

Research on the "Three-practice" Talents Training Mode Innovation of Hotel Management Major in Higher Vocational Colleges

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Abstract. Hospitality management students in higher vocational colleges are favored by employers because of their high skills, strong ability and quick adaptability. Schools are an important place for cultivating talents. Therefore, it is necessary to establish innovative ideas to cultivate talents, establish a strong and effective mode of training talents, and use various forms and means to implement comprehensive training for students so that the talents cultivated in this way can effectively promote the development of the hotel industry. This paper makes a detailed analysis of the talent training model innovation of hotel management major in higher vocational colleges. It mainly describes the "three-practice" teaching mode and the research on the "three-practice" talent training mode under the leadership of the school and the participation of enterprises.

Introduction

The hotel industry is developing more and more rapidly, and the demand for talents is getting higher and higher, requiring a large number of high-quality hotel service and management talents. At present, the rapid development of the tourism industry has promoted the growth of the number of hotels. Due to the broad prospects for development, many students have chosen the Hotel Management Major. However, in higher vocational colleges, there is still a lack of innovation in the model of hotel management talent training. In order to better adapt students to future work needs, higher vocational colleges need to update traditional teaching concepts and explore more effective talent training models to cultivate high-quality talents for the development of the hotel industry. [1]

Higher Vocational Hotel Specialty Employment Orientation

Higher vocational Hotel Specialty needs to constantly adapt to the market's changes in specifications for talent requirements, and to develop management professionals who understand management and cooperation for enterprises, and to better improve the good development of the hotel industry. Hospitality management students of higher vocational colleges have a wide range of employment areas, which can be used in foreign-related tourism companies, or in various parts of hotel companies or in self-employment. But these require the students to meet the market demand for it, which requires the schools to do the following. [2]

Improve the Students' Professionalism. The modern hotel industry has higher requirements for staff, so higher vocational schools need to train students to focus on improving their professionalism. First of all, the teachers need to pay attention to the cultivation of the students' ideological quality and physical and mental health quality, and cultivate the spirit of honesty and trustworthiness and dedication to the students, so that the students have good physical and psychological qualities. Secondly, teachers should improve their cultural literacy, cultivate their independent learning ability, and enhance their employment competitiveness. Students need to have knowledge of psychology and hotel management, and also need to have business skills in various positions of the hotel. Finally, improve the professional quality of students, and increase the training of vocational basic skills and the strength of vocational skills examinations. Only by strengthening the basic skills training of the students, can they continue to innovate and improve their own professional quality, in order to gain a firm foothold in the fierce competition for employment and establish a foothold in the hotel industry.

Improve Students' Professional Skills and Expand Their Employment Platform. The core of higher vocational colleges is the vocational skills of students. The quality of teaching in higher vocational colleges depends on the level of professional skills of students. Therefore, higher vocational colleges need to increase the education of vocational skills, take vocational education as the core educational content, and normalize vocational skill competition. Hotel management teachers in higher vocational colleges need to go deep into the hotel industry, find out the nature of the hotel industry posts, and conduct targeted vocational skills exercises for students. For example, it is possible to hold hotel professional related skill competitions frequently, and strive to improve the students' explicit professional skills by holding activities such as setting up tables and platter competitions, so that students can demonstrate their professional superiority in the workplace. It is also possible to hold hidden skills such as Putonghua level competitions and hotel English speaking level competitions, and promote the development of explicit skills of Hotel Specialty students. Professional skills are the foundation of students' employment. Only with their superb professional skills can they develop in the long-term career and have a better employment direction.

Teach Students not to Change Jobs Easily, based on the Hotel Industry. At present, Many students' employment concept has deviated from the needs of society. Their expectation of employment is too high. They hope that there will be easy and high-paying jobs. Most of the students want the society to meet their requirements. If the reality and the ideal do not match, they will complain and choose to quit. According to the survey, quite a lot of students have changed 2-3 work units within one year, and some students even changed more units. This is a waste of time and energy, there is no way to accumulate their work experience, and there is no way to do their professional positioning. Under this circumstance, higher vocational teachers need to educate their students to change their employment concept. If they have no work experience and no job skills, they should not quit their job. Students need to work hard and constantly enrich their work experience. Make efforts to adapt to the environment and positions, enrich your social experience, find suitable growth opportunities and develop your abilities.

Strengthen Language Skills Exercises to Create Bilingual Students. For the hospitality industry, whether staff will use standard Mandarin and fluent hotel English to receive guests is one of the important factors in the quality of hotel services. Therefore, the Hotel Specialty teachers need to train the students to develop bilingual skills and create bilingual students, so that they can better serve the hotel. Hospitality management students have good Putonghua level ability is the performance of hotel service effect. It is the premise and way to spread the hotel culture. The hotel's guests come from all over the world and have different language expressions, which requires the hotel staff to provide quality service in standard Mandarin and fluent English. Therefore, in order to have a better employment direction, hospitality management students should enhance their English level and Putonghua level, to provide better service to the hotel.

Guide Hotel Management Students to do a Career Planning. Only by planning their own career can they be clear about their employment direction. Career planning is a starting point for college students' careers. Higher vocational colleges need to guide students to plan their careers from the moment they step into the campus. Correctly guide students to understand themselves and recognize the hotel industry, analyze the advantages and disadvantages of the employment environment, clearly establish their own career goals, accurately assess their own ability, and achieve their comprehensive development.

Research on the Innovation of Talents Training Mode of Hotel Management Major in Higher Vocational Schools

Innovative Education Concept. The application of school-enterprise cooperation teaching concepts. In the course of higher vocational schools, the teaching concept must be updated in a timely manner. The cultivation of talents must be based on the actual needs of the current enterprises, and the re-integration of teaching resources should be based on the principle of competence and integration of work and study. This is to follow the growth rules of talents, make the school's training work more targeted and oriented, and gradually improve the students'

professional skills in order to meet the professional needs. Secondly, it is necessary to take the students' professional needs as the guide, and integrate the combination of work and study into the entire teaching process, and change the traditional subject-based teaching methods, and adopt the vocational ability-based training method. In this way, hotel's requirements for students can be divide into different parts, combined with the ability requirements of each position, and set up different training modules, so that students can be trained in all aspects, and their professional ability will be improved. Play an important role in helping. In short, the effective integration of theoretical knowledge and practice links can help students deal with the convergence of theoretical knowledge to practical application, from simple to complex, from basic to practical application, gradually improving, which is in line with students' cognitive rules and learning rules.

Innovation in the Teaching form of School-Enterprise Cooperation. In higher vocational colleges, talents training has already used order training, one kind of school-enterprise cooperation. Practice has proved that this is an effective training method. In this training method, the cultivation of talents can be more in line with the needs of enterprises for talents, so that students can be more quickly integrated into the work. For the cultivation of hotel management students, school-enterprise cooperation is an ideal and innovative way. After selecting a cooperative enterprise, the school needs to sign a relevant cooperation agreement, in which it must clearly state the requirements for the students' ability development. In this way, after the students formally enter the school, the school will carry out targeted training and determine the time for students to conduct internships in the enterprise, so that students can apply the theoretical knowledge they have learned into practice. For the cultivation of talents, enterprises and schools have the responsibility of co-cultivation. Therefore, enterprises and schools must jointly formulate plans for teaching. At the same time, the company can also provide corresponding teaching equipment for the school, and be responsible for the students' internship work, giving students guidance in practical work. In short, through the cooperation between schools and enterprises, students can be more comprehensively cultivated, so that students' learning can be more concrete and systematic.

Innovation of the Combination of Production and Learning. In the traditional school-enterprise cooperation, many students are sent to the enterprise for internships in the last semester. However, at this time, the school has completed the training of the students, and whether the talents they cultivated can meet The needs of the enterprise is unknown. In the hospitality industry, the mobility of personnel is relatively large. Many companies hope to quickly find high-quality talents and enhance their sense of identity and loyalty to the company in order to save human capital. The new combination of industry-university innovation training method can organize students walk into the enterprise on the empirical knowledge module and applied knowledge module, and combine the typical work tasks in the hotel to guide students' practical work from shallow to deep. Break through the training methods, and according to the actual work situation of the enterprise, combined with the needs of the job, arrange the students to go to the enterprise to carry out the internships, so as to ensure that the training of the students will not deviate from the actual needs of the enterprise, combining theory with practice to guarantee the learning effect of students.

Innovation in Teaching Methods. In the traditional teaching form, the teaching methods used by teachers are mostly cramming teaching. This training mode is very boring, and students quickly lose interest in learning. Therefore, in the courses of higher vocational colleges, traditional teaching methods should be replaced, students should learn in the context and learn in cooperation, so as to master solid theoretical basic knowledge. For example, in hotel management, there will be foreigners staying at the hotel, which requires students to have a certain English ability, and need to master some common language of hotel management. Teachers can divide students into small groups and let each group practice independently so that students can become familiar with the use of some sentences in the exercises. for example: "A double room with a front view is 140 dollars per night, one with a rear view is 115 dollars per night; How long will you be staying; The current rate is \$ 50 per night; The Reception Desk is straight ahead; Hi there. Are you checking out now? I'm glad you liked it." In this way, students can improve their professional skills in

cooperative exercises. [3]

In addition to training students during the school, a tutor system can be established for students' training in the enterprise. The experienced and competent staff of the company guide students one-on-one to ensure students are familiar with the skills. At the same time, enterprises and schools should conduct a comprehensive evaluation of students' performance, including students' classroom performance, internship enthusiasm, internship performance and so on, in order to promote students' comprehensive growth.

In short, in higher vocational colleges, the teaching methods of hotel management specialty must be update, and carry out targeted training for the students in light of the actual needs of the enterprises, so that the cultivated talents can meet the enterprise's demand, improve the employment rate of students, and meet the students' future development requirements.

The "Three-Practice" Talent Training Mode of School-Led and Enterprise Participation

School-enterprise cooperation, which is dominated by schools and participated by enterprises, is an effective means to realize the training mode of talents in higher vocational education, and is an inevitable choice for the development of higher vocational colleges and enterprises. It is the key of "double-type" teachers' training in higher vocational colleges, and an effective way to achieve training goals. Through the close cooperation between schools and enterprises, we will jointly cultivate talents and achieve the purpose of higher vocational colleges---to train high-tech applied professionals. The vocational colleges take the school-enterprise cooperation as the combination point, and cultivate the technical talents that enterprises urgently need in a targeted manner, relying on the professional construction steering committee composed of enterprise experts and social experts to jointly design talent training programs. Since the recruited students are urgently needed talents in the future, the company is willing to support the college in terms of human and financial resources, such as jointly developing teaching plans, providing internships, training equipment, sending technical personnel to give lectures, and setting up scholarships. This enables higher vocational education to be run from school unilaterally, to school and business to run schools together, so that the school's resources are greatly expanded, and the educational space extends from the classroom to the enterprise. School-enterprise cooperation provides a more reliable and solid platform for students to become skilled and applied talents.

"Three-practice" Talent Training Mode. The "three-practice" training mode refers to the educational content that emphasizes students' "study drills, employment training, and entrepreneurial training", and comprehensively trains students' "knowledge + ability + quality" to improve students' ability to know and do, innovative ability, organizational management ability and employment and entrepreneurial ability. [4]

Conditions for the Implementation of the "Three-Practice" Talent Training. The implementation of the "three-practice" teaching mode in schools generally requires certain implementation conditions, and it is necessary to have simulated training rooms such as simulated rooms and simulated restaurants, etc.

Choose the right partner hotel. Schools should choose well-recognized and well-known hotels for cooperation to be internship bases for students. Students can cultivate their self-confidence and learn advanced management concepts. Selecting a human resource manager who has rich experience in cultivating college interns, you can predispose the internship work as an activity with special occupational rules. Choosing a management team that values talent development can well maintain students' interest in the industry. Otherwise, it is easy for students who have worked hard in the school to be interested in this industry. When they are not suitable, they are devastated.

Choose the right project. To implement the "three-practice" practical teaching model, the project is very important. It is necessary to deeply analyze the practical teaching links, analyze the students' interest, and break down the hotel's actual needs into several projects.

Develop a training plan. Formulate training programs to guide the actual required knowledge and skills training of each project; establish project platforms and communication mechanisms; improve practical training and mobilization, practical training, internship guidance, and internship summary.

Ways of "Three-practice" Talent Training Mode. The "three-practice" talent training model focuses on the trinity of "learning exercises, employment training, and entrepreneurial training."

Do a good job of "learning exercises". Students take learning as the foundation. According to the teaching mode and teaching purpose of hotel management, the learning exercises are mainly taught from the following aspects.

Post cognition. Arrange hotel management students to visit the hotel for on-the-spot observation. When students enter the school, they will arrange a certain class time to observe the hotel on the spot. At the same time, the hotel staff are arranged to preach the students, then the students can have a general impression of the modern hotel, and have a perceptual understanding of the careers to be pursued in the future, so that students can clarify the purpose of teaching practice.

Job skills. On-campus practice skills operation class. According to the actual job requirements of the hotel, arrange some real work and task project training. For example, the front hall, guest rooms, dining, marketing, etc. Enrich the content of the on-campus practical education curriculum, so that students can quickly enter the state when they are internship at the hotel.

Quality skills. Professional quality training courses. Modern hotel practitioners should have the qualities as demeanor, temperament, self-cultivation, sincere service, communication and teamwork. Which requires to study etiquette classes, psychology, communication negotiation, mentality adjustment and other professional quality training courses to meet the needs of modern hotel plasticity and adapt to the complex knowledge structure of modern hotels.

Comprehensive skills. Comprehensive skills training should be arranged after individual training. The hotel management major can use the unique practice teaching week, and the enterprise provides training support. At this time, the "small internship" is arranged, which can meet the needs of the students' comprehensive skill training. Students can also find their own advantages and disadvantages, and clarify the direction of future efforts. [5]

Implement "employment training". The modern hotel provides guests with a variety of comprehensive services such as leisure and business. The hotel has a wide range of positions and needs different talents. In practice teaching, students can be arranged to study multiple projects, and then arrange different positions according to the students' specialties..

Shape project. Modern hotel front desk, concierge and other positions need better image staff, so students need to take the corresponding physical training, service etiquette and other related courses. After that, students who are interested in such positions and meet the requirements can be arranged to study at the hotel front desk, concierge, etc.

Language project. Language is the most commonly used tool for communication between people. The reception desk, western restaurant, switchboard and other positions need to be good at communication and sweet voice. Therefore, during the school, you need to be trained in language skills such as communication skills and common foreign languages.

Service products. There is a large number of positions in the hotel that require employees to have strong hands-on ability, responsiveness, and expressive ability to complete the work, such as reception desk, guest rooms, restaurants, cashiers, clerks, etc. Internship training can be carried out according to the projects.

Break through the "entrepreneurial exercise". According to the national policy guidance, the cultivation of entrepreneurial ability has attracted the attention of higher vocational colleges. Hotel Management Major's concept of combining entrepreneurship training with the construction of training bases has been recognized. The college has a strong entrepreneurial atmosphere and strong entrepreneurial desires. It can combine the needs of the hotel industry to carry out practical teaching of innovation and entrepreneurship.

Human Resources Project. The shortage of staff is a common problem of modern hotels. There are many entertainment, conferences, banquets and other activities in the hotel. A large number of temporary workers are needed. The school can guide students who are interested in human resources entrepreneurship, build a human resources platform, supplemented by operations, laws, and negotiation in training.

Product sales items. A large number of hotel products need to be completed by a special sales

team. According to this situation, students can be instructed to establish a hotel product sales center, complete ticketing, room and other sales tasks to achieve entrepreneurial goals.

Conference reception project. Many press conferences and product recommendation meetings are held in the hotel. Schools can guide students to choose the direction of the conference service project to start a business, to complete the conference release, product recommendation, modern service, post-meeting contact, etc. for the organizer.

The "three-practice" teaching mode of the hotel management major in higher vocational colleges needs constantly reform and optimization, continuous summarization and feedback, and then continuous revision and improvement. Only in this way can the school-enterprise cooperation be deeply integrated.

Conclusion

The "three-practice" talent training mode, which is mainly based on schools and enterprises, is an effective way to train talents in colleges and universities under the integration of production and education. At the same time, enterprises have also cultivated the talents they need and realized the goals of cooperation between schools and enterprises. Sharing is a reliable guarantee for the cooperation between schools and enterprises in higher vocational colleges. Operating according to market rules is an important prerequisite for the cooperation between schools and enterprises in higher vocational colleges. The "three-practice" talent training model has better realized the fundamental goal of school-enterprise cooperation in higher vocational colleges. [6]

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