEISURE EDUCATION

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Abstract

Leisure industry is an international business, in the context of globalization, education and leisure booming leisure industry structure constantly updated due to social changes, whether large school yard can really grasp the pulse of the global market, namely the cultivation of students' leisure education We should be able to meet the needs of the global market, to promote leisure education towards internationalization and localization to highlight the characteristics and the adoption of a new policy. In the large school yard by setting up recreation department on the occasion, how to locate and design courses to nurture talents with an international standard of leisure, there is a need, and in a more macro perspective, the integrity of the planning carried out. Therefore, this paper explore the development trend of globalization, time to cope with the challenges of globalization - Leisure education development context, In addition to leisure education core ability, and finally for the new policy of leisure education – competency-based approach, and proposed conclusion.

Key words: *leisure, certification, education*

INTRODUCTION

Under the impact of globalization, education should be directed to change the structure and management of surface plane, the impact of economic globalization: to generate economic crowding effect, academic capitalism, industrialization of education, the education market, and promote educational activities of transnational organizations; political impact of globalization: Higher Education actively promote international exchanges and cooperation in universities, aggregation and centralization of development of higher education, international development, is committed to developing citizens of the world with an international perspective as the goal; the impact of cultural globalization: Multiple look show popular education, higher education across borders, diversified university type, multiculturalism, Globalization of education (Hong Jiuxian, 2004).

Contemporary Western society affected by post-modern thought since the 1980s is quite large, higher education is also affected by this major change CKS market, international and popular impact. After 90 years of higher education market, commercialization, change background entrepreneurial, professional and knowledge-based economy era, making the university has become the arena of knowledge innovation and human resources of States, the Western education by the Human Capital in the

1970s and equal opportunities in education theory and other factors, have been widely performed popular direction (XueXiaohua, 2003). Such a change allows us to reflect on how to respond to the globalization of education that change?

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THE DEVELOPMENT TREND OF GLOBALIZATION

Globalization (globalization) the term of the first since the 1970s, due to the economic liberalization of telecommunications traffic is convenient, highly developed information technology, to promote the adventure of the era of globalization (Huang Fushun, 2003). In the early 1980s, the academic community do not recognize that it is an important concept in the 1980s for five years, it was widely used (Leung Kwong Yan, 2000). Now everyone is a catchy term, whether political, educational, cultural and other aspects alike (Huang Fushun, 2002). The following rise from globalization, meaning, character, for, theoretical discussion:

I. Rise

Globalization exactly what time from the start? Scholars began to discuss the globalization era, there are different opinions, perhaps, it really is difficult to define a starting point of the question, but if the "borderless world" has the meaning of view, no certainty that: Global Department of belonging to a late into the phenomenon) (Xiao Yankee, 2001).

To the rise of globalization, so far is still a controversial issue, the main reason lies in factors of globalization fairly complex, and its development is quietly, gradually evolved, and often affects the lives of Each level (Huang Fushun, 2002).

II. Meaning

The basic structure of the Way to the phenomenon of globalization is the "Westernization" of "modernization", also known as the "Western modernization", its referent is quite extensive, also deep diversity (Ye Qizheng, 2001). Globalization represents a non-national economic relations as the foundation of the new structure, the economy automatically and universally present on national economies and force it to sweep its dynamic economies among countries and social, economic applied with heavy pressure. Perhaps it can be said, it is an escape "governance" of economic patterns, which typically characterized by market forces, neither organized and difficult to control (Shaw Yankee, 2001).

Globalization is the compression of the world, the world as a whole consciousness (Robertson, 1992), globalization has accelerated the interpersonal, goods, and the ideology of the movement (Marcelo
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and Desiree, 2004). That is to strengthen the world of social relations, these relations in a way that links different places that form local Incident by incident occurred outside influence distance (Leung Kwong Yan translation, 2000).

III. Theory

Globalization (Xu Yahui, 2002)

1. Robertson (Roland Robertson,)

Robertson was the first important scholar detailing the concept of globalization, his main argument attempts to link modern international system that has a significant presence in the international system, and the use of AGIL architecture system to address four issues, namely adaptation, goal achievement integration, potential, adaptation means adapt to the environment, to achieve the purpose for goal refers to the existence of the system, integration refers to the integration of every part of the exchange between the system and the potential is constant for the completion of the reproduction system to prepare for the potential .

2. Giddens (Anthoony Giddens, 1938-)

Giddens advocates of globalization argument: Globalization is the direct result of modernization, and that the various changes of modern global society constitute modernity in a row.

THE DEVELOPMENT OF LEISURE INDUSTRY AND EDUCATION

Trends in the global knowledge-based economy and sustainable development concept, with human capital and knowledge will be a key factor in national development. Executive Yuan CEPD proposed "second program of human development in the new century", with the "Challenge: focus on national development plans", "tourists doubling plan", "New Ten Major Construction Projects" and "Agenda for Development and services action programs "to enhance the country's overall human capital of the countries plan to promote all express leisure, tourism and hospitality services for the national focus on the development industry. Executive Yuan CEPD (2004), based on a high degree of knowledge-intensive, high value-added, high employment impact, market potential and other criteria, put forward 12 focus on the development of the service sector, where "tourism and recreational services" are listed as 12 a development of key services. Executive Yuan Sports Commission (2004) reported that the total value of tourism services in 1991 tourism revenue was NT \$ 3,955 million, accounting for 4.06% GDP, where tourism amusement industry output value has more than other industries do not become the largest leisure services industry . Therefore, the international leisure industry is highly interactive property, the need to provide international standards of service to cope with the country's overall development plan.

With the development of economic internationalization and liberalization, the benefits of increasingly prosperous business and services, making the national income increased to enhance the standard of education, changing social patterns and family structure and values of life, travel and meal rate increase, Leisure Education also in response to the sky. Origin of Leisure Education in Europe can be traced back to the eighteenth century and early nineteenth century and in North America, Europe from Germany opened the first formal hospitality training courses in 1870, while the North American Leisure Education was first in 1926 in Hong Cornell School of Hospitality Management courses provided (Cornell Hotel School) (Baum, 2004). 1935 City College of San Francisco (CCSF) and the creation of two-year post-baccalaureate courses in Hospitality (Hong Jiuxian, 2004). Later, after a four-year

bachelor's programs and hospitality began to grow, especially in the years 1970-1980 in North America has the largest growth of more than 3 times (Rappole, 2000).

Hospitality Education originated in Australia after World War II, can be mainly divided into two phases, the first in the mid-1970s, when the College of Advanced Education (College of Advanced Education; CAE) has a special skill in Melbourne, and the Queensland Agricultural College; the second stage in the late 1980s, due to the increase in international tourists to form another wave of hospitality education development, only three universities in Australia offer hospitality learning process in 1987 1990 increased to six; in 1995 increased to 21 learning process, until 1997 Australia 37 College Hospitality and Tourism has provided a degree of 27, most of Hospitality courses include internships (Barrows & Bosselman, 1999). As for the tourism industry in Taiwan, since 1953, he began planning and there is significant growth. Hospitality technical and vocational education by the National Kaohsiung Hospitality Management College of the founder (Technical and Vocational Education Editorial Board of the Encyclopedia, 2003). So that our country entered a new milestone Leisure education into the development period, the relevant departments of Taiwan Leisure mushroomed additional to 92 school year a total of 53 large school hospital associated with leisure Leisure Department, casual formal education towards pluralism of the face (Hong Jiuxian, 2004).

Above that, leisure, tourism and hospitality service jobs will increase year by year, therefore, companies will need a lot of high-level R & D manpower, planning to set up the Institute of Hospitality Tourism Master Program in order to improve service quality and sustainable development of leisure industry, have Through the necessary theory and practical discussion of learning management to create space for development of the leisure industry and enhance industrial competitiveness.

THE RECREATION-RELATED CERTIFICATION AND TRAINING DEVELOPMENT SITUATION

I. Certification

Hotel employees Certification (AH & LA)

By the American Hotel Association Education Institute (AH & LA EI) for the hotel industry practitioners outstanding professional certification authority. The main authentication object hotel industry's best operating and management personnel. American Hotel Association Education Institute (AH & LA EI) for the hotel industry practitioners comprehensive accreditation from the department manager level employees up to the hotel's general manager. The implementation of vocational qualification system will fully enhance the quality of the hotel company's management team and staff. Vocationally qualified workforce in a modern hotel industry's top operational skills and management skills. The highest level of professional qualification is "Hotel CEO" (CHA) and "General Manager" (CLM).

II. Training Course

Henderson (1983) in the South-Carolina state high school and middle school to research and development competency-based vocational training programs catering services, teacher representatives and invited representatives of the industry, through meetings and discussions, to define the theme of teaching include: safety, health, professional terminology, standardized recipes, equipment, utensils, work responsibilities, menu design, planning, organization and planning, food supply, seasonings and

condiments, food preparation, nutrition, a la carte, cost control and recording, job preparation and work opportunities, development of competency-based teaching objectives.

James Cook University (JCU) is located north of Queensland's public universities, the school offers a bachelor's degree to a doctorate and more than 170 kinds of more than 120 graduate programs. Students who complete the Diploma and qualifications in Australia or overseas after the Australian Association certified, JCU will give students up to 8 Science points of relief; if students complete in Australia read computer or business a Post Graduate Certificate course, JCU will full credit for students. If the student after completion of Restaurant Management Diploma in Russo school, JCU will give students credit for up to 16 science points.

France Le Cordon Bleu is the world's largest food and beverage management and culinary arts school, founded in 1895, in Paris, London, Tokyo, Ottawa, United States, Australia, Peru, Mexico, Brazil has a school. Le Cordon Bleu curriculum toward international, hotel management, restaurant management, culinary arts and skills, all courses and practical features, so that students are more skillful expertise.

LCB provides three Bachelor of Business, for a period of 2.5 years, which consists of three semesters of teaching courses (stage 1 & 3 & 5) and the second semester of internship (stage 2 & 4), these degree programs alternating with the discipline and practice.

1. Bachelor of Business (International Hotel & Resort Management)

Bachelor of International Hotel and Resort

2. Bachelor of Business (International Restaurant & Catering Management)

Bachelor of International Hospitality and Banquet

3. Bachelor of Business (International Convention & Event Management)

International Conference and Event Management Bachelor

LCB complete the degree programs can be directly into the master's program

Le Cordon Bleu Australia in Adelaide and Sydney College currently has two campuses, Sydney campuses provide chefs and pastry chefs a certificate (Certificate) to the Diploma (Diploma) courses at all levels, including one to three per level three certificate courses months, four of each six-month certificate and diploma courses; in addition the school provides students over four certificate shall participate in internships to gain experience, so in Le Cordon Bleu attending the following advantages:

1. The certificate and diploma with a high degree of international recognition
2. Duration is shorter
3. Has paid internship opportunities
4. The three certificate and diploma courses can immigration
5. Employment rate of 100%

IN RESPONSE TO THE CHALLENGES OF GLOBALIZATION - TRAINING CORE COMPETENCE

In response to globalization, many advanced countries in order to improve the quality of manpower in the domestic job market, boost productivity and service quality, in order to grasp the initiative in the international competition, have developed a variety of professional competency standards, education and training and the job market as an interface. Below, respectively, competency standards, core competencies and core competencies leisure literature are as follows:

Regency Institute of TAFE in standard identified in May 1999 was the knowledge (knowledge), skills (skill), and attitude (attitude) ability to be achieved, called "Competency Standards" (competency standard), also known as "capacity unit" (Unit of Competence). However, it must contain five items: the ability of elements (Elements of Competence), gage performance (Performance Criteria), variation range (Arrange of variables), the guidelines of evidence (An evidence guide) (Casey, 1999).

Ability of personnel consultants, negotiation ability, coaching skills, management ability, and entertainment capabilities, ability to persuade, explain and indicating, service capabilities, the ability to comply with the guidance. Construction aspect of things assembly capacity, precision working capacity, operation and control, launch and operation capability, the ability to manipulate the job for the output and cutting raw ability, the contact processing capabilities.

International Labour Organization (ILO) noted that the core competence is to effectively complete the assigned task (task) or job title, and to consider the complete responsibility (duties) or the ability to work their duty learned to play.

In Germany it is considered core competence is people with core competencies, which are to be received vocational training in knowledge (knowledge), skills (skills), and sexuality (aptitudes), before use of automatic and flexible approach to address the core issues, in order to be able to cooperate with each other in their professional environment and the ILO in.

Looking at the core capability has the following characteristics:

- (i) Specifically refers to the Department of core competencies or tasks in the ability to work within a particular occupation required, its scope is narrower than the general ability.
- (ii) Core capabilities, should include domain knowledge, affection, three aspects of skills.

The above information is summarized by the definition of core competencies, and among the world still has its different views, discuss our core competence for attention in recent years gradually. And in the definition of core competencies, and still Mo co consistent Integration it is necessary to construct, define our core competencies to develop core competencies as future indicators.

This study is the "capacity" is positioned as technical vocational School students graduate should possess the core competencies, the main consideration of the core competencies students have, for their future, or whether to continue their education into the professional world. The affected. Our education reform in recent years to gradually shift from the system side to see the substance of the content of education reform to focus on capacity development of people, with the ability to replace the knowledge, is to focus on life experiences emphasize and enhance citizens' basic quality.

Leisure is a new academic field of education, the government has gradually importance of leisure education, leisure education and researchers in recent years into it, as far as technical vocational school,

compared with emphasis on substantive research universities in general is focused academic research, but still not out of line with the industry. To further understand the leisure should have the core competencies, relevant researches Leisure core competence, summarized as follows:

Alaska State Department of Education Adult and Vocational Education Development Center (Alaska State Dept. of Education, Adult and Vocational Education) (1986) Competence - based mining-oriented, task analysis method, the main task of the catering industry, and lists the task list, the Alaska survey of restaurant workers, the aggregated for the food service staff should have the knowledge, attitudes and behavior, and food service capacity divided into two categories: one for basic food service capacity, followed by a special catering service capabilities, will provide research results Alaska State junior planning manager catering service capabilities.

Research Zheng Tianming (2005) leisure hotel activities staff functions in order to international tourism and leisure hotel staff for the study, the findings demonstrate that the scope of activities of staff functions are core competencies, personality traits, core keen ability to learn four, the effect of interaction between the various functions: active person's personality factors that will directly affect the core skills and learning ability of personnel, through the ability to learn and then affect the core functions; core activities staff keen personnel will directly affect the ability to learn; The ability to learn with the indirect effects mediated effects.

CORD (1997) development of "curriculum integration by system (Curriculum Integrator System)", which provides a comprehensive, unified whole curriculum development framework. It is derived from a different point of view to be integrated (skill standards, employment standards and academic standards) standard components, is part of the workplace-oriented patterns of course.

Texas skills curriculum standards into technical and vocational education, the use of "skill standards" and "technical and vocational courses element" in a corresponding manner, the development of the core curriculum. Skill standards and curriculum consisting of elements relations.

"NHCSSP implementation guidance" NHCSSP skill standards reflect higher order thinking and performance skills. It must comply with the future standard workers, as educators to rethink the curriculum design. In curriculum design, consider three main factors: function (or a technical point), the role of workers (or interpersonal point of view), context (delivery setting) integration to potential and explicit curriculum. The narrative skill standards can be used to develop learning modules generate syllabus.

Establish core competencies leisure industry, it can be used as a reference Leisure education development programs. Core Competence of the preceding domestic and foreign-based, mostly focused on the theoretical analysis, DACUM method, task analysis, questionnaire, job analysis and interviews and other research methods to analyze casual casual employees view possess core competencies . However, a wide leisure areas, a wide range of its core competencies connotation involved, the Department seems unable to focus. Especially in the social context of globalization, the large school yard Leisure education seems not a single core competence-oriented education, which should further international license capacity index for educational foundation, to be converted into actual curriculum, the use of appropriate curricula and international standards, in order to foster international leisure core talent.

Studies have shown that at home and abroad, "Competency Standards' as curriculum development or design is an important basis on which to promote school education and workplace needs to reduce the gap tool.

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