

# Construction of Hakka Chef Engineering Innovation Mechanism Based on Coordination Theory

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## ABSTRACT

Heyuan City and Meizhou City, where Hakka people live in compact communities, responded to the call of the Guangdong provincial Party committee's "Guangdong cuisine master" project, put forward the implementation of the "Hakka cuisine master project", formulated the implementation plan of the Hakka cuisine master project, carried out a series of activities in various forms, and cultivated a large number of Hakka cuisine masters. In the process of implementing the Hakka chef project, there are many problems, such as fragmentation and individual fighting. We must reconstruct the operation logic based on the coordination theory, and build the innovation and development mechanism of the Hakka chef project through the cooperation of the government, schools, industries and enterprises.

**Keywords:** *coordination theory, Hakka chef, innovation, mechanism, construction*

## 1. INTRODUCTION

The report of the 19th National Congress of the Communist Party of China first proposed the implementation of the Rural Revitalization Strategy, which is a strategic deployment made by the Communist Party of China focusing on the overall situation of economic and social development and deeply grasping the law of modernization development. At the working conference on Rural Revitalization of Guangdong Province held in April 2018, the project of "Guangdong cuisine master" was advocated and deployed, and the implementation of the project was regarded as an important measure to promote the strategy of Rural Revitalization. Heyuan and Meizhou are Hakka areas, and Hakka cuisine is an important part of Guangdong cuisine. Heyuan and Meizhou responded to the call of Guangdong provincial Party committee and proposed the implementation of Hakka chef project. The author uses the synergy theory to study the innovation and optimization path of the Hakka chef project mechanism. According to the synergy theory, the Hakka chef project can be regarded as an open system. Through the mutual cooperation of the government, training institutions, cooking associations, catering enterprises and other elements, the Hakka chef project system can be optimized from a disordered state to an orderly state [1]. Thus, it is conducive to build an open Hakka chef training platform, form a collaborative development model, and finally build a long-term mechanism for

Hakka chef project to help rural revitalization. Scholars' research on the mechanism innovation and path optimization of Hakka chef project can theoretically further clarify the connotation, current situation and problems of Hakka chef project, deepen the understanding of the relationship between Hakka chef project and rural revitalization, and promote the development of Rural Revitalization Strategy.

## 2. RESEARCH STATUS OF CANTONESE CUISINE (HAKKA CUISINE) CHEF ENGINEERING IN CHINA

Through the retrieval of CNKI, it is found that there are only 15 papers on the research of Cantonese cuisine (Hakka cuisine) chef project, which mainly focus on three aspects: the implementation experience of Cantonese cuisine chef project, the innovation of Cantonese cuisine, the inheritance of Cantonese cuisine culture and the training of culinary talents.

### 2.1. Research on the implementation experience of Cantonese cuisine (Hakka cuisine) chef project

Xiuru Li (2021) believes that the implementation of The Cantonese chef Project should strengthen talent training, build a diversified exchange platform for Cantonese chefs, implement "Cantonese chef +" and

promote the high-quality development of "Cantonese chef" [2]. Yan Hu (2020) points out that the "Cantonese Cuisine Master" project is an important means for Guangdong to win the battle against poverty. The training of Cantonese culinary chefs in various colleges and universities has improved the training level of Cantonese culinary skills and promoted the employment and entrepreneurship of culinary professionals [3].

## ***2.2 Research on the innovation of Cantonese cuisine and the inheritance of Cantonese cuisine culture***

Junxiong Liu (2021) believes that the innovation of Cantonese cuisine culture can be promoted through the integration of innovative dishes, the adoption of standardized business model, the implementation of "Internet +" and other measures [4]. Changding Xiong (2020) pointed out that the product system of Cantonese cuisine should be further improved by promoting the integration of Sichuan cuisine and Cantonese cuisine [5].

## ***2.3 Research on the cultivation of culinary talents***

Zhikuo Hao (2021) believes that the implementation of "Cantonese Cuisine Master Project" promotes the development of culinary vocational education in Guangdong Province [6]. Ye Na (2021) believes that the implementation of "Cantonese Cuisine Master Project" can further improve the training system of culinary professionals in higher vocational colleges [7].

The above retrieval results show that the researches on the master engineering of Cantonese cuisine (Hakka cuisine) have not been fully paid attention to by domestic scholars. The only researches are few in number and not deep enough, and systematic and mature theories have not yet been formed.

## **3. IMPLEMENTATION STATUS OF HAKKA CHEF PROJECT**

### ***3.1 Formulate the implementation plan of Hakka cooking chef project and promote the implementation of Hakka cooking chef project***

In August 2018, The Department of Human Resources and Social Security of Guangdong Province issued the Implementation Plan of Guangdong Cantonese Chef Project. Meizhou city and Heyuan City responded positively. According to the characteristics of Hakka food culture, in September and December 2018, The implementation plan of Meizhou Hakka Cooking Master Project and Heyuan Hakka Cooking Master Project have been formulated and introduced successively. The plans of the two cities both proposed

to vigorously implement the "Hakka cuisine master" project, which will be closely combined with the implementation of the Hakka cuisine master project and rural revitalization. The main contents include: implement the talent training plan for Hakka chefs and cultivate a group of high-quality "Hakka chefs" talent team [8]; Implement the brand building plan of Hakka chefs to enhance the brand influence of Hakka cuisine culture; Implement employment and entrepreneurship plan for Hakka chefs, guide and support Hakka chefs with academic success to start their own businesses and promote employment; Implement Hakka cuisine industry development plan, promote Hakka cuisine characteristic, brand and industrialization, and cultivate a group of Hakka cuisine catering enterprises with strong competitiveness [9].

### ***3.2 Carry out rich and colorful activities to create Hakka food culture atmosphere***

Heyuan city, sponsored by human Resources and Social Security Bureau, Culture, Radio, Film, Tourism and Sports Bureau and other departments, has held "Heyuan Hakka Cuisine top 10 Innovative Dishes", "Top 10 Chefs", "Top 10 Snacks (dim sum) selection and competition. Heyuan Specialty Food Base signed food supply and demand agreement with 50 catering enterprises in the Guangdong-Hong Kong-Macao Greater Bay Area, and held the classic Hakka Dish selection contest of Heyuan Poverty Alleviation Product Shenzhen Production and Marketing Docking promotion series, promoting Heyuan high-quality specialty food to the Guangdong-Hong Kong-Macao Greater Bay Area catering market. Meizhou organized the selection of "Ten Hakka Cuisine Masters", "twenty Hakka cuisine restaurants", "thirty Hakka cuisine", "fifty Hakka snacks" and other activities to build Hakka cuisine masters and Hakka cuisine brands. Heyuan and two cities of Meizhou Hakka cuisine chef engineering series activities through newspapers, radio and television, network news media publicity, the People's Daily, southern daily, Heyuan journal, journal of Meizhou and Heyuan television stations, television stations, of Meizhou, Guangdong TV, and many other news media learning power of Hakka cuisine chef project carried out extensive publicity, overwhelming response from all walks of life, Create a good social atmosphere.

### ***3.3 Strengthen the cultivation of Hakka chefs and pay attention to employment guidance***

Heyuan and Meizhou have adopted a variety of modes to carry out the training and training of Hakka cuisine masters. There are mainly three modes. The first is the training of full-time Hakka cuisine professionals in various colleges and universities. The enrollment of cooking majors in Vocational Colleges and technical

schools in the two cities has been further expanded. Some colleges and universities have added cooking majors. Hakka cuisine production is the core course of cooking majors in these colleges and universities. Many vocational colleges in Heyuan and Meizhou cooperated with well-known catering enterprises to hold title classes to carry out order oriented talent training for catering enterprises. The second is the short-term training mode of cooking associations and colleges, which gives full play to the demonstration and driving role of cooking associations. In combination with the cooking professional teaching staff of vocational colleges, it has signed a "Hakka Chef" talent training cooperation agreement with a number of well-known local and Guangdong catering enterprises to carry out the skills improvement training of Hakka chef. Cooking associations and colleges train more cooking technical backbones for local and Guangdong Province. The third is the training mode of social institutions to mobilize the enthusiasm of social training institutions. Social training institutions should organize on-the-job chefs or apprentices to participate in Hakka cooking skills training to further improve Hakka cooking skills.

### ***3.4 main problems in the implementation of Hakka chef project***

At present, since the implementation of the Cantonese cuisine (Hakka cuisine) chef project for more than three years, there is a widespread problem of fragmentation and self-fighting. The government, society, industry associations and training institutions do not cooperate with each other. Hakka dishes the master project implementation main body of government (human resources and social security bureau, sports bureau of education, culture, radio, film and television tourism, etc.), cooking (food) association, catering enterprises, all kinds of training schools and institutions (industrial schools, secondary vocational schools, higher vocational schools and social training institutions, etc.), the subordinate relationship between each main body is not strong, as in all kinds of schools, Only technical schools (technician colleges) are managed by the Human Resources and Social Security Bureau, while most schools are managed by the Education Bureau. Local human resources and social security bureaus only take care of schools and training institutions (such as technical schools) in their own system while organizing and implementing the Hakka cuisine master project and selecting and constructing provincial "Cantonese cuisine master" training bases. At the same time, there is a widespread phenomenon that local governments place more emphasis on formality than on actual results, and their measures are superficial and have failed to form a long-term mechanism to help rural revitalization. Some projects make a lot of noise, but most of them are for show, and few of them are actually carried out. There are also training institutions with low teacher strength

and uneven assessment standards, which cannot guarantee the quality of training. In view of the existing phenomena and problems of the project, it is necessary to reconstruct the operation logic based on the coordination theory, and only in this way can the government-industry-institutions and city-country coordinated implementation play a role in rural revitalization, so as to achieve the purpose of boosting rural revitalization.

## **4. CONSTRUCTION OF HAKKA CHEF ENGINEERING INNOVATION MECHANISM**

### ***4.1 The government, schools, industries and enterprises shall cooperate to build a training system***

The government, the school, the enterprise and the four parties cooperate to create an open Hakka chef training platform. Human Resources and Social Security Bureau, as the competent department of Hakka cuisine chef project, should break the division and system boundaries, coordinate all kinds of training resources, and promote vocational colleges, technical colleges and training institutions to improve the training ability of Hakka cuisine chef. In the construction of "Cantonese cuisine master" training base and skill master studio, the participating colleges and institutions should establish projects according to uniform standards in accordance with the principles of fairness, justice and openness. The government should increase the investment in training bases and master studios, so that the bases and studios meet the training requirements of Hakka cooks in all aspects.

### ***4.2 Implement "Hakka cooks + tourism" and build employment and entrepreneurship system***

Through the implementation of "Hakka cuisine chef + tourism", expand employment and entrepreneurship channels for Hakka cuisine. Development of rural tourism resources, the traditional Hakka cuisine combined with rural tourism, agricultural ecological tourism, construction of rural Hakka cuisine tourist attractions, surrounding the Hakka cuisine design boutique tourist route, for Hakka cuisine chef to provide broad space for entrepreneurship and employment, support and encourage Hakka dishes of skilled teachers to rural farmhouse, soil restaurant, Or obtain employment to farm music, Home stay, country soil restaurant. The competent government departments shall provide policy and financial support to Hakka cuisine chefs who start businesses and find jobs, and provide start-up subsidies, start-up guaranteed loans and employment subsidies, etc. The government should provide employment and entrepreneurship guidance services for Hakka chefs and recommend highly skilled

Hakka chefs to work in star-rated hotels in the Guangdong-Hong Kong-Macao Greater Bay Area.

#### ***4.3 Innovate the mode of "agricultural leading enterprise + catering + tourism" and build the collaborative development mechanism of Hakka cuisine industry***

Build a comprehensive service platform for the "Hakka Chef" industry, innovate the mode of "leading agricultural enterprises + catering + tourism", and build a coordinated development mechanism for the Hakka cuisine industry. We will actively cultivate leading agricultural enterprises, develop the industry of Hakka food featured ingredients, and provide catering enterprises with Hakka food Featured high-quality ingredients. Qualified enterprises can also develop Hakka featured prefabricated dishes. Hakka food and beverage enterprises should become bigger and stronger, build a famous brand of Hakka food and beverage, base themselves on the mainland, enter the Great Bay area of Guangdong, Hong Kong and Macao, and expand the influence of Hakka food culture inside and outside the province. Heyuan and Meizhou should vigorously develop the whole region tourism, promote the integration of Hakka cuisine industry into the whole region tourism construction, and finally realize the industrial integration of "Hakka Chef".

### **5. CONCLUSIONS**

Heyuan City and Meizhou City, where Hakka people live in compact communities, responded to the call of the Guangdong provincial Party committee's "Guangdong cuisine master" project, put forward the implementation of the "Hakka cuisine master project", formulated the implementation plan of the Hakka cuisine master project, carried out a series of activities in various forms, and cultivated a large number of Hakka cuisine masters. However, in the implementation of the Hakka chef project, there are some problems, such as segmentation and individual fighting. We must reconstruct the operation logic based on the coordination theory. It is suggested that the government, schools, industries and enterprises should cooperate to build a training system, implement the "Hakka chef + tourism", build an employment and entrepreneurship system, innovate the "agricultural leading enterprise + catering + tourism" mode, and build a coordinated development mechanism of the Hakka cuisine industry.

### **Fund Project**

1.Characteristic Innovation Project of Colleges and Universities in Guangdong Province in 2020, Research on mechanism innovation and path optimization of Hakka Cooks engineering in the context of rural revitalization Strategy (Project No.: 2020WTSCX252).

2.Education and Teaching Reform project of Tourism Major Teaching Steering Committee of Guangdong Higher Vocational Colleges in 2021, research on the path of industry-education integration, school-enterprise cooperation and training of higher Vocational cooking talents under the background of "Hakka Chef Project" (Project Number: 2021LY54).

3.2021 Guangdong Province Continuing Education Quality Improvement Project, Construction of Hakka Cuisine Making Skills learning Resources for community residents based on Guangdong Cuisine Master Project (Project No.: JXJYGC2021JY0553).

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