

Discuss the Leading and Optimization Strategy of the World Competition Food and Beverage Service Project for Professional Talent Training

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Abstract: The World Skills Competition (WSC) technology expands the vocational education new field of vision, shows the hospitality industry development frontier technology, points out the direction of professional teaching reform, plays a demonstration teaching role, guides the trend of professional skills development direction and the highest level. In-depth study of WSC conducive to promote the training objectives of hotel management professionals in line with the international standards and helps to improve the skills and comprehensive quality of talents in the hotel hospitality industry. This paper analyzes food and beverage service project contents of the WSC, competition standards, ability standards, and the connection with higher vocational hotel management courses, and puts forward the optimization strategy of training hotel management professionals based on WSC.

The World Skills Competition (WSC) is known as the "Olympic Games of World Skills". It is the world's highest status, the largest scale, the largest influence and the highest level in the world. It is held every two years and is an important platform for talents from various industries in the world to exchange professional skills. Since China participating in the 43rd World Skills Competition, the food and beverage service project has won two winning awards in 2015. By participating in the World Skills Competition China shows the craftsman style of a big country and improves the international vision of the hospitality industry. The content of food and beverage service project popularizes the understanding of domestic catering service, especially western food service that leads the direction of hotel service career development and hotel talent training.

1. Overview of the Food and Beverage Service Project of WSC

The food and beverage service project is a competition in which the contestants use various catering knowledge and service skills to complete personalized customer service and assess the comprehensive quality and ability of the contestants in the process of food and beverage service. The skill requirements of the contestants in the competition mainly include: having a wide range of knowledge of international catering, completing fine dining service (FINE DINING), leisure food and beverage service (CASUAL DINING), banquet service (BANQUET), bar service (BAR), barista (BARISTA) and other competition contents according to the hospitality industry standards and the competition rules, mastering a complete set of service rules, calm, witty, good behavior, communicating well with guests, providing flexible service, satisfactory service to the guests according to the different occasions, following the occupational health and safety norms, minimum waste and environmental protection operation. Taking the 45th World Championships in China as an example the duration of this project is 3 days. According to the competition manual the contestants should complete 5 modules: Fine dining service, leisure food and beverage service, banquet service, bar service and barista that is 20 points for each module and a total of 100 points.(Table 1)

Table 1: Competition module of the 45th World Service Competition

Module number	Module name	Competition time	Score weight
A	Fine dining service (FINE DINING)	235 Minutes	20
B	Leisure food and beverage service (CASUAL DINING)	135 Minutes	20
C	Banquet service (BANQUET)	210 Minutes	20
D	Bar service (BAR)	200 Minutes	20
E	Barista (BARISTA)	195 Minutes	20
	amount to	975 Minutes	100

This paper takes China tryouts of the 45th World Service Competition as an example. There are 5 large modules in the contest and each of them is divided into different tasks, requirements and the skills standards that should be met. Through the analysis it is found that the competition standards are mainly based on practical assessment, supplemented by knowledge understanding. Each skill point has a relatively clear technical standards and norms that should be achieved. However to meet the assessment standards players should train hard and have a deep understanding of knowledge and hospitality industry standards.

2. Ability Requirements of the Food and Beverage Service Project

The food and beverage service project in the WSC is close to the actual workplace. Whether Fine dining service, leisure food and beverage service, banquet service, bar service, barista it has put forward high standards and strict requirements for the professional quality of the contestants, especially in the scoring links in which the score span is very large. The world competition standards fully show the rigor of professional attitude, the precision of professional skills and the importance of professional quality.

2.1. Good Physical Quality

The food and beverage service project requires the contestants to provide dining service for the guests without stopping. It is a total of 975 minutes of continuous service which requires not only

have service skills, but also have good physical fitness as support. The players of the national training team in this competition should have physical training every day. At the beginning of the competition, they should increase physical exercise which must have good upper body strength and have a certain aesthetic feeling. At the same time it is necessary to increase the cardiopulmonary aerobic endurance to cultivate its hardship and fatigue willpower.

2.2. The Players Shall Have a Relatively High Comprehensive Professional Ability

The establishment of WSC is based on the real workplace and tasks in the hospitality industry. It examines the comprehensive professional ability such as the work mood, work ability, work efficiencies and the work cooperation. From the preparation of meals, welcome guests, dining service, workbench or the bar sorting, the kitchen coordination, the meal recommendation and other aspects of the contestants' service fluency this competition focuses on the cultivation of professional ability and professional quality.

2.3. Service Preparation Capability Requirements

The food and beverage service project for the contestant entrance examination is multifaceted. First of all, in terms of grooming preparation different competitions require different clothes. With different working places the professional image should be changed according to different situations. This is to examine the coordination between the professional quality of the players and the working situation that reflects the professional quality. Secondly, players should master the theoretical knowledge: providing service in different ways and requirements in different environments; understanding and being familiar with the names and using methods ; cleaning the methods of maintenance, various kinds of linen use methods; understanding the production requirements and quality of food, drinks ;to know that the catering service methods should be used in different situations and under different conditions; understanding quality service standards and requirements; Third is professionalism and service preparation for customers in different situations. According to the workflow and requirements contestants should be proficient in using various appliances and equipment to complete the corresponding preparation work before meals. Therefore the ability requirements of WSC for the players are comprehensive and strict that is also the important reason why WSC is the first of all professional events.

2.4. Communication and Language Ability Requirements

The food and beverage service project requires high language expression ability and communication skills. Firstly contestants should understand the culture of western food, have good English listening and speaking ability and understand the characteristics and differences of the food culture in different countries and regions. Secondly, the judges will always pay attention to the language, body languages and guest expression ability which is also the key point to show the differences of the contestants. For example, when the referee reads out the competition requirements and rules the eye contact between the player and the chief referee can reflect whether the player is confident and has the basic professional temperament. The professional skills used by the contestants in the customer service, the content, emotion and attitude require for different forms of food and beverage service that will be shown in this level. The expression skills, strain ability and appropriate wording to comfort the guests' emotions reflect the high quality and a high level of professional customer service which highlights the importance of professional quality. Food and beverage service is a service part which requires contact with people that means players must have good communication and language literacy on the basis of extremely high professional quality.

2.5. Professional Skill Requirements

The World Skills Competition (WSC) pays attention to flexibly examine players' behavior in different scenarios, different guest requirements and the professional condition and judgment for how to choose the most appropriate dishes or drinks to meet the needs of the guests. First of all, the contestants should master professional skills that are completing customer greetings, guidance, ordering, recommending, introduction and farewell according to the service standards and procedures. According to service standards and procedures for different types of meals and drinks contestants should be using corresponding services to make coffee, distinguish alcoholic drinks, make cocktails, recommend and introduce wine and other common drinks, etc. Secondly, the contestants should make corresponding strategies to plan, design and think for the service of guests that fully reflects the professionalism and integrity of the high-level service. For example, the contestants not only have to complete the whole service process, but also should be fully and correctly match the meals and drinks while the players are also required to have a good hands-on ability which is flexible collocation of dessert sauce, providing silver service, salad making and beverage service skills, etc. These catering service skills are also based on good professional quality. So by loving this contestant can fully devote them in the competition and grasp every link with an active, enthusiastic and thoughtful attitude.

3. The Course Docking of WSC Food and Beverage Service Project and Higher Vocational Hotel Management

According to the ability requirements of the food and beverage service project and the hospitality talents training program of 2022 we figured out about 26 courses related to the competition (see Table 2). At present the courses offered by the major have a high degree of connection with the food and beverage service project. Most of the professional core and skill courses in the training program basically covered the skills and knowledge required by WSC.

Table 2: The course docking of the food and beverage service project and higher vocational hotel management

Order number	Competition contents	Docking course	The ability points lacking in the course design
1	Fine dining service (FINE DINING)	Western food service and management, eloquence and communication, hotel English, 1 + X food and beverage service certificate courses, hotel service etiquette	Wine knowledge and tasting, aperitif service, a starter and soup serving,, flame dish cooking, cheese cutting and service,
2	Leisure food and beverage service (CASUAL DINING)	Western food service and management, eloquence and communication, hotel English, 1 + X food and beverage service certificate courses, hotel service etiquette	
3	Banquet service (BANQUET)	Hotel digital marketing, western food service training, enterprise practice, hotel psychology, physical training, banquet design and management	flambe work ,main course service (silver plate service, Russian service), gueridon food service, boning and banquet service
4	Bar service (BAR)	Wine and beverage preparation and bar service	Bubble wine service; fruit service
5	barista (BARISTA)	Coffee making	Coffee making and service.

Some of the contents are still lacking in most of the higher vocational hotel management training programs, such as lacking fruit serving and sparking wine service in the bar service module; cooking, Russian service and boning in the fine dining service module; Flambe work, Russian service and gueridon food service in the banquet service module.

4. The Optimization Strategy of the Hotel Professional Talent Training

4.1. Promoting Reform through the Competition and Building a Curriculum System

With the World Competition as the entry point, the international curriculum system of "comprehensive professional ability training as the core, international vision as the direction, curriculum setting and skill competition docking" is constructed so that students can gain stronger competition in the future positions. Through comparative analysis it is found that basically all courses related to the competition have been set but international courses should be offered appropriately to reshape the curriculum system for the best way to enrich students' knowledge of international hotel management, such as food nutrition, hygiene, wine knowledge and tasting, fruit service, cooking, silver service, international hotel development, cross-cultural communication and western food courses, for enriching students' international hotel management knowledge, and ensure the realization of high-quality hotel management talents.

4.2. Promoting the Teaching through the Competition and Innovating the Teaching Mode

4.2.1. Innovate the Teaching Mode and Deepen the Education and Teaching Reform Based on Studying on WSC

First, the content of WSC represents the advanced level of the hospitality industry and the professional field. Integrating the professional knowledge points and contents of the food and beverage project into the course teaching should extend and expand the course teaching content, effectively grasp the teaching objectives, teaching key and difficult points to make the knowledge structure deeper, more cutting-edge and richer. For example, adding the wine tasting knowledge in the wine preparation course and the silver plate service in the banquet service course. Second, Using "project orientation, task-driven" teaching mode to decompose the competition item module into multiple tasks with real task as the carrier, create the actual work situation of teaching environment and make the teaching quality to a higher level accordance with the competition rules. Third Vocational education in the new era for professional quality. In WSC the proportion of the professional quality of the contestants is significant. So in the process of talent training we should not only pay attention to cultivating students' professional skills, but also their psychological quality, strain ability, innovation ability, quality awareness, rules awareness and professional quality of excellence and meticulous craftsmanship.

4.2.2. Reform the Teaching Evaluation

The evaluation method of students is based on result evaluation supplemented by process evaluation. This kind of evaluation method is simple to operate. The World Skills Competition gives a more comprehensive evaluation method for the competition that integrates theoretical knowledge into practical problems, combines the whole-process evaluation with the outcome evaluation to examine the whole process of the students and combines competition with professionalism to examine the specific performance of the players in the course of the competition by observing the basic professionalism of the players. The evaluation method of the World Skills Competition has pointed out the direction for the reform of teaching evaluation. In the reform we

should pay attention to the combination of students' knowledge and skills, and pay more attention to the improvement and evaluation of students' overall professional quality.

4.3. To Consolidate the Skills of the Double Divisions Team

Professional teachers are the organizers and executors of skills competitions and the professional and technical level of the teachers is closely related to the performance of the competition. The professional level of teachers directly affects the performance of the contestants. Teachers take the initiative to improve their professional and technical ability in a planned and organized way and do a good job in coaching. On the one hand, the school should provide teachers with professional technical learning and training opportunities, such as coffee making and cocktail making; On the other hand the schools maximize the use of the resources of professional teachers to "mentoring" and establish the competition teacher team of enterprise experts and teachers in the university to form complementary resources and measures.

4.4. The World Competition Platform to Strengthen the Construction of the Training Room

In the construction of education with distinctive vocational characteristics through referring to the technical requirements of the World Skills Competition vocational college can strengthen the transformation of practical training bases and create a number of vocational training bases with international level. At present it is difficult for the training conditions of vocational colleges to meet the requirements of enterprises and the operation of some higher vocational colleges cannot solve the skill requirements of actual positions. The facilities and equipment of some higher vocational colleges have fallen behind the current enterprises and it is unrealistic to take classes directly in the business sites of enterprises. To train talents in line with the needs of enterprises the colleges must intensify efforts to expand, improve and build modern practical training conditions.

4.5. Deepen the Career Goals of the World Skills Competition and Strengthen School-Enterprise Cooperation

Through the World Skill Competition school-enterprise cooperation was strengthened again that makes full use of enterprise resources and hotel experts were invited in while teachers were sent out to carried out a series of training and interaction in real scenes. At the same time the local enterprise site and environment to carry out practical training, post experience, competition simulation, etc. This achieves good docking between school and enterprises mainly reflecting the following three aspects.

4.5.1. Complementary Advantages of Teachers' Theory Teaching and Enterprise Expert Practice

Through years of theoretical research and knowledge precipitation most professional teachers have high theoretical level and allow the students to accumulate theoretical knowledge. With the changing market enterprise experts' operation level is changing and they help the players to apply the theoretical knowledge to practice and improve their customer service skills through practice. Through the training mode of school-enterprise cooperation students the teachers form the complementary advantages of theoretical teaching and practice and it is continuously improve the professional quality of players.

4.5.2. Complementary Advantages of School Simulation Training and Enterprise Real Scene Training

From the municipal to the national competition the competition focuses on players' single skills and qualities and the teachers' pay more attention to the procedure, standardization and standardization of student training. So the school presents "point" characteristics in site arrangements and faculty. But the food and beverage service project is a comprehensive assessment competition focusing on contestants' service awareness, service skills, dishes making, aesthetic ability and English communication which is a contest covering all point and surface skills. Through the rotation of multiple positions in high-star hotels players can achieve full coverage of skills training so as to improve the comprehensive quality of players and cultivate their comprehensive ability.

4.5.3. The Advantages of Simulation Exercises and Real Services

Professional teachers usually use simulation exercises for practical teaching so that students can play the role under the simulation situation in order to achieve the psychological familiarity of customer service and adapt to the hotel environment as soon as possible to lay a good foundation for enterprise practice. Customer service is the application and improvement of school training ability so that the players can gradually mature their service psychology in the changing real market environment so as to make their skills more skilled. The focus of the World Skills Championships is to test the players' ability to adapt to changes and flexibly deal with emergencies in customer service. Only by truly serving the multiple real guests the students can have the confidence to deal with the competition.

Deep cultivation of the technology of the World Skills Competition not only expands the new vision of vocational education, but also shows the cutting-edge technology of the hospitality development, points out the direction of professional teaching reform, plays a role of demonstration teaching, and also gives new connotation to professional teaching. In-depth study of the World Skills Competition is conducive to the establishment of a scientific and complete talent training mechanism, to promote the training objectives of hotel management professionals in line with international standards and to improve the skill level and comprehensive quality of talents in the hospitality industry. The World Skills Competition food and beverage service project points out the direction for the training of comprehensive professional talents of the hotel. Hope the World Skills Competition food and beverage service project to lead the hotel's professional in better development and comprehensive quality hotel talent training in the future.

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