

Analysis on the Training Mode of Tourism Hotel Management Talents in Higher Vocational Colleges

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Abstract: Currently, the first employment rate of students majoring in tourism hotel management is low. Therefore, when developing education and teaching activities, colleges should clarify teaching objectives, fully consider the needs of students and enterprises, establish a talent training model based on efficient work, and foster more professional talents for the tourism industry.

1. Introduction

Owing to the gradual improvement of people's living standards, tourism hotels have been growing. To better push the sustainable progress of the tourism hotel industry, the demand and requirements of related enterprises for talents are constantly enhancing. Currently, many colleges have taken advantage of the situation, developed the tourism hotel management specialty, and further explored the talent training mode. It also optimized the problems existing in the actual teaching, innovated the teaching mode, actively learned from the advanced teaching experience, and fundamentally improved the teaching quality of the tourism hotel specialty, thus providing high-quality management talents for the tourism hotel industry.

2. Overview of the Training Mode of Tourism Hotel Management Talents in Higher Vocational Colleges

2.1 Student Oriented

No matter what courses or educational activities are carried out, colleges should always take students as the main body, giving full consideration to students' learning needs and abilities^[1]. Only in this way can we effectively enhance the pertinence and effectiveness of teaching activities. Therefore, in the training mode of tourism hotel management talents, colleges should comprehensively investigate students' opinions and divide the core courses, so as to foster high-quality talents with professional skills. Hotel management is a highly practical work, so the school should combine professional knowledge with practical activities in the curriculum, and constantly develop social practice training, practice activities, practical assessment, etc. The "double teacher" teaching also should be focused on, so that students can have the opportunity to practice in the hotel while learning theoretical knowledge. It should be noted that there should also be corresponding teachers to provide teaching guidance when students enter the hotel for internship. In addition, each student's learning ability and personality are different^[2]. Therefore, in actual teaching, teachers should also focus on the cultivation of students' quality. Teachers can arrange courses to organize students to participate in social activities, so as to foster students' sense of collective honor and responsibility, and then lay an ideological basis for future career progress of hotel management students.

2.2 Guided by Hotel Talent Requirements

Each industry has different requirements and standards for talents. In the tourism hotel industry, the ability to provide high-quality service for guests is a crucial basis for judging the operation quality of the entire hotel. Therefore, in the actual training of tourism hotel management talents, the

school should actively focus on the professional skills in the tourism hotel industry and enterprise posts to perfect the talent training system. Talents with excellent professional quality and strong environmental adaptability are favored by all industries. If students can bear hardships and stand hard work, continue to learn, and treat guests with patience after graduation, they will certainly shine in the tourism hotel management industry^[3]. Therefore, colleges should strengthen communication and contact with tourism hotel enterprises, take enterprise talent progress strategy and talent demand as guidance, optimize teaching content, enhance teaching professionalism, and further strengthen students' employment competitiveness, so as to foster high-quality talents for tourism hotel management industry.

3. Significance of the Training Mode of Tourism Hotel Management Talents in Higher Vocational Colleges

3.1 Conducive to Training More Professionals for Tourism Enterprises

The training mode of tourism hotel management talents focuses more on the purpose and systematicness of teaching in the process of talent training, which enhances the teaching quality to a certain degree. As a purposeful and conscious talent training mode, it can effectively regulate the professionalism of talent training. As we all know, tourism hotel management is a highly service-oriented and practical work, which requires hotel management personnel to have solid theoretical knowledge and good practical skills^[4]. The training mode of tourism hotel management talents can be guided by the requirements of hotel talents, organically combine teaching content with practical activities, and enhance students' practical ability on the basis of enriching students' professional knowledge, so as to foster more high-quality and highly-skilled management talents for the tourism hotel management industry.

3.2 Conducive to Facilitating the Progress of Tourism Industry

Tourism hotel management is a crucial part of business management. However, in the actual teaching of tourism hotel management major, most schools have ignored the characteristics of tourism hotel management itself and emphasized the knowledge of business management, which has led to the lack of effectiveness and pertinence in the teaching activities. Therefore, in the training mode, the industry demand and progress trend should be fully considered, so as to enhance the pertinence of tourism hotel management teaching and facilitate the sustainable progress of the tourism industry. Moreover, the training mode of tourism hotel management talents also effectively solves the problem of supply and demand of tourism talents in the tourism industry^[5].

4. Strategies of the Training Mode of Tourism Hotel Management Talents in Higher Vocational College

4.1 Build a High-Quality Teaching Team

Teachers are the leaders of teaching activities. Their teaching ability, teaching thinking, etc., to a certain degree, affect the quality of teaching activities of tourism hotel management major, and also affect the formation and progress of students' learning thinking and ability. It can be seen that the training of tourism hotel management talents can not do without the support and assistance of teachers. Therefore, colleges should build high-quality teachers. First of all, colleges should conduct a comprehensive analysis and specific investigation of the current professional teachers' teaching ability and curriculum effects, find out the shortcomings, and actively organize education and teaching training activities^[6]. In this way, teachers' teaching professionalism can be effectively enhanced, thus laying a basis for high-quality tourism hotel management teaching activities. Secondly, colleges should also guide teachers to use their leisure time to enhance their personal abilities, and provide backbone teachers with opportunities to study abroad and train. Finally, colleges should also strengthen the reserve of talents, hire talents with rich experience in tourism hotel management to invest, so as to enhance the practicality and professionalism of tourism hotel

management.

4.2 Define Talent Training Objectives

The effective definition of talent training objectives is a crucial basis for optimizing the teaching plan and facilitating the smooth progress of teaching activities in the tourism hotel management major. Therefore, colleges should clarify the talent training objectives and develop talent training activities in combination with the current talent needs and requirements of the tourism hotel industry. Only in this way can we meet the needs of the society for talents, and thus enhance the employment rate of students majoring in tourism hotel management. First of all, colleges should closely focus on the progress of the tourism hotel industry, correctly grasp the market environment and the faculty, give full play to the educational advantages of colleges, and create a characteristic training model for tourism hotel management talents. Secondly, colleges should also organically integrate talent training objectives with tourism hotel management related industries to effectively broaden students' professional abilities^[7]. This can not only enhance the employment competitiveness of students, but also provide comprehensive talents for the tourism hotel industry, which is a crucial help to facilitate the sustainable progress of tourism hotels.

4.3 Develop Teaching Combining Theory with Practice

The teaching mode of tourism hotel management specialty should combine theory with practice organically. Currently, some colleges focus more on the teaching of theoretical knowledge in the teaching activities, which leads to that students have rich theoretical knowledge, but almost no practical ability. The future work of students is inseparable from the professional learning of the school. The combination of theory and practice teaching is a crucial way for colleges to enhance their teaching popularity and employment competitiveness. Therefore, colleges should break the traditional teaching mode and enhance students' practical ability on the basis of enriching students' theoretical knowledge. First of all, teachers should strengthen the control of the curriculum system in the actual teaching process, create a good learning environment for students' personalized development, combine the teaching content with classroom practice activities organically to enhance students' practical skills. Secondly, colleges should also establish vocational skill evaluation system. In the process of teaching evaluation for students, it should be combined with the talent needs and management standards of enterprises, and integrate the students' theoretical achievements, practical assessment, professional qualification examination, etc. to strengthen the effectiveness and pertinence of talent training, so as to foster high-quality management talents for the tourism and hotel industry.

4.4 Reasonably Set Up Courses

Tourism hotel management is a highly practical course, which has high requirements for students' knowledge application and operation ability. Many colleges are unreasonable and imperfect in the curriculum of tourism hotel management, which reduces the teaching quality and efficiency, and is not conducive to enhancing students' management ability and professional skills. Therefore, colleges should organically integrate the basic knowledge of tourism management and professional knowledge in the curriculum, and focus on practical operation teaching. The reasonable curriculum can arouse students' interest in studying and enthusiasm for classroom participation, thus laying a good basis for the improvement of students' tourism hotel management ability. First of all, colleges should uniformly allocate theoretical courses such as *Introduction to Tourism*, *Introduction to Hotel Management*, *Hotel Psychology* and *Tourism Psychology* in the tourism hotel management major, so as to enhance the teaching pertinence. Secondly, the courses with strong practical operability, such as *Marketing*, *Modern Hotel Management*, *Front Office Room Service and Management*, can be uniformly allocated. This can not only ensure that students receive rich theoretical knowledge, but also enhance their professional skills and management ability in practical teaching.

5. Conclusion

Since the 21st century, tourism resources have been deeply developed at home and abroad, and the tourism hotel industry has also been effectively developed and expanded. In this context, the demand of tourism enterprises for talents is increasing. Based on this, colleges should combine the current progress trend of the tourism hotel industry to develop teaching reform, further perfect the talent training mode, strengthen school-enterprise cooperation, and then output more professional talents for the society.

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