

Research on Ideological-Political Teaching of Courses in Hospitality Management in Higher Education

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Abstract: We study the necessity of launching ideological and political teaching of the course of hotel management in colleges and universities. In view of the problems existing in the ideological and political teaching of the course of hotel management in colleges and universities, such as vague educational goal, scattered teaching system, insufficient teaching practice and insufficient cultivation of teaching teachers, etc., we come up with some suggestions, such as clarifying the educational goal of ideological and political teaching, integrating the ideological and political teaching system of the course, reinforcing the practice of ideological and political teaching, and stepping up the cultivation of ideological and political teaching faculty, etc.

1. Research Background

To foster character and civic virtue is an important mission of colleges and universities, and the ideological and political teaching of course is the main path to achieve the goal of fostering character and civic virtue. As the “main battlefield” of the ideological and political teaching of course, how professional courses in college and universities can walk side by side with ideological and political theory courses in the same direction has become a research hotspot and the focus of university work[1]. The major of hotel management in colleges and universities shoulders the important task of cultivating high-caliber talents in the hotel industry. It is vital for high-caliber talents in the hotel industry to possess good ideology and morality, professional qualities and patriotic feelings. Firstly, in the new era, the personality and characters of college students require the ideological and political teaching of course. In the new era, most college students are not toughened by life, lack a hard-working and enduring spirit, a sense of teamwork and anti-setback ability, and modern hotel industry requires employees to have a sense of teamwork and anti-setback ability, as well as hard-working and enduring spirit. Secondly, the characteristics of hotel industry need ideological and political teaching. Practitioners in the hotel industry, especially grass-roots working have long working hours, high working intensity and low social recognition. For this reason, students majoring in hotel management should have a good sense of occupational

commitment and dedication. Otherwise, it is easy to cause the turnover or loss of talents in the hotel industry. Thirdly, the features of hotel business require ideological and political teaching. The business of the hotel industry has a wide coverage and many service objects, involving different countries and regions, with great ethnic and cultural differences. This requires students majoring in hotel management to have excellent professional ethics, moral quality, strong patriotic feelings, sense of national honor and ethnic pride and cultural confidence. Taken together, to advance the ideological and political teaching of the course of hotel management is not only an important way to cultivate high-level hotel management talents in the new era, but also an urgent demand to follow the development trend of hotel industry and practice higher education of the country.

2. Literature Review

Up to now, studies on the ideological and political teaching of the course of hotel management are mainly reflected in two aspects. Firstly, studies on the ideological and political teaching of the course of hotel management from a macro perspective. Ma Min (2019) stated that the ideological and political teaching of the course of hotel management included the establishment of a correct outlook on life, the development of patriotic feelings and the formation of a correct outlook on world[6]. Centering on the significance, status quo and new path, etc. of talent training, Qi Junzi (2019) discussed the ideological and political teaching of the course of hotel management[8]. Qi Junzi and Chen Lu (2019) believed that it was necessary to reinforce the ideological and political teaching of the professional course of hotel management and enhance students' sense of industrial commitment, thus enhancing their core competitiveness and building high employability[9]. By taking occupational values as an entry point, Li Ying (2020) explored the integration path of educational ideological and political elements of course in the practical teaching of hotel management[4]. Sun Chunhua (2021) analyzed the necessity to assimilate ideological and political teaching into the course of hotel management and discussed the approach to infuse ideological and political teaching into professional teaching[12]. Jiang Huangqiyuan (2022) analyzed the current construction and innovation path of the ideological and political teaching of the major of hotel management in colleges and universities under the concept of "educating people with the whole staff in the whole course in an all-round way"[3]. According to the characteristics of the major of hotel management, Wang Dan and Zhang Bei'er (2022) summed up the most representative ideological and political elements of the course of hotel management and presented strategies to integrate ideological and political elements of the professional course of hotel management[16]. She Feifeng (2022) put forward the improvement path of the professional accomplishment of students majoring hotel management under the background of the ideological and political teaching of course[11]. Secondly, the practice of the ideological and political teaching of the professional course of hotel management was studied from a micro perspective. Taking the course of "hotel lobby management" as an example, Bu Zhao (2018) and Chen Jin (2020) came up with the implementation path of the ideological and political teaching of the course of hotel management in higher vocational colleges[2,7]. With the course "lobby room service and management" as an example, Zhai Yuying (2019) explored the way to fuse ideological and political teaching into the professional course of hotel management in higher vocational colleges[14]. Pu Bailing and Zhang Yun (2021) explored "banquet design and management" as a hybrid ideological and political teaching of professional courses[10]. Li Yuanyuan (2021) took the course "banquet design" as an example to probe into the ideological and political teaching of the professional course of hotel management[5]. By taking the course "introduction to hotel management" as an example, Chen Dongdong, Wang Huiping (2021) and Zhang Xiao (2021) expounded on the reform and practice path of ideological and political teaching of the course from curriculum objective, teaching system,

course content, teaching method, evaluation and examination, etc[1,13]. Wang Guangwei and Wu Min (2022) analyzed the ideological and political elements of the course “hotel customer relations management” and proposed the ideological and political teaching practice of the core course of hotel management[15]. The above research results lay a foundation to study how the major of hotel management can put the ideological and political teaching of course into effect, but there are still some shortcomings: firstly, the objects of most research results are higher vocational colleges, while the research on the major of hotel management in undergraduate colleges is underpowered. Secondly, there is a lack of in-depth research on the talent training objective and curriculum system construction of the ideological and political teaching of the course of hotel management. Thirdly, there is no systematic research on the implementation path of the ideological and political teaching of the course of hotel management[13].

3. Problems with Ideological and Political Teaching of the Professional Course of Hotel Management in Colleges and Universities

Hotel management is an emerging major in colleges and universities. The ideological and political teaching of course is a new topic in curriculum reform. The ideological and political teaching of the professional course of hotel management in colleges and universities hasn't been researched and practiced for long, some colleges have the following problems: (1) the educational goal of ideological and political teaching of the professional course of hotel management is vague. In the past, the training objectives of hotel management professionals were mostly to foster students' occupational adaptation and competence in the hotel and related service fields. Although it naturally implies the guidance on the occupational character and professionalism of hotel management students, these elements are vague and have no precise training requirements. (I) The ideological and political teaching goal of the professional course of hotel management is vague. (II) The ideological and political teaching system of the professional course of hotel management is scattered. In the teaching system of hotel management, ideological and political resources and elements, such as professional basic courses, professional major courses and professional practice courses are not adequately demonstrated. The ideological and political teaching system of the course of hotel management courses is fragmented and not systematic. (3) The ideological and political teaching practice of the course of hotel management is insufficient. The teaching practice of ideological and political teaching of the course of hotel management is an important content of the ideological and political teaching of hotel management. In the current ideological and political teaching practice of course, to foster character and civic virtue, as the practice goal of ideological and political teaching of course, is not very salient, the teaching syllabus and content are not fully associated with the ideological and political teaching of course. Teaching resources lack ideological and political resources, and some problems are prominent, for example, the teaching methods and assessment modes of ideological and political teaching are monotonous. (IV) The cultivation of ideological and political teaching staff of hotel management is inadequate. Some teachers in the major of hotel management are short of knowledge attention to the ideological and political teaching of course, believing that to foster character and civic virtue is a matter of ideological and political courses and ideological and political teachers in colleges and universities. Some teachers do not understand the ideological and political resources of course and the ideological and political elements of course and can hardly understand the connotations and content of the ideological and political resources and elements of the course.

4. Suggestions on the Ideological and Political Teaching of the Professional Course of Hotel Management in Colleges and Universities

The ideological and political teaching of the professional course of hotel management in colleges and universities should aim at solving the problem of “for whom people are cultivated, who and how to cultivate”, fully understand the importance and necessity of the ideological and political teaching of the course of hotel management and refine the ideological and political teaching system of the professional course of hotel management, give suggestions on the ideological and political teaching of the course of hotel management and push forward the reform and practice of the ideological and political teaching of the professional course of hotel management.

4.1 To Clarify the Educational Goal of Ideological and Political Teaching of the Professional Course of Hotel Management.

This is mainly aimed at solving the problem “for whom people are cultivated”, and building the training objectives of hotel management professionals from three dimensions: serving national strategies, satisfying industrial needs and fostering individual ideology and morality. In terms of serving national strategies, the training of hotel management professionals should serve the needs of national strategies, such as serving the development of hotels and industry. In terms of satisfying industrial needs, talent training should be combined with the rise of non-standard accommodation and the intelligent upgrading of hotels. In terms of fostering individual ideology and morality, we should base ourselves on developing students’ correct patriotic feelings, outlook on vocation and personal values, dig deep into ideological and political resources in the expertise of hotel management, expand the ideological and political elements of the course of hotel management, highlight the goal of fostering character and civic virtue and truly realize the goal of educating people for the party and the country.

4.2 To Integrate the Ideological and Political Teaching System of the Professional Course of Hotel Management

This is mainly aimed at solving the problem of “who to cultivate”. The ideological and political teaching of the professional course of hotel management should highlight that hotel management professionals must possess the characteristics and qualities of cultural self-confidence, honest service, dedication to job and position, innovativeness and delight in cooperation. Focusing on the characteristics and strengths of the professional course of hotel management, combined with the facts that hotel management students have a low sense of occupational commitment, job burnout and substandard service awareness, etc., the ideological and political teaching system of the professional course of hotel management is integrated. Professional basic courses like “introduction to hotel management” and “management science” should be guided by cultivating students’ awareness to govern the country and help people, enhancing their occupational commitment and establishing the concept of honest service. In terms of teaching content, in addition to knowing the major of hotel management as a whole, having a command of the vocational quality requirements of hotel management and understanding the development trend of the hotel industry at home and abroad, it is also requisite to add characteristic ideological and political content, such as national strategies on the hotel industry, the social function of the hotel industry, excellent hotel cases in China, the development dilemma and opportunity of the hotel industry under the influence of the outbreak of COVID-19. The professional major courses of hotel management, such as “hotel lobby and room management”, “hotel revenue management”, “hotel marketing” and “hotel human resource management”, etc. should be guided by enhancing students’ ability to govern the country

and help people, fostering their professional accomplishment of innovativeness and delight in cooperation and improving their professionalism. Apart from professional theoretical knowledge, the teaching content should blend characteristic ideological and political content, such as professional ethics, laws and regulations in the hotel industry. Professional practice courses of hotel management, such as “investigations of the hotel industry”, “banquet design and catering training”, are oriented to foster service spirit and teamwork, enable students to go deep into the hotel industry, solve practical problems, feel a sense of accomplishment, presence and pride in hotel practice and service, and also improve students’ self-actualization ability, teamwork ability and innovation and entrepreneurship ability, etc.

4.3 To Strengthen the Ideological and Political Teaching Practice of the Professional Course of Hotel Management

Dominated by the professional basic courses, professional major courses and professional practice courses of hotel management, the ideological and political teaching practice of the professional course of hotel management is advanced in a trinity manner. (1) Highlight the ideological and political focus of the course. In the process of ideological and political teaching practice, we should highlight the ideological and political teaching of course and establish a curriculum objective compatible with the training objectives of professional talents. Focus on cultivating affections for home and country, service awareness, professional ethics, moral integrity and occupational commitment of hotel management students, while developing theoretical literacy and hands-on ability in hotel management students, so that the goal of “fostering character and civic virtue” can be firmly seized in the teaching practice of the professional course of hotel management. (2) Reshape the teaching syllabus. The professional teaching syllabus of hotel management is reshaped with the standards of advanced, innovative and challenging, the course nature, course positioning and teaching design are reset, the teaching objective, class hour allocation, teaching site requirements, team members and their division of work, assessment mode and assessment standard, etc. must be closely associated with the ideological and political teaching of course. (3) Design the teaching content. The ideological and political teaching content of the professional course of hotel management is designed scientifically according to the national teaching quality standard, to live up to the benchmark or standard, increase the height of the ideological and political teaching of the course of hotel management, the difficulty of the ideological and political teaching of the course of hotel management, and the depth of the ideological and political teaching of course. The selection of teaching content should be forward-looking and keep up with times, highlight the ideological and political elements of the course, and reflect innovative and challenging. For example, the teaching of the course of “hotel marketing” should change the contents dominated by western marketing cases, and dig out classic marketing cases and typical experience of local hotels in China, so that students can feel the unique charm of Chinese hotels and set up cultural confidence. (4) Enrich the teaching resources. The teaching resources of hotel management mainly include textbooks and supporting materials, digital teaching resources and also ideological and political resources of course. The ideological and political teaching of the professional course of hotel management should fully tap the ideological and political resources of course and encourage teachers to set up an ideological and political case database, and an ideological and political database, etc. for professional course, and enrich the ideological and political resources of course. (5) Innovate the teaching method. Tap the ideological and political elements of the course in textbooks, supporting materials and digital teaching resources, adopt a hybrid teaching method, organically blend online and offline teaching activities and focus on creating a batch of online excellent courses and mixed excellence courses that combine the online and offline. Online teaching activities require students to

watch micro videos on the ideological and political teaching of course online autonomously and share the ideological and political resources of course autonomously. While offline teaching activities make full use of the ideological and political resources of course, give priority to on-site teaching, actual operation, advice and consultation, etc. and highlight the ideological and political elements of the course. (6) To implement new assessment methods. The assessment methods of the ideological and political teaching of the course of hotel management should be pluralistic and diversified, not only laying emphasis on the assessment of professional ability, but also valuing the assessment of the ideological and political teaching of course, attaching equal importance to process assessment and result assessment, and evaluating students' ideological and political literacy in the course objectively.

4.4 To Step up the Cultivation of the Ideological and Political Teaching Faculty of the Professional Course of Hotel Management

This is mainly aimed at solving the problem of “who cultivate people”, the teachers of professional courses are the major force that pushes forward the political teaching of the professional course of hotel management. The cultivation and training of ideological and political teaching of the professional course of hotel management mainly proceed from the dimensions of ideology, theoretical literacy and ability attainment. In terms of ideology, teachers are encouraged to attend lectures and trainings concerning the ideological and political teaching of course, understand the connotations and importance of the ideological and political teaching of course, and increase their cognition and identification with the ideological and political teaching of course. In terms of theoretical literacy, teachers are required to deeply investigate socialist ideology with Chinese characteristics in the new era of Xi Jinping and excellent traditional culture in China and enhance the theoretical literacy of professional teachers. In terms of ability attainment, professional teachers are encouraged to learn from other teachers who have successful experience, be organized to launch teaching and research activities under the ideological and political reform of course, and let professional teachers carry out the ideological and political teaching practice of the course in a deep-going way through teaching competitions and teaching reform programs, etc. Through the above measures, we can make sure that the ideological and political teaching of the professional course of hotel management is truly put into practice, yield desired results and finally fulfill the fundamental goal of fostering character and civic virtue.

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