

Integration of hotel management education and innovative entrepreneurship education in colleges and universities

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Abstract: *At present, the traditional curriculum system of the hotel management major takes professional technology and skill courses as the core courses to cultivate the basic knowledge and service skills of modern hotel operation and management, and possess the applied first-line professionals required by the modern hotel industry. However, the current research and practice of Innovative entrepreneurship education in higher vocational colleges are mostly concentrated in the respective fields of "entrepreneurship education" and "professional education", and there is a widespread phenomenon of alienation between Innovative entrepreneurship education and majors and disciplines. It follows the modern vocational education concept of "building morality, facing everyone, and lifelong education". According to the needs of the development of tourism and accommodation industry for compound and innovative talents and the needs of students' individual career development, the talent training objectives and curriculum system are dynamically adjusted. Therefore, it is necessary to innovate hotel management work in time, so as to make it occupy an important position in the increasingly competitive market environment. This paper mainly focuses on the reform of entrepreneurial talents training mode in higher vocational colleges. The goal of entrepreneurship education can be effectively realized only by the combination of learning and thinking, the unity of knowing and doing, and teaching students in accordance with their aptitude.*

Keywords: *University; hotel management; Innovation*

1. Introduction

In recent years, with the expansion of enrollment in higher vocational schools, the number of large vocational schools has gradually increased. The number of applicants in China is gradually decreasing [1]. At present, the traditional curriculum system of hotel management major takes professional technology and skills courses as its core curriculum, which cultivates and masters the basic knowledge and service skills of modern hotel management, and possesses applied front-line professionals required by modern hotel industry. The rapid advancement of networking, intelligence and digitalization has brought about rapid changes in the labor market and profound changes in the working world [2]. How to face the future and adapt to changes, teaching reform in higher vocational colleges should not only focus on the growth of students' professional skills. We should pay more attention to the critical judgment, innovation, knowledge transfer ability and the formation of personal quality in the future life and work world. With the improvement of people's living standards, the development situation of tourism hotel industry is more optimistic [3]. To achieve this goal, the most effective solution is to guide the hotel management to integrate and innovate on the basis of understanding the future development direction

The integration of innovation and entrepreneurship education and professional education is one of the latest ways to improve vocational colleges. However, at present, the research and practice of Innovative entrepreneurship education in higher vocational colleges are mostly concentrated in the respective fields of "entrepreneurship education" and "professional education", and there is a widespread phenomenon that Innovative entrepreneurship education is alienated from majors and disciplines. It follows the modern vocational education concept of "cultivating people by virtue, facing everyone and lifelong education" [4]. According to the needs of the development of tourism and accommodation industry for compound and innovative talents and the needs of students' individual career development, the personnel training objectives and curriculum system are dynamically adjusted [5]. Therefore, we need to make new improvements to the hotel, so that it has a certain position in the

market competition [6]. Therefore, it is necessary to innovate hotel management in time to make it occupy an important position in the increasingly competitive market environment. As a base for training front-line employees in the hotel industry or personnel engaged in hotel related service industry, hotel management major in higher vocational colleges needs to conform to the trend of the times and fully integrate the professional talent training mode with the Innovative entrepreneurship concept [7]. If we still follow the traditional curriculum system and training objectives, it is difficult to cultivate innovative entrepreneurial talents. In order to change this situation, we must reform the traditional teaching mode and curriculum system of hotel management major in Higher Vocational Colleges [8].

2. The Urgency of Reconstructing the Model of Entrepreneurship Education for Hotel Management Major in Higher Vocational College

2.1. The need for the rapid development of tourism and hotel industry

The development of China's tourism and hotel industry needs the school system of higher vocational schools. Students majoring in hotel management in higher vocational colleges. The school lacks standardized management documents, and there are flaws in the specific implementation [9]. The development of students' innovative thinking and the training of entrepreneurial ability is a gradual process from quantitative change to qualitative change. Therefore, we can get the mathematical model of hotel management practice teaching system. As shown in Figure 1.

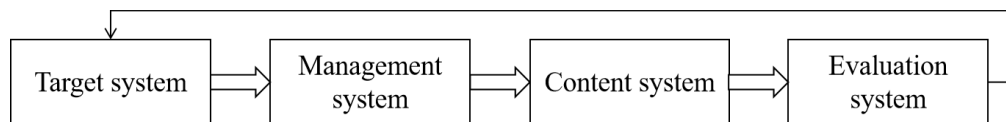


Figure 1 Exploded diagram of practice teaching system

Among them, the "initial stage" mainly carries out cognitive education of specialty, Innovative entrepreneurship, cultivates interest in Innovative entrepreneurship, and reserves entrepreneurial knowledge. Professional basic theory courses include "Tourism English", "Practical Writing", "Introduction to Tourism", "Tourism Culture", "Hotel Management", "Hotel Human Resource Management" and "Tourism Economics" [10]. To provide products and services for hotels, these companies must be familiar with hotel needs, and hotel managers are aware of such needs and standards to varying degrees. The work of hotel management branding is to build a service brand in line with the development of the hotel, which shows a service affirmation to consumers. It is an important content for hotel enterprises to construct corporate culture. Therefore, the integration and innovation of tourist culture in hotel management is also an important part of the hotel in the new trend of development.

2.2. The need for university graduates to start their own businesses

The reconstruction of entrepreneurship education mode of hotel management major in higher vocational colleges is an inevitable need for college graduates to start their own businesses. College students are one of the most innovative entrepreneurial groups, and their demand for self-employment is extremely strong. Hotel service awareness must be constantly improved, and hotel management major in higher vocational colleges, as a reserve army for cultivating hotels, should pay attention to the improvement of students' quality. Help them establish the consciousness of "serving the people", strictly abide by industry norms and standards, and work carefully. Entrepreneurship is a practical activity to put innovative ideas into entrepreneurial action and create a new product, occupation or post, which belongs to the level of behavior and action. The problem of low efficiency of hotel management shows that the hotel department workers pay attention to the efficiency and quality of their own department work, and lack of overall development thinking. It is difficult to build a close cooperative relationship between departments "College graduates are not only less and less called job seekers, but on the contrary, they will become entrepreneurs.

3. Reform Countermeasures of Hotel Management Professional Education Model Based on Innovative entrepreneurship

3.1. Enhance teachers' Innovative entrepreneurship capabilities

Hotel management is a major with high professional and technical requirements, and with the development of the times, the society's requirements for talents in the hotel industry are gradually increasing. The content system, management system and evaluation system are all built and implemented around the target system. As shown in fig. 2.

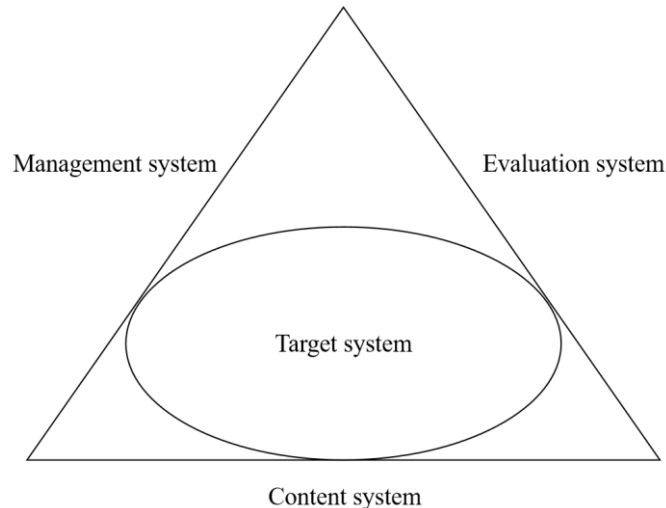


Figure 2 Relationship diagram of each subsystem

In addition, the hotel industry is a completely competitive industry with huge market space, especially the catering industry with large space and low barriers. Some "small and beautiful" catering models have fast capital return, large or small investment scale and easy start, which are very suitable for starting a business. Innovation and entrepreneurship are relatively independent and comprehensive. It is a kind of spirit and value orientation that dare to break the convention and be unconventional, belonging to the ideological level. The innovation and integration of service requires the hotel to scientifically design the work content of external marketing and internal management in the management. The innovation and integration of internal management requires scientific adjustment of hotel hardware facilities to meet the requirements of consumers. Therefore, this is a long-term education that needs to be persevered. We should create a relatively stable educational content and build a relatively standardized educational model.

3.2. Strengthen the cultivation of students' ideological quality

Vocational colleges should pay attention to the cultivation of students' ideological and political qualities while focusing on cultivating skilled talents. Micro-level education mode, that is, education and teaching process mode at all levels, mainly includes talent training mode, curriculum mode and teaching mode. Some scholars say. Talent training mode is the lower concept of the third level of education mode, that is, the teaching process mode at all levels. It is bound to be influenced by the macro level and medium level education mode. The construction of new Innovative entrepreneurship curriculum system is to integrate the whole process of Innovative entrepreneurship education consciousness, knowledge, skills and practice education into the four modules of traditional curriculum system. As shown in Figure 3.

The training of information technology application and management ability should be emphasized in the professional curriculum content of higher vocational education. After the tourists enter the scenic spots, if the hotel can provide the tourist groups with the relevant information of the scenic spots in their area. The hotel will leave a very good impression on consumers, so as to build a high-quality brand image. Innovation is a part of the new development concept. The cultivation of students' innovative thinking consciousness is advocated in the teaching process. Entrepreneurship is a kind of living state of human beings, but innovation exists all the time, and it is a kind of self-development ability.

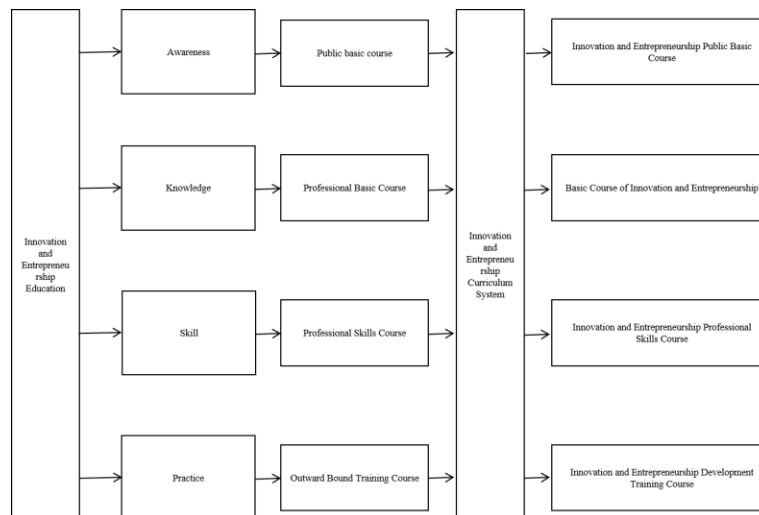


Figure 3 The construction diagram of the Innovative entrepreneurship curriculum system

4. Conclusions

There are some problems in the curriculum system design, student management mode, educational evaluation mode and teaching mode of hotel management major in higher vocational colleges. Local change often involves finding a better way to meet the same needs, and the change is a part of the whole. Holistic change is usually a change to the overall structure in response to new demands, which bears the fundamental change of a whole. On the other hand, teachers are required to consciously establish the concept of Innovative entrepreneurship education, continuously learn and accumulate knowledge of Innovative entrepreneurship education, and train skills of Innovative entrepreneurship education. At present, the concept of Innovative entrepreneurship advocated vigorously focuses on the cultivation of students' innovative consciousness, and entrepreneurship is the exertion of students' ability on the basis of mastering relevant theories and practices. At present, China's Innovative entrepreneurship education is still in its infancy, in the exploratory and pilot stage, and there are many problems to be studied. In the process of carrying out the comprehensive budget management of enterprises, we should follow the actual requirements of modern enterprise management. In order to ensure the smooth realization of the comprehensive budget management objectives of enterprises, we should accurately evaluate and analyze the comprehensive budget management objectives, improve the comprehensive budget preparation level and implementation, and strengthen the budget performance evaluation and analysis.

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