

Talent Training Model of Industry Education Integration in Hospitality and Tourism Majors in Higher Vocational Colleges under the Background of Digital Economy

Ruiping Chen, Wei Wang

Foshan Polytechnic, 528137

Abstract: With the rapid development and widespread application of information technology, digitization has become an important force driving economic and social change. In this era, China's higher vocational education has actively adapted to national strategic needs, actively served regional economic construction, continuously deepened teaching reform, optimized school conditions and improved the level of teaching staff, achieving significant results. However, due to the lack of awareness of industry participation in school education for a long time, vocational education has deviated from the actual needs of the market. At the same time, influenced by traditional concepts, enterprises still lack motivation in vocational skill training and other issues. Therefore, it is particularly necessary to integrate the new concept of digital economy into vocational education and explore a path of deep integration of industry and education that is suitable for one's own characteristics.

Keywords: Digital Economy; Vocational Colleges; Hotels and Tourism; Personnel Training

Fund Project:

Supply and Demand Matching, Employment and Education Project of the Student Department of the Ministry of Education (2nd Phase), Project Number: 20230110164.

1. Introduction

The arrival of the digital economy era has brought new opportunities and challenges to various industries. In the field of education, with the continuous development of information technology, traditional teaching methods are no longer able to meet students' needs for knowledge acquisition, ability improvement, and other aspects. Therefore, how to apply modern information technology methods to the teaching process has become one of the urgent problems to be solved. This article takes the hotel and tourism majors in vocational colleges as an example to explore their industry education integration talent cultivation mode, so as to analyze the current problems and reasons of this major, propose corresponding improvement strategies, and improve the quality of talent cultivation to meet the requirements of high-quality technical talents in the digital economy era.

2. Related Concepts and Theoretical Foundations

2.1 Related Concepts

(1) Digital economy: With the rapid development of information technology, human society has entered the digital era. The digital economy refers to a new economic form that uses digital knowledge and information as production factors, with data as the dominant factor for production and operation activities, and obtains profits^[1].

(2) Integration of enterprises with vocational schools and universities: The integration of enterprises with vocational schools and universities refers to an educational concept and institutional arrangement in which the industry and education sectors cooperate and deeply collaborate to jointly promote human resource development and technical skill accumulation, improve the quality of education and achieve a win-win or multi win situation for schools and enterprises. Its core idea is "resource sharing and responsibility sharing", which means integrating high-quality resources of enterprises and excellent teaching staff of universities to form a situation

of complementary advantages and mutual benefit, promoting common development between both parties.

2.2 Construction of Talent Cultivation Model for Integration of Enterprises with Vocational Schools and Universities

The deep integration of enterprises with vocational schools and universities refers to the joint participation of industry, government, and schools in vocational education activities in the field of education to achieve the goal of resource sharing, complementary advantages, and mutual benefit through this approach. The deep integration of enterprises with vocational schools and universities can promote the teaching content to be closer to the actual job requirements, which is beneficial for improving students' practical ability and comprehensive quality level. At the same time, it can also promote the development of enterprises and enhance industry competitiveness. Therefore, establishing a deep integration mechanism between industry and education has become an important task in the current reform of higher vocational education in China.

3. Integration of Enterprises with Vocational Schools and Universities in Hospitality and Tourism Majors in Higher Vocational Colleges under the Background of Digital Economy

3.1 Problems in Cultivating Talents for Integration of Enterprises with Vocational Schools and Universities

After a comprehensive review of relevant literature and on-site research, it is found that there are still several issues in the implementation of industry education integration in the hotel and tourism majors of vocational colleges in China. Firstly, the school does not attach enough importance. Some vocational colleges still focus on student skill training, neglecting educational and teaching reforms such as school enterprise cooperation and integration of industry and education. Secondly, the enthusiasm of enterprises is not high. Due to the lack of corresponding policy support and unequal distribution of benefits, some high-quality enterprises have low enthusiasm for participation and are unwilling to invest too much resources in industry education integration projects. Thirdly, the curriculum is unreasonable. At present, many vocational colleges have a relatively single curriculum for hotel and tourism majors, which has not been adjusted and optimized in a timely manner based on industry development trends and market demand, resulting in a serious disconnect between the learned content and actual job requirements. Fourthly, there is a shortage of teaching staff. With the rapid updating and iteration of digital technology, teachers need to constantly learn new knowledge to keep up with the times. However, the reality is that most teachers in the hotel and tourism majors of vocational colleges are facing difficulties in transformation and lack of practical experience.

3.2 Reasons for Problems in Cultivation of Talents in Integration of Enterprises with Vocational Schools and Universities

After in-depth analysis of the current situation and problems in the integration of industry and education in hotel and tourism majors in vocational colleges under the background of digital economy, it is found that the main reasons are as follows. The first is at the government level. Although the country has issued a series of policy documents to support the development of vocational education, the lack of specific implementation rules and corresponding supervision mechanisms has led to difficulties in implementing policies. The second is at the school level. Some vocational colleges have not fully realized the impact of the digital era and still adopt traditional teaching methods, which cannot meet the diverse and personalized needs of students. The third is at the enterprise level. Many companies believe that school enterprise cooperation is just one of the channels to solve student internship employment, and are not willing to invest too much resources and energy in it^[2].

4. Construction of Talent Cultivation Model for Integration of Industry and Education in Hotel and Tourism Majors in Vocational Colleges under the Background of Digital Economy

4.1 Positioning of Talent Training Objectives

In the era of digital economy, the development of tourism has entered a new stage. To adapt to this change, vocational colleges need to re-examine their educational responsibilities and missions, and adjust the direction and goals of talent cultivation in a timely manner. Therefore, this article proposes the following suggestions. Firstly, "smart" ones can be regarded as the core competencies of the hotel and tourism management profession. The second is to pay attention to the improvement of students' comprehensive qualities, especially the cultivation of information technology application ability, innovation and

entrepreneurship awareness, and other aspects. The third is to strengthen guidance on students' career planning and help them establish correct employment concepts and positive work attitudes. Moreover, in response to the current problems in some vocational colleges, such as valuing skills over humanities, and unreasonable curriculum settings, improvements should be made from the following aspects. The first is to optimize the curriculum system, strengthen practical teaching links and improve students' practical operation level. The second is to increase the proportion of cultural courses, broaden students' knowledge and enhance their interdisciplinary learning abilities. The third is to establish a scientific and reasonable evaluation mechanism to promote the comprehensive development of students.

4.2 Content of Talent Cultivation

In terms of curriculum design, it is necessary to integrate real projects from enterprises into teaching. Taking room service skills as an example, work tasks such as cleaning, organizing, and maintaining guest rooms can be jointly developed through school enterprise cooperation and included in students' assessment and evaluation systems. At the same time, enterprise experts can also be invited to the school for special lectures and lectures, allowing students to understand the latest industry trends and job requirements standards, in order to better adapt to future career development needs. In addition, it is necessary to strengthen the cultivation of students' information technology abilities and improve their level of use of digital tools and platforms, such as learning Office software and video editing software. This not only improves students' overall quality, but also enables them to have strong employment competitiveness.

4.3 Methods to Cultivate Talents

With the support of digital technology, both schools and enterprises can engage in deep cooperation through the following methods: 1) jointly developing curriculum standards: Schools and enterprises can jointly develop a forward-looking professional curriculum system that meets market demand, incorporating new industry knowledge and skills into teaching content [3]; 2) co-construction of practical training bases: Based on existing resources, such as hotel training rooms on campus, travel agency training centers, etc., a group of high-level off campus practical training bases that integrate practical teaching and social services can be established, allowing students to truly experience work scenarios and accumulate practical operational experience; 3) carrying out order class training: In the form of "recruitment is enrollment", the enterprise entrusts the school to provide training to its employees, making them a backup force for the enterprise; 4) promoting modern apprenticeship system: A "double mentor system" can be adopted, where school teachers and corporate masters jointly impart theoretical knowledge and professional skills, achieving the integration of learning and production processes and improving the employment competitiveness of graduates; 5) building an online education platform: By leveraging the advantages of internet technology, a networked teaching platform that integrates online and offline teaching can be created, facilitating communication and interaction between teachers and students anytime and anywhere, solving problems in a timely manner and promoting the improvement of teaching effectiveness.

Conclusion

This article, based on the review and analysis of relevant literature at home and abroad and combined with actual research, explores the talent cultivation mode of industry education integration of hotel and tourism majors in vocational colleges under the background of digital economy from a theoretical perspective. On this basis, some optimization suggestions are proposed. Firstly, the government's guiding role should be strengthened. Secondly, the construction of the curriculum system needs to be improved. Thirdly, attention should be paid to the construction of the teaching staff. Fourthly, the mechanism of cooperation between schools and enterprises needs to be deepened. Meanwhile, the shortcomings of this study are also pointed out, such as insufficient sample data, further improvement of research methods, etc., hoping to attract more scholars' attention and attention. Further in-depth research is needed in the future to better promote the development of higher vocational education in China.

References:

- [1] Jiang Han. Research on Talent Training Models in Higher Vocational Colleges under the Background of Integration of Industry and Education [J]. Wencun Reading Journal, 2019: 178.
- [2] Jiang Renrong. Research on the Training Model of Tax Talents in Higher Vocational Colleges under the Background of Digital Economy [J]. Shanxi Agricultural Economics, 2020:111-112.
- [3] Peng Chenyan. Innovative Research on the Cultivation Mode of Tourism Professional Talents under the Background of Integration of Industry and Education [J]. Journal of China Multimedia and Online Teaching (Mid ten-day), 2019: 118-119+122.