

Analysis on Policy Support System of Substituted Post Exercitation Based on Hotel Management Major

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Abstract. Substituted post exercitation is an important constituent part of practical course of hotel management major. Its teaching effect directly reflects students' occupational qualities. This paper starts with the status of substituted post exercitation of hotel management major, briefly analyzes problems existing in substituted post exercitation of hotel management major in colleges and universities currently, puts forward a policy support system on this basis and describes specific contents of the policy support system in detail in five aspects – government policy support system, technical support system, financial support system, monitoring support system and evaluation support system.

Introduction

With the rapid development of social economy, hotel industry has higher requirements for the quality of employees. Hotel management major in colleges and universities train applied talents and versatile talents. To achieve this educational objective, colleges and universities must strengthen practical teaching and improve students' ability of practical operation. As an important constituent part in practical course, the teaching effect of substituted post exercitation directly concerns the practical ability of students, their occupational quality, smooth employment and their recognition of hotel industry. According to the investigation of the author, the churn rate of students in hotel major after graduation reaches 70%. There are various factors. This paper only conducts analysis based on policy support system so as to resolve the effectiveness of substituted post exercitation of students in hotel major in colleges and universities and influence students' selection and career planning for this major fundamentally.

Status of substituted post exercitation in hotel management major and existing problems

Status

Decisions of the State Council about Vigorous Development of Vocational Education specifically put forward the idea of reforming teaching methods and talent training mode and implementing the teaching mode of combination of learning with working and cooperation between school and enterprise. Through the exploration and practice in recent years, hotel management major in colleges and universities has gradually improved teacher resources, practice base and hardware and software equipment and deepened cooperation with enterprises and created new talent training mode, i.e. "order-orientated" talent training mode.

Currently, colleges and universities have constantly strengthened deep collaboration with hotel, improved teaching objectives and plan of hotel management major and trained a lot of applied management talents for hotel industry. Major correlation rate and employment rate have increased greatly. Substituted post exercitation promotes the improvement of students' practical operation ability and the integration of students' theoretical knowledge and practical ability. However, there are still some problems in substituted post exercitation. In particular, the work satisfaction during substituted post exercitation influences the perseverance of students in exercitation, the improvement of their vocational ability and occupational choice.

Existing problems

Factors with respect to students

Students of hotel major know substituted post exercitation when starting school in freshman year and consider it a good opportunity of exercising themselves. They can get ride of the boring campus life and obtain certain remuneration through substituted post exercitation. They are really looking forward to it. Therefore, they often pay more attention to work tasks, remuneration and accommodation conditions etc. of the hotel while neglecting the purpose of substituted post exercitation before exercitation. They often have psychological inversion during the exercitation and flinch easily when meeting problems and cannot adapt to the work environment of the hotel. Meanwhile, students generally start with grass-roots service during substituted post exercitation. Many students think that this cannot give play to their professional advantages. Thus, they are unwilling to learn, fail to correct their attitude in the process and collide with hotel industry.

Factors with respect to hotel

For hotel administrators and operators, the greatest advantage of substituted post exercitation of college students is saving of human cost of hotel. Hotels only need to pay cheap human cost and do not need to pay costs of social security such as five social insurance and one housing fund. They simply regard students as cheap labor force and appoint students to posts according to their employment situation without considering the occupational planning and major of students, establishing a detailed learning plan for students and the system of work shift or giving students humanistic care. Students are easily disgusted with hotel, which is adverse to the improvement of substituted post exercitation effect and students' practical ability.

Factors with respect to colleges and universities

Through investigation, the author finds that colleges and universities have established a professional practice supervision team and strict practice management system when organizing substituted post exercitation, involving number of interns, internship position and work shift opportunity etc. In fact, the practice management system established by colleges and universities often cannot be realized because the power of initiative is owned by hotels which consider problems based on economic benefit rather than talent training.

In addition, functions of the professional practice supervision team are not fully exerted. Teachers often pay more attention to the guidance over students' thinking and life and neglect the guidance over their professional skills. It is very difficult for students to connect each thing in the exercitation with professional knowledge. During substituted post exercitation, students cannot feel the warm guidance of hotel or teachers' professional guidance. They often become disgusted with the hotel and fail to achieve the expected goal of substituted post exercitation. Students' work satisfaction about hotel industry reduces, thus influencing the major correlation rate after graduation.

Establish policy support system for substituted post exercitation

To improve the effect of substituted post exercitation of hotel major, it is very necessary to establish a policy support system, support substituted post exercitation in government policy, technology and funds, create a high-efficiency substituted post exercitation management system and establish substituted post exercitation management mechanism in the real sense. This paper describes contents of the policy support system in detail in five aspects – government policy support system, technical support system, financial support system, monitoring support system and evaluation support system.

Government policy support system

First, establish policies encouraging substituted post exercitation of students of hotel management major and create a good substituted post environment for students of hotel management major from legal perspective. Carefully analyze existing problems of substituted post exercitation and listen to words of students, colleges and hotels in the process of legislation; fully reflect interests of three parties in laws and administrative laws and regulations, realize "triple-win" and create a good environment of substituted post exercitation; increase the input, e.g. support the development of hotel

industry from the perspective of macroeconomic policy, provide a good development environment for hotel industry, create a good market of hotel industry and create a good work environment for students' substituted post exercitation.

Second, provide free services. The government should establish a specialized committee of substituted post exercitation and provide free services for colleges and universities, students and hotels, e.g. provide free skill training and one-to-one guidance service.

Third, reduce or remit taxes. Carry out an evaluation activity annually with city as the unit, elect 10 local hotels with best performance in substituted post exercitation work, give these hotels certain honorary and tax rewards and encourage them to regard substituted post exercitation work as one of the key work and create a good environment of substituted post exercitation for students.

Forth, establish information management platform, establish substituted post exercitation information network of hotel management major with communication and network technologies, provide relevant information of substituted post exercitation of students in various regions and colleges and universities in time, change students' understanding of hotel industry, improve college students' ideological understanding level and improve approaches of substituted post exercitation.

Technical support system

First, construction of substituted post exercitation course system. The education department should positively improve the course system of substituted post exercitation, regard substituted post exercitation as a specific subject, including systematic learning of theoretical knowledge and practical course, promote the training of students' correct professional idea and employment attitude and deliver a batch of graduates of hotel management major with high ideological quality for hotel industry.

Second, training of "double-role" teacher group. The quality of teachers has direct and profound influence on teaching effect. Colleges and universities should constantly improve teachers' professional knowledge level and business capability. Professional instructors of substituted post exercitation must be "double-role" teachers with rich practical experience in hotel industry, high professional knowledge level and high humanistic quality who can give professional guidance to students in professional skills, sociability, service awareness, psychological guidance and living guidance, improve the effect of substituted post exercitation and promote the improvement of students' practical ability.

Third, training mode. Organically combine multiple teaching methods such as classroom teaching, individual remedial teaching, cooperative teaching and practical teaching in theoretical courses of substituted post exercitation, actually realize teaching according to aptitude and improve the professional knowledge level of each students; help each student to establish occupational planning and internship program and provide individual coaching in the process of hotel exercitation, thus making students implement substituted post exercitation purposefully, solve problems positively and improve their quality.

Financial support system

Financial support system is very essential. Nothing can be done smoothly without funds. To completely get rid of adverse influence, greatly improve teaching effect and change the teaching status of hotel management major in colleges and universities with respect to substituted post exercitation currently, it is required to establish a complete financial support system, ensure adequate funds for substituted post exercitation and promote smooth implementation of substituted post exercitation.

First, state financial support. The state should set up special funds for substituted post exercitation of students of hotel management major. Schools and hotels should apply for funds jointly, carry out rich substituted post exercitation and give more policy support in funds.

Second, social financial support. It is necessary to obtain financial support of enterprises, celebrities and social organizations through the communication of mass media and public opinion guidance of mainstream media, provide more funds for students' substituted post exercitation, impel hotels and colleges to improve the teaching plan of substituted post exercitation and train students' vocational ability. Social financial support has important meaning for both students and donators.

Third, financial support of colleges and universities. Colleges and universities should set up special funds for substituted post exercitation according to the teaching status of hotel management major, positively provide opportunities of substituted post exercitation for each student, improve their enthusiasm about exercitation and establish a long-term mechanism for substituted post exercitation.

Forth, financial support of hotels. Hotel administrators should change the ideological understanding and improve ideological understanding level. Students engaged in substituted post exercitation are not simply cheap laborers. Their main purpose is to learn professional practical skills in hotel. Hotels should positively cooperate with the internship plan established by colleges and universities, arrange appropriate posts for students, establish work shift system, impel students to learn different professional skills in different posts and encourage college students to work in hotel industry after graduation.

Monitoring support system

Monitoring support system is the basic guarantee of smooth implementation of substituted post exercitation, which is generally composed of individuals, groups and organizations. Its task is to ensure the positive operation of policy support system and realization of policy objectives, reduce decision-making mistakes, avoid deviation in the execution process of decisions and promote students' healthy growth. It is necessary to establish standard system of policy monitoring, measure the effect obtained in substituted post exercitation work and correct deviations in the execution process of policies through monitoring support system.

First, establish monitoring committee. Colleges and universities, students and hotels can report problems existing in substituted post exercitation and deviations in its execution to the monitoring committee, impel monitoring committee to require relevant contacts, organizations and groups to correct deviations in time and realize the expected objective of substituted post exercitation. For example, if a hotel fails to respect the reasonable personal desire of students and carry out the work of substituted post exercitation according to the internship plan established in advance in the exercitation process, students and teachers can report to the monitoring committee.

Second, send professionals to supervise the work of substituted post exercitation of colleges and hotels, give forward guidance, provide exercitation guidance for students and impel students to throw themselves into the exercitation with positive enthusiasm and learn professional skills.

Third, establish information system, comprehensively monitor the work of substituted post exercitation of colleges and hotels and conduct surprise inspection in colleges and hotels irregularly to improve the monitoring effect; conduct investigation and analysis on the work of substituted post exercitation irregularly, prepare investigation report, make constructive suggestions, release them on the information platform and impel enterprises and colleges to carry out the work of substituted post exercitation positively.

Evaluation support system

Evaluation support system is composed of evaluation subject, object, purpose, standard and method. Its objective is to constantly optimize the work plan of substituted post exercitation and resource allocation and provide factual basis and value basis for the allocation of policy resources.

First, evaluation subject is hotels, experts, teachers and students. It is necessary to evaluate the exercitation of students objectively from different perspectives, put forward improper parts of colleges, hotels and students, arouse students' enthusiasm about learning and improve students' professional skill level by combining encouragement and criticism.

Second, evaluation object is students' exercitation state, hotel work contents, work contents of instructors, work plan of substituted post exercitation and implementation state of theoretical courses etc.

Third, evaluation objective is to optimize resource allocation.

Forth, different evaluation objects have different standard systems of evaluation instead of simple score. For example, for students, evaluation standards include practice score, professional skills mastered, attitude towards the exercitation, psychological state and living conditions etc.

Fifth, combine qualitative evaluation and quantitative evaluation, process evaluation and result evaluation, dynamic evaluation and static evaluation.

Conclusions

Colleges, hotels and students should understand the importance of substituted post exercitation, positively explore new mode and methods, think about problems from different perspectives and endeavor to realize “triple-win”. As the main builder of policy support system, the government should promote the establishment and improvement of policy support system from such perspectives as funds, legislation, information system and policy and impel colleges and universities to train more applied talents for the society.

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