

Talent Training Mode Reform Ideas of Hotel Management and Digital Operation Major Based on the Professional Skills Competition

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Abstract: The World and National professional competitions lead the professional construction and curriculum reform of vocational colleges, and promote the innovation of talent training mode. The restaurant service and hotel reception competition play a positive promotion and leading role in the comprehensive professional ability training of hotel management and digital operation professionals. Through the analysis of the competition, competition purpose, content, evaluation standard and event management are as talent training mode construction standard which combined with the hotel industry standards and professional construction standards to construct the new talent training mode from seven path in which it was emphasized the process of five levels of docking.

1. Background in the skill competition

The World Skills Competition(WSC) is the most recognized, most influential and highest level worldwide professional skills competition in the world. It is organized by the World Skills Organization and held once every two years. It is an important platform for talents in various industries in the world to exchange professional skills. National vocational colleges skills contest(NVCSC) is sponsored by the Ministry of Education of the national vocational colleges skills competition, is an important index of vocational college teaching achievements, is a major in vocational education work system design and innovation, is a show of the vocational college teachers and students, a training and selection of outstanding skilled personnel platform, but also lead vocational colleges professional construction and curriculum reform, promote the innovation of talent training mode. Among these two competitions, the competitions related to hotel management and digital operation are the restaurant service and the hotel reception events in WSC and the hotel service and the wine service events in NVCSC.

The hotel service event in NVCSC have been gradually introduced and integrated the rules, standards, competition methods and evaluation methods of WSC into the competition, especially the western food module, which fully implements the standards of WSC. WSC and NVCSC have important guiding significance for the training of hotel management and digital operation professionals in higher vocational colleges. In recent years, by guiding students majoring in hotel management and digital operation to participate in WSC and NVCSC, we have deeply realized the technical requirements and standards , which can integrate with the hotel industry and the world hotel industry. Therefore, the combination of WSC and NVCSC standards and the training of digital operation professionals can achieve the goal of hotel management international innovative skills training, and cultivate versatile talents in the hotel industry who really meet the industry standards and requirements.

2. The general thinking and framework of the reform of talent training mode based on the vocational skills competition

WSC and NVCSC play a positive role in promoting and leading the comprehensive professional ability training of professional talents. The general idea of the reform of talent training mode is to set the competition standards, industry standards and professional construction standards to form a link between vocational skills competition and talent training. From the aspects of realizing the objectives and specifications of talent training, curriculum system, teaching methods and means, practical teaching conditions, teaching staff, teaching quality monitoring and evaluation system and From the seven ways of promoting innovation, excellence, reform, teaching, learning, construction, and evaluation the talent cultivation mode was constructed during the cultivation of ideas through the international concept, curriculum standards docking with competition standards, teaching process docking work process, professional teachers docking skilled craftsmen, training scenes docking hotel scenes.

3. The general idea analysis of the reform of talent training mode based on the vocational skills competition

3.1 Three standards analysis

Through the analysis of the competition, the content of the competition, evaluation standards and competition management are the construction standards of talent training mode, and combined with the hotel industry standards and professional construction standards, the link between professional skills competition and talent training is formed.

3.1.1 Formulation of competition content and standards of hotel management talent training mode

The content of the vocational skills competition usually covers many aspects of the industry, which is of important guiding significance for the construction of the hotel management talent training mode.

(1) Basic theory and knowledge training: pay attention to the cultivation of the basic theory and knowledge of hotel management, including the principles of hotel management, service quality management, human resources management, etc., so as to lay a solid theoretical foundation for students.

(2) Practical operation ability training: Through the practical operation links in the vocational skills competition, such as catering service, reception, etc., to cultivate students' practical operation ability, so that students can combine theoretical knowledge with practical operation.

(3) Cultivation of innovation ability: encourage students to innovate in study and practice, improve students' innovation ability and the ability to solve practical problems. By participating in innovative projects and research in the hotel industry, cultivate students' innovative thinking and innovative ability.

(4) Professional quality training: focus on the cultivation of students' professional quality, including good service attitude, teamwork ability, communication ability and strain ability, etc., to lay a good foundation for students' future career development.

3.1.2 Evaluation criteria and standards of hotel management talent training mode

The evaluation criteria of vocational skills competition usually cover skill level, innovation ability, professional quality and other aspects, which plays an important role in promoting the improvement of the quality of hotel management talent training.

(1) Formulate scientific evaluation standards: combined with the hotel industry standards and professional construction standards, formulate scientific evaluation standards, clarify the evaluation objectives and requirements, and provide clear guidance for the training of hotel management talents.

(2) Strengthen practical teaching: pay attention to practical teaching, and improve students' practical ability and innovation ability through practical activities such as vocational skills competition, so as to lay a good foundation for students' future career development.

(3) Strengthen professional literacy education: pay attention to professional literacy education, cultivate students' professional quality and teamwork ability through the combination of classroom teaching and practical activities, and improve students' comprehensive quality.

(4) Establish a feedback mechanism: Establish a feedback mechanism for vocational skills competition, timely understand students' performance and existing problems, and provide strong support for teaching reform and talent training.

3.1.3 Standard formulation of event management and hotel management talent training mode

The competition management of the vocational skills competition plays an important role in guaranteeing the implementation of the hotel management talent training mode.

(1) Strengthen the organization and leadership: establish a special vocational skills competition organization, clarify the responsibilities and tasks, and ensure the smooth progress of the competition. At the same time, strengthen the cooperation with the industry enterprises, and jointly promote the standard formulation of the hotel management talent training mode.

(2) Improve the competition system: formulate a sound competition system, including the competition qualification, competition rules, scoring standards, etc., to ensure the fairness, fairness and openness of the competition. At the same time, a scientific selection mechanism should be established to select outstanding students with potential and ability to participate.

(3) Strengthen publicity and promotion: Strengthen the publicity and promotion of the vocational skills competition through media publicity and campus publicity, so as to improve students' awareness and participation in the competition. At the same time, strengthen the communication and cooperation with the industry enterprises, and jointly promote the implementation of the hotel management talent training mode.

3.2 Seven-way path analysis

Talent training mode is an overall teaching organization mode and implementation mode, and its purpose is to achieve the goal of talent training, mainly including the objectives and specifications of talent training, curriculum system, teaching methods and means, practical teaching conditions, teaching staff, teaching quality monitoring and evaluation system, etc. Build the training mode of higher vocational hotel management specialty from seven aspects, as follows:

3.2.1 Promote innovation through competition (to promote the positioning of innovative skills and talents through competition)

WSC and NVCSC reflect the requirements of the Ministry of Education for higher vocational talent training, and also integrate the current industry demand for talent training, reflect the latest training concepts and methods of education, and are the vane of the reform of talent training programs in higher vocational colleges. Talent training objectives should be set according to the evaluation criteria and assessment content of the competition, and professional teachers should also set classroom teaching objectives based on the relevant content of the vocational skills competition as the standard, and strive to connect the student training objectives with the skills competition and fit with the actual work requirements. Therefore, it is necessary to reposition the original training goal of traditional skilled talents and aim to cultivate innovative skilled talents. Innovative skills talents are innovative and skills "dual-core" talents. On the one hand, he can master specialized knowledge and technology, have superb operation skills, and can solve key technical operational problems in work practice; on the other hand, he has a global vision, compound knowledge structure, high information sensitivity, innovative spirit, innovative thinking and innovative ability. Innovative skilled talents are not only born away from traditional skilled talents, but also enrich and improve the connotation of traditional skilled talents. The fundamental difference between them and traditional skilled talents lies in the transformation of passive operators on the production line into active innovators and comprehensive technology drivers. The standards of WSC and NVCSC are precisely in cultivating such innovative skills.

3.2.2 Promote excellence by competition (promote the optimization of curriculum by competition)

The remarkable feature of the competition is the comprehensive project setting, which integrates the professional knowledge, takes the actual work content and process as the main line, connects the key content of each professional teaching material, and then takes the complete project task as the drive. Therefore, the technical documents and evaluation standards of the competition items clearly and completely describe the professional knowledge, technical level and comprehensive quality requirements of the skilled talents, which points out the direction for the training and curriculum setting of the higher vocational hotel management talents. For the competition content of the World Competition restaurant service project, there are many courses to be added and optimized, such as spirits, wine tasting, pre-meal preparation, etc. Professional curriculum is the prerequisite for talent training, and from the perspective of promoting excellence by competition, the standards of higher vocational hotel management and digital operation major scientifically compare the competition content with professional courses, optimize the curriculum of hotel management major, and actively promote the transformation of competition results.

3.2.3 Promote reform through competition (promote teaching mode reform through competition)

The content of the competition represents the advanced level of the industry and the professional field. It should take the competition as the standard, integrate the professional knowledge and competition content into the course teaching, innovate the teaching mode, reform and expand the teaching content into multiple tasks, with the real task as the carrier, adopt the "project-oriented, task-driven" teaching mode to create the teaching environment of the industry, so as to improve the teaching quality.

It should deep students 'experience with a variety of teaching methods, learn from the content of the competition, adopt various teaching methods such as project teaching method, role playing method, case analysis method, situation simulation method, competition and confrontation methods. With various teaching modes to enhance students' interest in learning, deepen the sense of work experience, and improve the learning effect.

3.2.4 Promote teaching by competition (promote the skills of teachers by competition)

The competition examines students' comprehensive ability to use professional knowledge, and is also a test of the comprehensive quality of professional instructors. Higher vocational colleges should build a high-quality teaching team. In addition to introducing experienced judges and industry experts we should encourage school teachers to conduct front-line practice, further study, participation in training, participation in competition that increase teachers' practical experience, improve their teaching level and through international cooperation improve their teaching quality, guarantee the teaching quality of teaching.

3.2.5 Promote learning through competition (promote learning environment through competition and improve learning efficiency)

The competition responds quickly to the new ideas of the development of vocational education and it is mainly focusing on the dynamic needs of the development of the industrial chain, creating a normal communication platform for the industry and higher vocational colleges, and also promoting the establishment of the ecological chain of talent training. The competition has promoted the in-depth cooperation between school and enterprise experts, accelerated the transformation of competition resources, integrated high-quality resources of competition and it is transforming competition equipment into teaching equipment, competition tasks into teaching tasks, competition content into teaching resources, competition standards into teaching standards, and competition evaluation into teaching evaluation. The creation of competition atmosphere makes students to get better practical skills, more truly experience of the production line, and it is conducive to the improvement of students 'skills and the production of realistic experience, so that students' interest in learning is conducive to the creation of a positive learning atmosphere. At the same time, the employment environment of students has also been greatly improved. Enterprises and schools deepen cooperation that is giving students more opportunities to practice and work in excellent enterprises, and the training environment of students is also expanded, so as to more truly contact the work scene to understand the work content and operating standards.

3.2.6 Promote construction by competition (promote school-enterprise cooperation and construction of training based by competition)

Through the competition, the school-enterprise cooperation was strengthened again and the enterprise resources were fully utilized, the hotel experts were invited in, the teachers were sent out, and a series of real scene training and interaction were carried out. At the same time, the local enterprise site and environment for practical training, post experience, competition simulation were used to realize the connection between school and enterprise, mainly reflecting the following three aspects.

(1) complementary advantages of teachers' theory teaching and enterprise expert practice

Through years of theoretical research and knowledge precipitation, professional teachers have high theoretical level and accumulate the theoretical knowledge with certain professional quality. Enterprise experts are operational experts. With the changing market, their operation level is changing rapidly. Through the training mode of school-enterprise cooperation, students can apply the theoretical knowledge to practice to improve their customer service skills, form the complementary advantages of theoretical teaching and practice, and continuously improve students' professional quality.

(2) Complementary advantages of school simulation training and enterprise real scenes

The competition is a comprehensive assessment competition focusing on students' service consciousness, service skills, dishes, aesthetic ability and English communication, that is a full coverage of point and surface skills. Through the rotation of multiple positions in high-star hotels, students can achieve full coverage of skills and skills, so as to improve students 'comprehensive quality and cultivate students' "multi-faceted" ability.

(3) Complementary advantages of simulation practice and real service

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 hotel environment adaptation as soon as possible and lay a good foundation for enterprise practice. The enterprise customer service is the application and improvement of the school training ability, so that students can gradually mature their service psychology in the changing real market environment and make their skills more skilled and the focus of the competition is to test students' ability to deal with emergencies flexibly in customer service too.

3.2.7 Promote evaluation by competition (promote diversified evaluation system by competition)

The evaluation method of students is based on result evaluation, supplemented by process evaluation. This kind of evaluation method is simple to operate. The competition gives a more comprehensive evaluation method which is integrating theoretical knowledge into practical problems. On the other hand combining the whole-process evaluation with the outcome evaluation is not only to examine the whole process of the students and also to value the final result.

The competition combines competition with professionalism that is not only to examine the specific performance of the players during the competition, and also to observe the basic professionalism of the players. For example, both to assess the English conversation ability and to test the players' communication skills, marketing skills, service awareness, polite etiquette and so on. The evaluation method of WSC has pointed out the direction for the reform of teaching evaluation in which 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.

3.3 Five docking

3.3.1 Professional training concepts are connected with international concepts

Through the analysis of the technical documents and standards of the competition, it is found that the competition assessment is the result of the contestants' understanding of the catering characteristics in different countries and the mastery of the catering service skills which is based on the real job demand and combined with the actual production situation of the enterprise. Therefore it is necessary to change the relatively simple concept of explanation and simulation in the past and to cultivate students' professional quality, initiative and flexibility, and students' environmental awareness, interpersonal communication, communication ability so as to guide students from a higher level and realize the change of training concept. Professional training is frequently communicated with international exchanges, and professional standards should be in line with the international standards so as to realize the introduction of international teaching resources to meet the goals and requirements of international innovative skills personnel training.

3.3.2 Docking of course content with competition standards

The technical documents of the competition events more accurately and comprehensively introduce the professional skills, professional knowledge and professional quality that the employees need to master that provides an effective reference value for the curriculum setting of the hotel management and digital operation major. To draw lessons from the standards of the competition we can develop new courses and practical training programs to meet the actual job needs of this major. With the competition as the entry point, the international curriculum system of "comprehensive vocational ability training as the core, international vision as the direction, and the curriculum setting docking with the skills competition" is constructed so that students can gain stronger competition in the future positions.

3.2.3 Connecting the teaching process with the working process of enterprises

Higher vocational students can master the modern professional knowledge, technology and skills depends on the teaching process and production or work process. And only the teaching process, including teaching language, teaching content, teaching methods, teaching environment, keep connecting with process of work that can make the educated in school can master working language, work content and work standard, familiar with the working environment, working style, enhance job adaptability, and really can achieve zero distance employment.

3.2.4 Professional teachers can connect with skilled craftsmen

To improve the professional level of professional teachers they need to learn from skilled masters and skilled craftsmen. To introduce judges with participating experience, industry experts and professional teachers can connect with teachers. To encourage professional teachers to practice, study out, participate in training, participate in competition, competition observation, increase teachers' practical experience, improve their teaching level, broaden their professional vision through international cooperation, and promote the teaching quality of professional teaching team through inter-school cooperation and exchange, teaching discussion and lectures must be done.

3.2.5 Docking of the practical training scene with the hotel scene

Professional practice, the teaching process and practical training process should be closely combined with the production process to avoid the separation from the real production process of the enterprise. The construction of the campus training base should take the real production environment of the hotel as the model, and take the competition site as the template to guarantee the authenticity of the teaching link. Through the post-rotation training in high-star hotels, students can achieve the full coverage of skills and skills training, and the purpose of docking with real scenes, so as to improve students' 'comprehensive quality and cultivate students' "multi-faceted" ability.

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