



Research on the Strategy of Effectively Carrying out Hotel Management Vocational Education from the Perspective of School-enterprise Combination

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Abstract: Over the past years, the educational pattern of vocational colleges and the top priority in education are undergoing substantial and qualitative transformations with incremental deepening of reform of China's vocational education. The new educational concept of vocational colleges is to upgrade and transform into the educational pattern of "Teachers with the Teaching Capability both in Teaching and Theory" based on the combination of school and enterprise, so the educational pattern of the combination of colleges and enterprises has become a significant feature of the transformation of vocational education. At present, enterprises have been deeply involved in the daily teaching planning of vocational colleges, which not only pay attention to the subject status of students, but also render practical teaching as the teaching focus, so as to give constructive suggestions for improving students' professional skills and social ability. The purpose of this paper is to expound the strategies of effective development of hotel management vocational education from the perspective of school-enterprise integration.

Keywords: school-enterprise combination, hotel management, vocational education, internship

1. Introduction

By deepening the integration of colleges and enterprises and carrying out the educational philosophy of "Teachers with the Teaching Capability both in Teaching and Theory" in teaching and practice, it is conducive for enterprises to cultivate oriented talents corresponding to their majors, which can be beneficial for targeted export of more professional talents to the society, as a result, the improvement of the employment rate of vocational college students can be achieved. In the teaching of hotel management from the perspective of college-enterprise based integration, it is necessary to guide and urge students of this major to learn professional theoretical knowledge and strengthen personal professional skills. Effective integration of theory and practice is an important teaching scheme in the teaching of hotel management, and it is imperative to build a complete curriculum system in line with students' own development. Definitely, the enterprises will also provide internship posts for students majoring in hotel management for practical training and platform resource sharing based on college-enterprise integration, so as to cultivate students' personal ability on the on-the-job internship.

Vocational education of hotel management from the perspective of the integration of colleges and enterprises gives its top priority to the cooperation of enterprises and vocational colleges for conduction of education. In college-enterprise cooperation, the leading and core status of enterprises is becoming increasingly obvious, which is basically regarded as another educational subject outside the school. As for students majoring in hotel management, enterprises pay more attention to the training of practical operation skills and the cultivation of hotel service awareness.

2. Problems in vocational education of hotel management from the perspective of enterprise-enterprise based integration in China

2.1 A complete college-enterprise cooperation mechanism for vocational education and enterprises

Hotel management vocational education is expected to achieve win-win results for both colleges and enterprises through the integration of colleges and enterprises. In fact, from the perspective of college-enterprise combination, there are still some problems in the vocational education of hotel management. The main values of both colleges and enterprises have not been adjusted to the ideal level for the time being. The regional distribution of city-level star-rated high-end hotels is limited, so it is impossible to provide one-to-one hotel management internship positions for vocational colleges. In addition, the salary and promotion conditions of students majoring in hotel management from the perspective of school-enterprise integration are also in urgent need of perfection and standardization.

Therefore, vocational education for hotel management should timely make up for the disadvantages of college-enterprise cooperation, give full play to the advantages of integration of college-enterprise and improve the standard cooperation mechanism, and vocational colleges for hotel management and enterprises should make concerted efforts to create a win-win situation. For example, hotels are required to modify the conservative misconception that interns are rendered as cheap labor forces and reluctant to spend time and effort cultivating them. First of all, the hotel should improve the promotion conditions and salary of interns, stimulate their work potential, and establish job responsibilities and hotel service awareness. Secondly, the school should pay close attention to the work of hotel interns and conduct timely and effective communication.

2.2 Simultaneous educational pattern in specialized knowledge and psychological education in hotel vocation education

In the vocational education of hotel management, we attach importance to the training of professional knowledge and skills, but there are limited teachers engaged in the psychological counseling courses for students. Through the integration of colleges and enterprise, students generally developed obvious psychological problems when they enter the internship stage. For example, students in the internship stage demonstrated unstable mentality, and they were not adapted to the transformation of their roles as social workers with weak sense of responsibility and service awareness. On most occasions, they have developed grandiose aims but puny abilities. In addition, due to the different levels of education among hotel interns, students in vocational colleges tend to breed inferiority and self-confidence, and a variety of reasons have seriously affected the work effectiveness of students in hotel internship. In order to solve students' psychological problems in time, vocational colleges must pay attention to students' mental health education.

2.3 The conditions of running colleges are not mature and teaching facilities of modern vocational colleges are limited

Especially the practical operation facilities of vocational colleges in hotel management are relatively backward, which has an important impact on improving the effectiveness of school-enterprise combination. In vocational education, service focus and professional skills should be strengthened. Practical operation is the teaching focus of hotel management major and an important way to assess students' professional skills. Vocational colleges should integrate school resources and enterprise resources to create better practical playground and equipment for students. For example, to take advantage of the combination between higher vocational colleges and expanding the scope of the students' practice, improve the diversity of two-way communication cooperation mechanism between colleges, school direction for more internship and urged the hotel improve internship promotion system, enterprise also not regularly to the school to send management field to guide students to come to school, to the hotel management professional education teaching ideas.

3. The reform results of vocational education in hotel management from the perspective of college-enterprise integration in China

At present, the mode of college-enterprise integration has been widely adopted in China's vocational education. The relevant laws and regulations in college-enterprise integration are relatively perfect, and the rights and obligations among enterprises, vocational colleges and students are standardized and restrained accordingly. In general, enterprises and vocational colleges belong to different social organizations, and their social functions and goals are quite different. However, from the perspective of college-enterprise integration, enterprises and vocational colleges, under the constraints of laws and regulations and the guidance of government policies, have opened a new era for high level integration of talent cultivation and talent absorption. It has become a new cooperation system between enterprises and vocational education in the new era, which not only enables vocational colleges to train professional talents in hotel management, but also enables enterprises to provide jobs and absorb talents, and jointly solve the social responsibility of employment pressure.

Under the mode of integration between colleges and enterprises, professional education in hotel management give more focuses on innovation for joint development of curriculum with enterprises. Besides, specialized cooperation mechanism for specialized courses is set up. Students majoring in hotel management can constantly improve their professional skills in daily learning, so that the professional knowledge and personal ability of students in school can be closely combined with the employment needs of enterprises.

The personnel training pattern of vocational education in hotel management from the perspective of college-enterprise integration has achieved excellent results. On the one hand, targeted talent training mode strengthens the application-based orientation of hotel management vocational education, which is more conducive to the establishment and improvement of professional education mode in hotel management and the gap of technical and skilled talents to export its internal demand

to enterprises.

On the basis of the integration between higher vocational colleges, we should explore the methods and approaches for sound transition in learning of theoretical knowledge and practical skills, which can effectively arouse the students' interest in learning professional knowledge, excavate the potential of students themselves. Besides, the teaching contingent in vocational education of "Teachers with the Teaching Capability both in Teaching and Theory" can witness the development so as to improve vocational education and social benefits. Definitely, it is the philosophy of the colleges.

4. Transformation of vocational education in hotel management from the perspective of college-enterprise integration in the new era

4.1 Hotel management based vocational education is gradually transforming into economic and social development from the perspective of college-enterprise integration

Currently, tourism industry ushered in the best historical period in China, the rapid development of tourism drives the rise of the domestic hotel industry, hotel industry's employment prospect and there is a large gap for market talents, all kinds of vocational colleges in our country set up major in hotel management, which is one of the important pillar of modern education, and more targeted skilled talents can be cultivated for hotels with prominent social benefits. Vocational colleges constantly adjust their own educational structure system, enhance service to the society, to promote social and economic development. Besides, focuses in service has also changed from individual development to economic and social development, which is closely connected with it. The education department of our country gives corresponding guidance to the educational philosophy and management level of vocational colleges, and puts forward constructive suggestions in personnel training and employment planning. On the one hand, it is necessary to continue and deepen the teaching concept, reform the teaching plan, expand the scale of education and improve the teaching conditions. On the other hand, we should increase the quality of faculty of colleges and universities, improve the connotation and quality of teaching, and strive to impart knowledge and skills to students with the ultimate goal of employment. In addition, vocational colleges should encourage students to further their studies to improve their own cultural level and professional skills while fostering local talents.

4.2 Vocational education in hotel management from the perspective of college-enterprise integration needs to develop trans-regional large-scale cooperation

At the beginning of the integration between colleges and enterprises, the cooperation between the two parties is arranged and divided by the city. With the blowout development of the hotel industry and the increase of the number of hotel management professionals, the limitations of cooperation between vocational colleges and enterprises are prominent. Therefore, the combination of colleges and enterprises with the city as the unit is no longer suitable for the current hotel management based vocational education and the "Teachers with the Teaching Capability both in Teaching and Theory" cooperation goal of enterprises. and the hotel internship in the city can no longer meet the needs of vocational colleges in hotel management, the key to solve the problem is to develop trans-regional large-scale cooperation. For students majoring in hotel management, there will be more employment options and career planning. For vocational colleges and enterprises, a larger school-enterprise value system will be created to reflect the win-win situation of vocational colleges, enterprises and hotel management students.

4.3 Talents cultivation pattern of "Integration of Three Classes" of vocational education in hotel management from the perspective of college-enterprise integration

The vocational education in hotel management takes employment as orientation, and the hotel industry is famous for its service. Under the principle of college-enterprise based integration, the specific professional characteristics of the hotel industry must be integrated into the talent training and teaching program implemented by the hotel management vocational education. Talents cultivation pattern of "Integration of Three Classes" of vocational education in hotel management from the perspective of college-enterprise integration renders students as the major subjects to realize the trinity development of "theoretical knowledge + psychological quality + professional skills" for students majoring hotel management at school. The first class is ON teaching of basic theory, the second class is to improve students' psychological quality, and the third class is to strengthen the training of vocational skills. Talents cultivation pattern of "Integration of Three Classes" is the specific demonstration of the "Teachers with the Teaching Capability both in Teaching and Theory" of modern vocational education and hotel industry, which is conducive to the diversified development of talents, rebuilding the trinity advantages of hotel industry, vocational education and hotel management students. As a result, it opens a new path of vocational education

featuring college-enterprise interaction and combination of work and study.

In addition, the "Integration of Three Classes" teaching mode is helpful to cultivate the innovation and practice ability of students majoring in hotel management, which can stimulate students to learn basic knowledge and professional skills of modern hotel management, etc. Besides, it helps students master hotel service and hotel management skills.

5. Conclusion

At present, vocational education in China keeps pace with the development of the times, which is an important part of the development of education in China. Vocational education in hotel management. Effectively carrying out vocational education in hotel management from the perspective of college-enterprise combination has become an important education base for the country and society to cultivate and export talents after a series of deepening reforms. In recent years, major breakthroughs have been made in educational focus the concept of education. Through the "Integration of Three Classes" teaching mode, students can gain professional knowledge and professional skills, and the education for students' psychological health can be gradually enhanced, which received the attention of the vocational colleges and students. It has achieved remarkable achievement to improve students' whole psychological quality.

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