A New Way to Cultivate the Employment and Entrepreneurship Ability of Graduates of "Hotel Management and Digital Operation" Major in Higher Vocational Colleges

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Abstract: *With the rapid development of science, technology and economy, the hotel industry is also impacted by information technology. It is necessary to reform the business, optimize the existing business process, organizational structure and personnel allocation, and realize business model innovation. The hotel industry needs digital business talents with basic business knowledge and data thinking. At present, there are still many problems in the training of hotel management and digital operation professionals in colleges and universities. Therefore, this paper expounds the importance of the digital transformation of the hotel industry and the transformation to personnel training, analyzes the current situation of personnel training, and puts forward suggestions for personnel training.*

Keywords: *Higher Vocational Education; Hotel Management and Digital Operation; Education*

1. Introduction

As an important foundation for talent training, higher vocational colleges must adapt to the digital transformation of the industry and cultivate hotel talents in the new era that meet the needs of the industry. They should also redesign the educational objectives, curriculum, classroom reform and other aspects, clarify the needs of the hotel, and implement digital applications. They should not only use digital teaching methods in the course delivery, but also stay at the level of name change. On the road of talent training, we should also think comprehensively and train professionals who meet the market demand.

2. Analysis on digital transformation and talent training of hotel industry

2.1. Overview of hotel digital transformation

Hotel digital transformation refers to the transformation of hotel business through information technology, optimizing existing business processes, organizational structure and personnel allocation, and realizing business model innovation. The core of hotel digital transformation is data. By reducing the value of data and applying it to the service, marketing, operation and management of the hotel, the product, service and operation process of the hotel are reconstructed. Applying digital technology to different hotel scenarios improves the overall operation efficiency and management level. The digital transformation of hotels is reflected in online services and management, that is, to realize online services and internal management. Through online, the hotel can establish more interaction and contact with customers, provide more services, and use digital technology to make the operation of the hotel more smooth and efficient, in order to ultimately achieve the improvement of economic efficiency.

2.2. Changes in personnel training under the background of digital transformation

In September 2020, the Ministry of Education and other nine departments jointly issued "The Action Plan for Improving the Quality of Vocational Education and Training (2020-2023)", which proposed that higher vocational colleges promote the deep integration of information technology and education and teaching, and actively adapt to the requirements of the scientific and technological revolution and industrial revolution, so as to promote traditional majors with "information technology +", develop the digital economy in a timely manner, and cultivate new majors . In 20213, the Ministry of Education issued "The Professional Directory of Vocational Training "(2021). According to the needs of industrial

transformation and modernization, the original hotel management specialty in higher vocational colleges will be upgraded to hotel management and digital operation specialty, lead higher vocational colleges to explore new professional attitudes and talent training paths, and promote professional upgrading and digital transformation, as wee as clarify the training direction of hotel professionals, in order to improve the adaptability of vocational training to the market, and meet the current situation and trend of talent demand in the hotel industry.

3. Current situation of hotel management and digital operation personnel training

3.1. The theoretical content lacks relevance

With the application of information technology and the improvement of tourism consumption level, intelligent hotel has become the development trend and trend of the hotel industry. For hotels, intellectualization not only improves the consumption experience of customers, but also improves the service and management level of hotels, thus encouraging hotels to reduce costs and increase benefits. At the same time, the business process of the hotel has also changed. For example, in the "unmanned reception" of the smart hotel, many procedures such as room selection, reservation, check-in, card issuance, check-out, invoicing and deposit refund are completed by the customer himself. They are not front desk staff, but do a lot of simple and repetitive work, which is accurate and efficient. The reception staff only need to support or guide them. Therefore, many hotels no longer require the receptionist to be responsible for the original traditional check-in process. Instead, they need to be able to accurately assess customer needs and provide timely guidance and assistance. Therefore, they need to be able to communicate with customers and skillfully use the system to solve problems. In terms of rooms, the hotel can use big data statistics and energy consumption analysis to collect the preferences of customers in rooms and provide personalized services for customers. This reduces the work difficulty of the room staff, simplifies the contents that the staff need to pay attention to in their original work, and shifts their attention to mastering customer preferences, understanding customer expectations and providing quality services through data.

3.2. The design of practical teaching content lags behind

The digitalization of the hotel makes the service, management and business process online, shortens the information transmission time, reduces the possibility of errors, and improves the work efficiency. At present, vocational colleges basically carry out practical training in classroom reinforcement, but most of them are carried out with the help of the school training room or the cooperative off campus training base. Most of the practical training methods are still operational awareness of the theoretical course content, such as traditional programmed operations, such as making beds and setting tables. Students can not feel the intelligent process through the data platform, nor can they see how the hotel conducts background management through intelligent devices, and how to collect and analyze big data. In addition, the implementation and maintenance costs of the digital system are very high, which is difficult for most schools to bear. Even if teachers can teach relevant content in the classroom, it is difficult for students to understand and master skills through hands-on operation and demonstration, and it is impossible to guide students to establish digital thinking.

3.3. Students lack enthusiasm to explore digital technology

At present, the theory and practice courses offered by most colleges and universities contradict the digital situation of the hotel industry. In terms of personnel training, they still attach importance to service skills rather than management and operation, and lack training in big data analysis, revenue management, digital marketing and other skills, which makes the goal of students engaging in the hotel industry unclear. [1]Most of the students who focus on hotel management, especially those at the junior college level, do not know the goal and direction of professional learning and do not understand the trends of the hotel industry when they choose their majors in the college entrance examination. After entering colleges and universities, many students lack self-learning ability, pay little attention to the development of the hotel industry in the process of professional curriculum setting, and have no plans for their future. In addition, last year, students often went to the hotel for internship to really handle the actual operation. Due to the different conditions and assigned positions of the internship hotel, the internship time must meet the work requirements of the hotel, and it is almost impossible to achieve targeted job rotation. In the whole learning process, students have no deep understanding of how information platforms and digital

technologies are used in hotel management, so they lack enthusiasm for studying digital technologies.

4. The training path of hotel management and digital operation professionals

4.1. Adding digital content

First, independent digital related courses can be added. Professional basic courses include "application of hotel information technology", "introduction to hotel digital management", "hotel digital marketing", "big data analysis" and other courses, as well as "front desk service and digital operation", "catering service and digital operation" and "room service and digital operation" can be included in professional core courses. Second, digital content should be added to traditional courses, and valuable teaching time should be reserved to teach digital technology through visits, hands-on training and online display of contents and non core contents that need to be remembered in advance. For example, the function and layout of the front hall can be simplified, and the emphasis can be placed on teaching PMS system to effectively improve the practicality of the course. In addition, virtual simulation technology can be fully applied to this course to improve the teaching effect. For example, the room service course can achieve good teaching effect in the virtual scene, and can also solve the problem of insufficient training places.

4.2. Improving the digital applicability of teachers

The change of talent training direction also puts forward higher requirements for teachers. In addition to the ability to impart theoretical knowledge, teachers should also be able to integrate digital teaching content with industry reform. However, the current teaching materials generally lag behind the development of the industry.[2] Teachers need to constantly expand the teaching content in order to convey the front-end information of the industry to students. Most professional teachers in colleges and universities come from tourism and hotel management and do not have the ability to apply digital technology. Therefore, it is necessary to form a teaching team with teachers of computer science related majors to jointly promote the integration of digital teaching content. In order to apply the industry information first-hand to the course, the school can regularly select professional teachers to enter the hotel for learning experience, integrate the needs of the hotel into the course content design, and combine the course teaching with the hotel management to avoid the separation of teaching and demand. In terms of actual content, professional staff of cooperative hotels can be employed to conduct special lectures or lecture videos recorded for specific problems, and the combination of online and offline can be used to fully integrate theory and practice.

4.3. Establishing and improving the school enterprise cooperation mechanism

Higher vocational colleges bear the important responsibility of transferring talents to industry. Therefore, it is necessary to establish a sound school enterprise cooperation mechanism, and make appropriate adjustments to the formulation of talent training plans according to the needs of enterprises. Only in this way can we make clear the goal of talent training in colleges and universities and ensure the training effect.3] As the lead party and the hotel as the partner, the university should bind the interests of both parties and clarify their respective rights and obligations. Within the framework of the school enterprise cooperation mechanism, universities and companies should maintain close contact, establish a teaching cooperation system, and ensure the smooth implementation of teaching objectives.

Based on the common development goal of schools and enterprises, schools and enterprises must establish a sound school-enterprise cooperation management system, which can not only regulate the various behaviors of school-enterprise cooperation, but also improve the implementation efficiency of school-enterprise cooperation. This requires the universities with the university as the main body, to establish the school-enterprise cooperation mechanism, put forward the basic needs, clarify the responsibilities and obligations between schools and enterprises, and incorporate them into the management system. In addition, higher vocational colleges and enterprises can also through the "order class" to cultivate hotel management and digital operation talents, as the name suggests, order class is specifically for enterprises to cultivate talents and set up professional class, through the directional training to meet the demand of choose and employ persons, on this basis to enhance the pertinence of talent training. It should not only strengthen the deep cooperation between schools and enterprises, but also effectively standardize the school-enterprise cooperation according to the goal of talent training, which not only solves the problem of talent export in colleges and universities, but also provides high-

quality talents for enterprises.[3] Under the condition of the comprehensive optimization of the school-enterprise cooperative operation mechanism, higher vocational colleges and enterprises can give full play to their own advantages and make their own contributions to the development of universities and enterprises, thus forming a joint force of school-enterprise cooperation.

4.4. Improve the quality of practice teaching on the basis of the practice base

In the school-enterprise cooperation, enterprises should take the initiative to facilitate the talent training work of higher vocational colleges, on the one hand, to do a good job of site support, on the other hand, but also to actively cooperate with enterprises to carry out the relevant practical teaching work. In the process of implementation, the enterprise should according to the industry development trend and its actual situation, to provide universities with certain practical value of training base, make it to a certain extent, to adapt to the actual business needs of the enterprise, and to a certain extent, both the actual operation and management needs, provides the guarantee for later university-enterprise cooperation. In addition to the construction of the off-campus practice base, the company can also give some help to the vocational schools in terms of the aspects of equipment and funds, set up the internship base in the school, and restore the work site to the school interior, so as to help the vocational schools to do a good job in talent training. Higher vocational and technical colleges should take the practice base as the platform, reasonably optimize the curriculum and teaching mechanism, and improve the quality of the practice activities. It is an effective way to realize the teaching quality and vocational skills education in vocational colleges to build the school-enterprise cooperation mode of hotel management and digital management major in higher vocational colleges. Higher vocational and technical college should hand in hand with enterprises, build a good school-enterprise cooperation mechanism, consensus on the construction of practice base and teachers, and under the guidance of school-enterprise cooperation, constantly improve teaching quality, promote the development of enterprises and schools, strengthen students 'training education work, promote the combination of theory and practice education mode reform, improve students' comprehensive quality, lay a foundation for the future employment development.

5. Conclusion

At the same time, we can establish a training base through school enterprise cooperation, simulate the working scene or simulate the working scene through virtual reality technology, and improve the teaching quality and stimulate students' interest. In addition, many graduates trained in higher vocational colleges have become the backbone of the hotel industry. It is easier to get students' recognition by inviting them to teach business knowledge or give career guidance to students.

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