

The Status Quo and Improvement of Cooperation in Industry, University and Research in Hotel Management

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Abstract: The marketization of the economy provides a new opportunity for the development of various industries. In recent years, with the rapid development of China's catering and tourism industry, hotel management has a broader development space, so the hotel management profession has attracted more people's attention, and the importance of management talent cultivation is more prominent. Based on the analysis of the status quo of hotel management professionals training, this paper puts forward the optimization suggestions of industry-university-research cooperation.

1. Introduction

With the continuous deepening of education reform, many excellent teaching models and strategies have gradually been applied to the classroom teaching practice of higher vocational colleges. According to the requirements of the new teaching concept and the goal of talent training, education should not only enable students to learn professional theoretical knowledge, but also cultivate students' practical ability and innovative spirit, so that students can expand their thinking, acquire their abilities, and improve their overall quality. The cooperative teaching mode of industry, university and research is a common way of teaching in colleges and universities. For the hotel management profession, this model is practical and closely related to the reality of life. Therefore, the teaching model of production, education and research is a good choice in hotel management teaching. Therefore, it is worth exploring the analysis of the cooperation and application of industry, university and research in hotel management, taking reasonable countermeasures and how to improve the teaching effect. Now I will summarize some of my initial understandings in the specific teaching process as follows.

2. Analysis of The Status Quo of Hotel Management

With the globalization of the economy, more economic and cultural exchanges between different regions and different countries have promoted the development of catering and tourism. Among them, hotel management is particularly important, so the hotel management profession is full of infinite vitality. The hotel management profession started late in China, so the faculty is relatively weak. Many colleges still use the traditional teaching mode, which focuses on the teaching of theoretical knowledge, which derails the content and specific reality, and leads to students who have encountered practical problems. Although many colleges have also carried out teaching reforms and arranged practical classes and internships, due to various reasons such as students' own quality and teaching management, the model of production, study and research has been in the form and has not achieved real results. The teaching content and the goal of talent training are contrary to each other, and the true meaning of the teaching of hotel management is lost. [1]

3. Effective Ways to Improve Cooperation Between Industry, University and Research Institute

3.1 Strengthen The Construction of The Teaching Staff

No matter which teaching mode is adopted, the dominant position of teachers is unchanged. Teachers are the organizers, controllers and designers of teaching. In the process of integration of

production, study and research, teachers are also participants and instructors. With the development of the times, the hotel's various hardware facilities have been continuously improved, changing the living environment of customers, in order to provide customers with more convenient and more humane quality services, this puts higher requirements on the teaching of hotel management, and teachers are facing tremendous pressure and severe test. Under the new situation, teachers who are professional in hotel management not only need to have solid professional theoretical knowledge, but also need practical management experience and scientific research ability to better guide students' learning and practical activities. Therefore, colleges and universities should strengthen the business training for teachers, improve the professional quality of teachers, provide teachers with opportunities for training and academic exchanges, expand the breadth of teachers' thinking, hire industry elites to give lectures, accumulate teachers' practical experience, and build teachers' teams. Give full play to the role of part-time teachers and promote the deepening of the production, study and research model. [2]

3.2 Clear Training Objectives

Education is to serve the teaching objectives, no matter what method is adopted, the ultimate goal is to achieve the teaching objectives. Therefore, the clear teaching goal is to carry out the teaching of production, education and research. The hotel management profession is the cradle of cultivating hotel management talents. It is to transport high-quality management talents for hotels. Therefore, in the specific teaching, we should always keep in mind the teaching objectives and carry out various teaching activities around the teaching objectives. Train students into complex hotel management talents with solid professional theoretical foundations, scientific management strategies and innovative capabilities. Under the guidance of teaching objectives, teaching activities are oriented, stimulating, effective and forward-looking.

3.3 Enhance School-Enterprise Cooperation

Through the communication between the school and the enterprise, the integration of production and education will be implemented and the school-enterprise cooperation will be strengthened. Give full play to the resource advantages, talent advantages, experience advantages and research advantages of both schools and enterprises, and jointly shoulder the heavy responsibility of training hotel management talents. From the value of personnel training and the interests of both parties, determine the content and methods of school-enterprise cooperation, clarify the dominant position of the "school", and work together for the goal of talent training. The school has established cooperative relationships with major hotels. Students can go to the hotel for internships. Students can learn about corporate culture, hotel management system, study service etiquette, experience hard work, and gain practical experience to make progress in the future. The necessary preparations. The school conducts vocational training for enterprises, which can improve the theoretical level and professional quality of the employees, and help the employees to carry out subsequent self-improvement. The school provides a theoretical demonstration of management for the enterprise, and gives a more forward-looking management plan through research, which is conducive to promoting the sustainable development of the enterprise. [3]

3.4 Create Research Centers and Develop Research Projects

Theory is the guidance of practice, practice is based on theory, and in the industry-university-research cooperation system, theoretical research also has a status that cannot be ignored. We should build an industry-university-research platform, create research centers, develop research projects, and strengthen theoretical research on production, education, and research. For hotel management, from the construction of faculty, the construction of disciplines, the improvement of the quality of personnel training, the creative design of skills competition, and social technology. Research and research on services and other issues, writing papers, conducting special research, and integrating the research topics with the students' practical activities. [4]

3.5 Optimize Teaching Management and Realize Diversification of Teaching Evaluation

Strict teaching management is an effective means to regulate student behavior and improve students' quality. Schools and enterprises jointly establish a management mechanism for the integration of production, education and research, clarify the division of responsibilities among the parties, use the internship monitoring and management system, and monitor the student's internship performance in real time, so that students can be clear that they are not allowed to leave the school and can let go of their freedom and go their own way. Through the reward and punishment of the clear management system, mobilize the enthusiasm of students, change the previous single evaluation method of teaching, diversify the performance of students from multiple orientations, from class attendance, classroom performance, homework completion, internship operations, services comprehensive assessment of attitudes, language norms, internship summaries, etc., including participation in various activities, performance in the activities, rewards and punishments, and even including classmate relationships, collaboration spirit in large-scale activities, and collective honor. Finally, a comprehensive score is given. Through this diversified evaluation model, each student has the opportunity to show their talents and highlight their own advantages, so that students have a sense of belonging and presence, enhance students' self-confidence, and contribute to the individualized development of students.

3.6 Establish a School Practice Base

The cultivation of skill operation and practical ability is the focus of the hotel management profession. In the curriculum setting, the proportion of class hours of practical courses is appropriately increased according to the outline requirements. Schools should strive to create conditions, set up a practice base in schools, and do a good job of students from school to work, and enhance students' adaptability. Create a training center with complete functions and complete facilities, and use the simulation professional training room and productive training room to make students understand the operation and management procedures of the hotel, and make up for the students' internships. The lack of grass-roots services is the main reason, encourage students to participate in the independent operation and management of the practice base, so that students get comprehensive training and improve the practical training effect. [5]

4. Conclusion:

The application of industry-university-research cooperation in hotel management is a common product of teaching reform and talent cultivation needs, and it is also an inevitable choice to adapt to the development of the times. Through the analysis of the status quo of hotel management, this paper adopts the strengthening of teacher team construction, clear training objectives, strengthening school-enterprise cooperation, creating research centers, developing research projects, optimizing teaching management, realizing diversification of teaching evaluation, and setting up school practice bases. Ways to improve the effectiveness of industry-university-research cooperation and promote the improvement of students' comprehensive quality. The hotel management profession has broad development prospects, and we should work together to contribute to the cultivation of more high-quality hotel management talents.

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