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厦门大学

硕士学位论文

基于 SWOT 分析的福建林业职业教育
发展战略选择

The Strategic Choice of the Fujian Forestry Occupational
Education Development Based on SWOT Analyses

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摘 要

由于生态环境潜在脆弱性高和林业人才的缺失，福建省存在森林资源总体质量较差、经营效益不高、林业产业发展低等问题。因此探究福建林业职业教育发展战略选择，充分挖掘林业职业教育在福建省人才培养和社会服务中的重要作用，提高林业建设者整体素质，真正实现科教兴林和人才强林就是本文的研究主题。对此，论文运用 SWOT 分模型对福建省林业职业教育的机遇、威胁、优势、劣势进行了详尽的分析与归纳。福建省林业职业教育具有发展基础良好、院校建设初成体系、发展潜力逐步上升、毕业生就业前景广阔等内部优势，且有着福建“生态省”建设、各层面政策支持力度大、闽台交流合作进展加快等发展机遇。同时，也存在教学目标不明确、教育培训体系不完善、师资队伍有待提升、办学条件有待完善等问题，并且面临社会传统观念偏见、林业行业特殊性、招生数量偏小、投入水平偏低等挑战。因此，福建省林业职业教育的发展应立足于福建经济发展、林业建设需要以及福建林业职业教育的具体实践。本文提出福建林业职业教育发展的战略的具体实现途径，力求在办学定位、人才培养模式、专业设置、产学研结合、人才队伍建设等方面实现新的突破。

关键词：林业职业教育 SWOT 分析 战略选择

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ABSTRACT

Because of the potential vulnerability of ecological environment and the lack of talent of forestry, there are many problems in Fujian forestry industry, such as the overall poor quality of forest resources and low management efficiency, etc. Therefore, the main targets of this research are to find out the development strategy of the Fujian forestry occupation education, to fully tap the important role of forestry occupation education in personnel training and social services in Fujian Province, to improve the overall quality of forestry constructors and to truly realize the theme of science and education strengthening the forestry by talents. In this regard, this paper analyzed and concluded the opportunities, threats, advantages, disadvantages of the Fujian province forestry occupational education in detail by the SWOT analyses. Fujian province forestry occupational education has many strengths, such as the good development base, the integrated system of the Fujian forestry college, the prospects of students employment and the gradually rising development potential. It also has many opportunities, such as the "ecological province" in Fujian Province, the policy support and the exchanges and cooperation between Fujian and Taiwan. At the same time, the Fujian province forestry occupational education has its own weaknesses and faces many threats. Therefore, the development of the Fujian forestry occupational education should be based on the economic development of Fujian, the need of forestry construction and the practice of the Fujian forestry occupational education. The paper present the way to realize the strategy of the Fujian forestry occupational education development, and strives to achieve new breakthroughs in doing ideological orientation, training mode, curriculum, teaching environment construction, the educational mechanism of combining learning with research and production and the construction of talent team.

Keywords: forestry occupational education, SWOT Analysis, Strategic choice

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