

Study on Hotel Management English Teaching under the School-enterprise Cooperation Model

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Abstract: The school-enterprise cooperation model provides students with the opportunity to combine practice and practical experience. In the school-enterprise cooperation model, hotel management students can get in touch with the real hotel operating environment, and communicate and cooperate with actual practitioners. Through practical practice, students can better understand the practical application of the knowledge learned in hotel management and continuously improve their skills in practice. This practical teaching method can help students better adapt to the future working environment, adapt to and master the skills and experience in practical work in advance. Based on this, this paper analyzes the teaching and research strategies of hotel management English under the school-enterprise cooperation model for reference.

Keywords: School-enterprise cooperation; Major in hotel management; English teaching

Introduction:

The school-enterprise cooperation model can promote the close combination of teaching and enterprise needs. The English teaching of hotel management majors needs to constantly pay attention to the needs of enterprises and industry dynamics in order to adjust and update the teaching content in time. Working with companies allows schools to better understand the trends and actual needs of the hospitality industry and incorporate this information into their teaching. Companies can provide schools with resources such as real cases, real-time data and experience sharing, and schools can update teaching content based on these resources to make it more relevant to actual needs.

1. Current situation of English teaching for hotel management majors

With the booming of the global economy and the growing prosperity of the tourism industry, the demand for hotel management professionals is increasing. As an international language, English plays a vital role in the hotel management industry. Therefore, the quality and effect of hotel management English teaching are of great significance to the training of high-quality hotel management talents. However, there are still some problems in hotel management English teaching at present. There is a lag in the updating of teaching materials and teaching contents. Due to the rapid development of the hotel management industry, new hotel management concepts, technologies and trends emerge one after another. However, some hotel management professional English teaching materials still stay in the past concepts and knowledge points, unable to timely follow up the latest developments. This leads to a certain gap between what students learn and what they actually need to work. The way of education and teaching methods need to be improved. The traditional teacher-led classroom teaching model with students as passive receivers still exists, which lacks interaction and practice. For hotel management majors, practical ability is very important, and it is difficult to cultivate students' practical ability and problem-solving ability only by relying on book knowledge. As a result, there is a need for more hands-on courses and projects that give students real exposure to all aspects of hospitality management. The construction of teachers is also an issue that needs attention.

2. Measures to be taken in the English teaching of hotel management majors in school-enterprise cooperation

2.1 Implement practical teaching plan

School-enterprise cooperation plays an important role in the English teaching of hotel management majors. In order to better cultivate students' practical ability and promote them to apply what they have learned to practical work, measures should be taken to implement practical teaching plan. Professionals from the hospitality industry can be invited to campus to give talks or workshops. Through interaction with professionals, students can learn about the latest developments in the hotel management industry and understand the skills and knowledge needed to master in practical work. At the same time, they can also get practical cases and experience sharing to help them better understand the relevant theoretical knowledge. Field trips and internships can be organized for students. For example, students can be organized to visit various types of hotels to understand the operation mode and management characteristics of different hotel types. Students can also participate in the practical work of the hotel, such as reception of guests, service management, promotion and so on. Through hands-on experience, students can deepen their understanding of hotel management and develop practical skills. Case teaching can be used to teach. By analyzing real cases and exploring the problems and challenges involved, students are encouraged to come up with reasonable solutions. This can not only increase students' hands-on practice opportunities, but also cultivate their analytical thinking and problem-solving skills. Virtual laboratories and simulated hotel management software can also be introduced. Through these tools, students can simulate various aspects of hotel management in a virtual environment, such as front desk reception, room management, food service, etc. This can develop students' operational skills and make them more comfortable in real work. Students can be organized to participate in a number of competitions and practical projects related to hotel management. These competitions and events can be organized within the school or by external organizations. By participating in these competitions and projects, students can exercise their teamwork, communication and innovation skills, and improve their competitiveness in practical work.

2.2 Invite industry experts and enterprise mentors to carry out teaching

Hotel management is a discipline closely related to practice, so it is very important to invite industry experts and enterprise tutors to carry out teaching in the English teaching of this major. Inviting industry experts to participate in English teaching can improve students' practical ability and professional quality. One of the purposes of hotel management professional English teaching is to help students master the relevant knowledge and skills of the hotel industry. However, it is difficult for students to truly understand the actual working environment of the hospitality industry through classroom teaching alone. Therefore, inviting industry experts as guest lecturers for the course can provide students with practical cases, operational experience and industry dynamics to share, so that students can better understand and apply the knowledge. Inviting enterprise tutors to participate in English teaching can increase students' employment competitiveness. Hotel management graduates usually need to have some English language ability and some understanding of hotel management practices. Inviting enterprise tutors to participate in English teaching can help students better understand the employment needs and employment trends of the hotel industry, so that students' English teaching can be closer to the actual employment situation. In addition, corporate mentors can provide internship opportunities, career guidance, and career planning resources to help students find employment. Inviting industry experts and business mentors to participate in English teaching can promote deep cooperation between schools and businesses. Hotel management is a discipline closely related to the hotel industry, and inviting industry experts and business mentors to participate in teaching can increase the contact and cooperation between schools and enterprises. Schools can invite industry experts to help with teacher training, and corporate mentors can also be invited to provide internship opportunities and employment opportunities for^[1].

2.3 Establish a practical project cooperation platform

School-enterprise cooperation has always been an important part of modern higher education. In the English teaching of hotel management majors, the establishment of practical project cooperation platform can improve students' practical ability and theoretical level, and carry out in-depth cooperation with enterprises to lay a solid foundation for students' career development. Establishing a platform for practical project collaboration can provide students with the opportunity to engage with real industry environments. By working with relevant companies, students can understand the actual operation of the hotel management business, understand the market needs and industry trends. This practical experience helps students to apply theoretical knowledge to practical operation and cultivates students' professional quality. Practical project cooperation platforms can promote close ties between schools and businesses. Schools can cooperate with partner enterprises to set up internship bases to provide students with opportunities for field practice. At the same time, schools and enterprises can also jointly organize hotel management seminars or forums, inviting industry experts and scholars to exchange experiences and share the latest research results. This form of cooperation helps to share resources between schools and enterprises, improve teaching quality and students' employment competitiveness. The practical project cooperation platform can also provide students with practical courses and practical activities. Students can participate in the planning,

execution and evaluation of practical projects, working in teams and communicating in a real environment. These practical activities have cultivated students' practical operation ability and improved their ability to solve problems and cope with challenges. The establishment of practical project cooperation platform can promote win-win cooperation between schools and enterprises. Schools can obtain practical projects, literature and technical support through cooperation with enterprises to improve teaching quality and scientific research level. At the same time, enterprises can also obtain excellent talents and research results from the school to provide support and innovation for the development of enterprises^[2].

Conclusion:

To sum up, the school-enterprise cooperation model is of great significance to the teaching and research of hotel management major English. Through school-enterprise cooperation, students' practical ability can be improved, teaching and enterprise needs can be closely integrated, and students' learning experience can be enriched. As an innovative teaching model in the field of higher education, school-enterprise cooperation will bring a broader development space for hotel management professional English teaching and lay a solid foundation for students' career development.

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