

Research on Professional Standardization Training System for Hotel Major Students in Higher Vocational Colleges

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Abstract—Only mastering simple post-related knowledge and basic skills is not enough to become a qualified “employee”. Therefore, in terms of professional quality, cooperation ability and sustainable development ability, it is necessary to strengthen the “multiple activities” for job training and enterprise interaction to support the professional quality training, and train qualified “employees” throughout the whole process.

Keywords—*professional standardization; professional core competence; hotel major*

I. INTRODUCTION

There is a problem in the professional standardization of professional students in higher vocational schools. Talent specialization must be based on professional chemical history and professional knowledge. China has relevant professional requirements for hotel management students, but students are qualified to participate in national unified examinations and obtain professional qualifications. It is difficult to match the full professional with the content of the post. After entering the job, the relevant training of professional knowledge is not comprehensive, systematic and standardized, leading to the problem that students have difficulty in specialization. Secondly, against the background of the apprenticeship system, it challenges the comprehensiveness of students' ability. The comprehensiveness of the ability covers a lot of content, keen insight, good resilience, effective execution ability, active innovation ability, and the ability to grasp the overall situation, especially the ability that is not limited to the position of the job, the department, and can fully and comprehensively understand to grasp all aspects of the work. At present, the students are young, have no practical experience, and lack the accumulation of time. Therefore, it is difficult to have a comprehensive grasp of the ability.

II. PROFESSIONAL CURRICULUM CONSTRUCTION

The courses of higher vocational hotel management majors need to have strong application, teach basic knowledge, train operational skills, and cultivate students' basic service skills and management ability. The goal of

students' learning is to acquire professional ability to adapt to future industry development and career changes.

A. *Based on Industry Research, Professionalization of Teaching Content*

Through interviews, questionnaires, expert interviews, and data collection methods to conduct research on industry enterprises, so that the researchers can understand the status of talent requirements of industry enterprises, cooperate with industry experts, industry experts, production, service and management, the first line of technical personnel to analyze the professional work tasks, master the specific work content, and the professional ability required to complete the task, and determine the teaching content according to the professional ability requirements.

B. *Taking the Post Analysis as the Core, the Teaching Content Is Pragmatic*

Professional teachers and business managers analyze the ability of the corresponding positions in the course, determine the expected learning outcomes of each service project according to their abilities, and achieve the pragmatic teaching content.

C. *Targeting the Training Level and Expanding the Teaching Content*

According to the specific requirements of the industry, the talents training level is designed; the course teaching level is set according to the work process, work tasks, and job responsibilities and requirements. The expansion of teaching content is realized, which lays a good foundation for students' sustainable development.

III. ESTABLISHING AN INTERNSHIP TRAINING BASE AND TAKING THE ROAD OF INTEGRATION OF PRODUCTION, STUDY AND RESEARCH

A. *Enhancing Cooperation Between the Hotel and the Campus*

Through the joint school-enterprise or the establishment of an internship base to provide students with internship positions, it can break the previous practice of students from

internship to employment. Students practice internships at hotels and implement a rotation system that gives them access to different positions. After a period of internship at the grassroots level, and targeted education and training, it can enrich students' practical experience. Through probation and internships at the hotel, students can quickly and efficiently develop their methodological, professional, and social skills, laying a good foundation for their early career as a manager.

B. Taking the Road of Integration of Production, Study and Research

First, it is important to encourage teachers to strengthen research on hotel operation and management, strengthen the construction of faculty in the relevant theoretical fields of hotels, and guide students in the development of methodological, professional and social abilities with high-quality, and high-level professional teachers. Second, the hotel management staff is invited to participate in the professional construction steering committee, so that the hotel management profession can absorb the hotel's employment requirements and standards in the construction, and the students who are trained can adapt to the future hotel work more quickly. Third, it is also necessary to select students to regularly participate in hotel staff to hold training activities, with scientific professional knowledge to guide employees' method ability, professional ability and social ability. It will be of great significance to integrate higher vocational education, research and enterprise development, and take the road of integration of production, education and research to achieve a win-win situation for enterprises and universities.

IV. CO-CULTIVATING QUALIFIED "EMPLOYEES" THROUGHOUT THE PROCESS

It is believed that it is not enough to be a qualified "employee" to master simple post-related knowledge and basic skills. Therefore, it will be necessary to strengthen this skill training for job development in terms of professional quality, cooperation ability and sustainable development ability. The "multiple activities" that interact with the company assist the professional quality training, and cultivate the qualified "employees" throughout the whole process.

The implementation measures are as follows:

First, "multiple activities" are to enhance students' knowledge of the profession through corporate culture presentations and visits to well-known companies. Infiltrating industry project surveys in the course need to be done, as well as cooperating with the help of cooperative enterprises to achieve the purpose of making students go to practice in society;

Second, it is necessary to set up a service team to use the holiday helpers to achieve skills enhancement; organize and participate in professional competitions inside and outside the school, design competition standards and works together with the enterprise, and improve students' knowledge and skills through competition;

Third, it will be important to organize one or two professional development activities each year, mainly by department leaders, teachers and students, counselors, enterprise personnel, and previous graduates. Through the organization of the activity, the team spirit of the students can be strengthened and the communication between students and business personnel can be strengthened;

Fourth, managing the major in the enterprise mode, each class has a special professional person in charge, teaching managers and students interact to participate in professional management; the school can also hire industry and enterprise experts to provide lectures to improve students' loyalty to this industry;

Fifth, through the construction of professional blogs, enterprises and students can understand the development history and professional related knowledge of the major. Up to now, the number of visits has exceeded 100,000, thus establishing a platform for professional learning. Sixth: the schools and the enterprises can jointly set up scholarships to improve students' enthusiasm for learning and industry sense of belonging; every year, they set up corporate gratitude activities, and students are grateful to corporate teachers to shape love "employees";

Seventh, it is necessary for schools to organize a two-way professional employment meeting in the college every year, so that students can more rationally choose enterprises and positions, greatly improving the "survival rate" of students in employment;

Eighth, finally, the participation of college students' entrepreneurial projects has greatly improved students' macro understanding of the profession and the improvement of project design capabilities.

V. CONSTRUCTION OF PROFESSIONAL STANDARDIZATION BASE

A. Co-constructing a Student Professional Standardization Base with Well-known Enterprises

Through the leading position of the industry in the industry, students will be guided to participate in industry research, understand the development and needs of the industry during the research process, gain an in-depth understanding of the root causes of the mobility of the hotel industry, explore solutions, and improve students' information processing capabilities while strengthening the professional identity and professionalism of students. After the investigation, the actual data will be used for analysis, and the project will be studied in depth.

B. Consolidating the Existing Cooperation Results

It will be necessary to continue to expand the scope of international and domestic large-scale conference services, build a higher platform for students, open up students' horizons, experience students' confidence and skills, and lay a student's psychological foundation for professional international development.

C. *Carrying out Skill Exchange Between Base Staff and Professional Students, and Carrying out Relevant Skill Competitions*

The design and implementation of the competition plan will be guided by the teacher and implemented by the students to effectively improve the students' key abilities.

VI. ESTABLISHING A SAFEGUARD MECHANISM

It is necessary to constantly improve the mechanism and promote the development of professional standardization training in whole staff, full process, and all-round. The so-called "whole staff" is to set up a three-level organization. The college leadership team is responsible for researching overall planning and design, guiding and assessing professional career awareness improvement research activities, and providing policy support for education implementation; the hotel teacher team steering group is responsible for the specific planning, implementation and evaluation of the professional standardization research of all professional students; and the class implementation team is composed of the squad leader, the secretary of the league branch, and the student representatives. It is responsible for the organization, declaration, implementation, summary, feedback and other specific matters of the class behavior. The so-called "full process", that is, the school focuses on strengthening quality control during the planning phase, identifying educational goals, content, form, time, location, and personnel; the school also need to focus on strengthening the quality control and time schedule management in the implementation stage, and supervising the progress of each implementation step or link; furthermore, it is necessary for the school to concentrate on strengthening the quality control after the end, and paying attention to the summary, certification, evaluation and promotion of educational activities. The so-called "all-round" is to formulate and improve the "Standards for Student Professional Standardization" and "Students' Professional Standardization Assessment" and other rules and regulations, to plan steps for career standardization research and indicate direction; it is also necessary to pay attention to the educational leading role of teachers and outstanding students, especially to emphasize that first-line teachers and enterprise teachers must jointly inspire students in subtle ways, and lead by example in moral quality and academic demeanor.

VII. CONCLUSION

The person who hears about it doesn't know the details as many as the person who knows it, and the person who knows it doesn't get the details as comprehensively as the owner. The nine-story platform starts from the soil; the journey of a thousand miles begins with a single step. The hotel profession is a major with strong practice, and it is necessary to actively follow up the changes and progress of the education model. As the subject of education, students are also the main body of implementation. It is an important force to realize the combination of education and practical work. At the same time, the construction of vocational standardization education model puts forward new requirements for students. It is the aim to determine the

theme and direction, to serve students, to serve professional services, and to improve the professional ability of students. It will always adhere to the principle of "doing while learning and learning while creating", and make students improve their ability in joint design and participation. Higher vocational schools should actively maintain close contact with enterprises, and timely understand the requirements of enterprises for employees, which is conducive to the development of higher vocational education. Students participate in enterprise production research, learn the skills and spirit of the old employees, or ask the company personnel to train students to further understand the production process and the required knowledge and skills. The hotel management students will realize the professional role shaping and integration in the process of learning in the school, and complete the transformation of professional people.

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