



Teaching Reform of Undergraduate Hotel Management Major Based on the Characteristics of Industry Development Trend

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Abstract. Specialty is the most basic unit for colleges and universities to train talents. The establishment of specialties is influenced by the development of society, economy, science and technology, and industry. Therefore, the change of specialty and the reform of teaching mode have to take into account the development and change of society, economy, science and technology and industry. The current social development is changing with each passing day. Schools should take the initiative to grasp the changes in the development trend of the hotel industry caused by the changes in social factors. So as to guide teachers in the hotel management professional teaching reform, in order to serve the new era of personnel training objectives. This article takes the hotel management major of Lanzhou University of Arts and Sciences as an example, it puts forward five obvious trends in the development of the hotel industry. This paper analyzes the development of the hotel industry and the gap between the current situation and the target trend of the undergraduate hotel management specialty, In order to meet the requirements of the development of the new era, the teaching and management personnel engaged in undergraduate hotel management are proposed. It should be the basic direction in the reform of teaching mode.

Keywords: hotel management; personnel training; teaching reform; industry development; trend characteristics.

1 Introduction

The hotel industry is closely related to the economic and cultural development of the country, and socialism with Chinese characteristics has entered a new era. The people's growing need for a better life has prompted colleges and universities to take active measures to promote undergraduate education to a new level. China's tourism and cultural industries are flourishing, accommodation formats are constantly enriched, and hotels of different sizes and types are increasing rapidly ^[1]. Hotel management talents are related to the development status and even survival of hotels in the industry market. The distinctive feature of undergraduate hotel management specialty, which is different from that of middle and higher vocational hotel management

specialty, is to focus on training high-end talents in hotel management. It pays attention to the overall, directional, strategic and policy issues of hotel management and development. It is different from vocational education, which highlights the characteristics of craftsman training. The important feature of professional education is that it constantly faces the development of culture, needs continuous learning and makes corresponding innovations. The development of hotel industry in the new era has obvious characteristics of the trend of the times. The talent training mode of undergraduate hotel management specialty needs to change in response to the development trend and characteristics.

Because of the competition in the industry, the hotel industry is more eager for middle and senior managers. The teaching ideas and teaching methods of undergraduate hotel management specialty in Colleges and universities also need to be innovated according to the situation. Only in this way can we steadily complete the teaching mission of exporting qualified professionals to the market under the background of the new era. How to achieve the goal steadily requires us to study the development trend of the hotel industry carefully. So as to accurately grasp the objective requirements of this feature for teaching ideas, basic knowledge, working skills and other aspects. This paper puts forward a clear practical path for the teaching reform of undergraduate hotel management specialty, and provides ideas and cases for the development of similar new liberal arts specialty.

2 The obvious trend characteristics of the development of the hotel industry

According to education data, by April 2023, China's population receiving higher education had reached 240 million, accounting for 17% of the country's population. Especially since the expansion of college enrollment, the number of people receiving higher education has increased rapidly. The proportion of people with higher education among those aged 25 to 45 with strong consumption ability is very high. This age group plays a leading role in the concept of family consumers. On the whole, the higher cultural quality and higher economic income level of the consumers constitute the basic background for the development of the hotel industry. It is also the basic characteristics of Chinese consumers and an important factor that has to be considered in the development of the research industry.

2.1 The Aesthetic Trend of Hotel Design

Beauty is a kind of spiritual and emotional experience for human beings, and also contains social needs. The pursuit of beauty is an important part of the development of human civilization. With the development of social civilization, People's demand for beauty will be wider. As an important place to rest and eat, hotels have become a link between life and aesthetics. With the development of the hotel industry, the hotel brand positioning is constantly diversified, and the design style is diversified. It shows different aesthetic concepts. For example, the Chinese style, which conveys the con-

cept of Oriental life, develops and forms a new national style from a contemporary perspective; An industrial style hotel that creates a new space and context in a building with enough historical precipitation; The ocean is the symbol of the spiritual destination of some urbanites, and some brands present the cross-ocean Mediterranean style in the urban space; There is also the aesthetics of silence with few desires as the keynote, which conveys the force of nature.

Different styles of design represent different perspectives of life spirit and cultural communication. With the continuous improvement of the economic and cultural level of domestic consumer groups, There will be a great demand for the consumption of material and spiritual carriers of aesthetics.

2.2 Intelligent trend of hotel development

The foundation of intelligence is the digitalization of hotel management information, under the background of the digitalization of the whole society and the rise of digital economy. The wisdom of hotel management has attracted more and more attention. Generally speaking, intelligence is based on digitalization. Things are supported by technologies such as network, big data, Internet of Things and artificial intelligence. It has the characteristics of actively meeting the various needs of human beings. For example, guests can use mobile phone APP to give relevant instructions to room affairs. Control the air conditioning system, shower temperature, lighting and favorite TV programs in the guest room. It can quickly check in, renew and check out at the self-service machine. It can deliver towels, hair dryers, meals and other items to the guest room through the robot, and can also have a simple chat with the robot.

With the increasingly fierce competition in the hotel industry and rising customer expectations, the hotel industry is forced. It constantly seeks new means to expand hotel sales, improve service quality, reduce management costs and enhance customer satisfaction. The new generation of consumers show more and more strong interest in the consumption and experience of high-tech products. The intelligent development direction of hotels can better meet the needs of future consumers. It also meets the needs of the hotel industry for accurate analysis and decision-making through big data technology.

2.3 Humanistic characteristics of hotel services

The service of human nature is simply the concept of people-oriented service. All design, work and service are carried out around the concept of serving people. Maslow's hierarchy of human needs clearly points out that the needs of the advanced stage are social, respect and self-realization. In the period of social peace, with the continuous development of education and economy, the proportion of high-quality consumers has been expanding. The demand for advanced stage is becoming more and more obvious, and the increasing demand of consumers for advanced stage provides guidance for the development direction of hotels.

The high-tech of smart hotels makes consumers feel the development and progress of science and technology, even shocking. But we must not lose the "warmth" brought

by traditional hotels. Cold machines, empty environment, and small probability of uncontrollable factors that exist objectively have a negative impact on smart hotels. Humanistic service is to make up for this shortcoming and meet the needs of consumers at a high stage.

2.4 Chain requirements for hotel development

Single hotel operation often faces many difficulties such as efficiency, cost, marketing and so on. When they develop to a certain extent, they want to develop upward without the mode of chain operation. Chain operation has many advantages, such as improving the visibility of enterprises, reducing operating costs, improving work efficiency and enhancing competitiveness. It is helpful for enterprises to move towards professional, standardized, modern and scientific unified management. The key point of chain development is to adopt a set of mature hotel IT management system to support its huge enterprise operation system. Only in this way can we ensure the overall service level and quality of the hotel and provide data support for the development of intelligent direction. The chain trend of hotel development has been proved by facts for many years, and it has firm guidance for the development direction of enterprises.

2.5 Future environmental protection trend of the hotel

The global hospitality industry is currently facing many challenges from the external business environment. These include the effects of global recession, a downturn in overall trade and an increased demand for service excellence from a much more quality conscious clientele. A more recent challenge, however, relates to an increase in global awareness of environmental issues. Contemporary consumers require goods and services to be produced, or delivered, in environmentally friendly ways. As a result, managers are being forced to reconsider their business strategies and activities. Indeed a wide range of industries has already responded to consumers' dictates on conservation issues. It is now universally accepted that organizations can only achieve their strategic objectives by adopting an environmentally friendly philosophy. The global hotel industry, like any other industry sector, can no longer resist this trend^[2].

China vigorously promotes energy conservation and emission reduction, and promotes high-quality development through green and low-carbon development. Double carbon, sustainable development and ecological civilization construction have been included in the assessment of governments at all levels to varying degrees. Therefore, the green environmental protection work in the hotel industry is imperative. At present, the performance evaluation of a hotel (group) covers the dimensions of environmental protection, energy saving, low carbon and so on. And began to refer to the internationally accepted ESG evaluation system, Excellent ESG rating represents the market's recognition of corporate investment and performance in social responsibility, which can further help enterprises attract investment. It can even finance at a lower cost. Therefore, hotels need to assume certain social responsibilities and deal with the balance between economic and environmental benefits. This has become the basic consensus of the government, consumers, enterprises, investors, residents and other

stakeholders^[3]. In the future development of the hotel industry, the importance of environmental protection and sustainable development will become increasingly prominent.

3 Development status of domestic hotel industry

Since the outbreak of COVID-19 in 2020, the tourism market has contracted dramatically, and some hotels have been closed one after another. The sustainable development of the hotel industry is facing great challenges. According to relevant report data, the total number of accommodation facilities in mainland China in 2022 is 361,000. Compared with 2020, it has decreased by 86,000, of which the hotel accommodation industry has decreased by 27,000 compared with 2020. Other accommodation industries have decreased by 59,000 compared with 2020, and the epidemic has had a huge impact on the hotel industry.

According to the 2022 data statistics, Hotels in first-tier cities, hotels in sub-provincial cities and provincial capitals, and hotels in other cities, the number of facilities in these three regions is 18,000, 7.30 thousand and 161 thousand, accounting for 7%, 29% and 64% respectively. The chain rate of economic (two-star and below) hotels accounts for 28%, and that of mid-range (three-star) hotels accounts for 48%. The chain rate of high-end (four-star) hotels accounted for 38%, and that of luxury (five-star) hotels accounted for 53%.

In terms of quantity, most of the hotels in our country are distributed in the third area mentioned above. The golden period of rapid development of economic hotels in the first and second tier cities may have passed. The market of economic hotels in the third and fourth tier cities is still just in need of products, and the pattern of market competition has just emerged. The average chain rate of hotels in China is 26%, compared with more than 60% in developed countries, there is still great potential for development. As a whole, China's hotel industry has a huge scale, but the distribution of regions, scales, grades and product structures is very uneven. There is still much room for improvement in management, service, brand building, chain development and value drive. The above analysis factors are the basic premise of hotel industry development and hotel management specialty.

4 Basic Situation of Undergraduate Hotel Management Major

According to the actual survey data^[4], the average professional counterpart employment rate of hotel management students in China has been stagnant at 20% -30%. There is a common phenomenon that "those who learn from hotels do not do hotels, those who do hotels do not learn from hotels, and those who teach hotels have not done hotels". The "management" and "informatization" genes of hotel management specialty are thin, which is far from the standard requirements of the development of new liberal arts. This multiple separation and division is the most fundamental crisis of hotel management specialty in many colleges and universities in China.

Taking the hotel management major of Lanzhou University of Arts and Sciences as an example, a questionnaire was conducted for four grades of undergraduate students, and a total of eight topics were designed. 186 questionnaires were returned. As shown in Table 1, the way of entering the school and the choice of volunteers are investigated.

Table 1. Statistical Table of Enrollment Mode and Voluntary Choice of Students Majoring in Hotel

Way of admission	Number of samples	Proportion	Registration Selection	Number of samples	Proportion
High School students	63	33.87%	First choice	60	32.26%
Three school students	121	65.05%	Be adjusted	51	27.42%
Preparatory students	2	1.08%	Vocational school	75	40.32%

According to the statistical data, the three school students (three school students refer to the students who receive secondary vocational education. Secondary vocational schools including vocational high schools, secondary vocational schools and technical schools) account for 65.05% of the students majoring in hotel management. According to the survey of teaching situation, 67.74% of the students have been transferred to vocational schools. There is a big gap between the professional theoretical literacy and knowledge structure of the three students and the standard of training undergraduate students majoring in hotel management. The congenital problems of student source structure affect the teaching process and teaching effect, and also affect the deep development of graduates in professional aspects. The basic balance between the proportion of first choice and the proportion of actual employment statistics also illustrates the above problems. As shown in Table 2, students are asked about their preference for hotel major and their willingness to work.

Table 2. Statistical Table of Hotel Professional Recognition and Hotel Employment Intention

Degree of recognition	Number of samples	Proportion	Hotel employment plan	Number of samples	Proportion
Disapprove	17	9.14%	Not willing	19	10.22%
I don't think so	44	23.66%	Not really	46	24.73%
General	89	47.85%	General	83	44.62%
More recognized	32	17.2	More willing	35	18.82
Very much	4	2.15	Very much	3	1.61

From the statistical data in Table 2, it can be seen that the recognition of the profession determines the willingness to work in the hotel industry. At the same level, the proportion of the two groups is basically the same. About one third of the students do

not recognize the hotel major and are unwilling to work in the hotel industry. Only one fifth of the students are willing to work in the hotel industry.

When asked, "Why don't you plan to work in a hotel?" At that time, there were 102 valid answers, 36 of which were "dislike", accounting for 35.3%; There are 15 answers to "work too tired", "overload", "stay up too tired" and other concerns about labor intensity, accounting for 14.7%; There are 20 replies to the questions of "heavy workload", "low salary", "slow promotion" and "unstable prospects" which are concerned about "cost-effective work". Compound, accounting for 19.6%; Another 30.4% of the students said that "family members do not support", "three supports and one support for preparing for exams", "personal character" and "strong professional substitution". "Being angry" and other reasons. When asked about "personal employment intention", there were 119 valid answers. Among them, there were 89 answers in the category of "postgraduate entrance examination", "public examination" and "career examination", accounting for 74.7%.

Examining the data of some brother colleges and universities, the fact shows that the domestic undergraduate hotel management major is facing the most fundamental crisis of existence. Preliminary analysis of the causes of the crisis: First, affected by the three-year epidemic, the hotel industry is facing huge setbacks, and many hotels have gone bankrupt. Its "instability" has undermined the fundamental confidence of practitioners. Corresponding to this is the enthusiasm of parents of students to support the "public examination compilation". Second, the understanding of hotel management specialty is not sufficient and profound. Some students, parents and even decision makers in the education sector have a low threshold for hotel management and a low requirement for knowledge and skills. In some people's impression, the types of hotel work are familiar with the front desk, doormen and health services, in fact, take five-star hotels as an example. Up to the general manager, down to the catering department, marketing department, housekeeping department, front office department, engineering department, finance department, personnel department and so on. Subdivision of types of work is not enough. Thirdly, the structure of students enrolled is complex, and the training of knowledge base and logical thinking courses is unbalanced and inadequate. The proportion of first-choice students majoring in hotel management in most colleges and universities is very low, and the situation of adjustment is common. Some provinces give three school students a certain proportion of task-oriented counterparts, and the liberal arts background accounts for a large proportion of the students enrolled. There is a general lack of mathematical thinking and knowledge base of modern information technology, which has a great impact on promoting the construction of new liberal arts with high quality.

5 Direction of Teaching Reform of Undergraduate Hotel Management Major

Specialty is the most basic unit of training talents in schools. The establishment of specialties has to take into account the development and changes of society, economy, science and technology and industry. Schools should take the initiative to grasp the

changes in the development trend of the hotel industry caused by the changes in social factors, and take the initiative to innovate the concept of personnel training. Drawing on the advanced experience at home and abroad, we should guide educators to master new knowledge and tools, and do a good job in the reform of teaching curriculum. To serve the goal of talent training in the new era.

5.1 Adjusting the structure of professional students

The adjustment of enrollment conditions can optimize the source of students, and the knowledge structure of students has a great impact on the effectiveness of professional teaching reform. The construction of the new liberal arts aims at promoting the interdisciplinary and deep integration, advocating the integration of liberal arts and science and modern information technology. The teaching quality standards for undergraduate majors also clearly require that undergraduate hotel management majors should offer courses such as higher mathematics, linear algebra and probability theory,^[5]etc. Obviously, many hotel management majors in Colleges and universities are currently enrolled with a large proportion of liberal arts, a small proportion of science and a large proportion of three students. It profoundly affects the realization of the goal of undergraduate education and teaching, and can not meet the needs of the construction of new liberal arts and the upgrading of professional reform. It is suggested that colleges and universities offering undergraduate hotel management specialty should pay attention to increasing the proportion of students with science background. At the same time, the proportion of first-choice students should be increased to fundamentally solve the basic problems affecting the training of undergraduate hotel management professionals.

5.2 Priority should be given to the establishment of basic courses in the teaching process.

The following are suggested perspectives to be considered for tourism and hospitality curricula development (Ring et al. 2009, Atef and Al-Balushi 2017):^[6]

1. Global tourism and hospitality trends.
2. Critical and flexible thinking.
3. Professionalism and Business ethics.
4. Management and entrepreneurial orientation.
5. Information Technology.

The basic courses of hotel management specialty include mathematics, economics and management, information technology and education. This kind of course highlights the "management" gene of the major and the requirement of mathematical thinking. The trend of intelligent development of hotels requires professionals to master better information technology and e-commerce experience. Especially, the principle, development and application of management information system are the basic technical guarantee of smart hotels-commerce skills are the basis of digital marketing. At present, many colleges and universities offer the course of management information system, which is limited to the simple operation of the system, and stu-

dents lack the knowledge and experience of principle and development. It shows insufficient potential in the practice of innovative integration of information technology into hotel management.

Because of the knowledge background of teachers, the same situation exists in many schools. However, this kind of basic course not only determines the goal and direction of teaching work, It also determines the stamina, level and height of students and professional development. Colleges and universities should pay attention to the optimization of the structure of professional teachers. Improve the informationization level of teachers and ensure the opening of basic courses of mathematics, physics and information. The grandest edifice is undoubtedly built on the most generous and solid earth. It calls on the education policy makers and workers of undergraduate hotel management specialty to pay attention to the most basic courses and return to the most basic courses.

5.3 Increase aesthetic and humanistic literacy courses in general education

After China's economic foundation has been improved in an all-round way, consumers have put forward many requirements for the connotation of a better life. The need for a better life mainly refers to the need for survival, enjoyment and development. There is no doubt that the promotion of aesthetic elements in the hotel industry mainly caters to the needs of consumers' enjoyment. The development characteristics of human nature mainly cater to the needs of superiority and respect, especially the increasing social activities of human information at present. All kinds of platforms have a large number of people interacting with each other, and the characteristics of superior demand or respect demand are obvious. The larger the society and the more frequent the information exchange, the more such needs. The focus of smart hotel service staff has shifted from general reception to the role of guiding consumers to better experience smart hotels.

Therefore, the credits of interior space aesthetic design and appreciation courses should be added in general education; Increase credits for courses on human culture and emotional consumption needs. According to the trend of consumption development, it is necessary to transform it into professional courses in the near future. In addition, when the hotel develops to a certain extent, it can not continue to develop without the chain operation mode. The teaching quality standard does not point out that the course of chain operation should be paid enough attention by the professional leaders.

5.4 Actively learn from foreign advanced school-running experience and evaluation system

In Switzerland, where many hotel management elites were born, hotel management is a very professional field with a long history. It is also a major to study how to serve the high-consumption population. Well-educated hotel management graduates tend to get a decent enough salary and job.

More than 52% of the graduates of Glion Hotel Management College in Switzerland have achieved success in tourism, hotel and catering industry. It means that half of the students apply the hotel management skills they have learned to a wider field. The Lausanne School of Hotel Management and its "Lausanne Model" have a high reputation and influence in the global hotel industry. "Lausanne Model" strives for excellence, pursues excellent education management, controls qualifications, and enrolls students strictly. Professional teaching that leads the frontier and focuses on practice and professional practice that combines learning with practice. It has trained and brought up a large number of excellent hotel management talents for the world [7], which has important reference significance for the teaching of hotel management specialty in China.

5.5 Thoughts on cultivating event management and coping with crisis

Emergency management of the hotel, It is to effectively prevent people and things that may cause economic losses to the hotel and damage the reputation of the hotel. The three-year epidemic has had a huge impact on the hotel industry. In addition to the isolation hotels designated by the government to maintain their operations, many hotels in China have been closed one after another. The epidemic has also brought many inspirations for the future development of the hotel industry, and the virus may coexist with human beings for a long time. Because of its concealment, suddenness and variability, prevention and control issues should be actively considered in the future hotel layout, decoration design and other aspects. In case of a sudden fatal blow. All early emergency awareness and emergency thinking should be integrated into the undergraduate hotel management teaching.

In addition to the outbreak of the epidemic, the hotel's regular crisis management plan should at least include: prevention of fire alarm and fire. We should guard against all kinds of public security emergencies, potential safety hazards of various facilities and equipment, and various natural disasters and food poisoning. Guard against service negligence and media hype. In order to cultivate applied talents who can further adapt to hotel management, colleges and universities should appropriately increase the setting of emergency management courses.

6 Conclusions

In order to get rid of the most fundamental existential crisis faced by the undergraduate hotel management major, The decision-making management of colleges and universities should be fully aware of the differences between undergraduate level training and professional training in secondary and higher vocational schools. Solve the basic problem of knowledge background from the rigorous enrollment channels; It is necessary to objectively analyze the development trend of the hotel industry and excavate the demand factors for high-level talents' knowledge and skills in the hotel industry. Return to the most basic quality education and the forefront of professional characteristic education; We should actively learn from foreign advanced school-running expe-

rience and evaluation system, and pay attention to emergency management education. Guarantee the basic conditions for the realization of the basic training objectives of undergraduate hotel management specialty. This paper puts forward the direction of teaching reform based on the analysis of the development trend of the industry, which provides a basic reference for undergraduate hotel management specialty.

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