

Research on Training Innovation of Private Applied Hotel Management Undergraduate Talents

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Abstract: Although the undergraduate education of private applied hotel management emphasizes the innovation of talent training model and uses new theories and methods in practice, the final result has not reached the expectation. The supply and demand of talents are misplaced, the degree of professional recognition of major students is low, and the future employment direction is unclear. This requires colleges and universities to go deep into the talent market, not only to explore the growth needs of professional students, but also to combine the current actual demand for talents in hotel management, to gradually optimize the talent training mode, and improve the corresponding course system, so as to improve students' theoretical knowledge and improve their ability to adapt to job demands.

Keywords: Private; Applied hotel management; Undergraduate major; Personnel training mode; Practice

Introduction:

The talent demand gap of hotel management major has always existed, which requires private application-oriented colleges and universities to optimize the talent training mode according to the talent demand, not only to help students establish correct professional values, but also to improve the talent training system from the perspective of long-term development of students. Through school-enterprise cooperation, we will help students adapt to the job environment, improve their awareness of hotel management through corresponding social practices, help students find career positioning, and determine the value orientation in the direction of marketization and internationalization. Through the deep integration of theory teaching and practice teaching, we can improve the curriculum system of colleges and universities, strengthen the construction of teachers, and create a good objective environment for the optimization of talent training mode.

1. First, private applied hotel management undergraduate talent training points

1.1 The concept of talent training should be consistent with the market demand for modern talents

From the perspective of hotel management, although the degree of teaching has gradually improved and the market has a large demand for talents, there are still many professional students who find it difficult to find suitable positions or fail to meet the job requirements when choosing a career. Generally speaking, the employment rate of private applied hotel management undergraduate majors is relatively low, and the brain drain is serious. In the later period, the phenomenon of staff transfer or change of industry is more obvious. According to data analysis, the initial employment rate of students majoring in private applied hotel management is generally maintained between 30% and 40%, which is caused by the mismatch between supply and demand and the low professional identification of hotel management students^[1]. Some hotel management students believe that it is difficult to reflect personal value in relevant positions, unable to effectively apply theories into practice, and the salary cannot reach the expected target, and it involves more career requirements, so it is difficult to continue to promote after working for a period of time. Therefore, for private application-oriented undergraduate colleges and universities, it is necessary to ensure that the talent training concept of hotel management students is consistent with the modern talent market demand, and it is necessary to innovate the talent training model and optimize the education system. It highlights the application-oriented characteristics of hotel management students, and provides important talent support for the hotel career, so that students can develop vertically from junior to senior, and constantly improve their professional confidence and find personal value in the service.

1.2 Private applied hotel management professional education quality and talent employment needs to match

The teaching system of the private applied hotel management major was perfected relatively late, and the teaching experience of this major in independent setting and putting into practice is also relatively insufficient, and the perspective of professional personnel training does not fully integrate with the needs of hotel development. To some extent, the improvement of hotel management education quality does not effectively match the expansion of hotel management talent scale, and the undergraduate education of private applied hotel management lags behind industrial practice. Hotel management students should not only master comprehensive hotel management knowledge but also have professional quality and flexible response ability. Be able to solve work problems in the first time in work practice. In the context of international development, there is also a big gap between the objects served by different hotel scales. For five-star hotels, they are required to have basic abilities while mastering many other abilities when introducing hotel management professionals. Hotel management professionals apply for more diverse positions in a wider range of fields, and in this reality, their professional quality will affect the future development of students.

1.3 The competitiveness of undergraduate students majoring in private applied hotel management should be improved

In the current social environment, the development momentum of the hotel industry is good, and the objective environment creates good conditions for the development of the hotel industry, and also provides development opportunities for hotel management professionals to a large extent. In such a realistic situation, the innovation of talent training mode needs to emphasize the competitiveness of students. It can be said that the optimization of the operation and management concept of economy hotels and high-end hotels has higher requirements for talents, and it needs a large number of professionals who have the ability and quality and have the professional knowledge and skills of hotel management. At the same time, it also pays attention to the innovative and creative consciousness and advanced and comprehensive service concept of hotel management professionals. For private undergraduate colleges and universities, it is necessary to focus on improving the problem of over-emphasizing the training of students' theoretical knowledge in the innovation of hotel management professional personnel training mode^[3].

2. Second, the innovation practice analysis of private applied hotel management undergraduate talent training mode

2.1 Curriculum optimization, highlighting the advantages of application-oriented talent training

The innovation of talent training mode for private application-oriented hotel management undergraduate majors needs to optimize the curriculum, implement market-oriented and international concepts in course teaching, and introduce vocational qualification examination courses into the professional teaching plan based on the training goal of professional managers. In the process of talent training, the hotel industry system and professional manager system structure are used for reference to carry out the corresponding education plan, and reflect the applicability and comprehensive characteristics of the course. At the same time, it is necessary to comprehensively improve students' ability in many aspects, highlight the characteristics of disciplinary integration, so as to strengthen the effect of integrated talent training, and help students build a sense of growth of lifelong learning and self-development. We will make innovations in subject setting, quality curriculum building and textbook optimization, and timely improve basic theories and core methods in the process of training talents, so as to help students master solid basic skills and reflect their competitive advantages when they come to work in the later period.

2.2 Optimization of training mode to improve the comprehensive ability of professionals in inspiration and practice

The innovation and optimization of talent training mode for private applied hotel management undergraduate majors should start from the actual development of students and highlight the comprehensive and open characteristics of hotel management students. Students should not only have flexible adaptability, but also comprehensively improve their personal knowledge reserve. Participate in learning and work with good professional ethics and sense of service. The practice of hotel management also emphasizes teamwork, so it is necessary for students to have a good sense of cooperation and communication, correctly view the development dilemma of hotel management undergraduate education, and do a good job in the quality structure of professional talents and market segmentation. Under the premise of ensuring the basic norms of running a private application-oriented college and the requirements of talent training, we should innovate the talent training model and build a characteristic comprehensive and high-level brand specialty. In practice teaching, we should also do a good job of case guidance and correct students' ideological attitude in the process of inspiration and

guidance. Through scenario reproduction, students can make independent analysis and decision-making, stimulate students' ability to think and solve problems, and take professional managers as an important guidance for professional teaching and training goals.

2.3 Optimize practical education, establish and improve the training system for hotel management professionals

The innovation of talent training mode for private applied hotel management undergraduate majors needs to optimize practical education, fully reflect the value role of practical training and practice teaching in the adjustment of talent training mode, and gradually improve the talent practice system to comprehensively enhance students' professional ability from theory reserve to experience accumulation. Especially in the context of the continuous deepening of network teaching, a data analysis is more conducive to the innovation of talent training mode. It is necessary to improve the professional teaching experiment outline, adopt appropriate experimental materials, and optimize teaching software to highlight the characteristics of practice expansion and interactive autonomy in the training of hotel management talents. With the help of network channels, the second classroom with vocational education as the core is developed, which is incorporated into the professional teaching plan and student comprehensive assessment system based on credit certification, and thematic research is introduced in the mode optimization, and students are allowed to carry out phased learning tasks in the form of cooperation.

Conclusion:

To sum up, in the process of optimizing the training model of private applied hotel management undergraduate talents, it is necessary to clarify the training objectives and do a good job in the value orientation of students. It is necessary to adjust the model and improve the system from the perspective of long-term development of students, and to do a good job in the teaching curriculum. Starting from the actual situation of students, it can help students establish a correct view of career choice, and help students form good professional ethics and practical skills in study and practice. At the same time, colleges and universities also need to analyze various influencing factors based on the current hotel management talent market environment, and change the restrictive factors in the past talent training process. In the gradual optimization of subjective and objective conditions to improve the comprehensive ability and quality of hotel management professionals, and then provide important talent support for hotel management related industries.

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