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# Effective ways to supply human resources in modern logistics industry -- take Wenzhou as an example

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## Abstract

Human resources are the first resources in the development of the industry. The development of regional modern logistics industry must pay attention to the training and excavation of logistics personnel. This article takes Wenzhou as an example to put forward that strengthening the cooperation between the government, universities and enterprises to build the two level Logistics College to train the logistics professionals is an effective way to solve the shortage of talents in the development of modern logistics industry.

## Keywords

Modern logistics; logistics talents; Logistics College; effective way.

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## 1. Introduction

Relying on the logistics college to train and appeal the talents who are necessary for the development of modern logistics industry in Wenzhou, we can form a virtuous circle of combination of official, production, study and research, so as to ensure the abundant human resources in the logistics industry of Wenzhou.

Human resources are the first resources for the development of the industry..In order to speed up the development of modern logistics industry, the region must pay attention to the training and exploration of logistics personnel. In terms of the current development situation of Wenzhou logistics industry, regional higher education can not solve the immediate needs of the logistics personnel of the society and enterprises in the short term. Therefore, we must strengthen the cooperation between the government, the University and the enterprise. The municipal Party committee and the municipal government lead the joint administrative department, the logistics industry association and the higher vocational colleges to form the Wenzhou Logistics Institute jointly. In terms of the current development of Wenzhou's logistics industry, regional higher education can not solve the immediate needs of logistics personnel in society and enterprises in the short term.

## 2. An analysis of the necessity of setting up a Regional Logistics College

### 2.1 The establishment of Logistics College is the inevitable demand of Wenzhou's economic development.

As a new industry sector in the national economy, the modern logistics industry will become a new growth point of this century's important industry and national economy. At present, from the central to the local and a number of keen market conscious enterprises, logistics has been taken as an important means to improve the competitiveness of the market and enhance the core competitiveness of the enterprise. It has introduced modern logistics concept, advanced logistics technology and modern logistics model into the state, local economic construction and enterprise management and management. As the birthplace of China's private economy, Wenzhou connects the Haixi Economic Zone to the Yangtze River Delta. With the rapid development of traffic and transportation, Wenzhou

has been incorporated into the "Yangtze River Delta" traffic circle and realized "three hours interoperability", and all areas are "high speed on 20 minutes". These developments have strengthened the regional economy of Wenzhou, promoted the development of Commerce and light industry, and formed a typical "two out of" economic mode. In recent years, the logistics industry in Wenzhou has gradually changed from the primary and traditional service form to the modern logistics form, such as third party logistics, supply chain management and so on. The scale of logistics industry is growing rapidly, the conditions of logistics infrastructure are gradually improved, and the development level of logistics industry has been improved to a certain extent. However, in the horizontal comparison, Wenzhou's modern logistics industry is far less developed than Hangzhou, Wuxi, Ningbo, Jiaxing, Xiamen and other cities. The modern logistics industry in Wenzhou can not meet the needs of the construction and development of the Wenzhou metropolis. It is obvious that the current upgrading of the logistics industry in Wenzhou is driven by the "visible hand" of the government's industrial policy, and the enterprises lack the internal driving force for change. It is a single channel solution that has a certain limitation, no matter how to upgrade the industry by the government - LED industry, or adopt the industrial transformation of the enterprise. In the knowledge economy society, knowledge and human capital are playing a more and more important role in the development of industry, and they have become the main driving force of innovation activities. The institutions of higher education, as the creation and dissemination of knowledge, will be transformed from the secondary institutions of the society into the main institutions of the society, and become the indispensable social innovation activists as the government and the enterprises.

To sum up, the development of Wenzhou's economy is bound to require a professional logistics college which integrates logistics personnel training, logistics scientific research and technology promotion. The Logistics College and the government and enterprises are no longer the three single main bodies of the previous ways. The spatial links generated by different stages of Wenzhou logistics industry innovation and industrial policy making process force them to be closely linked together and play the role of each other. Logistics colleges, governments and enterprises coordinate with each other, and promote the upgrading of the regional modern logistics industry. The dual channel solution of the three interactions can make the resources and energy more effectively flow in the logistics industry sector, so as to accelerate the realization of innovative behavior of Wenzhou's modern logistics industry.

## **2.2 The establishment of logistics colleges can effectively compensate for the shortage of professionals in Wenzhou.**

After the period of "10th Five-Year" and "11th Five-Year", the logistics industry in Wenzhou has already owned some logistics infrastructure, and formed a traffic and transportation network based on the highway, sea and railway as the basis and the airport as an auxiliary. However, the contradiction between the lag of logistics development and the high speed of urban development is still very prominent, and the overall development level of the logistics industry is low, showing the state of "low, small and scattered". That is to say, the quality of the employees is relatively low, the scale of operation is relatively small, the resources and the network are scattered, the order and the operation are dispersed. According to the investigation of the city transport office, the city logistics chamber of Commerce, the Hong Kong and navigation bureau, the Jinwen railway freight department and the Wenzhou airport, the total number of logistics enterprises in Wenzhou is around 1570, and the distribution of logistics enterprises is scattered. But in the local area, some main agglomeration areas have been formed, including Panqiao center, the neighbourhood of Lecheng-Liushi, the neighbourhood of the freight terminal of Oubei, Shangqiao-Shangshu area in Lucheng district, along Yongqiang Road in Longwan district, along 104 National Road in Ruian and along Longjin avenue in Cangnan county. Most of these enterprises have been transformed from traditional freight forwarding, transportation and warehousing enterprises. In a strict sense, they can only provide individual or part of the logistics service, and do not have the management level of modern logistics, and the enterprise

leaders also face the problem of aging knowledge structure. As a matter of fact, only 4.2% of the freight forwarding employees in Wenzhou now have a college degree or above, and only 10% of senior high school or junior high school education. Suitable logistics professionals are hard to find, which hamper the development of logistics industry. The phenomenon that serious lack of modern logistics talents, the enterprises especially the circulation enterprises reform the traditional logistics and strengthen the logistics management, the operation and management of the urban planning logistics system, and the technology operation of third party logistics enterprises has hindered the development of modern logistics industry in Wenzhou. At the same time, a variety of logistics related courses and specialties are scattered in different departments in Wenzhou universities, and universities are planning to separate design courses from practice. In this way, the design of curriculum and practice lacks unified guidance and lack of systematicness and comprehensiveness, which leads to the uneven cultivation of talents. It is difficult to meet the needs of the development of modern logistics industry in terms of quantity and quality.

It is said that the education of modern logistics in Wenzhou is still very backward, and the construction of professional logistics colleges can effectively compensate for the shortage of professionals in Wenzhou and ensure the logistics industry to form a reasonable structure of talent and promote the benign development track of the modern logistics industry in Wenzhou.

### **3. An effective way to set up a regional logistics college**

#### **3.1 The construction of logistics colleges should adhere to the training mode of applied talents.**

In 2017, Wenzhou's per capita GDP exceeded US \$8000, and its corresponding development stage was basically in the early stage of advanced industrialization. In comparison with the developed vocational education in Germany, we can find that in the stage of entering the industrial intermediary, the German industry has a large demand for engineering and technical personnel, which forces Germany to start a new institution of higher education, to apply technical universities and cultivate professional talents. The development stage of Wenzhou's economy and logistics industry determines that the construction of logistics colleges must adhere to the training mode of applied talents rather than academic institutions. This is the best period for the development of Vocational Education in China. At the National Conference on vocational education, President Xi Jinping of China asked the party committees and governments at every level to put forward the development of modern vocational education in a more prominent position, give better support and help the development of vocational education, in order to achieve the goal of "two one hundred years" and the great rejuvenation of the Chinese nation Dreams provide a solid guarantee of talent. Opportunity is fleeting. In order to achieve the goal of developing modern logistics industry in Wenzhou, we should build a logistics college with applied talents of training. It is suggested that the advantages of Wenzhou industry association should be brought into full play in the process of the establishment of logistics colleges. The Logistics Institute should conduct all-round and multi-level cooperation with the Wenzhou Logistics Association and the Wenzhou supply chain society. Such as the integration of industry and education, the establishment of order classes and virtual order classes jointly with logistics enterprises, so that personnel training can directly serve the actual needs of the logistics industry. In order to carry out the teaching mode of working and working as the carrier of the real (enterprise) work task, the college and the enterprise should cooperate deeply and actively to promote the "multi-level and multi-direction" training mode reform.

### **4. The construction of logistics colleges should rely on the existing vocational education system in the region**

The higher vocational education in Wenzhou originated in 1999. It established 5 higher vocational colleges, such as Wenzhou Vocational and Technical College, Zhejiang Industry and Trade

Vocational College, Zhejiang Oriental Vocational Technical College, Wenzhou Vocational College of Science and Technology, Zhejiang Security Defence College, one of which is affirmed as “national demonstrative construction unit among higher vocational colleges. Over the past 10 years, the higher vocational colleges in Wenzhou have trained more than 70 thousand technical skills talents for production, construction, management and service which are suitable for the Wenzhou's economic development. At present, there are 32 thousand students in Higher Vocational Colleges in Wenzhou. The Institute offers mechanical, electrical, electrical, commercial, architectural, agricultural and forestry majors. Among them, there are 5 national-level demonstrative key construction majors, 1 national-level demonstrative centers for skilled-lack-talent, 32 provincial-level key disciplines and 14 provincial-level demonstration training centers. Wenzhou higher vocational education basically covers all categories of industrial development. Vocational education has become an important support for the economic and social development of Wenzhou. Vocational education and industrial development have formed a good trend of coordination, mutual linkage and mutual promotion. Vocational education is a kind of employment education. Its main purpose is to enable the educated to master the skills required by the enterprises and to find suitable jobs in the society. Therefore, whether from the purpose of education or from the content of education, higher vocational education has distinct occupational characteristics. In the teaching management of vocational education, the professional features and local characteristics will be highlighted, whether professional setting, curriculum setting, teacher allocation, teaching material selection, teaching methods and so on, and the training of students' professional skills will be paid full attention to. It is suggested that the establishment of the logistics college should be based on the existing vocational education system in Wenzhou, which is organized jointly by leading of the municipal government, the administrative department, the logistics industry association and the higher vocational colleges. Make best use of the good opportunity for the reform and development of national vocational education, actively promote the reform of the educational system, and rely on the the national-level demonstrative vocational colleges to set up multivariant administrative subjectual logistics colleges associate to their colleges. Under the guidance of the city government, logistics colleges actively attract and motivate enterprises to participate in college education, further promote the development of logistics personnel training and external relations. Serve the industry and enterprises, establish a new system, new platform and new environment for training logistics talents in Wenzhou. Continuously improve the production and labor skills of Wenzhou's logistics industry, and boost the transformation and upgrading of Wenzhou's modern logistics industry.

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