

Research on Optimization of hospitality management applied talents culture in Universities under intelligent development

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Abstract: with the development of information technology, China's smart tourist attractions have become the core project of tourism construction, which also puts forward higher requirements for the development of the industry in the industrial chain. Among them, hotel management should comply with the needs of the development of the times, improve the degree of intelligence, adjust and change the management mode, and cultivate hotel management talents that meet the objectives. Based on this, this paper analyzes and studies the optimization of the cultivation of applied talents of hotel management in Colleges and Universities under the development of intelligence, for reference.

Key words: intelligence; Colleges and universities; Hotel management; personnel

preface

With the continuous improvement of the intelligent degree of hotels, smart hotels came into being, and the hotel management has undergone great changes. Smart hotel is a new operation mode. It combines Internet, cloud computing and other technologies to build a perfect service mechanism, which can meet the consumption needs of more tourists. As the main body of hotel talent training, colleges and universities should optimize the teaching plan, improve the teaching plan, build a reasonable teaching system, build an integrated education team, and cultivate talents to meet the needs of market development through innovative talent training mode.

1 Cultivation background of hotel management talents in Colleges and Universities under the development of intelligence

With the popularization and development of network and information technology, the smart tourism industry arises at the historic moment, and the scope of application continues to expand, which has a far-reaching impact on the hotel industry. Under the current background of the times, the hotel industry is a traditional format, and its informatization degree is relatively low compared with other service industries. However, the hotel industry is a labor-intensive industry, which still has a strong potential for intelligent development. In recent years, with the development of information technology, artificial intelligence and big data resources have been applied to the development of the hotel industry, creating corresponding brand value for enterprises, promoting the transformation and upgrading of traditional industries, and promoting the rapid development of the industry.

From the perspective of the hotel itself, intelligent internal management can better achieve flat management, reduce operating costs and improve the operating efficiency of the hotel. From the perspective of marketing channels, intelligence is conducive to reducing the commission cost of enterprises and better improving the operating income of enterprises. From the perspective of user experience, the application of various AI device products can improve the service quality of products and bring new user experience. In the context of digitalization and cloud computing, the digitalization of hotel formats has become a new development plan for the tourism market.

Under the background of the information age, the informatization degree of higher education has been continuously strengthened. In the teaching of hotel management and digital operation, most courses focus more on cultivating students' theoretical knowledge, ignoring the cultivation of students' information literacy. Only by adapting to the trend of the development of the times and strengthening information-based teaching, can students form good innovation literacy and better adapt to the intelligent transformation of the hotel.

2 Definition of hotel management major in Chinese Universities

Compared with other specialties, hotel management specialty has strong local application characteristics. In recent years, the major of hotel management is a popular major at present. It is different from the traditional research-oriented major. It belongs to a new type of education and has its particularity in connotation and positioning.

In the context of the new era, personnel with high professional quality and information literacy become the talents needed by the industry. The application-oriented undergraduate hotel management major should be analyzed from different levels. First of all, the major of hotel management is mainly planned according to the market development needs, and the specific professional development direction is clear. The employment situation of this major is relatively stable, and the source of students is relatively sufficient. Secondly, the teaching of hotel management major should be combined with practice and pay more attention to practical teaching. Teachers should enable students to apply theory to practice in teaching, so that students can master basic operating skills, use English proficiently for communication, and form good thinking consciousness. Thirdly, courses and teaching materials should be combined with the actual situation of hotel management, pay

attention to the characteristics of practicality, and set up corresponding training practice links, and set up corresponding training rooms as the basic guarantee. Finally, teachers should meet relevant requirements, follow certain educational concepts, pay attention to practice, practice and guidance, and ignore theory, teaching and theory indoctrination.

3 Analysis on the current situation of talent training of hotel management major in China

3.1 College students are not valued by hotel enterprises

The hotel enterprise has the realistic problem of recruitment difficulty. But for graduates who have just entered the hotel industry, hotel professional managers pay more attention to their enthusiasm for work. Due to the low threshold of hotel enterprises for professional talents, college students can not get the attention of hotel enterprises, and the talent flow of hotels is relatively large. Hotel management graduates have not received due attention in employment and work. Like others, they are engaged in the most grass-roots work with high work intensity and lack of relatively clear career development direction. Moreover, their salary, career promotion and other factors will affect their work quality and enthusiasm.

3.2 The construction of teaching staff has limitations

The teaching staff of hotel management major should be teachers with high academic qualifications and practical experience. However, there are not many talents with highly educated theory and rich practical experience. The former is easy to recruit, but the vast majority of talents with strong theoretical literacy lack practical ability. To this end, many schools will cooperate with hotel enterprises to recruit hotel managers from hotels as part-time teachers. However, this method of employment has high difficulty and great variability, and many teachers are difficult to really stay in their posts.

3.3 Lack of training room construction resources

In the teaching of hotel management major, colleges and universities should be guided by the actual needs of hotel enterprises and cultivate students' good skills and qualities. However, in fact, in the process of training room construction in most undergraduate colleges, there are hardware resources that can not meet the time needs of students. Students can not master practical skills only through short-term internships in hotels and departments. Only when the school improves the construction of training room, can students participate in time learning activities, so as to strengthen simulation practice and form relatively solid practical skills. Therefore, colleges and universities should strengthen the construction of training rooms, actively cooperate with relevant enterprises, introduce investment funds, and improve the school's infrastructure.

3.4 School enterprise cooperation remains superficial

In the new era of education, internship has become a common talent training mode in application-oriented undergraduate colleges. At present, for the vast majority of hotel enterprises, the cooperation between the two sides is only superficial. Students go to enterprises to complete internships and complete modular training projects in the internship stage. For schools, it is not difficult for hotel enterprises to cooperate, but it is more difficult to deepen the scope of cooperation between the two sides. Schools should pay attention to talent training and formulate a complete training program, so as to better fill the vacancy in the position. In addition, schools and enterprises should reach a consensus on talent training in order to better cultivate talents.

4 Countermeasures for improving the quality of talent training of hotel management major

4.1 Ensure the consistency of talent training between hotel enterprises and schools

The training goal of undergraduate colleges and universities is to cultivate applied talents who serve the society and the local, which requires hotel management professionals to communicate and exchange with the school, and cultivate talents more suitable for the development of the industry. Schools and enterprises should, according to the new talent training standards, launch the corresponding talent training plan, implement the corresponding management trainee plan, and cultivate more talents of the new era to schools, so as to better alleviate the problems of talent training. Schools and enterprises should call on hotel enterprises in various industries to pay attention to the cultivation of professional talents as soon as possible and give more full recognition, so as to improve the current status of talent cultivation, obtain more recognition, and gradually change the concept of traditional social understanding.

4.2 Accelerating the construction of compound teachers

Schools should quickly promote the process of training double qualified teachers. On the one hand, we should earnestly and deeply reform the teacher assessment mechanism and assessment methods, select teachers to participate in the training work of enterprises, and improve the practical education ability through assessment and evaluation. On the other hand, schools should also make full use of preferential policies to attract more excellent talents to work as teachers in schools. There are relatively few teachers with both practical

experience and high academic qualifications in Colleges and universities. Therefore, when selecting teachers or evaluating professional titles, we should formulate a reasonable measurement system, so as to enhance teachers' practical ability and give more reasonable support and care.

Teachers also need to regularly participate in the learning of Internet knowledge, and truly change to the "compound" direction. In daily teaching, teachers should encourage students to use the existing intelligent teaching platform, optimize hardware facilities under the condition of ensuring a good network environment, and reach the corresponding intelligent standards.

4.3 Clarify the talent training objectives and curriculum system

Colleges and universities should strengthen cooperation with enterprises, carry out corresponding research and investigation, clarify the core quality and ability required by the post, cultivate students majoring in hotel management, guide them to work in their posts, and formulate a clear training plan for hotel management talents according to the future development trend of the hotel industry and the future talent demand of the industry. According to the law of education and teaching, the corresponding talent training objectives are formulated. The talent training of hotel management major should follow the development law of education and teaching, and formulate a reasonable and perfect talent training system. Teachers should pay attention to training students to form a solid theoretical knowledge of hotel management, at the same time, let them form a good quality of thinking, encourage students to master more discipline and professional knowledge, strengthen the awareness of management, and cultivate students into compound talents in the process of adapting to the development background of the times, so as to meet the development needs of the industry.

After defining the training objectives, the school should formulate a reasonable theoretical and practical curriculum system according to the future development and the actual development law of the University. The school should strengthen the integration of traditional hotel management professional courses, and develop corresponding professional ability courses according to the job requirements of smart hotels, so as to improve the overall practicality.

4.4 School enterprise cooperation should develop in depth

School enterprise cooperation should not be a mere formality, but should achieve in-depth cooperation between the two sides, focusing on the positioning of talent training. Both schools and enterprises should jointly formulate corresponding training plans, design corresponding course structures, adjust training course plans, and analyze the time of internship and hotel cases. While adjusting the training plan, the school should take into account the development needs of enterprises, formulate the training plan of practical courses according to the actual needs of enterprises, and carry out the training courses from a realistic perspective. Teachers should constantly update their knowledge reserves, regularly come to the school for observation, formulate corresponding teacher training plans, and arrange teachers to participate in hotel management. To this end, the school should formulate a scientific and perfect talent training policy. Hotel enterprises should regularly come to the school to hold lectures on hotel management, analyze the actual cases of hotel management, and formulate more detailed lecture contents, so as to drive students to strengthen their understanding and thinking of knowledge and stimulate students' learning motivation. Finally, students should do a good job in internship management, strengthen students' daily communication and exchange, and formulate corresponding internship management regulations. During the internship stage, students' identity will change from student to intern. When encountering various problems, many students are reluctant to take the initiative to communicate with other schools and think that the arrangement of the school is not appropriate. Therefore, the two sides should achieve effective communication and exchange, let interns strengthen training through practice, and cultivate management talents of the new era.

4.5 Innovating the overall mode of curriculum teaching

In recent years, under the background of the era of intelligence, major universities have built the corresponding shared network resource library by using the Internet platform. Although this teaching mode has played an effective role in students' autonomous learning and development. However, the pure network teaching mode can not support talent training. It requires students to fully adapt to the intelligent teaching platform during school, so as to carry out offline autonomous learning and better operate the equipment management system. Therefore, relying on the artificial intelligence platform, teachers need to innovate traditional teaching methods and promote digital teaching methods. Among them, teachers can use flipped classroom, MOOC, micro class and other virtual classroom to realize interactive learning on the network and build perfect digital teaching material resources. In daily teaching, teachers should advocate students as the main body, encourage students to use intelligent technology under the guidance of teachers, solve practical problems through group cooperation, realize integrated teaching of knowledge, and enable students to truly form critical and innovative thinking.

epilogue

To sum up, under the background of digitalization, the major of hotel management should combine the development trend of the new era, integrate information technology, digitalization and other technologies into the process of talent training, and improve the effectiveness of talent training, so as to better respond to the development of the hotel industry and meet the needs of the new generation for talents. The

talent training of hotel management major should focus on the development of the industry, set up a series of measures to build a talent training system, guide students to actively participate in social work, create long-term comprehensive value for students, and help students' future employment.

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