

On Creative Teaching of Hotel Management Specialty

Zhi Zhang

School of Hotel Management, Wuhan City Vocational College, Wuhan Hubei, 430064, China

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Abstract. The development of tourist industry drives the prosperity of hotel industry. In order to meet the giant demand of market, hotel management becomes the content of courses in more and more vocational colleges. In recent years, vocational colleges send a lot of hotel management talents to society by teaching. They are also welcomed by relevant hotels. However, there are also some burning problems during the hotel management teaching. To solve these problems, it needs to reform relevant teaching modes in those vocational colleges. By studying the reform to hotel management specialty, this article hopes to provide some useful references to reform in vocational colleges.

Introduction

In those vocational colleges in China, most colleges would set relevant content of courses according to the market demand and could provide many hotel management talents for society every year. However, during the hotel recruitment, there is such problem that some relevant graduates could only handle with some basic work rather than with high vocational ability. Thus, in order to meet market demand and send some highly-competent people that could adapt social development, it needs those vocational colleges to reform the teachings according to the practical problems.

The Current Problems in Hotel Management Specialty in the Vocational Colleges

At present, due to various reasons, the teachings to hotel management specialty has a series of relevant problems, which make those cultivated students detaching from the social demand to a large extent. This article would analyze these problems from the following aspects.

Too simple teaching mode

In general condition, during teaching process, teachers would always take themselves as the main part of the class and adopt the simple explanation method. On this occasion, it is hard to active students' enthusiasm which would make them loss learning interest. Thus, the traditional teaching method is not suitable to realize teaching goals any more and students would not master the professional knowledge well.

Unreasonable curriculum provision

During the teaching process, teaching curriculum refers that teachers gradually teach the systematically knowledge to students according to their receptivity. Thus curriculum provision would directly influence students' learning quality. In the current curriculum provision in vocational colleges, most of them still adopt such teaching mode that firstly let students study the basic knowledge of hotel management specialty for two years at school and then send them for internship in some hotels^[1]. Due to the substituted post exercitation for the last year, they would have little time for study and colleges have to cut short the abundant theoretical knowledge, which would affect students' promotion in management ability and organizing ability to a large extent.

Training base for hotel management needing strengthening construction

To students in vocational colleges, training base is the important link for them to apply theoretical knowledge to practice. If there is no corresponding training base, what they learn would just be from the books and lacking practice. Due to the limited capital, training base in most vocational colleges is hard to meet the students' demands. In addition, hotel management specialty in vocational colleges

has to face the inspection of hotel industry, which would also influence the construction of training base to a large extent.

Incorrect training mode of hotel management talents in vocational colleges

Due to many reasons, there are some problems in the training mode of hotel management talents. Firstly, hotels could not recruit students that suit their hotels and the hotel industry has such phenomenon of "labor shortage". Secondly, even though they recruit some appropriate students, those students would choose to quit working after some time, which make the hotel industry going in "labor shortage" again.

Talents Innovative Manner of Hotel Management Specialty

The existing problems in hotel management specialty in vocational colleges not only makes hotel happening the "labor shortage" but also causes the waste of educational resources in vocational colleges. Thus to help the vocational colleges cultivate needed talents for enterprises development, it needs to reform their teaching mode to make their students meeting the social demand ^[2].

To optimize teaching curriculum

When the hotel management specialty trains the students, it would train not only their hotel management professional skill but also their management knowledge to make them grasp both service industrial skills and management knowledge. When the vocational colleges design the teaching curriculum of hotel management specialty, they should consider not only actual demand of hotel industry but also practical receptivity of students. During teaching process, except teaching students knowledge, it needs to teach the ideology as well to make them "love what they do" and establish favorable professional ethics. Only by such training could make students possess needed professional skills and stably work in hotel industry, guaranteeing hotels could keep people and run well.

To intensify practical teaching

The main purpose of vocational colleges to set hotel management specialty is to provide needed talents for hotel industry. Thus during teaching process, vocational colleges need to pay more attention to practical teaching and vocational skills. To realize this, vocational colleges need teaching reform to students in hotel management specialty.

To construct teaching staff

Teachers play the key roles in teaching. Teachers with high level could make suited teaching task and teaching mode for students according to their learning ability. Thus to scientifically teach students, teachers need to possess both substantial theoretical knowledge and practical operation ability. To realize this, it needs to offer the chances for teachers to train in hotels to master the practical operation ability of hotel management specialty in time and hold the latest demand and dynamic condition of hotel industry. In addition, vocational colleges could also invite some top administrative staff from hotels to teach in school. With "bringing in and going out" strategy, it makes teacher resources keep condition of "fountain head" ^[4].

To implement substituted post exercitation

The substituted post exercitation is the special internship to enhance students' practical ability in vocational colleges. Students should directly enter into enterprises and accept tasks of regular employees. To make students fully master the working skill, vocational colleges should take full use of enterprise resources to let students master the most basic working skill during internship and meanwhile bring their theoretical knowledge into practice. However, it's worth noting that colleges can not just limit their responsibilities into opportunity of internship. They need to further discuss with enterprises to make suitable internship plan. They should also let instructors to pay close attention to students' work experience and know their psychology in time to find problems and solutions, helping students to adapt to work environment and requirement more quickly. Finally,

schools need to make corresponding evaluation to students, making them know their mastery degree to work and motivate their internship enthusiasm as well as pay more attention to the internship.

To build high-quality training base

As for the students of hotel management specialty, training base is of great significance in teaching. If there is no high-quality training base, students can not learn the practical work environment and consolidate their theoretical knowledge by practice. There also exist some problems in the current training bases in vocational colleges. On the one hand, some colleges want to save money and thus build the old training base. Under such circumstance, students' operational capacity can not meet the standard hotel demands. On the other hand, though some training bases have equipment all in readiness, but the number of training bases is very limited, even can not meeting all students' training. Thus, in order to help vocational colleges to cultivate students with high quality, they need to build enough training bases with good quality.

To innovate teaching mode

With the traditional teaching mode, teachers are always the main parts in teaching while students could only passively listen to them. Under this circumstance, students' enthusiasm would be shocked which is bad for them to study. Thus, in order to promote teaching quality, vocational colleges need to reform teaching mode of hotel management specialty in vocational colleges and promote students' enthusiasm.

To create situational teaching

As a rather fresh teaching mode, situational teaching mainly refers to create a real teaching scene for students in class according to teaching contents and requirement. It is to let students stay in the work environment in essence. By such teaching mode as "drama", it can help students fully master the detailed operating skills of hotel management and on the other hand, it could cultivate students' enthusiasm to further study the knowledge and consolidate what they learned^[5]. For example, during teaching, teachers could ask students to divide into groups and arrange drama performance according to the requirement of teaching contents. By their performance, teachers could make affirmation to those correct operations and point out those mistakes, helping students to master professional knowledge in entertainment. Situational teaching can not only help students master knowledge but also stimulate their learning enthusiasm, changing from passive acceptance to positive learning.

Case teaching

Case teaching is also one of the creative teaching modes in hotel management specialty. In case teaching, teachers would select some typical and representative cases for students in class and analyze each character in case, telling students how to handle with such problems and helping them to master relevant knowledge.

Certainly, in case teaching, there are various cases to select. Sometimes, analyzing positive and negative cases could help students to master professional knowledge in time. At the same time, teachers should select from many aspects to help students to learn various handling method. Also, teachers could ask students to give their own handling method to fully play their divergent thinking and cultivate their comprehensive abilities to deal with problems. At last, teachers should summarize many teaching modes and help students learn these basic methods to manage problems.

On-the-spot teaching

Except situational teaching and case teaching, on-the-spot teaching is also one of the creative teaching modes. In this teaching mode, teachers would directly move the class to hotel. By teaching in hotel, teachers could help students directly experience the curriculum requirements of hotel management specialty.

Conclusion

In recent years, with the development of tourist industry, hotel management specialty develops at full speed. However, during the cultivation process of hotel management specialty talents, due to the limitation of original teaching mode, it causes students from vocational colleges could not adapt to

the requirement in hotel industry. Thus, in order to cultivate talents suitable for hotel management specialty, vocational colleges need to reform traditional teaching mode.

Reference

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