Research and Practice on the Talent Training Mode of "Working and Learning Alternation, One Post with Various Ability" in Higher Vocational Hotel Management Major based on Modern Apprenticeship

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Abstract. In order to meet the hotel industry's demand for talents with high specialty, strong comprehensive ability and star-rated hotel experience, shorten the employment run-in period of students majoring in hotel management in higher vocational colleges, and improve the employment rate of graduates, cloud computing technology is used to make statistics on all aspects of data of hotel industry in China, and a deep study on the training mode of modern apprenticeship in hotel management specialty of higher vocational colleges is carried out, which is "work-study alternation, one post and multi-abilities". The main research contents include the alternation of work and study, the training mode and characteristics of multi-abilities in one post, the current training situation of hotel management students in China, and the innovation of the training mode. The evaluation system model of elastic credit system is established by using virtual reality technology. The research shows that at present, there are some problems in the training mode of one post and multi-abilities, which makes the effect of the training mode greatly decline. Through innovation and improvement, the training mode can train practical, technical and skilled professionals for higher vocational colleges to meet the needs of enterprises, thus effectively improving the employment rate of graduates majoring in hotel management, shortening the running-in period and solving the problems in the early stage of graduate employment. Therefore, this study is of great significance to the development of hotel industry and the employment of graduates majoring in hotel management in China.

Keywords: cloud computing; alternating work and learning; multi-functional; virtual reality.

1. Introduction

With the continuous development and improvement of China's economy, people's living standards and transportation, tourism has now become a hot industry in China. Accommodation is one of the indispensable consumption items for people to travel. Therefore, the hotel industry in China is also developing rapidly. Based on cloud computing technology, the data of the hotel industry are analyzed. By 2012, there are 14,000 star-rated hotels in China, including more than 2,500 four-star hotels, 700 five-star hotels and more than 1.5 million guest rooms. In addition, the number of five-star hotel rooms is still growing. It is reported that all the top 10 hotel management groups in the world have entered China, and in the next 10 years, China will become the largest tourist destination in the world. In the next 50 years, the influence of China's hotel industry will surpass that of the United States. As an important part of the life service industry, the hotel industry is a labor-intensive technology-intensive industry, and its demand for talents is also very large. Therefore, the rapid development of the hotel industry has brought a lot of employment opportunities in China. In order to meet the needs of a large number of managerial talents in the hotel industry, many higher vocational colleges have set up hotel management specialty.

However, after graduating students arrive at the post, they find that their knowledge is out of date, they know little about new things in the industry, and their operational skills are programmed and their adaptability is not strong. The prominence of various problems reflects that the students trained by hotel management specialty in higher vocational colleges in China still have a certain gap with the needs of hotels, and cannot fully meet the needs of modern enterprises for talents. Therefore, the research on the training mode of the students majoring in hotel management is of great significance

to the development of hotel industry and the employment of graduates majoring in hotel management in China.

The modern apprenticeship training mode of "work-study alternation, one post and multi-abilities" for hotel management major in higher vocational colleges is studied in depth. The main research contents include the alternation of work and study, the training mode and characteristics of multi-abilities in one post, the current situation of the training of hotel management students in China, and the innovation of the training mode. The research shows that at present, there are some problems in the one-post multi-abilities training mode, which makes the effect of the training mode greatly decline. Through innovation and improvement, the training mode can train practical, technical and skilled professionals for higher vocational colleges to meet the needs of enterprises, thus effectively improving the employment rate of graduates majoring in hotel management, shortening the running-in period, and solving the problems in the early stage of graduate employment.

2. Literature Review

In 2017, Yu Huigang et al. based on the four-dimensional theory, combined with the experience of in-depth cooperation between schools and enterprises in construction engineering management major, put forward four important dimensions of work-study alternation teaching practice, which were teaching task dimension, work project dimension, dual-staffing teacher dimension and teaching implementation dimension. They analyzed the specific content of the four dimensions and their logical relationship, and constructed four dimensions. The theoretical framework model of dimension teaching mode is established, and its operation mechanism and final goal realization are designed systematically [1]. In 2017, He Xiaoshuang et al. actively explored a new talent cultivation model for higher vocational colleges to meet the needs of the market and improve the quality of talent cultivation. They put forward the talent cultivation model of "vigorous work, light study, alternation of work and study", which is conducive to improving students'professional accomplishment, solving the problem of difficult employment in enterprises, improving school education and teaching ability, thus realizing the tripartite of students, employers and schools. Win-win situation [2]. In 2018, Yang Hui and Huagang elaborated on the construction of the talent training mode of chain storekeepers in five aspects: the goal setting of talent training, the path planning of talent training, the research and development of curriculum system, the construction of teachers'team and the determination of evaluation forms. They briefly evaluated its implementation effect, and then pointed out the deep-seated problems of school-enterprise cooperation in management specialty of higher vocational education in China [3].

The above research mainly aims at the various training modes under the mode of work-study combination, carries on the systematic analysis, puts forward the advantages and disadvantages of various training modes, but does not propose specific ways to improve them. The training mode of work-study alternation is analyzed, the current situation of training under the mode is analyzed, and the causes of these phenomena are put forward. Specific solutions to how to improve phenomena are also put forward.

3. The Current Situation and Innovative Scheme of Multi-abilities Training in one Post with Alternation of Work and Learning

3.1 Cultivation Status

At present, there are several problems in the training mode of alternation of work and study and multi-abilities of one post.

The first point is that students' enthusiasm is generally not high. At present, the talent demand of hotel industry in China is mainly in the peak season of tourism, such as Mid-Autumn Festival, National Day, New Year' s Day, Spring Festival and other national statutory holidays, as well as winter and summer holidays. During this period, because of their own holiday arrangements, students' enthusiasm for work is not high, and it is difficult for schools to arrange forcibly [4]. In addition,

based on cloud computing, statistics are made on the positions of graduates majoring in hotel management throughout the country. As shown in table 1, many graduates' jobs are basic posts, which are not in line with students' expectations, and their salaries are often lower than those of the formal employees in the same position, which also hampers students' enthusiasm for participation.

Table 1. The proportion of graduates in hotel posts

Graduates Hotel Job	Proportion
Waiter	55%
Foreman	27%
Executive director	15%
Manager	1%

The second point is that the enthusiasm of enterprises to participate is not enough. Many students acquire less skill training during school. After entering the hotel, they can't start work immediately. They also need a period of training to meet the requirements of employment. It takes quite a long time to reach the level of skilled workers. However, after students become skilled workers, most students will not return to the original hotel because of graduation and other reasons [5]. Therefore, there is no corresponding return on the cost of personnel training in hotels. The operating cost of hotels will increase, so most hotels think that participating in the training of talents in school-enterprise cooperation will invisibly increase the burden of enterprises. In addition, because the threshold of the hotel industry is not high, many people with low educational background but working experience do not need too much training to enter the hotel. However, they can better and faster enter the role and work independently [6]. At present, most hotels cannot think from a strategic point of view, and take the cooperation with higher vocational colleges as a talent reserve stage, so the enthusiasm for participation is not high.

The third point is that the training objectives of schools are not clear enough. Although most vocational colleges in China are cooperating or communicating with hotels in different degrees, the level of cooperation and communication is too shallow, only superficial, and do not have a deep understanding of hotel needs [7]. Understanding of market demand in higher vocational colleges directly leads to inaccurate orientation of talent training objectives, which is out of line with market and hotel requirements, as shown in figure 1.
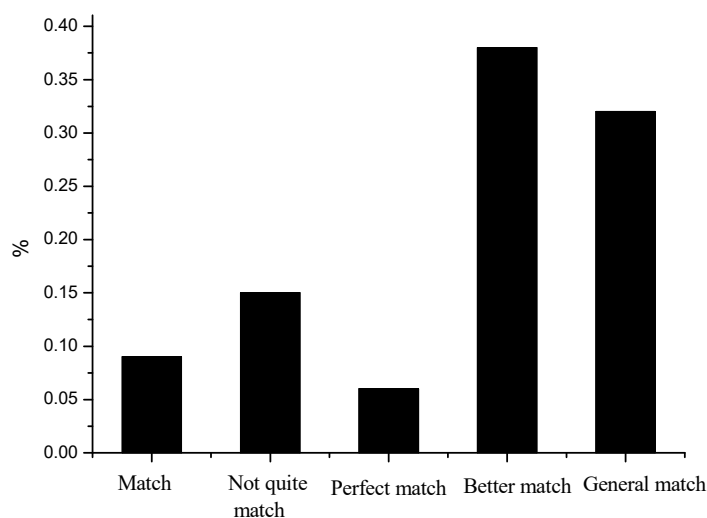

Figure. 1 The matching degree between course setting and market demand

The fourth point is that the school teachers are insufficient and the teaching form is single, which cannot meet the needs of students. The training equipment is old and incomplete. As a result, a lot of knowledge cannot be practiced [8]. As shown in the figure, based on cloud computing, statistics are

made on the teaching forms favored by students majoring in hotel management all over the country. The statistical results show that the most beneficial teaching form is to train students while speaking. In addition, the equipment situation of higher vocational colleges majoring in hotel management is also counted. The statistical results show that only 21% of the schools with complete training rooms and functional equipment account for [9].
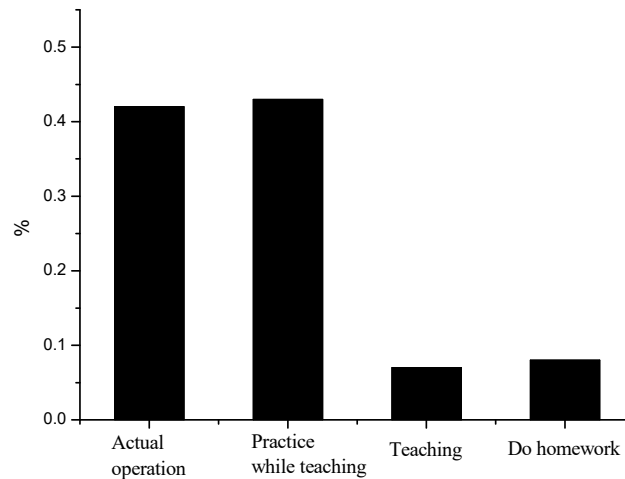

Figure. 2 The most beneficial form of teaching for students

Table 2. Equipment of school training room

Equipment condition	Proportion
Only a little equipment	29%
Enough equipment for some courses	43%
Particularly complete equipment	21%
Hardly any equipment	7%

3.2 Innovative Scheme of Training Model

Firstly, a flexible credit evaluation system model should be established. The computer technology should be used to establish a system model for evaluating students' academic performance based on elastic credit system. Establishing the model of flexible credit system can solve the contradiction between human resource demand and teaching arrangement, and make the alternation of work and study well implemented. Specific practices are as follows. Firstly, before the implementation of off-campus internship, students and enterprises sign the agreement of work-study alternation internship to regulate and restrict the rights and obligations of schools, enterprises and students. Secondly, the market and working hours of classes, as well as the content and performance of classes, are input into the system for grading. Thirdly, hotel managers register students' performance and other aspects of work at any time, and then hand them to the school. The school then input the working hours, attendance and performance of the students into the system model, carry out certain analysis, and get corresponding credits. In this way, the contradiction can be solved. The contradiction is that the hotel enterprises are in the peak employment season, and the students are unwilling to go to the hotel for internship at the expense of deducting credits and affecting their performance. According to the needs of enterprises, teachers can adjust teaching plans at any time, students can arrange class time freely according to the needs of enterprises, and win-win situation between schools and enterprises can be achieved.

Secondly, the curriculum should be adjusted. Based on cloud computing technology, the hotel industry data are tracked in time, and the peak period of talent demand is analyzed. Secondly, virtual reality technology is used to simulate the distribution of human resources in peak period and determine the number of talents needed. Since the hotel industry has a distinct off-peak season, and

the need for human resources has unbalanced characteristics, based on the data obtained from the above technologies, schools should adjust the order of various courses, and put the cultural and professional theory courses in the off-season of the hotel. "As long as the hotel needs, students should be immediately arranged to take up positions in the hotel." When they do not need, students can be arranged to return to school. In this way, the teaching plan is in a process of constant change. This is troublesome, but it must be done in accordance with the principle of obeying the needs of the enterprise. Of course, if there are enough students to form a class or even several classes, and the corresponding hotels are operating normally all the year round, then the school can divide the students into two equal groups. Half of the students work in the hotel, and half of them take classes in the school. Regular rotation should be done, so as to reduce the trouble that the school often adjusts the teaching plan.

Finally, students should be the main body. Multimedia computing, such as computer, is used in teaching. For example, virtual reality technology can be used to simulate various devices. The enthusiasm of students to participate in the alternation of work and study is enhanced. Students in cooperative education are not only the object of cooperation, but also the object of education and the subject of self-education. All the activities of work-study alternation are carried out around students. The role of students in cooperative education is very important. Their needs are the basic driving force for the normal operation of cooperative education. To achieve paid employment means to pay attention to the main role of students, to clarify the special significance of students' enthusiasm, and to fully reflect the interests of students.

4. Conclusion

The modern apprenticeship training mode of "work-study alternation, one post and multi-abilities" for hotel management major in higher vocational colleges is studied in depth. Through the study of the alternation of work and study, the training mode and characteristics of multi-abilities in one post, the current situation of the training of hotel management students in China, and the innovation of the training mode, it is found that there are some problems in the current work-study alternation in China, such as the general low enthusiasm of students, the lack of enthusiasm of enterprises to participate, and the lack of clear training objectives of schools. These problems have greatly reduced the effect of the training mode. The research finds that, through innovation and improvement, this training mode can train practical, technical and skilled talents for higher vocational colleges, which meet the needs of enterprises. It can effectively improve the employment rate of graduates majoring in hotel management, shorten the running-in period and solve some problems in the early stage of graduates' employment. Therefore, this study is of great significance to the development of hotel industry and the employment of graduates majoring in hotel management in China.

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