Research on the Quality Composition and Promotion Path of Hotel Management Professionals from the New Liberal Arts Perspective

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Haibin Zhang, Fang Ran*
Guilin University of Technology, Guilin, China
***Corresponding author, e-mail: 6131384@qq.com**

Abstract

The cultivation of people is the ultimate purpose of higher education, and the construction of new liberal arts should rethink and explore the cultivation of people. On the basis of in-depth discussion of the quality composition of hotel management professionals, this paper addresses four aspects of the new liberal arts constructions. In accordance with the three basic requirements of the new liberal arts construction, namely to strengthen curriculum construction and classroom teaching, enhance curriculum practice and hotel internships, and enhance the teaching team, recommendations are also provided to improve the professional quality of hotel management professionals.

Keywords

New liberal arts; Hotel management major; Talent quality; Promotion path; Teaching training

The Essence of the Construction of New Liberal Arts

On April 29, 2019, 13 departments including the Ministry of Education, the Central Political and Legal Affairs Commission, and the Ministry of Science and Technology of China jointly launched the "Six Excellence and One Top" plan 2.0 in Tianjin to comprehensively promote the construction of new engineering, new medical, new agricultural, and new liberal arts. Aims to effectively improve the ability of colleges and universities to serve economic and social development. The "new liberal arts" is the innovative development of liberal arts education. The development level of philosophy and social science reflects a nation's thinking ability, spiritual character, civilized quality, and the prosperity and development of the society. It contains the brilliance of ideas, the brilliance of theories, and the brilliance of methodology. National soft power needs new liberal arts. The era of great social changes must be an era of great development in philosophy and social sciences. In an era when theories and ideas are needed, and theories and ideas are sure to be produced, the social revolution calls for new liberal arts. The construction of the new liberal arts should rethink and explore

the cultivation of people. The cultivation of people is the fundamental purpose of higher education. This cultivation is mainly knowledge-oriented in modern society, but also contains value orientation. In order to be more pertinent, the discussion here focuses on the value orientation, that is, the basic function of higher education: to strengthen the moral education and cultivate people, which is regarded as a very important mission of liberal arts education.

The Quality Composition of Hotel Management Professionals in the New Liberal Arts Perspective

Quality in Planning and Management

Management overall quality refers to the ability to see through things, work planning, integration and coordination, and creative thinking. In view of the basic professional literacy requirements of hotel management professionals, as a reserve talent of enterprises, they need to fully demonstrate the various professional knowledge acquired by the school to effectively complete the core affairs of hotel management. The need for personnel and business control needs to be formed. A set of systematic and scientific affairs management and control capabilities, especially when encountering some situations that require accurate decision-making, it is necessary to make efficient scientific decisions and overall planning based on the overall operating conditions of the hotel. Overall coordination is the lubricant of management. Without coordination, it is like a car engine without oil. Each organization can only gradually be destroyed by internal friction, and finally cannot work normally, and in daily management, such a lubricant is also needed. Hotel management is a systematic project. If you don't have the awareness and talent for overall planning, you will not be qualified to do hotel management. No matter what management position the hotel is in, it is necessary to learn to make plans and overall arrangements, and to do a reasonable division of labor according to the task situation. The important thing is to allocate the work of subordinates, achieve hierarchical authorization, and cannot do everything by hand. These qualities are not only the determinants of the overall planning ability, but also an important manifestation of the overall planning ability. They interact, influence each other, and form a scientific and reasonable evaluation system.

Communication Skills

As the ancient Chinese saying goes: "Reach out with honesty and sincerity, everything is accessible." Hotel management professionals should have the ability to effectively communicate and collaborate with various departments of the hotel. Only in this way can the operational efficiency of hotels and departments be improved. In the process of communication and collaboration, with the help of a comprehensive grasp of the basic abilities of other people, in-depth cooperation can be achieved. The communication and cooperation between people have become more extensive and deepened. The ability of communication and coordination is an important factor in promoting cooperation, which reflects the comprehensive quality and management ability of hotel management professionals. Hotel management professionals must have a good subjective awareness of communication, find suitable communication methods, adopt effective communication methods, and actively maintain communication with others at all times, so as to actively solve problems at work and fully demonstrate their own abilities. Learn to listen, master certain listening skills, and accurately grasp

information. In the listening process, you must have a focused attitude, always maintain a humble and knowledge-seeking mentality, be good at extracting effective information from the words, and accurately understand the meaning of the words. Respect colleagues and appreciate the strengths of others. When colleagues make progress, they should be happy. Only by dealing with others with sincerity and sincerity can they influence others. It is easy to get things done at any time and place. To treat the dialectical relationship between cooperation and competition correctly, it is necessary to exchange information and emotions with colleagues frequently, exchange opinions frankly and openly on work issues, and sincerely give help when colleagues encounter difficulties, so as to achieve unity, cooperation and common progress.

Innovation and Development Quality

With the rapid development of today's society, the development of all walks of life is also extremely rapid. Hotel management needs to carry out effective innovations, and requires relevant innovations and the ability to be flexible. This is not a capability that can be quickly improved with the help of simple theoretical studies. Instead, colleges and universities need to carry out targeted planning and training, so that students can develop a sufficient sense of innovation and flexibility. In addition to accurate positioning based on the hotel's own brand, location, products, services, and comprehensive analysis of the team, channel construction such as direct sales and agency sales, and a good incentive mechanism for the sales team, the hotel's professional managers should also work with Keeping pace with the times, according to consumers' consumption needs and habits, carry out marketing innovations that break through traditional experience. Work hard on hotel management efficiency, constantly understand user needs and solve pain points, and manage and service in a humanized and refined direction. Only by focusing on expanding the boundaries of innovation. Under the new liberal arts perspective, hotel management professionals will inevitably further care about innovation, care about management innovation, and strive to become an important subject of hotel management innovation.

Information Processing Quality

The new technological revolution and the integrated development of liberal arts have reached a preliminary consensus. New technologies have given birth to new industries and new formats characterized by cross-industry integration. The rapid development of new industries and new formats has produced an urgent need for new types of talents with complex knowledge, integration of disciplines, and strong practical capabilities. Curriculum, explore new models of educating people, and promote the upgrading and transformation of existing majors. The content of hotel management information processing mainly includes information collection, storage, processing, transmission, and provision. According to the different sources of data and information, information collection can be divided into two types: original information collection and secondary information collection. Under the new liberal arts perspective, excellent hotel management professionals should have Internet thinking. The Internet is like an invisible magnet that brings almost all people together. The Internet economy will become the future development trend of the hotel industry. Excellent professional hotel managers only have Internet thinking and Internet knowledge to better grasp the competitive advantages of the future and hotel operations. From the perspective of new liberal arts construction, hotel management professionals need to fully follow the trend of the times and have a deep grasp of the ability to deal with complex

information, especially effective screening of massive information sources, and in-depth information comparisons, thus being able to provide comprehensive information in all aspects for hotel development.

The Teaching Improvement Path of the Professional Quality of Hotel Management Professionals

Strengthen Curriculum Development and Classroom Teaching

According to the three basic grasps of the construction of the new liberal arts, namely professional optimization, course quality improvement and model innovation, combining the actual problems of the hotel management major to analyze the actual problems of curriculum construction and classroom teaching, and from breaking through the bottleneck of resource accumulation, funding demonstration projects of curriculum construction, Promoting the construction of the college's education and teaching project library and other aspects put forward basic work ideas. On the basis of the syllabus of each course, in accordance with the overall concept of applied teaching, strengthen the construction of standardized courses, individualized courses, and experimental courses. In the process of construction, strengthen the exploration of the teaching methods of the courses, and explore in depth how to improve the quality of teaching. "Modular courses" meet the core competence training of hotel management majors, reflect the differences of different courses, and "expand courses" meet the dynamic requirements of the hotel industry for applied talents to meet the needs of students' individual development. Adhere to the foundation of Lide's building of people, take the road of application-oriented development, uphold the concept of "discipline penetration, professional collaboration, and social service", emphasize breaking disciplinary barriers, highlight the main line of ability, build a platform for integration of industry and education, and collaborative education, and continue to explore new ideas. A new model of hotel management professional curriculum construction and classroom teaching from the perspective of liberal arts.

Enhanced Curriculum Practice and Hotel Internship

Practical teaching, as one of the important links in cultivating applied talents, is an important process that guides students to integrate theory with practice, and cultivate students' comprehensive quality and sense of innovation. Whether it can cultivate hotel management talents that meet the needs of corporate and social development has become the key to victory in the fierce competition. Not only to strengthen and deepen the reform of professional theoretical courses, but also to fully realize that the hotel management major must not only master professional theoretical knowledge, but also further enhance the overall training of students' practical literacy, and create a related practical curriculum framework. It is to create a practical cooperation group for hotel management, so that students can effectively strengthen the application of professional knowledge whether they are in course practice or hotel internship. Establish a student-centered experimental teaching model, pay attention to the cultivation of students' ability to analyze and solve problems and practice hands-on skills, and adopt problem-based, heuristic, interactive and cooperative teaching methods to improve the quality of experimental teaching. At the same time, it is also necessary to reach as many strategic cooperation as possible with social-related enterprises, so that students have more opportunities for social practice. Attach great importance to the training of applied talents in hotel management, and establish a talent training

model of "integration of industry and education". Schools and employers jointly formulate talent training plans for the needs of the hotel industry, sign employment orders, and companies participate in teaching plan revisions and teaching assessments. Teachers regularly go to the hotel to participate in production practice to improve their innovative and practical abilities. Hotel companies can take advantage of professional talents to solve practical problems in production, and colleges can use the hardware conditions and atmosphere of the company to improve teachers and comprehensively cultivate students' practical ability.

Enhance the teaching staff and teaching ability

The hotel management major has always regarded the construction of the faculty as a strategic task of the discipline construction, forming an academic echelon with a relatively reasonable age structure, a higher level of education (degree), a strong faculty, and a strong academic team. Further integrate the teaching staff, rationally adjust the structure of the teaching staff, and increase the intensity of master training. According to the new liberal arts construction requirements and the professional positioning of hotel management, targeted support and guidance of teachers' on-the-job training and training. While further improving the level of academic qualifications, enrich the training of talents in urgently needed positions for the development of the hotel management specialty, advocate and support the training model of "dual-professional" teachers, guide teachers to further improve professional and applied skills, and cultivate useful talents for social needs. Implement a variety of employment management models for professional teachers, encourage high-level talents and young teachers to enter the practical teaching and technical team, strive to create an environment and conditions for their business development, and provide various opportunities to participate in training. Through policy guidance, attract a group of high-level teachers who have the courage to contribute and love practical teaching to enrich the practical teaching team. Through the combination of introduction and training, the team of full-time teachers will be further expanded, and the age structure, title structure, and academic structure of the practical teaching team will be optimized , Learning structure.

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