

Study on the Realization Path of Ideological and Political Education of Specialized Courses in Colleges and Universities

—Taking “Introduction to Hotel Management” as an example

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Abstract—A comprehensive analysis of ideological and political education paths of specialized courses in colleges and universities is presented. Firstly, the teaching objectives of specialized courses should be formulated by closely aiming at the ideological and political direction. Secondly, the teaching contents should be integrated by integrating ideological and political elements. Thirdly, the teaching methods should be improved for strengthening ideological and political dissemination. Fourthly, the teaching organization should be strengthened for ideological and political interaction. Finally, the assessment scheme should be optimized for the improvement of ideological and political effect. In the above five paths, teaching goal is the program, teaching content is the foundation, teaching method is the premise, teaching organization is the guarantee, and course assessment is the key. On this basis, the paper takes “Introduction to Hotel Management” as an example to discuss the ideological and political strategies of professional courses, which can provide reference for other courses.

Keywords—specialized courses; ideological and political education of course; realization path; Introduction to Hotel Management

I. INTRODUCTION

In December 2016, General Secretary Xi Jinping stressed at the National Conference on Ideological and Political Work of Colleges and Universities that “we should take moral education as the central link, carry out ideological and political work throughout the whole process of education and teaching, realize the whole process and all-round education, and strive to create a new situation in the development of China’s higher education”. In February 2017, the CPC Central Committee and the State Council issued “The Opinions on Strengthening and Improving Ideological and Political Work in Colleges and Universities under New Circumstances”, which pointed out that classroom teaching and the construction and management of various ideological and cultural fronts should be strengthened. In September 2018, the “Higher Education Articles 40” issued by the Ministry of Education explicitly proposed to “strengthen ideological and political education of course and major”, focus on promoting the construction of relevant documents not only indicate the direction for the

ideological and political education in colleges and universities and the construction of high-level undergraduate education from the perspective of top design, but also put forward specific requirements for professional curriculum ideological and political education from the perspective of actions. On this basis, taking the course “Introduction to Hotel Management” as an example, the systematic analysis of the realization path of ideological and political education of professional course can not only deepen and enrich the theoretical research of ideological and political education of course, but also provide reference for the ideological and political construction of other courses.

II. TO FORMULATE TEACHING OBJECTIVES BY CLOSELY ADHERING TO THE IDEOLOGICAL AND POLITICAL DIRECTION

The teaching objective is the guideline of the ideological and political construction of professional curriculum. Only by setting the teaching objectives conforming to the overall requirements of ideological and political education in colleges and universities scientifically, we can ensure the correctness of the direction and the applicability of the means of curriculum construction.

Article 7 of the “Higher Education Articles 40” pointed out: “to strengthen the ideal faith education and the patriotic feelings, to integrate the socialist core values education into each link of the education teaching process, and the classroom teaching, practice and cultural education, help students to recognize the historical law, accurately grasp the basic national conditions and the scientific world outlook and methodology. We will carry out moral education and social responsibility education, and guide students to develop good moral character and behavior habits, worship virtues, be honest and trustworthy, love the collective, and care about society.” This not only points out the direction of ideological and political work in colleges and universities in terms of talent cultivation, but also points out the goal of ideological and political construction in courses. Therefore, compared with the traditional teaching, teaching objective of specialized course under the background of ideological construction considers the nature and orientation of the course, and the linking relations among curriculum and

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the relationship between curriculum and the practice to establish reasonable knowledge and ability goals of talents training firstly. Moreover, teaching objective should also involve in the following two aspects: one is to ensure that the socialist direction of knowledge system and ability training, the other is to meet the requirements of value shaping, quality developing and quality tempering of students [1].

“Introduction to Hotel Management” is the core course of tourism management and hotel management undergraduate, which is not only the forerunner course of “Hotel Operation Management” and “Hotel Strategic Management” and other courses, but also guides the students to form the professional identity and actively participate in teaching practice [2]. For strengthening the construction of ideological and political education, curriculum group has established the following teaching goal: to stimulate students interest in learning, develop good study habits, and can grasp the particularity, regularity and systematicness of hotel operation and management, and preliminary grasp the basic theory and method of hotel strategic management, hotel marketing management, hotel human resources management, and hotel quality management (teaching goal 1); On the basis of improving the talent cultivation ability of teachers, train students to have the thinking mode and political quality that meet the needs of national conditions and the development of the hotel industry in the new era, and cultivate students’ ability to find, analyze and solve hotel management problems in the Chinese context (teaching goal 2); Guide students to be virtuous, honest and trustworthy, love the collective, care about the society and other moral qualities (teaching goal 3).

III. TO DESIGN TEACHING CONTENT BY INTEGRATING IDEOLOGICAL AND POLITICAL ELEMENTS

The teaching content is the foundation of ideological and political education of specialized course [3]. Only when the elements, contents or links of ideological and political education are integrated into the knowledge system can the course have the function and carrier of ideological and political education. Therefore, specialized course should reasonably integrate teaching content according to the above teaching goals. It should be noted that the integration of teaching content is not to replace or reconstruct the original theoretical system of the course, but to excavate, superposition or amplify the ideological and political elements or functions in the course content on the basis of ensuring the integrity and logicity of the course knowledge system. There are two main means to integrate the course content: one is to excavate the ideological and political factors in the existing course content and release their ideological and political functions; the other is to find the combination between ideological and political education and knowledge system to form a new ideological and political content.

According to the above two methods, Table I shows the contents of “Introduction to Hotel Management”. As shown in Table I, the key teaching contents of “Introduction to Hotel Management” are divided into 8 modules. The integrity and logicity of the theoretical system by detailed design and close connection among modules can achieve teaching goal 1 and partially meet the requirements of teaching goal 2. The design

of ideological and political education link in each module can provide necessary content carrier of teaching goal 2 and 3.

TABLE I. IDEOLOGICAL AND POLITICAL TEACHING CONTENTS DESIGN OF “INTRODUCTION TO HOTEL MANAGEMENT”

Teaching Modules	Ideological and political teaching contents
Module1: The comprehensive understanding on hotel	<ul style="list-style-type: none"> ● The status and function of modern hotel in socialist national economic system
Module2: History of Chinese and foreign hotels	<ul style="list-style-type: none"> ● Comparative analysis of the development characteristics of China’s hotel industry before and after the reform and opening up ● Common characteristics of founders of well-known hotel groups at home and abroad
Module 3: The characteristics of hotel management	<ul style="list-style-type: none"> ● The relationship between hotel enterprises and the government in the context of China
Module 4: Environment analysis and strategic management of hotel	<ul style="list-style-type: none"> ● The social responsibility of world famous hotel groups ● Strategic transformation of domestic high-star hotels under the background of “the provisions of self-discipline”
Module 5: Hotel organizational design and strength integration	<ul style="list-style-type: none"> ● Establishment, functions and roles of party organizations in domestic hotels ● Comparison of the roles of trade unions in the hotel industry at home and abroad
Module 6: Hotel human resource management	<ul style="list-style-type: none"> ● Personality characteristics of post-90s and Post-00s and relationship management of hotel staff
Module 7: Hotel marketing management	<ul style="list-style-type: none"> ● Acquaintances society and hotel relationship marketing
Module 8: Hotel quality management	<ul style="list-style-type: none"> ● The composition and characteristics of high-quality service in hotels under the background of Oriental culture

IV. TO IMPROVE TEACHING METHODS BY STRENGTHENING IDEOLOGICAL AND POLITICAL COMMUNICATION

The teaching method is the premise of ideological and political education of specialized course. Only by constantly improving teaching methods around stimulating students’ interest can we enhance ideological and political communication while improving the effect of theoretical teaching. Traditional infusing teaching focuses on teacher-centered and ignores students’ participation, emphasizes knowledge imparting and ignores ability cultivation, which leads to the state of “want me to learn” of the majority of students. In the context of students’ lack of interest or even resistance to the theoretical content of the course, the ideological and political education will lose the prerequisite. Therefore, a variety of participatory teaching methods should be taken to improve ideological and political education effect. These methods take the student as the center, such as the inquiry-based learning, cooperative learning, and case teaching and so on, can improve students’ enthusiasm, initiative and scope to participate in classroom teaching and help students to develop good study habits.

“Introduction to Hotel Management” fully applies the participatory teaching method in the teaching process. Firstly, team learning is highly advocated. In the class, students are divide into several groups, and each student must join in one group. Each group must select one topic from the tasks arranged by lecture, which are interesting and moderately

difficult. Some topics are related to ideological and political education, such as “share the successful experience of the world famous hotel” and “business expertise of famous hotel founder” and so on. After selecting the topic, the group will collect data, design framework and make PPT under the guidance of teacher. In the end, one speech about ten minutes will be shared to others by the group in the class. Other groups will give their discussion and suggestions for improvement about the speech, and then the lecturer will evaluate and summarize finally. Through participating in team learning, each student not only trains thinking mode, communication ability and organization ability, but also develops the study habit of division of labor and collaboration. Secondly, case teaching method is actively applied. In combination with the teaching content, the course group focuses on selecting well-known hotel enterprises in China as samples to carry out case teaching. Through these cases, students’ thinking mode can be trained to develop their ability to find, analyze and solve hotel management problems in the context of China; on the other hand, students can have an in-depth and objective understanding of the case enterprise so as to lay a foundation for their internship and employment.

V. TO STRENGTHEN THE TEACHING ORGANIZATION FOCUSING ON IDEOLOGICAL AND POLITICAL INTERACTION

Teaching organization is the guarantee of ideological and political education of specialized course. The systematic teaching organization can promote the interaction between teachers and students. On the one hand, it can drive teachers to exert positive influence on students’ political accomplishment and moral quality; on the other hand, it can make the ideological and political content of the course more acceptable to students, and the teaching method can be applied correctly. Therefore, the teaching organization centering on the ideological and political education of specialized courses can be summarized into two aspects: one is to strengthen the teaching morality construction to improve the overall ideological and political level of specialized course teachers [4]; the other is to increase the interaction between teachers and students in the course of teaching according to the requirements of whole-process of education. The teaching morality construction is a systematic project and involves many aspects such as the second-level departments, functional departments, logistics support departments, etc. Therefore, this paper mainly discusses the teaching organization from the course itself.

According to the teaching objectives of the course and centering on the interaction between teachers and students, “Introduction to Hotel Management” constructed a teaching organization system covering the whole process and adopted targeted organizational means. Table II shows the teaching organization system and practice of “Introduction to Hotel Management”.

VI. TO OPTIMIZE THE COURSE ASSESSMENT SCHEME BASED ON THE IDEOLOGICAL AND POLITICAL EFFECTS

Optimizing the assessment scheme is the key to the ideological and political education of specialized course. Without the active participation of students, the theoretical

teaching effect and ideological and political education effect of specialized course cannot be guaranteed. From the current point of view, students generally do not have a high degree of recognition for undergraduate majors in tourism management and decline in the desire for knowledge after entering the university.

TABLE II. THE WHOLE PROCESS TEACHING ORGANIZATION SYSTEM AND PRACTICE OF “INTRODUCTION TO HOTEL MANAGEMENT”

Phase	Measures
Pre-class	<ul style="list-style-type: none"> ● To define teaching objectives according to the nature of the course, the cohesive relationship of the course, the analysis of learning situation and the interaction between teachers and students ● To establish the assessment plan for each course and convey it to students clearly and completely ● To design theoretical teaching content and class hours scientifically according to teaching objectives and select corresponding teaching methods and means
On-class	<ul style="list-style-type: none"> ● Design other teaching links, such as designing a keynote speech according to the teaching content, thematic discussion, etc., so that students can fully participate ● Implement the “Five Minutes before Class” project, which shares the development trends of hotel industry at home and abroad with students through news broadcast, short video broadcast, policy interpretation and other means three minutes before class ● Take various measures to strengthen classroom control: ● To ensure students’ attendance and classroom discipline through attendance records and classroom performance records ● To ensure the scope of students’ participation in classroom teaching through questions and comments ● To develop students’ team spirit through group study and competitive assessment ● To strengthen communication with students through post-class communication, forum, WeChat and email, etc., and timely answer questions in the learning process of students ● To improve the enthusiasm of students to participate through the design of the assessment program ● To guide the students to think deeply about the problem through the teacher’s wonderful comments
Post-class	<ul style="list-style-type: none"> ● To get students’ feedback on classroom teaching through allowing students to fill in the questionnaire for classroom ● To form details of students’ scores and feed back to students through timely correcting students’ homework and ● To help students change their attitude towards learning or improve their learning methods through holding an interview with the backward students ● To summarize the teaching situation and feed back to the next round of course teaching, such as the improvement of teaching plan and courseware, the selection and update of cases, the design of speech topic and the improvement of speech effect, and the optimization of assessment scheme, etc.

It is unrealistic to guide students to take the initiative to participate only through the concept education of students. Therefore, it is necessary to promote students to participate in classroom teaching by the corresponding system design. Under the background of the implementation of credit system education mode in various institutions, the basic interest of students in learning various courses is to obtain corresponding credits through reaching course assessment standards. Therefore, to establish a scientific and reasonable course assessment scheme becomes the key to promote students’

participation in course teaching [5]. We must change from the traditional assessment methods of “one final examination” and “closing homework”, to implement the assessment method of “attaching equal importance to process and result”, so that enhance the objectivity of assessment. We must change from the single assessment that only recognizes scores to the pluralistic assessment of “attaching equal importance to knowledge, ability and accomplishment”, so that enhance the comprehensiveness of the assessment. We must change from the assessment way of teachers’ subjective impression and personal preference to formative assessment, so that enhance the fairness of assessment [6]. According to the above changes, table III shows the course assessment scheme of “Introduction to Hotel Management”.

TABLE III. THE COURSE ASSESSMENT SCHEME OF “INTRODUCTION TO HOTEL MANAGEMENT”

Dimension	Implement scheme	Assessment goals
Attendance and class performance	<ul style="list-style-type: none"> ● 10 basic points per student ● 5 points will be deducted for absenteeism for one time ● 0 point will be scored for absenteeism more than two times ● 1 point will be added for comment or answer questions for one time, with a maximum of 5 points 	<ul style="list-style-type: none"> ● To assess the students’ time involvement, learning attitude and participation in the course teaching
Topic speech	<ul style="list-style-type: none"> ● 40 points in all for the group, distribution among group members by virtue of member’s contribution to the task ● Average allocation is forbidden ● The member’s highest score is no more than 24 points ● Member’s score evidence must be offered ● Lecture gives the task level of each group is to amend the score 	<ul style="list-style-type: none"> ● To assess the students’ ability to collect and analyze data, to think logically, to make PPT, to make speeches, and to work in a team and to cooperate with others
Class assignments	<ul style="list-style-type: none"> ● The total score is 15 points, which will be designed by the lecture according to the course schedule and be completed by the students independently. ● The teacher will mark and grade the homework. 	<ul style="list-style-type: none"> ● To assess the students’ ability to summarize scattered knowledge points and write
Final examination	<ul style="list-style-type: none"> ● The total score is 100 points, will be graded by the teacher, 70% will be counted as the final score ● If the score is less than 50 points, the course is assessed as failing 	<ul style="list-style-type: none"> ● To examine the students’ ability to master and apply learned knowledge points
Extra credits	<ul style="list-style-type: none"> ● Students who make additional speech will be awarded 1-5 points according to the quality ● Students who make reasonable suggestions for teaching will be awarded 1-5 points according to the value of the suggestions 	<ul style="list-style-type: none"> ● To assess the students’ involvement and enthusiasm, self-learning ability, caring collective and so on

As shown in Table III, the assessment scheme of “Introduction to Hotel Management” includes five dimensions, which basically covers all the items required in the teaching objectives such as students’ knowledge mastery, ability achievement, and moral quality and learning attitude, reflects the comprehensiveness of assessment. The scores of each dimension in the scheme have corresponding basis, which

reflects the fairness of the assessment. It not only includes the result assessment, but also highlights the process assessment, reflects the objectivity of the assessment.

VII. CONCLUSION

According to the above analysis, we can draw the following conclusions:

- The ideological and political construction of specialized course is the internal requirement of strengthening high-level undergraduate education in the new era.
- To realize the ideological and political education, teaching objective of specialized course should ensure that the socialist direction of knowledge system and ability training, and meet the requirements of value shaping, quality developing and quality tempering of students.
- To realize the ideological and political education, teaching contents of specialized course should integrate the ideological and political factors or find the combination between ideological and political education and knowledge system.
- To realize the ideological and political education, teaching methods of specialized course should change from infusing teaching to participatory teaching, such as team learning, case teaching and so on.
- To realize the ideological and political education, specialized course should construct a teaching organization system covering the whole process.
- To realize the ideological and political education, course assessment scheme must be objective, formative and multidimensional.

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