

# ***Banquet Design and Management Curriculum Reform Strategy Based on Professional Core Competence Training***

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**Abstract:** Under the background of current economic globalization and informatization, the hotel and catering industry have more and more requirements for talents with banquet design and management ability. This paper aims to through the analysis of banquet design and management course of professional core ability connotation and elements and find the shortage in existing the course. Through the discussion of the course reform strategy and scheme based on professional core ability we hope to improve the teaching effect of the course and meet the demand of the industry.

As an important course of hotel and catering management major, banquet design and management is of great significance for cultivating students' core professional abilities such as innovative thinking, practical operation ability and teamwork ability. However, the existing courses often pay too much attention to the teaching of theoretical knowledge, but ignore the cultivation of students' core professional abilities that makes students difficult to be competent in practical work. Therefore the reform of banquet design and management curricula based on the cultivation of vocational core competence is imperative. The professional core ability of the curriculum is of great significance to the personal career development of practitioners and the overall progress of the industry. First of all, practitioners with the core capabilities can stand out in the fierce market competition and get more career opportunities and development space. Secondly, the improvement of the core competence helps practitioners to better adapt to the constant changes and development trends of the industry and maintain their competitive advantage. Finally, the improvement of practitioners' core competence will also promote the improvement of the overall level of the banquet design industry and promote the healthy development of the industry.

## **1. The connotation of the professional core competence of banquet design and management**

Career core competence refers to a series of key abilities and qualities that are necessary for practitioners in their career which play a vital role in the personal development of practitioners and the overall progress of the industry. The professional core competence of banquet design and management refers to a series of core competencies and qualities necessary for practitioners in the field of banquet design which are the key factors to ensure the quality and effect of banquet design. It is the basic ability in the career in addition to the professional ability of the post, and it is the ability of the individual to adapt to the job change and to deal with the unforeseen challenges in the career. The core professional abilities of banquet design and management mainly include innovation ability, communication ability, teamwork ability, self-management ability, etc. These abilities are not only the basic requirement for banquet design positions, but also a key element for students' future career development.

### **1.1. Innovation ability**

It is one of the core elements of the professional core competence of banquet design and management. In essence, banquet design is a kind of artistic creation which requires practitioners to constantly innovate and design novel, unique and creative banquet schemes. Innovation ability includes thinking innovation, method innovation and form innovation and other aspects. It requires practitioners to have keen insight and rich imagination, to capture the changes of The Times and the needs of the market, so as to design banquet works in line with the trend of The Times and the needs of customers.

### **1.2. Team cooperation ability**

Banquet design often involves the cooperation of multiple links and multiple departments which requires practitioners to closely cooperate with other team members to complete the design task together. Team cooperation ability includes division of labor, communication and coordination, and conflict resolution. It requires practitioners to have team spirit and cooperation spirit, and to effectively communicate and cooperate with other team members to ensure the smooth progress of the design work.

### **1.3. Communication skills**

It is equally crucial for banquet design practitioners. Banquet design requires in-depth communication and communication with customers, understanding their needs and expectations, and transforming them into specific design schemes. At the same time, the practitioners also need to effectively communicate with the suppliers, the execution team and other relevant parties to ensure the smooth implementation of the design scheme. Therefore, good communication skills including language expression ability, listening ability and problem-solving ability, are the key to ensure the success of the banquet design.

### **1.4. Practical ability**

It is the foundation of the professional core competence in banquet design and management. Practitioners not only need to have rich theoretical knowledge, but also need to have the ability to transform theoretical knowledge into practical operation. Practical ability includes space design,

color collocation, lighting application and other aspects of skills, so practitioners need to accumulate experience through continuous practice to improve the design level.

## **2. Analysis of the existing problems in banquet design and management course**

At present, there are many problems in the teaching content, teaching methods in many college banquet design and management courses. First of all, the teaching content pays too much attention to theoretical knowledge and lacks the cultivation of practical operation skills. This leads to that although students have mastered certain theoretical knowledge, they are powerless in practice. Secondly, the teaching method is single and lack of innovation. The traditional indoctrination teaching method is difficult to stimulate students' interest and enthusiasm in learning and can not effectively cultivate students' professional core ability. Finally, the teaching means are backward that is lack of modern teaching equipment and technology application. This makes students unable to fully experience the actual operation process of banquet design in the learning process which affects the teaching effect.

## **3. Banquet design and management curriculum reform strategy based on vocational core ability training**

In view of the existing problems in banquet design and management courses, this paper proposes the following reform strategies:

### **3.1. Optimize the course content and pay attention to the cultivation of vocational core competence**

First of all, the structure and proportion of the course content should be adjusted, the proportion of theoretical knowledge should be appropriately reduced and the practical operation link should be increased. At the same time, the introduction of cutting-edge knowledge and technology in the industry makes the course content more close to the market demand. Secondly, combined with the actual working process and job needs of the banquet design to make some study projects can exercise their core professional ability in the process of completing the projects. In addition, the integration of interdisciplinary knowledge should be strengthened and the knowledge of art and design, catering management, marketing and other related disciplines should be integrated into the course so as to broaden students' knowledge horizon.

### **3.2. Improve teaching methods and enhance teaching effects**

In the teaching process, a variety of teaching methods and means should be adopted to stimulate students' interest and enthusiasm in learning. For example, interactive teaching methods such as project-based teaching methods, case analysis methods and role-playing methods can be used to help students learn and grow through participation. At the same time, with the help of modern teaching equipment and technology, such as multimedia courseware, virtual simulation software, to improve the teaching effect. In addition, attention should also be paid to cultivating students' independent learning ability and innovation ability, and guiding them to actively explore and practice.

### **3.3. Strengthen the construction of teachers and enhance the core competence of teachers**

The professional core competence of teachers is crucial to the cultivation of students. Therefore, we should strengthen the construction of teachers and improve teachers' professional quality and teaching ability. First, strengthen vocational training and academic exchanges with teachers makes them constantly update their knowledge and skills. Secondly, teachers are encouraged to participate in enterprise practice and project cooperation to improve their practical ability and industry cognition. Finally, a perfect incentive mechanism is established to stimulate teachers' teaching enthusiasm and innovative spirit.

### **3.4. Establish an effective curriculum evaluation system to promote the improvement of teaching quality**

Curriculum evaluation is an important means to test the teaching effect and the reform results. An effective curriculum evaluation system should be established to objectively evaluate the students' learning results and the teachers' teaching effects. The evaluation content includes the students' knowledge mastery degree, practical operation ability, vocational core ability training situation and so on. At the same time we should pay attention to the feedback and application of evaluation results, timely adjust teaching strategies and contents, and promote the continuous improvement of teaching quality.

## **4. 4. Curriculum reform programs focusing on the four core competence**

### **4.1. Cultivation of innovation ability**

#### **4.1.1. Introduce the innovative banquet design concept**

In the teaching, the modern banquet design concept and innovative thinking method are introduced to guide students to think about problems from multiple angles and stimulate their innovative inspiration for the theme banquet. At the same time, students are encouraged to pay attention to the industry trends and cutting-edge technology, and constantly update their banquet design concepts and methods.

#### **4.1.2. Set up innovative practice projects**

Combined with the actual needs of enterprises, the banquet design has challenging innovative practice projects, so that students can exercise their innovation ability in practice. The project should have some flexibility and openness, allowing students to play freely and put forward a unique theme banquet design scheme.

#### **4.1.3. Hold an innovative banquet design competition**

Innovative banquet design competitions are held regularly and industry experts and enterprise representatives are invited to serve as judges to provide a platform for students to show their innovative achievements. In the competition students can understand the industry dynamics and market demand, and further improve their innovation ability.

## **4.2. Cultivation of teamwork ability**

### **4.2.1. Set up a teamwork project**

In the teaching teachers set up practical projects which need teamwork to be completed, so that students can learn to cooperate, coordinate and communicate in the project. The project should be complex and challenging to cultivate students' sense of teamwork and ability.

### **4.2.2. Carry out team-building activities**

In spare time teachers organize students to carry out team building activities, such as outdoor training, team games, etc., to enhance the understanding and trust between students and improve their teamwork ability.

### **4.2.3. Establish a team evaluation system**

In the course evaluation, the team focuses on the evaluation of the overall performance, and emphasizes the cooperation and collaboration between team members. At the same time, the team members are encouraged to evaluate each other, so as to better understand their own strengths and weaknesses, and further improve the teamwork ability.

## **4.3. Cultivation of communication skills**

### **4.3.1. Set up communication practices**

In the course teaching practical links such as communication with customers and suppliers are set up, so that students can exercise their communication skills in the simulated situation. At the same time, enterprise representatives or industry experts are invited to give lectures or lectures, have face-to-face communication with students, and help students understand the industry communication rules and skills.

### **4.3.2. Provide communication skills courses**

Special communication skills courses are offered, including oral expression, written communication, body language and so on. Through the combination of theoretical learning and practical operation students can master effective communication skills and methods.

### **4.3.3. Organize the communication and practical drills**

Teachers organize students to participate in enterprise internship or social practice activities and let students conduct practical communication exercises in a real working environment. Through the accumulation of practical experience, students can better understand the importance and skills of communication, and improve their communication skills.

## **4.4. Cultivation of practical ability**

### **4.4.1. Strengthen practical teaching links**

In the course teaching teachers increase the proportion of practical teaching links, such as on-site teaching, practical operation, etc and make the students master the basic skills and procedures of banquet design in practice to improve their practical ability.

#### 4.4.2. Establish a practical training base

The collage cooperate with enterprises to establish a training base to provide a real practice environment for students. In the training base, students can have access to advanced equipment and technology to understand the latest trends and development trends of the industry.

#### 4.4.3. Implement the tutorial system

The tutorial system is implemented that can provide each student with a mentor with rich practical experience. The tutor is responsible for guiding the students' practical activities and providing practical advice and help. Through the guidance of their mentors, students can improve their practical ability more quickly.

The curriculum reform of banquet design and management based on professional core ability training is an important way to improve the quality of banquet design talent training and meet the needs of the industry. By optimizing the course content, improving the teaching methods, strengthening the construction of teachers and establishing an effective course evaluation system, students can effectively enhance their professional core competencies and lay a solid foundation for their future career development. Through the implementation of the four aspects of curriculum reform strategies and programs, the students' innovation ability, teamwork ability, communication ability and practical ability can be effectively improved, so that they can better adapt to the needs of banquet design and management positions. At the same time, it will also promote the innovation and development of banquet design and management teaching, and provide strong talent support for the healthy development of the industry. However, the curriculum reform is a continuous process that needs to be constantly adjusted and perfected. In the future, we will continue to pay attention to the industry dynamics and market demand, and further explore and practice the banquet design and management curriculum reform strategy based on the cultivation of professional core competencies, so as to contribute to the training of more high-quality and highly skilled banquet design talents.

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