

# Study on the teaching reform of hospitality management major under the mode of promoting learning through competition

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**Abstract:** In order to effectively promote the hospitality management curriculum reform and strengthen the training of professional talents, teachers should focus on the hospitality management skills competition, promote the teaching activities to promote learning, and effectively improve students' professional skills. Teaching reform is an important way to promote the development of professional connotation and improve the quality of teaching. Teachers should combine the hospitality management skills competition to promote teaching reform, improve students' ability to apply knowledge to solve practical problems, develop students' teamwork ability, guide students to establish correct ideas and cultivate students' professional quality. Based on this, this paper analyzes the teaching reform strategies of hospitality management courses under the mode of promoting learning through competition, in order to provide references for educators.

**Key words:** Promoting learning by competition; Colleges and universities; Hospitality management major; Curriculum teaching reform

**Introduction:** As the cradle of talent training, colleges and universities should pay attention to conform to the development of The Times and promote teaching reform. Skills competition leads the trend direction and the highest level of vocational and professional education, which is of great value to promote the teaching reform of hospitality management major in colleges and universities. In this regard, hospitality management teachers in colleges and universities should pay attention to introducing the rules, standards and evaluation methods of hotel management-related competitions into teaching, give full play to the promotion role of skills competitions in teaching, and make students deeply realize the technology and technology of skills competitions, so as to realize the effective connection with the development of the industry and implement the goal of training composite talents. To train students to meet the needs of social development and the requirements of industry standards for high-end talents.

## I. The significance of the teaching reform of hospitality management courses under the mode of promoting learning through competition

Promoting learning by competition refers to the teaching method to promote the reform of teaching activities around skills competition, involving various contents such as talent training objectives and teaching programs. Skills competition refers to a large-scale competition led by the national education department and jointly organized by relevant departments and industrial enterprises, which mainly emphasizes solving practical problems and demonstrating high-level operational skills on the basis of national vocational skills standards. The Hospitality management Skills competition mainly includes the contents of room service, table setting and hotel service, testing the comprehensive skills of participants. It is of great significance to promote the teaching reform of hospitality management courses with the help of the teaching mode of promoting learning through competition, which is mainly reflected in the following aspects: First, it is conducive to promoting the integration of professional teaching and skills competition. In the new era, the skills competition sponsored by the Ministry of Education has gradually become perfect and mature. By participating in the skills competition, the effective integration with the standards of the skills competition can be realized, and the level of the competition can be improved and improved to a large extent, which is conducive to promoting the reform and innovation of teaching. Second, it is conducive to promoting the renewal of the concept of talent training. Skills competition embodies the cutting-edge technology and technology of the industry, closer to the production environment, the combination of skills competition and teaching content is conducive to promoting the update of teaching content and teaching methods, making the training venue and the competition venue, the training atmosphere and the competition atmosphere combined, closer to the competition environment, and further innovate the hospitality management talent training concept. Thirdly, it is conducive to promoting the healthy development of hospitality management profession. Compared with the traditional teaching methods, the teaching mode of promoting learning through competition has higher requirements on the practical training environment and conditions. Teachers are required to set up the teaching environment in close combination with the competition standards and enterprise standards, so as to improve the practical training facilities and materials, increase the operability of practical training activities, and effectively connect the course teaching with the real environment of the industry, so as to promote the healthy development of the hospitality management profession. The main purpose of the skills competition is to improve the quality of talent training, build channels of cooperation and communication between schools and enterprises, and better meet the requirements of enterprises and industry standards for talent training. Promoting learning through competition can transform competition resources into teaching content, effectively promote them to classroom teaching, ensure the connection between class and industry, and help enhance students' comprehensive ability and practical level.

## II. Problems in the training of hospitality management professionals

As far as the current teaching is concerned, there are still many deficiencies in the teaching of hospitality management in colleges and universities, which are mainly reflected in the following aspects: First, students' hospitality management ability is difficult to meet the

requirements of competition. Under the traditional teaching mode, hospitality management teaching pays more attention to the content teaching of grass-roots posts, so that after students enter the hotel internship, they still stay in the service posts of various departments at the grass-roots level, which is difficult to effectively participate in the hotel operation and management work, and can not effectively mobilize students' learning enthusiasm and career achievement. Skills competition examines students' organization and management ability, communication and coordination ability, etc. However, the current hospitality management ability of students has not met the requirements of skills competition, and the school needs to further train students' management ability. Second, the level of curriculum design lags behind the development level of hotel industry. With the rapid development of the hospitality management industry, the updating speed of the teaching system in colleges and universities is relatively slow, which makes it difficult for the updating speed of the curriculum system to keep up with the changing speed of the hotel industry. For example, the curriculum system is difficult to fully reflect the training objectives of the skills competition, and the course teaching lacks the full reflection of the competition projects. The major of hospitality management is comprehensive and needs to integrate all aspects of hospitality management into the teaching design, focusing on the effective combination of theoretical teaching and practical operation. However, at present, the practical courses in the teaching system of colleges and universities are relatively small, which makes it difficult to carry out practical training effectively and is not conducive to the development of students' comprehensive ability.

### **III. The teaching reform strategy of hospitality management courses under the mode of promoting learning through competition**

#### **1. Restructure the professional curriculum system and integrate the content of skills competition**

Worldskills Competition is currently recognized as the most influential worldwide vocational skills competition in the world. Teachers can restructure the professional curriculum system around the standards of the World Competition, and effectively integrate the content of the skills competition into the course teaching, so as to enable students to truly integrate with the world. The technical documents of Worldskills Hospitality management Competition comprehensively introduce the professional skills and professional qualities that hospitality management employees need to master, etc., which provides an effective reference for the construction of hospitality management professional curriculum system. First of all, the professional teaching standards should be clarified. Curriculum teaching should match the standards of employment with enterprises, professional standards with international standards, teaching process with production process, professional teachers with front-line staff, and training conditions with hotel environment, so as to rebuild the talent training program, improve the practicability of teaching, and enhance the internationalization level of colleges and universities. In this mode, teachers can set up teaching venues around the real environment of the hotel and the skills competition site, so that students can have closer contact with the hospitality management work. Secondly, the curriculum system should be improved. Teachers should extend the curriculum system around the assessment content of skills competition.

#### **2. Reform the curriculum teaching mode and improve the talent training mode**

In the work of teaching reform, teachers should combine the experience of skills competition to reform the course teaching mode, promote the course teaching to match the competition standards and content, and build a new talent training system. Taking wine application as an example, the hotel Service Skills Competition has put forward clear standards for the application of wine, including wine appreciation and wine matching methods. In this regard, teachers can develop relevant practical training projects in the course teaching, set up practical training activities such as wine appreciation, customer service communication skills, and lead students to taste wine, so as to build a job situation, and teach students wine culture, theoretical knowledge of wine sommelier and wine drinking habits. The teacher first demonstrates for the students in person, sets the course content in combination with the skills competition project, guides the students to fully grasp the methods of wine recognition and wine tasting, expands the students' horizon, improves the students' perception and appreciation ability, and effectively meets the actual needs of the post. Then lead the students to complete the practical project in a group way, let the students carry out repeated training, in order to achieve the effective mastery of wine-related etiquette. In this process of teaching, the teacher can not only impart knowledge in the classroom, but also lead the students to enter the winery and hotel and other venues to taste a variety of wines, so as to promote the students to deeply understand the connotation of wine etiquette and stimulate the students' love for wine culture. Wine is a kind of culture. Practical teaching can bring students new life experience and lifestyle and enhance students' professional cognition.

#### **3. Strengthen the construction of teachers and improve the teaching frontier**

The teaching staff is the key force to consolidate the curriculum teaching reform. Schools should strengthen the construction of the teaching staff and enhance the forward-looking and cutting-edge teaching by improving the teaching staff. First of all, strengthen the training of school teachers. As a team of tutors leading students to participate in the skills competition, school teachers should not only master solid hospitality management skills, but also fully understand the national professional evaluation standards, master the latest trend of education reform, and be able to lead students to stand out from many contestants. In this regard, the school can carry out teacher-oriented training activities, guide teachers to participate in the practice of enterprises in a professional form, understand the new technology and new technology of enterprises, and fully grasp the market development situation. Secondly, the introduction of enterprise teachers. Enterprise teachers are an important force based on school-enterprise cooperation, and their introduction into college teaching is conducive to updating the teaching content.

#### **4. Improve the teaching evaluation mechanism and introduce standards for skills competitions**

Skills competition provides a more comprehensive evaluation method for talent training, that is, integrating theoretical knowledge

into practical problems and testing the specific performance and professional quality of players in the competition. In this regard, schools can improve the teaching evaluation system with reference to the standards of skills competition, and attach importance to the examination of students' comprehensive knowledge base and professional skills. In this regard, teachers can set up the following test methods: First, question test method. Teachers can ask students questions related to hospitality management, such as how to introduce themselves when meeting others, how to hold hands with guests, how to answer customers' questions when ordering food, etc. These questions not only test students' theoretical knowledge, but also test their flexibility. The second is the observation test method. Teachers should comprehensively observe the basic skills operation and attitude of students in the competition process, and form the process evaluation and result evaluation of students. In this process, teachers should pay attention to comprehensively observe students' performance in the competition process, including students' communication ability, sales skills and politeness and etiquette, set up corresponding scoring systems for all aspects of performance, attach importance to students' knowledge and skills and professional quality, and form a more objective and comprehensive evaluation of students. Third, the multi-subject evaluation method. Teachers should introduce multiple evaluation subjects, including students, fellow teachers and enterprise tutors. For example, after the end of the competition, students should be guided to evaluate their own performance, realize their shortcomings and advantages in the competition process, and promote students to develop their strengths and avoid weaknesses, and find the right direction for future development; Organize students to carry out mutual evaluation, comment on group members and other group members, recognize the bright points of others, and put forward objective suggestions to others; Invite enterprise mentors to participate in the evaluation, let the enterprise mentors score students according to industry standards and competition standards, and on this basis, combined with their own work experience, put forward targeted reform suggestions for students to help students grow better; Invite peer teachers to participate in the evaluation, make a comprehensive evaluation of the overall teaching activities and students' learning situation, help teachers sum up teaching experience, and put forward corresponding teaching reform suggestions, so as to improve the teaching quality of courses.

## Epilogue

To sum up, colleges and universities shoulder the responsibility of cultivating interdisciplinary talents with solid skills and responsibility for the society and the industry. In the teaching reform work, college hospitality management teachers should pay attention to the introduction, promote the learning teaching mode by competition, set the course teaching objectives and course assessment standards around the skills competition, and guide students to actively participate in various competitions inside and outside the school, so as to test the knowledge of students. Under the guidance of skills competition, teachers can effectively train students' teamwork ability and innovative spirit, promote the effective integration of course teaching and competition, strengthen the dual training of students' vocational skills and professional spirit, and help students develop in an all-round way.

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