

On the Ways to Improve the Education Quality of University Hotel Management Major

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Abstract: With the improvement of people's quality of life and the continuous growth of people's spending power in China, the society's requirements for hotel management specialty are also increasing, and the construction of practical teaching system and the research of teaching mode related to reality urgently need to be perfected and improved. Practical teaching is an important link in vocational education, which is a test and comprehensive application of students' professional theories and skills. On-campus training teaching is an important part of university education, and it can best reflect the applied characteristics of university personnel training. Teaching quality assurance system is the primary condition to ensure the orderly development of teaching work, and whether it is scientific and reasonable directly affects the teaching work of the whole college. By analyzing the present situation of practical teaching and system establishment of hotel management specialty, this paper concludes the importance of strengthening the practical teaching and system establishment of hotel management specialty, and puts forward ways to improve the educational quality of university hotel management specialty.

1. Introduction

The training goal of hotel management major is to train the first-line hotel managers and senior service personnel. It is faced with the post and technical level. There is basically no transition period for students from school to work, so it is particularly important to strengthen the practical teaching [1]. Practice teaching is an effective way and important means for college students to master professional skills and cultivate professional ability, which is divided into two parts: on campus practice and off campus practice [2]. Practice teaching and classroom teaching complement each other and occupy an important position in the whole professional teaching system. Guided by the reform policy of higher education and the trend of hotel management, we should cultivate practical management talents who can meet the needs of the hotel industry and the needs of social construction, and change the current situation of weak hotel management in China [3]. Modern practice teaching not only needs a professional and scientific teaching platform, but also needs to be able to change the education concept, closely link the platform construction with the market development, and grasp the initiative through practice teaching, which not only helps to improve the teaching quality of hotel management specialty, but also can cultivate practical talents of hotel management who satisfy the society [4]. In order to meet the needs of the society and hotel industry for hotel professionals, teachers should change the traditional teaching methods, strengthen the cultivation of students' practical business ability, constantly innovate teaching methods in the teaching process, continuously improve teaching quality, and cultivate students' practical ability [5].

At present, socialism with Chinese characteristics has entered a new era, China will continue to deepen reform and increase opening up, and the hotel industry has also moved from the local to the world. If a hotel wants to be competitive in the market, talent is always the most important factor. With the development of China's education, the traditional teaching ideas and management methods of colleges and universities are increasingly not suitable for the development requirements of the education era, which directly affects the quality of professional teaching, and even affects the image and development of the whole college and the quality of talent training, and reduces the employment rate of students [6]. Students' learning and application of hotel management major

mainly rely on the systematic learning and understanding of professional knowledge through teachers' explanation in class [7]. Then, on the basis of strengthening their own understanding, the students put it into practice and combine theory with practice closely. In order to meet the market demand for hotel professionals, university teachers will actively change the traditional teaching methods and teaching mode, constantly enrich the teaching content, improve the teaching quality, and cultivate excellent hotel management talents facing the world and the future [8]. This paper mainly analyzes the current situation of practice teaching and system establishment of hotel management major, obtains the importance of strengthening the practice teaching and practice teaching system establishment of hotel management major, and the main measures to strengthen the time teaching and practice teaching system establishment of hotel management major.

2. Main problems in practical teaching

2.1. The system and mechanism construction of school training is not perfect

Generally speaking, the teaching equipment involved in the practice teaching of hotel management major mainly includes hotel management training room, hotel front desk, catering and guest room, etc. in the practice classroom teaching, teachers can borrow these equipment and use situational teaching method and demonstration teaching method to demonstrate to students. After the teacher's demonstration, students can do it by themselves, Practice and practice the practical content knowledge taught by teachers repeatedly. In the practice teaching activities dominated by the traditional teaching concept, students have no right to choose their own courses. What teachers teach, students learn, which makes the needs of students can not be met. The leaders of some universities don't know the importance of the construction of the training base ideologically, and the investment is insufficient, which leads to the situation that the construction scale of the training base is small and the facilities and equipment are insufficient. In addition, some colleges lack of standardized, scientific and systematic professional construction planning. The lack of professional construction planning is bound to cause the blindness of professional construction, and it is difficult to meet the rapid development of the University. The goal of practical teaching is the fundamental starting point and foothold of all practical teaching activities of hotel management major. The content of traditional practical teaching goal is ambiguous, and there is no specific plan [9]. On the whole, the practical teaching effect of hotel management is not very ideal, which is not only a waste of educational resources, but also leads to the students' potential can not be explored. At this stage, many universities with hotel major in our country are looking for off campus internship bases as far as possible, and signing student internship agreements to ensure that the legitimate rights and interests of students in the process of practice are effectively protected. When teachers carry out hotel management related courses, most of them are based on theoretical knowledge, ignoring the importance of practice. Only through the textbook knowledge and related examples, students can not fully feel the focus of hotel management, which is not conducive to students' comprehensive grasp of hotel management related knowledge, but also will form potential learning obstacles for students' future practical work and deep learning.

2.2. The construction and management of training facilities in the school need to be improved

Secondly, the management of on-campus training facilities is not in place. It is mainly manifested in the maintenance of training facilities, environmental management, operation specifications and the post responsibility system of training managers. In particular, the utilization rate of practical training facilities in many schools is low, and it is basically closed at other times except for arranging necessary teaching activities. The professional level of teachers determines the quality of practical training. At present, the proportion of traditional teachers in many schools is on the high side, the proportion of "double-qualified" teachers in professional courses is on the low side, and the proportion of part-time teachers employing industry and front-line professionals is on the low side. In view of some outstanding problems in the practical teaching of hotel management specialty, it is necessary to discuss and analyze the current situation of practical teaching, and

accurately grasp the context of practical teaching. Because teaching materials often lag behind social reality, in this case, if teachers don't pay attention to introducing some new knowledge and skills besides teaching materials under the guidance of social needs, it will cause certain obstacles to students' internship in hotels in the future, and make students unable to properly handle daily affairs of hotels.

At present, the examination content of hotel management professional training courses is mostly limited to the basic skills in teaching materials, mainly aiming at the examination of operation process and its quality. Teachers are the makers of training plans, the instructors and monitors of training process, and the evaluators of training results. Teachers play a vital role in the whole practical teaching process. The lack of training for teachers' modern practical teaching concepts, the lack of backbone teachers and the imperfect personnel management system of teachers will have a very serious impact on the construction of practical teaching system of hotel management specialty, which is not conducive to the smooth development of practical teaching activities. Unclear teaching objectives will lead to disharmony between teachers and students in the teaching process and affect the overall teaching progress. Because students can't learn relevant theoretical knowledge efficiently in class, in the long run, it will also discourage students' learning enthusiasm, resulting in students' incomplete learning of hotel management professional knowledge.

3. Strengthen the management of practice teaching process

3.1. Improving the design concept of practice course teaching

In the teaching process, teachers should take the cultivation of students' basic professional qualities as the foundation, improve the contents and ways of practical teaching on the basis of ensuring students' solid basic skills, and build a more effective and targeted target system. Teachers should innovate and practice the classroom, make the existing classroom of hotel management major lively and interesting, and change the rigid reading teaching mode in the past. University teachers should introduce the competency-based teaching concept into the practical teaching of hotel management specialty, and ensure that the competency-based teaching is implemented in all aspects of practical teaching through training and perfecting mechanism measures. In the teaching environment of practice in schools, universities should strengthen the investment in software and hardware facilities of practice in schools, and provide necessary equipment and technical support for the development of practical teaching activities. Teachers should understand students' needs and the future development direction of this major, and timely supplement new teaching ideas and related knowledge to students during teaching. To change the traditional thought of attaching importance to the explanation of theoretical knowledge in the past, it is necessary to strengthen the cultivation and training of practical training and practical ability, so that students can enhance their practical ability on the basis of mastering basic theoretical knowledge skillfully.

3.2. Change the traditional practice teaching mode

The study of theoretical knowledge is the theoretical basis for students' further development in the future, while practical ability and practical ability are the standards for testing these theoretical knowledge. Therefore, teachers should improve students' practical ability, and students should actively seek relevant internship opportunities in their spare time, and truly experience the working environment of related majors to improve their familiarity. The fundamental purpose of setting up practical courses in schools is to promote the improvement of students' practical level, so how to improve students' practical ability is the teaching focus that every teacher needs to face. Based on this, teachers can comprehensively and deeply understand the position of hotel management through practical visits, summarize the characteristics and requirements of the position, and set more targeted teaching objectives according to this, so as to highlight the teaching design concept and make the teaching process more effective and purposeful [10]. In the present teaching system construction of hotel management specialty, teachers should pay attention to the cultivation of students' practical operation ability and the establishment of practical system, and pay attention to

the cultivation of students' practical operation ability on the basis of existing teaching methods. In the construction of practice bases, universities should establish a standardized and systematic teaching and training program, and improve the system construction of off-campus practice bases while actively seeking support from all sectors of society.

4. Conclusions

Setting up hotel management major in schools can help students accumulate relevant theoretical and practical knowledge during their school years, and better cope with future work. Therefore, the school should determine the relevant teaching objectives and teaching system, and create a better environment to help students learn hotel management related professional knowledge. In order to improve the practical teaching quality of hotel management major, we need to be brave in practice, constantly explore and absorb the practical teaching experience of other universities. Practical teaching is the most important way for students to acquire practical ability and comprehensive professional ability, and it is the inevitable requirement for universities to train high-quality skilled talents. Universities must pay attention to improving training conditions, gradually improve the management of training in schools, enhance the pertinence, systematicness and effectiveness of training, improve the quality of training teaching in schools, and effectively improve students' professional quality and professional skills. In view of the existing problems in hotel management specialty, teachers should put forward operable measures in time and realize the importance of practical ability for this specialty. Through the joint efforts of schools and students, as well as the efficient teaching by teachers, the major of hotel management will surely develop vigorously.

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