

A Study on the Professional Happiness of Hotel Management Majors in Normal Universities

Taking G Normal University as an Example

Fuying Ren

School of History-Culture and Tourism
Gannan Normal University
Ganzhou, China 34100

Abstract—The professional happiness of hotel management majors in normal university is related to the stability of students' professional thought, the quality of personnel training and the choice of future career. The author investigates the perception status of professional happiness of hotel management majors in G normal university through the questionnaire survey and the export interview method, analyzes the five factors that affect their professional happiness, and puts forward the feasible strategy to improve the professional happiness of hotel management majors in normal universities.

Keywords—*hotel management; normal university; professional happiness*

I. INTRODUCTION

Professional happiness refers to a sustained and happy experience that a person gained from a career based on the satisfaction of needs, exertion of potential, and growth of strength. The higher the professional happiness experience, the higher the professional happiness index, and the higher the self-accreditation of professional values, the higher the loyalty to the profession. The awareness of professional happiness of the profession to be carried out in the future is of vital importance to the learning focus and career choice of the college students who are related to the profession. The related influence of the professional happiness of hotel management majors in normal university is particularly eye-catching.

At present, hotel management personnel cultivated by our country mainly include three levels of vocational (secondary), vocational (junior college) and undergraduate. The first batch of hotel management undergraduate major is approved to open by the Ministry of Education approved in 2013. During the period, in the process of transformation of "normal" to "integrated", many higher normal universities actively assume the responsibility to training undergraduate talent of hotel management major. However, the teaching environment and resources of normal universities often lay importance on the basic normal specialty while the non-normal majors like hotel management cannot get the support from school, even with the low sense of presence. Therefore,

stability of students' professional thinking and professional learning can be imagined.

Therefore, It is very necessary and urgent for stabilizing students' professional thinking, enhancing the study focus, strengthening the willing of the career choice and improving the cultivation quality of talents to focus on and analyze the professional happiness of hotel management majors in normal universities and its influencing factors and discuss the feasible strategies of improving the professional happiness.

II. RESEARCH OBJECTS AND METHODS

This research only takes the hotel management majors from the four grades of G normal university in East China, which is one of the first batches of normal universities that set up hotel management undergraduate program in China. The research adopts a combination of questionnaire survey and export interviews. A total of 200 questionnaires were given out from the middle of March to early May of 2017, and 160 questionnaires were collected, among which 128 questionnaires are valid with the questionnaires efficiency of 64%. Among the respondents, boys account for 43.75% while girls occupy 56.25%; freshman account for 20.31%, sophomore account for 10.94%, junior students account for 9.38%, and senior graduates occupy the largest proportion of 59.38%. In order to know the influencing factor of professional happiness more comprehensively and effectively, six students are selected especially from the students who have submitted a valid questionnaire of each grades respectively for export interviews. Except for the ratio of male to female in junior of 1: 5 (the grade of only one boy), the ratio of the other grades is 3: 3. After the interviewer is informed and agree, the two sides agreed on the time and place in accordance with the principle of voluntary, confidentiality and convenience. Interviews rely on the outline prepared in advance and make full use of effective communication skills to encourage students to fully express the true view on major selection, professional learning, hotel internship centering on professional happiness. The interviewer listens attentively without comment on the content of the conversation, make live recording, record in time, and carefully observe the emotional changes of the

interviewee. The study was carried out by classifying, refining, analyzing and reflecting the questionnaire and interview materials.

III. THE BASIC PERCEPTION OF PROFESSIONAL HAPPINESS

Synthesizing the results of questionnaire survey and interview, it is found that based on different perspectives or positions, hotel management majors of G normal university have inconsistent perception of professional happiness, but overall low.

A. *Based on Differences in Professional Selecting Autonomy*

The study finds that there are 7.81% of the hotel management majors in G normal university follow the suggestions of their parents and 25% of the students are transferred to the major. Among them, professional happiness of the students who choose the major independently while those who listen to the parents own a little worse professional happiness. Students who are transferred major have the lowest professional happiness.

B. *Based on the Gap between Professional Expectations and the Reality*

The study finds that 6.25% of the students think development status of hotel management major in G normal university is better than expectations, so the professional happiness is highest; 29.69% of students believe that professional status is equal to professional expectations with the middle level of professional happiness. 64.06% of the students think that the professional status is far from expectations, so the professional happiness is low.

C. *Based on Differences in Major Satisfaction*

It is found that 5.69% of the hotel management majors in G normal university are "very satisfied" with the major, 9.38% show "satisfaction", 47.44% are "general satisfied", 32.81% are "dissatisfied" and 4.69% feel "very dissatisfied"; professional happiness reduce according to the feeling to the major from "very satisfied" to "very dissatisfied".

D. *Based on the Differences in Grade Level*

The study finds that professional happiness of 56% of hotel management freshman in G normal university changes from puzzling to upsurge due to the unknown and novelty to the major; 70% of the senior students have significantly lower professional happiness because of employment pressure; professional happiness of 50% sophomore and junior students is more peaceful because of the understanding to the major and lacking of employment pressure.

E. *Based on Gender Differences*

The study finds that the professional happiness of male students of hotel management major in G normal university is overall higher than that of female students. Among them,

36% of female students believe that there's prejudice against them in aspects of age, job qualifications and career promotion in hotel industry, thus pulling down the professional happiness.

F. *Based on Differences in Internship Experience*

It is found that the length of internship time has no significant influence on professional happiness of hotel management majors in G normal university. However, the harmonious relationship between colleagues and guests during the internship will enhance the professional happiness while low income, much overtime and high pressure pull down professional happiness, so that nearly 67% students who had more than six months of professional internship experience say they don't want to engage in the hotel industry after graduation.

IV. THE INFLUENCE FACTORS OF PROFESSIONAL HAPPINESS

The study also finds that the professional happiness of hotel management majors in G normal university is impacted by many factors comprehensively.

A. *The Psychological Feelings of Students*

Professional happiness of undergraduate students of hotel management in G normal university are mainly influenced by the following three aspects of psychological feelings: First, they think the hotel management major is a emerging major, of which the development is not yet mature, so students regard themselves as the guinea pig of development of the major with strong sense of experiment; Second, normal universities tend to develop normal majors firstly, so hotel management as a non-normal major gets less education investment and opportunities, making students feel psychological imbalance; Third, the grass-roots internship in hotels always includes hard work, so that undergraduate students are often misunderstood as vocational or college students and they lack the sense of self-existence.

B. *Influence from Family Environment*

Hotel management majors in G normal university mainly come from third or fourth-tier cities, especially from the villages and towns. Students' original families are mostly not rich with relatively conservative minds, so they often simply deem the personnel cultivated by hotel management major to be waiters who "fetch the dishes, wash bowls and serve people". Parents do all the whole family can do to support the undergraduate students, but after graduation they have to engage in the occupation that "people without culture are also able to do". Thus, most of them could not bear and even feel lose face, and then strongly oppose students studying hotel management while waiting for opportunity to persuade students to change the normal majors, hoping that they can do "decency and stable" work after graduation. The pressure brought about by the original family environment often results in the hotel management majors lacking of self-confidence, so their professional happiness can't be high naturally.

C. Environment of Major Education

Normal majors in G normal university are its previous strengths with intensive discipline and strong teachers resources, so students career development path is clear, and "normal style" of the school is rich, which have a siphonic impact on non-normal majors, leading normal majors full of students while non-normal majors lacking in students. Additionally, hotel management is still in its infancy, so it is also weak in the non-normal majors. In the school education environment, professional self-confidence and sense of pride of the hotel management majors are increasingly fragile, so the professional happiness is inevitably low.

D. The Development Trend of the Industry

Hotel management major in G normal university takes cultivating service and management personnel of high-end star hotel as the goal. However, influenced by the current development situation of world economy and the transformation and upgrading of domestic hotel industry, in recent years the operating efficiency of high-end star hotel is difficult to maintain the performance before, and even declare bankruptcy and transformation one after another, which cause psychological impact of "Bleak" development prospects on hotel management majors in campus, so that they deep worry about their careers, leading to lower professional happiness for the future career.

E. Professional Value Orientation

The following social career value orientations, pull down the professional happiness of hotel management majors in G normal university to varying degrees: First, the normal university graduates tend to choose "stable, secure and respectful" teaching profession regardless majors; second, high-end star hotel (especially the International Hotel Group) prefer graduates from 985 and 211 colleges, so the fame of G normal university can't compete; Third, between the hotel management graduates from the normal universities and comprehensive universities, high-end star hotel (especially the International Hotel Group) often prefer the latter, because the latter is thought with more divergent thinking, strong practical ability, and calmness with the problem than the former; Finally, income and social status of grassroots positions in the hotel industry is generally low while cost of career promotion time is high.

Synthesizing the research, it is found that the influence factors on professional happiness of hotel management majors in G normal university can be sequenced from weak to strong as: family environment factors, professional education environment, students' psychological feelings, career value orientation and industry development trend. The specific impact of each factor perceived by the student is shown in "Fig. 1":

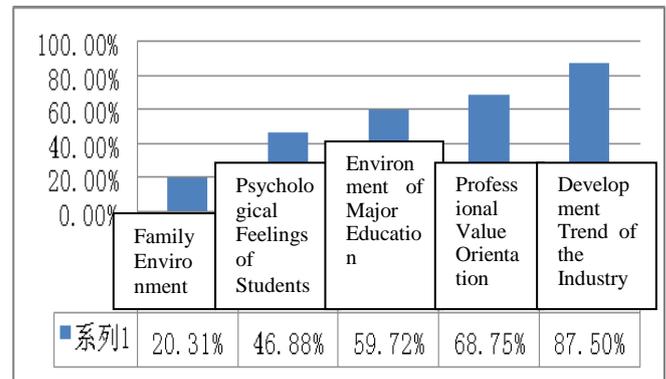


Fig. 1. Impact of various factors on professional happiness of hotel management majors in normal universities.

V. SOLUTION OF IMPROVING THE PROFESSIONAL HAPPINESS

It is self-evident that the professional happiness of hotel management majors in G normal university has certain specific attributes of the university, but only by researching this, overall status of the students in normal universities of our country can be reflected. In order to strengthen the professional thinking of students and improve the quality of personnel training, normal universities should follow the current trend and strive to continuously improve the students' professional happiness based on the foundation of education.

A. Balance the Education Investment in Different Majors and Optimize the Professional Education Environment

With reference to the social comparison theory, the lack of professional happiness of hotel management majors in normal universities is largely due to the subjective contrast between the development situation of their majors and other majors (especially normal majors) in the university. The sense of imbalance in neglect and disdain of major development greatly stimulated the dissatisfied mood of hotel management majors, so their professional happiness gradually eliminate in the repeated struggle of negative and positive self-identity of major development. Therefore, to strengthen the professional happiness of hotel management majors, normal universities must balance the education investment in majors, and increase the investment of faculty, professional facilities and development opportunities and so on to hotel management major. First of all, introduce or cultivate faculty with high academic qualifications, strong skills, wide view according to the training needs of hotel personnel to strengthen the professional self-confidence of students by taking teachers as examples; secondly, increase professional investment in teaching facilities and improve the professional training facilities to adapt to the training needs of hotel personnel skills; Finally, support the development of hotel management by giving more preferential policies and opportunities favorable for the major development. In this way, create a healthy and sound development of the professional education environment, to eliminate the psychological imbalance of students and gradually improve the professional self-confidence and happiness perception of hotel management majors.

B. Adjust the Talent Training Objectives to Adapt to the Needs of Talent Market

The above research shows that the target positioning of training talents for high-end star hotel management is too narrow, which is unable to meet all the employment expectations of students and greatly affected the students' sense of professional happiness. Hotel management is an applied major, so in order to enhance the professional happiness of students, the talent training objectives must be closely linked to the talent development needs of the industry, so that students can be needed by the industry, successful in learning, good at working, and employed by satisfactory companies. From the current development process of the entire hotel industry, the domestic traditional high-end star hotel expand speedily lead to oversupply of talents and limited future demand of talents; market of mid-range hotel begins to bud with large talent gap; unique and personalized non-standard accommodation (such as Bed and Breakfast, apartments, boutique hotels, holiday villas) become the new favorite of industry, which lack experienced professionals. Therefore, the training goal of hotel management majors should be moderately expand to the mid-range and non-standard accommodation industry, to cultivate suitable personnel with a higher professional quality, profound professional knowledge and adept professional skills, broaden the talent employment scope, so that the hotel management majors who take employment as the main goal of study can do what the industry need, and promote their professional happiness. In addition, in recent years, our country strongly encourages the development of vocational education, hotel management major in normal universities with strong "teacher style" should also go with the stream, to actively cultivate and transport teachers to vocational colleges, which can meet the professional expectation of some students of becoming teachers after graduation and thus enhance their professional happiness.

C. Complete the Personnel Training Program and Improve the Quality of Personnel Training

Huge gap between status of professional development and expectations, lack of self-confidence when competing with graduates from 985 and 211 universities, and disdain from the workplace are pulling down the professional happiness, which roots to a large extent in the low quality of the hotel management personnel training. In order to reverse this situation, hotel management major in normal universities should first concise the school-running characteristics, and establish the personnel training objectives different from that of 985 and 211 universities, comprehensive universities and higher vocational colleges; second, it should center on the market demand of hotel management talent and school-running characteristics to complete personnel training program with realistic and innovative spirit. What's more, hotel management major in normal universities should carry out the high-level teaching practice and research, to put students first, make benefit for students and cultivate the hotel management talent with high professional quality, strong professional skills, obvious professional characteristics and prosperous market demand. Strength generates self-confidence, quality determines the value and

talent with high quality can produce a higher workplace value, and thus promote the growth of higher professional happiness.

D. Implement Professional Mentor System and strengthen the Professional Psychological Guidance

Although the vast majority of college students have been adult, their mind may not be mature, so professional value and professional happiness is often affected by the external factors. Hotel management major in normal universities should equip a four-year exclusive instructor for each student to strengthen the professional knowledge of students and career guidance. First of all, the demand of talent market, professional training objectives and individual demands of students should be comprehensively considered to customize career development plan for each student, so that students make the striving direction of four years study and future career development goals clear at the beginning of school and confirm their confidence on career development. Secondly, they should implement professional counseling and psychological counseling by stages with focus according to the students' mental and intellectual maturity. For example, professional cognitive interpretation are emphasized for freshman to help students establish professional confidence; sophomore, junior focus on professional knowledge interpretation, professional skills training and professional event counseling to strengthen the professionalism of students; senior focus on psychological guidance for employment (or further study) and the skills of employing to improve the level and success rate of student employment (or further study). Clear development road in heart, instability under the feet, and clear career development path of the four years will undoubtedly strengthen the students' professional self-confidence and professional happiness.

E. Strengthen the Communication with Parents and Students, Change the Conservative Career Concept

Family environmental factors are the closest and most direct factors influencing the professional happiness of hotel management majors in normal universities. Students can't get recognition and understanding of their major from the family, so that they have no confidence and motivation to learn this major and cannot get fun from it, and then happiness index will be reduced accordingly. Teachers and students of the hotel management in normal universities can use a variety of direct or indirect media (such as interviews, telephone, QQ or WeChat, etc.) to communicate extensively with the parents of students and interpret the professional knowledge and career development path to them, so that parents can understand and accept the professional and support the study on this profession. In this way pressure from the original family can be reduced, so the students can firm the professional learning beliefs and enhance professional happiness.

VI. CONCLUSION

Change in professional happiness of hotel management majors in normal universities can be achieved only by the

power of normal universities, nor overnight. Improvement of factors such as the social career value orientation, low salary of the hotel industry and limited development of female employees and so on need the joint efforts from the whole society and industry. Normal universities can only do their best within the limits of their ability to enhance the professional happiness of hotel management students. Thus they can live up to the original intention of education.

REFERENCES

- [1] Chen Ling. Innovative Exploration of Talent Cultivation Model of Hotel Management major, *Science & Technology Vision*, 2013 (27): 71-71.
- [2] Jiangting, Liu Zhen, Sun Shurong. Research on the Optimization of Undergraduate Talents Training Mode in Hotel Management Chinese & Foreign Entrepreneurs, 2014 (34): 222-223.
- [3] Jin Huihong, Chen Yu. A Study on Happiness and professional happiness, *Modern Marketing*, 2012, 10: 234-236.
- [4] Ruan Jingjing. Study on the Development of Human Resource of internship in High-star Hotel in Kunming, Yunnan University, 2013.
- [5] Zhu Cuiying, Lingyu, Yin Xiaolan. Happiness and sense of Happiness: Positive Psychology People's Publishing House, 2011.