Research on Practical Teaching System of Hotel Management Major in Higher Vocational Education

— in the View of Innovation and Entrepreneurship

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Abstract—With the restructuring and upgrading of hotel industry, the demand of hotel industry for innovation and entrepreneurship is becoming increasingly urgent. How to work closely with the goal of personnel training for higher vocational colleges and hotel management major practice teaching? On the basis of the analysis of the innovation and entrepreneurship abilities which hotel management professionals should have, this article discusses the fit of practical teaching and entrepreneurial entrepreneurship ability training. Based on the construction ideas of "one combination, one main line, four guarantees", we propose a structure made of four systems and four levels, and build a practical teaching system which can continuously improve students' ability of innovation and entrepreneurship.

Keywords—Innovation and entrepreneurship; Hotel management; Practical teaching; System

I. TRAINING INNOVATIVE AND PIONEERING TALENTS HAS BECOME AN IMPORTANT MISSION OF HIGHER EDUCATION REFORM

In the year of 2015, Opinions on Deepening the Innovation of Creative Education in Institutions of Higher Learning was issued by the State Council, in which pointed out that: Deepen the innovation and entrepreneurship education reform in colleges and universities is the urgent need for national implementation of innovation-driven development strategy and promotion of economic upgrading, and is also an important move to promote the comprehensive reform of higher education and higher quality entrepreneurship for college graduates.

Innovation and entrepreneurial ability refers to the ability to comprehensively use various strategies and means for successfully solving the problems arising in the process of innovation and entrepreneurship, and combines innovation and entrepreneurial capabilities. At present, although colleges and universities attach importance to the development of innovation and entrepreneurship education, but attention is deserved on how to better integrate innovation and entrepreneurship education into the whole process of professional teaching and personnel training, and how to

actively cultivate students' sense of entrepreneurship, innovation, improve entrepreneurial capabilities.

In this background, establishing and perfecting the cultivation of students' innovative and entrepreneurial ability is not only in line with the law of undergraduate students' learning growth and education, but also meets the actual needs of enterprises. It is an important mission of professional reform in higher education in the future. In the course of professional learning, strengthen the needs of the industry to meet the needs of both inside and outside the school learning and practice, making the cultivation of professionals to become an important support for innovation and entrepreneurship.

II. INNOVATION AND ENTREPRENEURSHIP: NEW FEATURES OF TALENT DEMAND IN HOSPITALITY INDUSTRY

A. Hotel industry demand for talent innovation and entrepreneurship performance

1) With the increasingly fierce competition in the hotel market, the terminal innovation such as hotel R & D, design, brand, image and other front-end and market, sales and customer relationship maintenance are the most important competitive advantages for hotel enterprises. The change of competitiveness has proposed new demand for hotel talents for innovation and entrepreneurship.

2) The influence of demand of the new generation grown up under the environment of Internet and mobile communication can't be neglected in the hotel industry. At the same time, with the introduction of information technology, the revolutionary change of the management of traditional hotels provides more room for hotel innovation and entrepreneurship.

3) New occupations such as residential hotels, youth hostels, motels, caravan campsites and small boutique hotels are increasingly favored by the general public. The emergence of a new hotel format calls for more talents with innovative entrepreneurial spirit and ability.

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B. The innovation and entrepreneurship ability which hotel management students should have

This paper proposes that the core competence of hotel management students in innovation and entrepreneurship should cover the following aspects:

- 1) Post practical ability to operate: to be able to complete various tasks in the post, and to make themselves face the problem, have the ability to find problems, analyze problems and solve problems;
- 2) Innovative thinking skills: in the actual work analysis and induction of customer needs, product development, work processes, departmental management, brand promotion, marketing and other aspects of innovative ideas and ideas;
- 3) Ability to communicate: the idea of innovative and creative design can be expressed in the form of contributions, simulations or real products to convey new ideas or ideas to others;
- 4) Entrepreneurial potential: in the practice of their own ability and ability to innovate a certain height, with the ability to stimulate their own creativity to engage in hotels, restaurants and new business potential of entrepreneurship.

III. PROFESSIONAL TEACHING AND PRACTICAL ACTIVITIES TO MEET THE NEEDS OF HOTEL INNOVATION AND ENTREPRENEURSHIP

With the hotel industry's demand for innovation and entrepreneurship of talents increasingly urgent, as the main source of hotel professionals in our country, higher vocational education in hotels must be based on the goal of "cultivating hotel professionals with innovative entrepreneurship ability". Then how do teaching practice play a role as a platform and channel in cultivating innovative entrepreneurs in the hotel industry?

A. Composition of teaching practice system

Gu Mingyuan in the "Education Dictionary" mentioned that practical teaching is relative to the theory of teaching a variety of teaching activities in general, including internships, design, social surveys, designed to enable students to gain perceptual knowledge, master skills and skills [1]. The teaching system includes teaching objectives, teaching contents and teaching environment. Therefore, the practice teaching system should be constructed from the elements of objective, content, management and evaluation system [2].

From the domestic and foreign research literature, scholars have long realized the importance of practice teaching in the training of hotel management innovation and entrepreneurship, but these studies are more about the practice of hotel management and the practice of internship, base management and research, the establishment of a complete scientific practice teaching system remains to be further studied.

There are few researches on how to build the practical teaching system of hotel management major in the innovation and entrepreneurship training at higher vocational level. Zhao Dehui studied the research on the path of innovation and entrepreneurship education in China under the "Lausanne

model" and put forward the talent training of "public entrepreneurship and innovation" Mode and focus on improving the overall quality of the curriculum system settings [3]. Jin Li [4] and Su Wei [5] put forward opinions and suggestions from the practical teaching objectives, practice teaching methods and practice teaching conditions, teaching staff of domestic colleges and universities. However, for the innovation and entrepreneurship ability of hotel management professionals in the new era, the practical teaching and innovation and entrepreneurship training fit, the systematic practice of the system needs to be further improved.

B. The important role of practical teaching system in cultivating innovation and entrepreneurial ability

1) Practical teaching is an important means by which students can transfer theoretical knowledge into practical ability. Practical teaching can train students' abilities of using knowledge and creating knowledge so that students can really play the role of theoretical guidance and practice, enable students to master skills and prepare themselves for entering into posts;

2) Practice teaching to cultivate students 'practical abilities can stimulate and train students' innovative and creative potential and entrepreneurial potential, which are the necessary ways to realize the development of professional and creative entrepreneurship;

3) The accumulation of innovative ability to stimulate entrepreneurial potential, innovation ability can't be separated from the improvement of practical ability. Therefore, practice teaching is the basis for cultivating the ability of innovation and entrepreneurship. Students in practice continuously accumulate their practical ability, form a good sense of innovation, and gradually improve the ability of innovation and entrepreneurship [6].

IV. ANALYSIS OF PROBLEMS IN PRACTICE TEACHING IN INNOVATING AND TALENTS CULTIVATION

In the process of professional construction, combined with the goal of professional training and training mode, the hotel management specialty attaches great importance to the importance of practice teaching to cultivate high-end skilled professionals. Both the school and the enterprise cooperate to reform the practice teaching. The system includes the practice teaching target system, teaching content system and practice teaching management system, and designed the practical teaching module of four levels of early training, practical one class, enterprise teaching practice and graduation job internship [7].

With the ability of innovation and entrepreneurship raised, the major in practice teaching obvious problems are as follows:

1) In practical teaching system, the support for the cultivation of innovation and entrepreneurship ability is obviously not enough, and there are more courses in practical courses in the professional curriculum system. However, on the one hand, there is a clear lack of courses to cultivate students' consciousness and ability in innovation and

entrepreneurship. On the other hand, in the process, the students' sense of innovation and ability is not enough;

2) In the process of talent cultivation, the practical ability and the ability of innovation and entrepreneurship are not enough to cultivate. Although it is constantly put forward in the process of talent cultivation and emphasizes the importance of practice teaching, in the process of teaching implementation, training in light innovation and creative ability is repeated, Even emphasis on theory of light practice, emphasis on knowledge to teach light ability training;

3) The practice teaching system of carrying out the innovation and entrepreneurship ability cultivation needs to construct the corresponding practical environment conditions, which needs to be further improved from the practical place, the conditions of the teachers, the enterprise support and the financial support.

V. CONSTRUCTION OF PRACTICAL TEACHING SYSTEM BASED ON ABILITY INNOVATION AND PIONEERING.

A. The overall construction ideas: to adapt to the hotel management professionals in the positioning and goals

Based on the positioning of professional personnel training and objectives, the hotel management professional formed a "one combination, one main line, four guarantees" practice system to build a built thinking: combined with the needs of career development of students in employment, adhere to the "service to Chengdu modern tourism development of innovative entrepreneurship" as the main line, relying on Chengdu Tourism Vocational Education Group as a platform to build cooperation between the school-enterprise security, international standard construction of qualified personnel training and quality assurance, relying on information technology to build conditions for the protection of teaching training, professional construction and operation mechanism as a teaching management system guarantee.

B. Practical teaching system: "four systems, four levels"

"Four systems" refers to the practice teaching goal system, content system, management system and condition system; "Four levels" refers to the training of practical ability, including basic skills practice, comprehensive skills practice, planning and management practices, innovation and entrepreneurship practice, followed by the realization of professional skills, comprehensive professional quality, planning and design, operation and management, comprehensive and innovative entrepreneurship ability training (see Fig. 1).

Fig. 1. Practical Teaching System of Hospitality Management

C. The main content of practical activities

Practice teaching activities include basic skills practice, integrated skills practice, planning and management practices, innovation and entrepreneurship practice four levels (see Fig. 2). Through these four practical stages of reasonable and gradual implementation of practical teaching activities, innovation and entrepreneurship training objectives into all stages of personnel training to achieve practical ability of students, the training of innovative ability requirements.

1) Basic skills practice

Basic skills practice in the first two semesters of professional implementation, including the school-enterprise cooperation in cognitive tours, curriculum simulation practice projects, the practice of the school internship hotel three parts, focusing on training students lobby, rooms, dining, drinks and other basic skills and operating skills. Visiting enterprises to enable students to have the industry's cognitive and learning ability, good professionalism; Course simulation practice project is based on theoretical knowledge, enabling students to have the ability to practice the basic practical ability; Practice in the school internship hotel through practical operation and application to enhance the level of professional skills and comprehensive professional qualifications so that students in the course of learning the real business environment came to understand the future state of work to help students adapt to the work environment as soon as possible It meets the needs of the industry.

2) Integrated skills practice

Integrated skills practice in the third semester implementation, the main implementation is the combination of school-enterprise form, students in the school teachers and business teachers under the guidance of internship hotel completed 4 months of comprehensive skills practice. After a year of systematic knowledge of the professional learning and practical training in the hotel internship, the knowledge and skills to apply to the high-star hotel customer service learning, both emphasize the inspection and upgrading of student skills, but also to enable students to pass comprehensive skills practice to find and summarize the problems in learning for the next stage of learning, innovation and entrepreneurship ability to think and plan.

3) The planning and management practice

The planning and management practice will be implemented in the fourth and fifth semesters mainly through

the implementation of six courses of "hotel theme product design", "theme catering planning and operation", "cooking process", "baking process", "tea art" and "floral" and management projects, efforts to enhance students' innovative spirit and practical ability, at the same time through "tourism innovation and entrepreneurship practice" to improve students ability to innovation and entrepreneurship. Curriculum planning and management practice project allows students according to their specialties, choose a particular project of interest, under the guidance of the teacher, in the form of a project team to study together and study together, innovative research and design of hotel products, develop team spirit and the ability to integrate multidisciplinary knowledge and develop students' ability to design and practice.

4) Innovation and entrepreneurship practice

Innovation and entrepreneurship practice is implemented in the sixth semester, including the graduation internship, graduation design and micro-entrepreneurship in three parts.

In order to enable students to work quickly into the state, to adapt to the real working environment, graduation internships are students themselves to participate in the relevant business departments. Students really into practical work, give play to the comprehensive ability of innovation and creativity, solve problems for enterprises, provide new products, new processes and new standards, to create economic benefits for the enterprise. The graduation project is a practical activity that complements the graduation internship. The graduation project's theme comes from the summarization and sublimation of the students' professional knowledge in the graduation internship process, which reflects the students' research ability and innovation ability. At this stage, we provide micro-entrepreneurship for students, basic skills, planning and design, management and operation, innovative entrepreneurial skills and try micro-businesses such as coffee, bar, bakery, theme restaurant, bed and breakfast.

Fig. 2. Hotel management professional practice teaching activities

D. Improve the construction of teaching practice conditions

1) Establishing a curriculum system of hotel management major with higher vocational education with cultural characteristics

a) Further improve the professional curriculum system

On the basis of the conventional practice course system such as the lobby, guest room, restaurant and drinks, new

innovative ideas such as "hotel theme product design", "theme catering planning and operation", "creative coffee design" and "tourism innovation and entrepreneurship practice" ability to cultivate the curriculum, improve innovative design of hotel culture and creative learning projects and task design, curriculum design must strengthen the project design and implementation, highlighting students' awareness of innovation and entrepreneurship and ability training.

b) Strengthen the practical teaching of realistic integral course

Attach importance to the practical aspects of the course teaching, highlighting the close links with the industry in the course content setting and practice training, taking full advantage of the practical teaching conditions in the lobby, guest room, catering, coffee and other virtual teaching practice to internship in various departments of the hotel, coffee shop A corresponding period of practical learning; "Hotel theme product design", "theme catering planning and operation", "tourism innovation and entrepreneurship practice" should be simulated analysis and virtual simulation design and other practical aspects into the teaching design.

2) Construct a combination of reality and practice, the actual teaching conditions combined with actual conditions

a) Production practice base construction

Using in-school training hotels and VIA VIA cafes, two on-campus productive practice bases to better promote the professional curriculum structure, curriculum design and implementation improvement will be greatly improved in the past, the simple skill training for the real environment of experiential learning and innovative learning Innovative ability in student skill training.

The opening of Catering Culture and Creative Design Center promotes the adjustment of curriculum structure to make up for the disadvantaged students in Catering Design, restaurant operation and management, and enhances students' creativity and operation and management capabilities.

b) Virtual Training Center and digital resources construction

Combined with professional virtual simulation training system, a practical model of "virtual simulation training + enterprise real training" is formed. The virtual simulation technology can realize multi-resource, multi-brand and multi-culture comparative learning, base complement each other and optimize the practice teaching system; Apply the virtual resources and materials of virtual simulation technology to carry out the teaching practice of the theme product design, enhance the students' ability to learn the project design ability, plan ability, cultivate creative design with continuous innovation awareness, new products and new formats ability of professionals.

c) Tourism and Cultural Creativity Center

Make use of Tourism and Cultural Creativity Center to build hotel production creative center such as theme restaurant, tea house and flower road workshop, and develop the ability of students' innovation and entrepreneurship with the

combination of "cooking process", "baking process", "tea art" and "floral art" practice projects and business projects.

3) Construct and train first-class "double-qualified, innovation and entrepreneurship" teachers

a) On the one hand, we should strengthen the construction of a double-qualified faculty and promote the "integrated" training system. Teachers participate actively in the various activities organized by trade associations by participating in professional committees or related industries and acquire new information and skills as soon as possible. The implementation of teachers into the business attachment training, master more practical skills, to participate in various new technology training and certification exams;

b) On the other hand, we should adapt to the strategy of "One Belt and One Road" and "cultural self-confidence", adapt to the new needs of students' employment and entrepreneurship in the new situation, highlight the cultural and creative design ability and innovative and creative ability of teachers' training, strengthen the research and practice of teachers' construction mechanism, cultural creativity and entrepreneurial awareness of innovation to foster the overall planning, construction of a number of both professional theoretical knowledge, but also a wealth of practical experience, with the sense of innovation and entrepreneurship, "double-qualified, innovation and entrepreneurship" teaching team.

E. Strengthen the evaluation of teaching practice

In the early stage, the hotel management professional has set up a professional committee, which is in charge of the practical management level and staff team involved in the teaching departments, counselors, professional teachers, students (students team leaders) and enterprise teachers, and divides the responsibilities of relevant responsible personnel.

The practice teaching management of cultivating innovation and entrepreneurship ability should emphasize the diversity of appraisal. The appraisal standards and appraisal methods should reflect the characteristics of practical projects and achieve the goal of practical ability cultivation. Therefore, we need to develop appropriate assessment system, which includes both student assessment, but also includes the assessment of teachers. For different practical courses, to determine different assessment methods, the theoretical tests, skills testing, research projects, internship reports, special production, competitions and other skills together.

VI. CONCLUSION

The article begins with the analysis of changes in the core competitiveness of the hotel, the needs of the new generation grown up in the Internet and mobile communications environment, the demand for the hotel industry, the emergence of new business hotels appeals to more innovative and entrepreneurial spirit and ability of personnel. Based on this, the article Proposed the innovation creative entrepreneurial abilities which the hotel management student should have.

How to integrate practice teaching and hotel industry innovation and entrepreneurship training? the paper constructs a practical system of "one combination, one main line and four guarantees", as well as "four systems and four levels" practical teaching system, and designs the four levels of the system in details, Hoping to promote hotel management students creative and innovative entrepreneurship ability.

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