

# An Analysis of Employment-oriented English Teaching for Hotel Management Majors in Higher Vocational Colleges

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**Abstract:** The job market has put forward higher requirements for the English teaching of hotel management in higher vocational colleges. With the process of globalization and the rapid development of tourism, the job market demand of hotel management is growing day by day. The hotel needs management talents with transnational communication skills and professional English skills in order to conduct international exchanges and business cooperation. Therefore, English teaching for hotel management majors in higher vocational colleges should be closely combined with vocational needs, cultivate students' four basic skills of listening, speaking, reading and writing, and pay attention to cultivating cross-cultural communication skills, business negotiation skills and teamwork spirit. Based on this, this paper analyzes the employment-oriented English teaching strategies for hotel management majors in higher vocational colleges for reference.

**Keywords:** Higher vocational education; Hotel management; Professional English; Teach

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## Introduction:

English teaching for hotel management majors in higher vocational colleges has an important impact on students' career development. As an international language, English plays an important role in the international hotel industry. A good command of English can broaden career development channels and provide more opportunities for students. Whether it is an overseas employment, an international hotel internship or participating in an international conference, good oral English and negotiation skills are essential. Hotel management majors in higher vocational colleges should integrate English teaching into professional courses, so that students can improve their English ability in practical application and lay a solid foundation for future career development.

## 1. Problems in English teaching of hotel management major in higher vocational colleges

With the booming development of the tourism industry, the demand for hotel management is also growing rapidly. As an important practical subject, English plays an important role in hotel management. However, there are some problems in the English teaching of hotel management in higher vocational colleges, which need to be paid attention to and considered. The traditional teaching method has some limitations. In the past, teachers used traditional teaching methods such as classroom teaching, textbook learning and mechanical memorization. This teaching mode emphasizes the inculcation of theoretical knowledge and neglects the cultivation of students' practical application ability. Students lack practical operation and contextual input, which makes the learning effect unsatisfactory. The lack of teaching resources is an important factor restricting the development of hotel management English teaching. Higher vocational colleges have relatively little investment in English teaching, slow updating of teaching materials, relatively simple classroom facilities and lack of practice environment. Hotel management students often need to face complex practical work scenarios, which require a certain degree of English communication skills support.

## 2. Employment-oriented English teaching strategies for hotel management majors in higher vocational colleges

### 2.1 Industry-oriented teaching content and resources

The English teaching of hotel management in higher vocational colleges aims to provide students with industry-oriented teaching content and resources to help them acquire practical application capabilities. The teacher can combine the classroom content with

the actual hotel management operation with the actual case. Through the introduction of practical cases and real situations, students can better understand the application of English in hotel management. For example, teachers can design a simulated hotel reception scene for students, so that students can combine their English knowledge to simulate communication and coordination in the actual working environment. Industry-oriented teaching materials and resources can be introduced. English teaching materials, journals and industry reports in the field of hotel management can be used in teaching. These resources can help students understand the latest trends in the industry and improve their professionalism. In addition, teachers can also encourage students to participate in industry-related internships or practical training to experience the practical operation of hotel management and combine it with the learning in the classroom. Case studies and team projects can also be conducted. By conducting case studies, students gain a better understanding of the challenges and solutions in hospitality management. Teachers can group students so that they can solve practical problems together, and cultivate students' teamwork and problem-solving ability through team discussion and presentation. Teachers can also introduce technical support and multimedia teaching tools to improve the effectiveness and attractiveness of teaching. Through the use of multimedia teaching tools, teachers can demonstrate practical practices and processes in hospitality management, increasing students' engagement and understanding. At the same time, teachers can also make use of Internet resources to allow students to conduct online learning and discussion to broaden their horizons and knowledge.

## **2.2 Practice and communication ability training**

English teaching for hotel management major in higher vocational colleges is an important link to cultivate students' practical ability and communication ability. In modern society, the hotel industry is highly competitive, and the requirements for employees are increasingly high, especially for those with good English skills. Therefore, the hotel management professional English teaching should pay attention to the cultivation of practice and communication ability, and adopt corresponding strategies. One of the strategies to improve students' practical ability is to introduce practical cases and simulated situations. By providing students with real cases and simulated situations, students are fully engaged in the classroom and apply theoretical knowledge to practical problems. For example, students can be organized to play the role of hotel employees and talk to guests, simulating real work scenarios. In this way, students can not only improve their practical abilities, but also develop problem-solving skills and communication skills. One of the strategies to strengthen students' communication skills is a diversified teaching method. In addition to traditional classroom teaching, teachers can make use of modern teaching tools and technologies, such as multimedia, Internet resources and online classes, to stimulate students' interest in learning and active participation. In addition, teachers can also organize students to have group discussions, role play and speech activities, so as to exercise students' oral expression ability and teamwork ability. Pay attention to the individual development of students, pay attention to the cultivation of students' independent learning ability and critical thinking. The major of hotel management involves more professional knowledge and practical operation, which is also the case in English teaching. Therefore, teachers should encourage students to take the initiative to learn and cultivate their self-learning ability. At the same time, teachers should also guide students to think critically and cultivate their ability to analyze and solve problems. Creating a positive learning environment is also one of the important strategies to improve students' practical and communication skills. Teachers should pay attention to interaction with students and encourage students to ask questions and express their opinions. At the same time, teachers should also create an inclusive and friendly atmosphere, so that students feel relaxed and at ease, so that they can better accept the teaching content and actively participate in learning<sup>[1]</sup>

## **2.3 Diversified teaching methods and assessment methods**

In the English teaching of hotel management major in higher vocational colleges, diversified teaching methods and assessment methods are important strategies to improve students' language ability and practical ability. Through innovative teaching methods and comprehensive assessment methods, students' interest in learning can be stimulated, students' comprehensive ability can be cultivated, and teaching quality can be improved. The diversified teaching methods include classroom teaching, practical teaching and project teaching. In classroom teaching, teachers can use lectures, interactive discussions and group cooperation to help students master language knowledge and theoretical knowledge of hotel management. At the same time, teachers can also use multimedia teaching AIDS and practical cases and other teaching resources, so that students can better understand and apply the knowledge. In practical teaching, students can participate in activities such as hotel internship and simulated operation, and improve their language expression ability and practical operation ability through practical operation. In project teaching, teachers can organize students to complete practical hotel management projects, such as planning hotel activities and designing service processes, etc., and cultivate students' comprehensive ability through teamwork, practical operation and oral reports. Assessment methods also need to be diversified to get a comprehensive picture of students' learning and practical abilities. Traditional

examination and assessment can be combined with open questions and operational questions to test students' language expression ability and problem-solving ability. At the same time, students' usual performance should also be valued, which can be evaluated through homework, discussion and classroom performance. In addition, the characteristics of the hotel management profession determine the importance of practical ability, so practical assessment is also essential. Students' practical ability and comprehensive application ability can be evaluated through internship reports, project results presentation and oral reports. Under the diversified teaching methods and assessment methods, students can participate in learning more actively and develop their potentials and abilities. At the same time, students are able to better understand and apply the knowledge, improve practical skills and problem-solving skills. Teachers can also better identify the strengths and weaknesses of students, give timely guidance and help, and better promote the growth and development of students<sup>[2]</sup>

## **Conclusion:**

To sum up, English teaching for hotel management majors in higher vocational colleges is of great importance in terms of job market demand, career development demand and professional knowledge imparting. By focusing on cultivating students' English communication skills, cross-cultural communication skills and professional knowledge, they can better adapt to the increasingly open job market and achieve their personal career development goals. Therefore, the English teaching of hotel management in higher vocational colleges should be paid more attention to, and the teaching quality and teaching methods should be continuously improved in order to cultivate more excellent hotel management talents who can adapt to the international development.

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