

Research on the "Double High" Talent Cultivation Model of the Modern Catering Service Industry in Secondary Vocational and Technical Colleges with Accurately Serving Regional Development

Biyue Long¹ Wenqing Duan¹ Yanjun He^{1,*}

¹ Guangxi Commercial Technician College, Guilin, Guangxi, China

*Corresponding author. Email: 25936436@qq.com

ABSTRACT

This article takes the talent training of culinary professionals in Guangxi secondary vocational and technical colleges as the research object and analyzes the situation of talents in Guangxi's catering industry and preliminary problem-solving strategies. It proposes to build a "double high" talent training model for accurately serving the local modern catering service industry and elaborates on the actual role of governments, schools, enterprises, and industries in joint education. The model links governments, industries, enterprises, and schools, mobilizes various resources, and builds a multi-level "mentorship" applicable to secondary vocational and technical colleges to control the siphonic effect of the surrounding economic development on talents and adapt to the rapidly changing demand for employment in the market.

Keywords: Guangxi catering service industry, Linkage of "government, school, enterprise and industry", "Double high" talent training model.

1. INTRODUCTION: RESEARCH BACKGROUND AND REALISTIC BASIS

As the development of China's market economy enters a new normal, industrial upgrading and economic restructuring continue to accelerate, and the demand for technical and skilled personnel in all walks of life is becoming more and more urgent. The spirit of the "19th National Congress of the Communist Party of China" proposed that "the development of local economy should promote development by industry". Against this background, the development of local characteristic industries will become a new economic growth point, and the development of industries cannot be separated from the transportation of talents. In recent years, Guangxi's catering industry has developed rapidly. However, from the perspective

of the spatial dimension, the development of various regions is not balanced. After describing the economic operation status of the catering industry with the C-D function, combining the spatial lag model (SLM), the spatial error model (SEM) and the spatial Dubin model (SDM), and analyzing the spatial effect of the Guangxi catering industry in the development process ("Table 1"), it is found that both capital and labor force elements have a promoting effect on the economic growth of the industry, but the marginal contributions of the two are quite different; from the spatial dimension, the economic development of Guangxi's catering industry presents a significant spatial dependence effect. [1], [5] The growth of capital elements in neighboring areas is conducive to the development of the local catering industry. However, the growth of labor force elements in neighboring areas will have a negative effect on the economic development of the region. According to the results of the model verification, the labor force element is the key point for the development of Guangxi's catering industry. Secondary vocational and

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technical colleges are an important carrier for the transportation of talents to promote local economic development. As a labor-intensive industry, the catering service industry has established majors like Chinese-style cuisine, Western-style cuisine, Chinese and Western pastry and hotel management in many secondary vocational and technical colleges. The construction and development of these majors and the innovation of talent training

models directly affect the supply of talents in the local catering industry and have a significant impact on the development of the local economy. Therefore, the exploration of the research on the talent training model that serves the local catering industry practitioners has important practical significance for the development of the regional economy. [5]

Table 1. Estimation results of the spatial effect measurement model of Guangxi's catering industry[1]

	OLS- $\ln Y_c$	SLM- $\ln Y_c$	SEM- $\ln Y_c$	SDM- $\ln Y_c$
cons	1.85*** (9.66)	2.24*** (11.99)	2.29*** (12.67)	1.95*** (12.25)
$\ln K$	0.18** (2.25)	0.14** (2.42)	0.12** (1.87)	0.10** (2.42)
$\ln L$	0.73*** (12.60)	0.65*** (7.82)	0.60*** (8.23)	0.46*** (9.22)
$W\ln K$				0.08* (1.93)
$W\ln L$				-0.20** (1.43)
$W\ln Y_c$		0.12** (2.42)		0.05* (2.08)
Wu			0.16* (1.84)	
LM-e	0.98*** (18.72)			
R-LM-e	3.16 (6.36)			
LM-l	0.61*** (12.32)			
R-LM-l	2.62 (9.35)			
R^2	0.97	0.93	0.95	0.88
LogL	4.45	9.45	9.24	9.73

a Note: In each model, the coefficients of capital and labor force elements are both positive, indicating that increasing the input of labor force elements has a positive effect on the economic growth of the catering industry.

As a strategic highland facing ASEAN, Guangxi has the geographical advantage of "the Belt and Road Initiative" policy, and there is a greater demand for high-quality and high-skilled talents in the service industry. Therefore, the cultivation of "double high" talents is particularly important for Guangxi's regional economic development. The overall requirements and goals of

the "National Vocational Education Reform Implementation Plan" issued by the State Council in January 2019 clearly pointed out that "to firmly establish a new development concept, serve the construction of a modern economic system and achieve higher quality and more adequate employment needs, link up with the technological development trend and market demand, deepen the

reform of the school-running system and the reform of the education mechanism, and focus on cultivating high-quality workers and technical personnel with the guidance of promoting employment and adapting to the needs of industrial development". The promulgation of this plan has laid a policy foundation and theoretical basis for the cultivation of "double high" talents. This article is based on the modern catering field in the Guangxi service industry market, accurately connecting with the cities and villages of Guangxi's tertiary industry as the pillar industry of the local industrial structure, and accurately connecting with regional representative catering enterprises, further exploring the high-quality and high-skilled "double high" talent training model that is in line with the current regional economic and industrial development based on the combination of schools and enterprises to cultivate talents, establishing a joint education mechanism of "government, industry, enterprise, and school", strengthening the input of policies, capital, and education to labor force element in a multi-dimensional manner, and playing an important role in promoting the development of the local catering industry. [3]

2. STATUS QUO OF CHINESE RESEARCH

Looking at the status quo of vocational education reform, it is found that the teaching results of talent training in China serving the local economy decrease from east to west. The leading GDP provinces of Zhejiang and Guangdong have more fruitful results in serving the local economy and cultivating professional talents in precise docking with local enterprises, such as the study of the "symbiosis and co-growth of courses and certificates" model of Shenzhen Polytechnic and Huawei Technologies Co Ltd, and the innovation and practice of "Sunan Model" of Suzhou Polytechnic Institute of Agriculture. However, there are not many studies on the vocationalized talent training model serving the local tertiary industry economy in Guangxi, and there only is the research on the international hotel management talent training model of Guilin Tourism University. However, most of the above representative results are the research results of higher vocational colleges, and the normative research on the transportation of talents in the local economy and industry in secondary vocational and technical colleges is rare. Therefore, the "double high" talent training model of modern catering service industry in secondary vocational and technical colleges that

studies the development of accurately serving regions plays an important role in improving the quality of regional catering industry practitioners, which also plays a supplementary role in the construction of relevant theories for the cultivation of culinary talents in secondary vocational and technical colleges in Guangxi. [3]

3. RESEARCH AND ANALYSIS OF MANPOWER RESOURCE IN GUANGXI'S CATERING INDUSTRY

3.1 *Some Prominent Problems Are Discovered After Investigating the Service Industry Market in Guangxi Zhuang Autonomous Region*

To begin with, the contradiction between the cultivation of high-skilled talents in the modern catering industry and the demand for high-skilled talents in economic development is prominent. From a quantitative point of view, the current Guangxi catering industry has only 719,700 direct employees and 3,958,400 indirect employees. At the same time, it is also found that the input of capital and labor force elements have a positive effect on the economic growth of Guangxi's catering industry;

Next, from the perspective of technical grade, only 10% of the cooking staff in Guangxi's catering industry hold professional qualification certificates. The lack of stamina of high-skilled talents forms a great contrast with the overall improvement of Guangxi's catering industry. At the same time, the school's talent training model fails to match the rapidly changing market environment, industry needs, and corporate management, and there is a problem of difficulty in accurately connecting talents with enterprises.

Last but not least, in rural areas, there are still large numbers of surplus laborers. Due to lack of training and skills, it is difficult to jump out of the "rural gate" and enter the "city gate", which has delayed the pace of rural well-off construction to a certain extent. An important reason for this is that the modern catering industry vocational education is not closely connected with the local economy. On the one hand, most of the talents cultivated are "flying-pigeon" talents, which flow to economically developed regions such as the "Pearl River Delta" and "Yangtze River Delta" in batches and on a large scale; on the other hand, a large number of

catering enterprises in the region lack trained, high-quality and high-skilled personnel, and the disconnection of the "two" has become a bottleneck restricting the economic development of the region. [4]

3.2 Strategic Suggestions for Above Problems

In the first place, in view of the problem between the ability to cultivate high-skilled talents in the catering industry and the demand for high-skilled talents in economic development, considering from the perspective of talent training and qualification training, schools should strengthen cooperation with capital-driven and technology-driven catering enterprises. The low contribution of capital elements reflects the weak utilization level and utilization capacity of capital in the industry. The utilization capacity of capital is closely related to the technical level of the industry. The in-depth integration of schools and enterprises can comprehensively consider improving the technical level of the industry and improving the capital utilization capacity, guide the effective use of capital elements by technological progress, apply advanced teaching concepts to cultivate high-standard talents that meet the modern catering industry in Guangxi, and explore ways to serve the local tertiary industry and jointly develop a talent training model that accurately meets the employment needs of local enterprises. While paying attention to the cultivation of students' skills and qualities, it is necessary to strengthen the cultivation of students' "cognitive level, emotional control, professional awareness, behavioral norms, and comprehension ability".

It is necessary to guide enterprises to increase investment in talent training, establish a long-term mechanism for the two-way exchange of talents between school and enterprise cooperation, improve the comprehensive quality of students, make students more competitive in the market, and give students more "source power" for sustainable development. It is needed to guide and strengthen the contribution of technology-driven enterprises and capital operation enterprises in the cultivation of high-skilled talents. Local enterprises and industry resources should be fully incorporated into the entire talent training system, and their advantages should be used to optimize the ratio structure of capital and labor force elements in the catering industry, improve capital efficiency, increase its marginal contribution rate, and promote

the transformation and upgrading of the overall industry economy of the catering industry. [2]

Then, efforts should be made to jointly formulate incentive measures for employees in the catering industry with enterprises that have established school-enterprise partnerships from the two perspectives of stability and development. The catering industry is affected by labor force elements and fluctuates greatly. In this regard, enterprises should first stabilize the number, scale and structure of employees with professional qualifications. It is necessary to be guided by the employment needs of catering enterprises in the region, link up with relevant local government departments, skill appraisal agencies, and industry associations to participate in the research on the industry promotion system for catering industry employees, establish an employee training mechanism and an evaluation system for comprehensive quality talents, strengthen industry training and education in various forms, supplement the overall labor gap in the industry, and improve the sense of gain and social identity of front-line personnel. Under the guidance of "the Belt and Road Initiative" policy, it is a must to rely on skilled master studios to deeply explore regional characteristics to develop teaching resources, and cultivate high-standard professional talents who inherit local skills and face ASEAN cooperative enterprises, so as to maintain a steady improvement in the development of the industry. It is necessary to accurately connect talents with the employment gap in the industry, so that high-skilled talents can achieve sustainable development in their careers.

In the end, combining the results of the economic distance weight matrix, the facilitating effect of the development of adjacent areas on the economic growth of the catering industry in the region varies with different elements. Specifically, although the growth of capital factors in neighboring areas has promoted the economic spillover of the local catering industry, the degree is small and the level of significance is slightly lower. However, the labor force elements behave the opposite, showing a larger negative effect. This shows that the impact of the development of neighboring areas on the local catering industry is mainly manifested in the absorption effect on labor force. Of course, in terms of Guangxi's special geographical environment and humanistic concepts, the export of labor force is relatively impeded. Both the absorption effect of labor force and the slight facilitating effect of capital will quickly disappear with the increase of distance, which reminds people

that in the process of industry development planning, attention should be paid to maintaining the stability and balance of regional labor resources. Therefore, it is necessary to give full play to the advantages of local secondary vocational and technical colleges and combine the actual situation of Guangxi's catering industry to build "precise service" for local industries, corporate master studios, training bases, and vocational education alliances to develop in-depth cooperation between schools, enterprises, and industries. Secondary vocational and technical colleges take the cultivation of skilled talents as their mission, and in the process of deep integration of "schools and enterprises", they can play the role of linking "government, industry, enterprise, and school" to solve the problem of talent needs of local industries. In the process of collaborative education, it is necessary to jointly develop a talent training plan, advocate the simultaneous cultivation of morality and skill, establish a "mentorship", and firmly keep the "double high" talents in the local area. In this way, the supply of "double-high" labor force elements can be promoted, and the contribution of capital elements to the industry's economic growth can be enhanced, which can stimulate the two-way improvement of labor resources and labor quality.

Based on the above research and analysis, it can be seen that as a labor-intensive industry, the demand for talents in the catering industry is inseparable from the way talents are trained. However, professional, high-quality and high-skilled talents are susceptible to the siphonic effect of big cities and the suction effect appears. Regarding the issue of how to keep "flying-pigeon" talents in the local area, without considering the growth of capital elements, to promote the development of local regional economy, it is necessary to find a breakthrough from the source of talent training. Whether it is the transformation and upgrading of enterprises or the steady improvement of the industry, the multiple issues of human resources in the catering industry converge on the key point of multi-party linkage of "government, industry, enterprise, and school" to cultivate "double high" catering talents who precisely serve regional development.

4. CONSTRUCTING A "DOUBLE HIGH" TALENT TRAINING MODEL FOR THE MODERN CATERING SERVICE INDUSTRY IN SECONDARY VOCATIONAL AND TECHNICAL COLLEGES THAT ACCURATELY SERVE REGIONAL DEVELOPMENT

The training of high-skilled talents in the catering industry serves catering enterprises at various levels in the region. As a base for cultivating skilled talents, secondary vocational and technical colleges have the special advantages of serving enterprises, linking up with industries, and contacting the government. They can play a role in cultivating talents and serving the development of regional industries. In terms of strengthening the construction of running schools, it is possible to emphasize collectivized schooling, build a platform for inter-regional catering enterprises to communicate, promote the exchange of talents between regional catering enterprises, strengthen the connectivity of the development of catering enterprises, change the current status of "independent" development of schools, industries, enterprises, and governments in various regions, and allow multiple forces to participate in school construction, talent construction, professional construction, and curriculum construction. Relying on the functional advantages of skilled personnel training in secondary vocational and technical colleges, it is needed to establish a platform for collaborative education of "government, industry, enterprise and school" to create a talent network chain that accurately serves regional catering enterprises. It is necessary to take the supply of talents as the starting point and encourage the catering industry and catering enterprises in the region to communicate with vocational colleges in a variety of ways. [4] The new trends in the industry and the new needs of employment should be included in the talent training plan in a timely manner, curriculum settings should be adjusted and school-based teaching materials should be compiled aptly to form a connected effect with the industrial economic growth of the catering industry to promote the economic development of the industry.

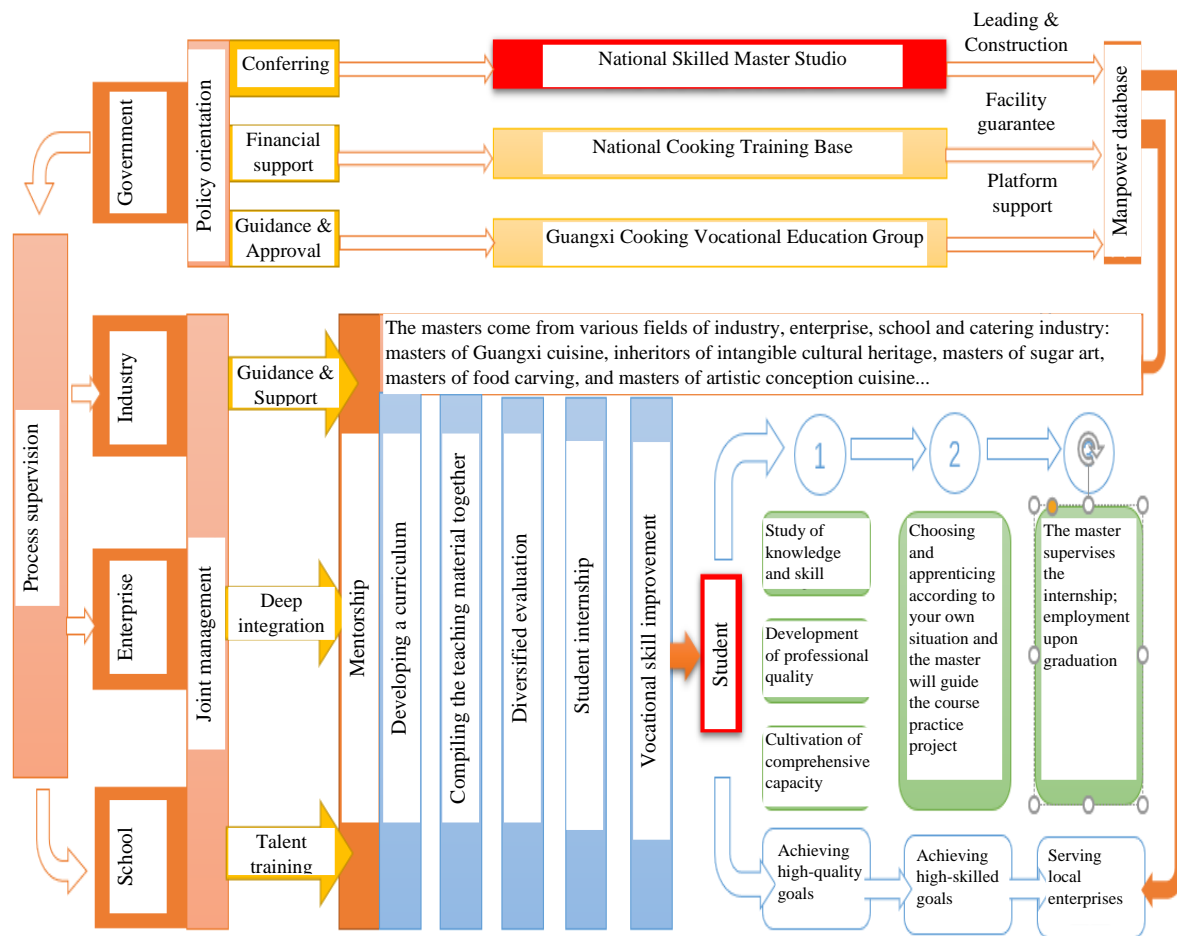


Figure 1 Diagram of the talent training model of "government, industry, enterprise and school" that accurately serves regional development.

It can be seen from the "North Paradox" that the government often chooses a property right system that is relatively inefficient but can maximize its own funds between the maximum investment and the best efficiency.[6] Therefore, the government can achieve a win-win situation in solving employment problems and realizing the reserve of talents through administrative intervention in vocational colleges. It can be seen from "Figure 1" that the government has done a top-level design during the entire education process, and exercised the government's rights and functions in the field of action to supervise and intervene in the entire process. It creates a good external environment for the construction of a talent pool for local industry development through macro-system design and regulatory control in order to accomplish its multiple governance goals.

In this model, the industry is an organization between the government and the enterprise. It is the upper organization that serves the enterprise. The industry plays the role of instructor in the process of cultivating talents. In the interaction with the school, it gives full play to the advantages of the upper and lower linkages to guide the enterprise and the school to carry out in-depth school-enterprise cooperation, and solve the problem of structural contradictions and structural unemployment caused by the dislocation and disconnection of professional structure and industrial structure. At the same time, it injects human resources into the development of local industries, and it is incumbent to do a good job of serving vocational education.

In this model, enterprises are the source power of school-enterprise cooperation. In the process of educating people, it is necessary to fully release

each other's vital elements such as talents, capital, information, and technology, and stimulate the school's main function in personnel training, so as to realize the school-enterprise in-depth integration mechanism of collaborative innovation and win-win cooperation. In the model, the industry, enterprise, and school jointly implement the mentorship, and the combination of work and curriculum teaching conforms to the vocational education ability-based and action-oriented law of educating people. Students apprentice in the second academic year and the master participates in student career planning, guides practical courses, provides students with internship positions and work positions, guides students in employment, and effectively solves the problem of "flying-pigeon" talents that restrict the development of regional industries. At the same time, the continuous focus of masters on the career development of students plays an important role in cultivating technical talents that are needed and improving the quality of talent training.

The school is the "protagonist" in the process of "government, industry, enterprise, and school" joint education. The strength of running a school is reflected in the ability to integrate resources and transport talents in the process of serving regional economic development. In this model, the school gathers and makes good use of multiple resources and strengths and adopts the mentorship. The masters come from excellent teachers in the school, industry, and enterprise-related fields, providing employment guidance services from curriculum development to student internships and student follow-up career development. In addition, masters can use the superior resources of schools, enterprises, and industries to provide students with opportunities for further studies, and continue to provide guidance during the process of students' entrepreneurship and continuous improvement of their own skills. This model can not only help enterprises to transform and upgrade, but also continuously empower local enterprise talents and promote the continuous improvement of the overall quality of employed talents, in order to restrict the impact of the development of neighboring areas on the local catering industry, control the suction effect of labor force, and cultivate "double high" talents who can accurately serve regional economic development.

5. CONCLUSION

Based on the investigation of catering enterprises in Guangxi, combined with the professional development of Guangxi vocational colleges, the reform of talent training mode and curriculum construction, this paper analyzes the current situation of human resources in catering industry. This paper summarizes the talent training model of "government, bank, enterprise and school" joint education, and gives some suggestions on how to deeply carry out the integration of schools and enterprises in the catering industry. This paper gives a theoretical reference for Vocational Colleges on how to cultivate high-quality and highly skilled talents and take the road of high-quality development.

AUTHORS' CONTRIBUTIONS

Biyue Long is responsible for experimental design and contributed to revising and editing, Wenqing Duan analysed data, Yanjun He wrote the manuscript.

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