

# Research on the International Vision and Ability Training of Hotel Management Talents

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**ABSTRACT.** *The trend of global economic integration is becoming more and more obvious, and the process of hotel internationalization is speeding up. In this context, it is urgent for Chinese international hotels to have hotel management talents with international vision. It is an important goal of cultivating hotel management talents in China to broaden the international vision of hotel management talents and cultivate their international strategic thinking. The international vision and ability training of hotel management professionals is not achieved overnight. It is necessary to set up phased training objectives. At the same time, according to the characteristics of hotel management discipline, combined with the education environment of colleges and universities, targeted and scientific training is needed to ensure the international vision and ability training of hotel management professionals.*

**KEYWORDS:** *Hotel management, International vision, Professional personnel training*

## 1. Introduction

Foreword: Economic globalization is the inevitable trend of global economic development. Economic integration and mutual influence of various countries have made international trade an indispensable part of the socialist market economy system. With the improvement of China's infrastructure, network economy has become a new engine of China's economic growth. In the new environment of global integration and Internet development, China's economy has undergone tremendous changes, and various industries have achieved rapid development. Under the new economic situation, talents have become an important driving force for the development of hotels, and industrial and commercial professionals with international vision are more irreplaceable. In the process of operation, enterprises have begun to pay attention to the excavation and training of international talents. This paper analyzes the common problems and training mode of hotel management talents in Colleges and universities, hoping to provide reference for the international vision and ability training of hotel management talents in Colleges and universities, improve the application level of hotel management talents, and lay the foundation for the cultivation of hotel management talents with international vision in Colleges and universities.

## 2. Necessary Quality of Hotel Management Professionals

### 2.1 Current Situation of Hotel Management Discipline

Directly benefited from the rapid development of national economy and the improvement of people's living standard, the scale of China's hotel industry continues to grow, and China's hotel industry is gradually moving towards a large-scale, high-quality development era. According to the public data of China Hotel Association, in 2018, the scale of the national hotel industry continued to expand, with the total revenue of accommodation and catering industry of about 5 trillion yuan, of which the catering industry will reach 4.4 trillion, and continue to maintain a 10% growth rate. According to this calculation, in 2018, the revenue of the whole hotel industry (excluding catering) reached about 600 billion yuan, maintaining a good development trend.

### 2.2 The Cultivation of International Vision is the Outstanding Feature of Hotel Management Professionals in the New Era

The cultivation of professional talents under the discipline of hotel management is also the cultivation of professional talents of hotel management in the popular sense. The most prominent feature of hotel management

is practicality. It is an application-oriented discipline closely related to the development of politic, geographic and business operation and management. This major focuses on cultivating high-quality technical talents with good professional ethics and humanistic quality, basic knowledge of hotel service and operation management, good language communication, hotel operation management and team cooperation ability, and front-line service and grass-roots management in modern hotel industry or high-end service industry.

Hotel management is an applied discipline, focusing on the practicality of the discipline. Therefore, hotel management talents must meet the needs of Hotel Industry development, the needs of consumers and employees, especially the needs of hotel production and operation promotion. With the continuous development and improvement of socialist market economy and the acceleration of global economic integration, the comprehensive expansion of the market means the intensification of market competition. The core of hotel competition now is the competition of talents. Under the new economic form, the market is constantly improving the requirements for the ability of management talents of modern hotels and international industrial and commercial industries. It is still not enough to have a wide range of knowledge and marketing ability. Only new hotel management talents who have a deep understanding of the international hotel market and know the operation rules of the Different levels' international hotel are the current international development background New talents urgently needed in the market. Therefore, the education of hotel management should keep pace with the times, follow up the pace of the market, fully understand the characteristics of the present industry situation, summarize in practice, develop a new model of talent training, improve the standards of talent training, keep up with the pace of the mainstream thought, meet the challenges brought by economic globalization, adapt to economic development, and ensure the practicality of hotel management education.

### **3. The Importance of Training Hotel Management Professionals**

#### ***3.1 Basic Concepts of International Vision***

International vision is an economic concept, which refers to a thinking mode. This mode requires business managers to have an international vision, observe the general laws of economic operation and marketing ideas from a global perspective, and formulate a set of programs suitable for the international development of enterprises.

From the sociological point of view, it focuses more on the role of a person in history and society. Therefore, from the sociological point of view, it explains more about a person's state in the economic environment of global integration, reviews the global history and the current international environment, evaluates the position and role of his country in this environment, and then pushes from the country to the individual, fully realizes that In other words, the global vision in sociology refers to the multifaceted display of knowledge, skills and literacy that individuals have in the global context.

#### ***3.2 Meet the Needs of Modern Social Development***

With the continuous development of social productivity, with the progress of science and technology, the society has made a transition to modernization. Compared with the traditional market, the modern market is more open. International brands, common in the market, have become a part of people's daily production and life. The brand hotel is a golden signboard to attract tourists. The hotel industry rate takes the lead in international connection, which is the prerequisite for manufacturing international tourist destinations. The degree of internationalization of the hotel industry is not only the current hardware, but also the current software. International hotel brand has a long history, good reputation and stable quality. Joining or entrusting its management is an effective way to promote the service level of the hotel industry as a whole. Paying attention to the concept of brand hotels and being more familiar with the "rules of the game" of the international tourism service industry provide favorable conditions for the development of the hotel industry. Great changes have taken place in the individual, enterprise and market environment. hotel management education must meet the needs of social and economic development, innovate the education concept, and take the basic goal of importing enough hotel management professionals who are familiar with the general laws of manners and reception etiquette to the society.

#### ***3.3 Meet the Needs of Personal Quality and Competitiveness***

In the process of global economic integration, more and more attention has been paid to the role of talents. In

other words, from the competition of small enterprises to the competition of countries, the most fundamental competition point is the competition of talents. Behind the competition of talents is the competition of talents' self achievement and higher education ability. In the modern economy, the level of social opening has reached the historical level. In such a big environment, higher education must be in line with international education, ensure the internationalization of education, increase the competitiveness of colleges and universities, create a new training mode of international vision and ability for hotel management professionals, and the talent training strategy of colleges and universities must be aimed at improving the global hotel industry, so as to cultivate the talents suitable for the present. The new-type talents in the modern society meet the development needs of talents themselves and the development requirements of consumers.

#### **4. Ways and Measures to Cultivate International Vision and Ability of Hotel Management Talents**

##### ***4.1 Define the International Vision and Ability Objectives of Hotel Management Talents***

Colleges and universities need to be clear that in the current growing international tourism, the ultimate goal of college education is to cultivate international hotel management talents. In order to effectively optimize the international vision and ability of hotel management talents, colleges and universities must determine the general objectives of talent training in advance, investigate the knowledge and professional skills of international hotel management talents, and clarify different disciplines in order to improve the efficiency of personnel training, we should aim at a specific goal and carry out scientific education.

Generally speaking, the international hotel management professional knowledge system can be regarded as three levels. The professional ability of hotel management can be divided into three levels: Level 1: be able to use the basic knowledge and skills of hotel management to independently complete the general routine tasks of hotel catering, guest room and front office post service; Level 2: be able to skillfully use professional knowledge and skills of hotel management to complete grass-roots management and supervision of hotels except catering, banquet, conference, room service and reception services; Level 3: be able to skillfully use the professional knowledge and skills of hotel management to complete the work of hotel marketing, hotel human resource management, hotel cost accounting, hotel information management, etc., and be able to handle and solve the planning and implementation work of the hotel business department through data query, analysis and research or with the help of the team.

##### ***4.2 Develop an International Talent Training Model Suitable for the School Situation***

Colleges and universities are the important hub of talent transportation. Colleges and universities can provide learning place and good education environment for hotel management talents. The cultivation of international ability and international thinking mode is not overnight, but often under the influence of colleges and universities, students' spontaneous learning is induced. The cultivation of international hotel management talents is mainly divided into three modules. One is to internationalize the teaching content of students, the other is to internationalize the scientific research project, the third is to internationalize the campus management mode, so as to achieve the all-round international integration. Specifically, in the actual teaching, universities need to strengthen the cooperation with the international and create an international teaching atmosphere. At the same time, different universities should ensure that Keep their own characteristics, keep their own differences in the training of international talents, and create their own training mode. [8]

#### **5. Conclusion**

To sum up, the cultivation of international vision and ability of hotel management talents is the inevitable development demand of hotel under the new economic situation, and also the need of education reform of colleges and universities. It is a win-win event for hotels, colleges and individuals. Therefore, colleges and universities must pay attention to the cultivation of international vision of hotel management professionals, build an international communication platform for college students, and adopt international education Learning method: in the actual teaching, we should pay attention to the input of the concept of nationalization, ensure that students can achieve the dual promotion of knowledge and ability, introduce practice in the teaching, deepen and expand the teaching content in the practice, pay attention to creating a sense of international atmosphere, and ensure that students can effectively improve their international thinking and ability in the practice.

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