

# The Logic and Innovative Practice of Hotel Management Talent Training in the New Era

Yanan Chang<sup>1,2,\*</sup>

<sup>1</sup>Department of Mechanics, Jinzhong University, Jinzhong 030619, Shanxi Province, China

<sup>2</sup>Philippine Christian University, Manila, Philippine

\*Corresponding author: Yanan Chang, 332176885@qq.com

**Copyright:** © 2024 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

**Abstract:** In the context of the new era, people's material living standards have improved and the public's demand for spiritual life experience is more vigorous, the hotel industry has also ushered in the development of the peak period, and the demand for high-quality hotel management professionals is increasing. The cultivation of hotel management professionals needs to adapt to the transformation and upgrading of the hotel industry. Based on the study of the development status and new challenges faced by hotel management education in the new era, this article explores the logic and innovative practice of cultivating hotel management professionals from the aspects of strengthening the construction of hotel management disciplines, constructing new models of talent cultivation, reforming educational concepts, and reshaping the teaching content system. It aims to provide guidelines for the cultivation of hotel management professionals in Chinese universities.

**Keywords:** Hotel management; Universities; Talent development; Career path

**Online publication:** February 25, 2024

## 1. Introduction

With the development of economic globalization and tourism, hotel management has become one of the majors that have gathered attention. The traditional model of hotel management education can hardly meet the needs of the hotel industry and hotel management will face a more complex and challenging environment. Hotel management professional education must keep pace with the times, focus on combining logic and innovative practice, adapt to the rapid change of the industry and technological creation, explore the transformation of the hospitality industry and service upgrading, and cultivate hotel management talents with creative thinking and practical skills.

## 2. Management concept, talent training, and development changes

### 2.1. Management concept

Hotel management refers to the process of hotel industry operation, management, and planning, including hotel planning, construction, decoration, management and financial management, and other work. The new era of

hotel management is people-oriented, respecting people and focusing on knowledge and talent personality. It is necessary to select outstanding talents to create the elite of the hotel industry, create a platform that advocates free competition and environments of personal struggle, adventurous, and creative, and focus on cultivating the hotel's internal staff to work, analyze rationally and pragmatically, and enhance the loyalty and responsibility to the enterprise.

## **2.2. Talent training**

Hotel management is one of the world's top ten popular industries. In the domestic and international talent market, the hotel industry at all levels of management personnel has been in short supply for a long time. In recent years, driven by capital and technology, there has been a greater shortage of strategic hotel senior management talent who know how to operate and manage. China is the world's fastest-growing country in the hotel industry, and there is an urgent need for high-quality management personnel with international vision and service spirit<sup>[1]</sup>. Hotel management students are the reserve of senior hotel professionals who receive systematic training in hotel management theory and practical skills, and have the ability to manage and direct hotel operations.

## **2.3. Development changes**

The evolution of the hotel management profession includes the following main aspects:

(1) Diversified employment areas

With the development of the hotel industry, the employment field of hotel management major is becoming diversified. Besides traditional star-rated hotels, resorts, and catering enterprises, it involves new fields like leisure and entertainment, conferences and exhibitions, and online travel platforms, which can choose employment directions and meet personal interests and development needs.

(2) Multinational companies' increased demand

With the trend of globalization, international hotel groups have entered the China market, and there is a demand for hotel management talents with international vision and cross-cultural management ability. Hotel management students can join multinational enterprises by learning international hotel management knowledge and language skills and enhance competitiveness.

(3) Impact of technology and creation

With the progress of technology and the popularity of the Internet, the hotel industry is accelerating its transformation and creation. The application of new technologies, like artificial intelligence, smart rooms, etc., places new demands on the training of hotel management talents, who require knowledge and skill in digital marketing, data analysis, and information technology management<sup>[2]</sup>.

(4) Updating management concepts

Traditional hotel management concepts emphasize service quality and efficiency, while modern hotel management emphasizes personalized service sustainable development and responsibility.

## **3. Talent cultivation challenges**

With changes in value, behavior, and lifestyle, the demand for quality services in the hospitality industry is rising<sup>[3]</sup>. Since 2020, the ways to train hotel management professionals are limited and talents are scarce, which cannot meet the needs of hotel consumers, resulting in the inconsistency between the number and quality of professionals and the pace of transformation and upgrading of the hotel industry.

### **3.1. The new hotel format challenges the traditional training of talents in colleges**

It has been more than 40 years since the implementation of hotel management education in China, and the development of hotel management education is still facing practical problems. Firstly, the output of educational talents is insufficient, and the number of hotel industry practitioners continues to grow. However, due to the effective level of socioeconomic development, driven by the rapid expansion of the hotel industry development scale, the hotel industry market demand for professionals also continues to expand, and the output of college hotel management education is difficult to meet the needs of the industry <sup>[4]</sup>. Secondly, there is a lack of grasp of the hotel industry market. The hotel management education in some colleges lacks an understanding of the development of the industry and the needs of the market, as well as a targeted professional curriculum and clear educational objectives, so the students cannot meet the professional requirements of the industry part of the job opening. Thirdly, the education and training mode is insufficient. Impacted by the traditional teaching concept, colleges focus on basic knowledge and theory of teaching, ignoring the importance of practical skills and professionalism for the training of hotel personnel, thus it is difficult to cultivate creative, complex, open-type qualities of high-quality tourism personnel <sup>[5]</sup>. Fourthly, the hotel culture and corporate culture in the education process are insufficient. Each hotel enterprise has its culture and values, and college education faces difficulty in integrating this corporate culture into the cultivation process, resulting in a lack of sense of belonging and pride of graduates after entering the enterprise, and it still takes an amount of time to adapt to the corporate culture.

### **3.2. Lack of institutional guarantee for school-enterprise cooperation and difficulties in two-way docking**

Firstly, there are variations in the goals of school-enterprise cooperation, lacking thinking and cooperation awareness. The original intention of cooperation is to extend talent cultivation to professional industry platforms. However, the school and enterprise have an insufficient understanding of the concept of “school-enterprise cooperation,” and the enterprise has not elevated the management of interns to the strategic level of industry talent cultivation, which is inconducive to the career development of students in the industry and the construction of the talent pool in the hotel industry <sup>[6]</sup>. Secondly, there is a lack of an effective cooperation framework and mechanism between universities and hotel industry enterprises, which generally adopt a single pre-employment model. Cooperation tends to be shallow, and lasting and stable cooperative relationships have not been established. The cooperation process is uncertain, resulting in cooperation between hotels and universities often being limited to the level of the human resources department, while enterprises tend to pursue the goal of cooperation with low labor costs. Thirdly, the hotel industry pursues a stable supply of human resources. The results of retaining interns are unpredictable, and the talents trained may become competitors in the same industry. Hence, companies often weaken the training of interns <sup>[7]</sup>. Fourthly, the intervention of human resources intermediary companies reduces the enthusiasm for school-enterprise cooperation. The emergence of many human resources intermediary companies and third-party online platforms weakens the responsibility of the enterprise as a direct internship partner, weakens the awareness of talent cultivation on the part of the enterprise, and enhances the cost awareness of hotel enterprises, making it difficult for school-enterprise cooperation to deepen.

## **4. Hotel management professional talent cultivation practice path**

In the context of the new era, the hotel industry bears the important responsibility of promoting the construction of local tourism economy, optimizing modern economic structure, and meeting the work needs of the masses.

Among them, a high-quality talent team is the key resource force to achieve the above goals. Education creation, practice, and reform should cultivate more high-quality hotel industry talents as soon as possible, becoming the core link of restructuring the hotel industry structure <sup>[8]</sup>.

## **4.1. Establishing a career-oriented education concept and serving transformation and upgrading the hotel industry**

### **4.1.1. Creative training concept**

With the development and changes in the social economy and the hotel industry, cultivating talents in the hotel industry requires comprehensive improvement of creative thinking consciousness and talent quality, innovation of training goals and educational concepts guided by the market, and construction of innovative education talent training models. These help students consolidate their professional knowledge foundation while broadening their professional horizons and stimulating their innovative potential, in order to deliver more high-quality talents to the hotel industry <sup>[9]</sup>.

### **4.1.2. Connecting the digital economy**

The development of information science is driving the transformation of education and talent cultivation methods. It is necessary to enhance information and digital education, guide students to explore and master relevant professional knowledge, cultivate students to master information technology, increase the interactivity and practical research of hotel management education courses, guide students to think and explore, and integrate into the development of the digital economy era.

### **4.1.3. Formulating scientific goals**

The cultivation of hotel professional talents should start from the development of industry and society, initiate from the needs of goals, strengthen the connection between talent cultivation and career development, meet the practicality and innovation of education, formulate systematic education goals based on environmental characteristics and individual characteristics of students, strengthen the pertinence of hotel industry professional talent cultivation, and achieve scientific education goals along the circular momentum of the hotel industry market.

### **4.1.4. Strengthening the comprehensive quality education**

It is necessary to promote the close integration of theoretical teaching and practical teaching, integrate innovative practice into professional courses, and help students understand how to utilize the effectiveness of professional theoretical knowledge in practical applications. Furthermore, it is imperative to strengthen comprehensive quality training, organize on-site inspections, internships, practical project participation and other activities, and enhance the ability to solve practical problems.

## **4.2. Establishing long-term operational mechanism for school-enterprise cooperation and promoting schools-enterprise deep integration**

### **4.2.1. Talent training process**

The school focuses on talent cultivation and grasps all stages of talent cultivation. The processes are as follows.

On-campus practical teaching stage: The school organizes practical teaching courses to provide students with opportunities for practical operation and simulation scenarios. Schools work together with cooperative enterprises to establish the goals and requirements of practical teaching and ensure that students can learn real knowledge and skills through practice. On-the-job internship stage: The school cooperates with enterprises to

provide students with on-the-job internship opportunities. The school should communicate with the enterprise to provide guidance and support for students during their internships<sup>[10]</sup>. At the same time, the school needs to supervise the internship performance of students, ensuring that they can receive sufficient practice during the internship. Career planning stage: The school should assist students in career planning to provide employment guidance and demand information. The school can organize employment counseling courses and recruitment activities to help students understand the needs of the job market and provide personalized career planning guidance.

#### **4.2.2. Talent practice training**

To fulfill the practical training responsibility of cultivating industry talents, hotel enterprises need to complete the transformation from practical training bases to talent training bases. The school assists enterprises in undertaking practical training responsibilities with the goal of cultivating industry talents, and the following changes need to be made:

The responsibility and importance of enterprises in talent cultivation are not to provide practical training bases, but to take part in the talent cultivation process and provide comprehensive training and development opportunities. Enterprises should enhance systematic training of skills and service techniques. Besides teaching corporate culture and basic knowledge, they should also conduct targeted skills training for job requirements, so as to improve the professional ability and overall quality of college students<sup>[11]</sup>. Enterprises provide job rotation opportunities, allowing college students to practice and learn in different positions, comprehensively understand various aspects of hotel operations, and cultivate diversified abilities and leadership potential.

#### **4.2.3. Deepening school-enterprise cooperation**

To realize the "in-depth demand" of enterprises for universities, enterprises can reap the benefits of deepening cooperation.

Strengthening communication and cooperation: The college and enterprises build a lasting communication channel and formulate cooperation plans and goals. Tailor-made training plan: The school needs to tailor the training plan according to the needs of the enterprise for skilled talents to ensure that the education received by students during school matches the actual work needs, and reducing the cost and time of subsequent training for the enterprise. Deep integration of practical teaching: Schools must integrate practical teaching with enterprise cooperation, and provide more cases in the teaching process to cultivate students' ability to solve practical problems. Enterprises can send employees to schools for exchanges in the form of practical guidance to enhance school-enterprise cooperation<sup>[12]</sup>. Strengthening tracking of student employment: The school should strengthen tracking of student employment and understand their work performance and development in enterprises. The school should simplify the process of school-enterprise cooperation, improve the convenience and efficiency of cooperation, and reduce the costs and time of enterprises.

### **4.3. Reshaping the curricula to create a combination of full-time and part-time faculties**

Reshaping the curriculum system can achieve talent cultivation goals. Curriculum is the key to ensuring teaching quality, and universities should attach great importance to the construction of curriculum systems and form specialized teams for research.

#### **4.3.1. Improving the curriculum system**

Reshaping a curriculum system that keeps up with the times is necessary to meet the needs of the hotel industry. Schools should offer courses related to history and culture, intelligent hotel management, hotel information

technology, and the application of AI in the hotel industry, which are related to modern hotels, to solidify students' basic theories; increase the types of general education courses, focus on the integration of cultural and modern information technology courses, and broaden students' knowledge <sup>[13]</sup>.

#### **4.3.2. Talent training standards**

Schools should develop talent development plans based on industry and enterprise needs. Based on the quality standards of hotel management education, they need to determine the theoretical knowledge and practical skills that students should master in each course, and arrange annual teaching plans. Besides the public compulsory subjects, the first year provides students with knowledge; the second and third years are devoted to practical projects, company visits, and apprenticeships; and the final year includes internships and the writing of final theses. In the process, company supervisors can guide students in writing dissertation and share the experience with them.

#### **4.3.3. Collaborative education mechanism**

Schools should build school-enterprise cooperative education departments and explore new ways of cooperative education. Colleges should not formulate training plans for hotel management talents according to the orientation and enterprise demand, but enhance communication in various ways, like holding enterprise lectures, inviting enterprise employees to teach or judge competitions, and establishing a coordinating body to ensure that two-way cooperation is effective, orderly, and reliable in concrete implementation <sup>[14]</sup>.

#### **4.3.4. Improving teachers' ability**

Teacher training should be enhanced. Teachers are a support for cultivating complex, applied, and creative hotel management talents. Thus, under the two strategies of implementing the "dual-teacher" teacher plan and introducing mentors, teachers are encouraged to join discussions on the direction of the hotel industry and qualification examinations, use the summer vacation period for on-the-job training, and grasp the educational potential needed to engage in the corresponding fields <sup>[15]</sup>.

## **5. Conclusion**

The hotel industry is facing changes and technological innovation. The cultivation of hotel management professionals in college needs to keep pace with the times, provide educational resources, deepen school-enterprise cooperation, and respond to industry changes and challenges.

## **Disclosure statement**

The author declares no conflict of interest.

## **References**

- [1] Wang H, 2020, Construction of Practice Teaching System for Hotel Management Majors in Financial Colleges. *Journal of Shanxi University of Finance and Economics*, 42(S1): 103–105.
- [2] Li P, 2023, Innovative Improvement of Hotel Management in the Era of Big Data--A Review of Theory and Practice of Smart Hotels. *China Science and Technology Paper*, 18(11): 1301.
- [3] National Bureau of Statistics, 2021, People's Republic of China 2020 National Economic and Social Development

Statistics Bulletin, viewed February 20, 2023, [http://www.stats.gov.cn/sj/zxfb/202302/t20230203\\_1901004.html](http://www.stats.gov.cn/sj/zxfb/202302/t20230203_1901004.html)

- [4] Gong M, 2021, The Application of Modern Apprenticeship System in the Training of Hotel Professionals in Chemical Colleges and Universities--Review of Exploration and Practice of Modern Apprenticeship System in Higher Vocational Education. *Plastics Industry*, 49(12): 179.
- [5] Xue B, Fan H, 2024, Reform of Talent Cultivation Mode of Undergraduate Tourism Management. *Western Quality Education*, 10(01): 1–4.
- [6] Chen S, He S, 2023, Research on the Path of School-Enterprise Cooperative Education for Tourism Management Majors in Colleges and Universities Based on the Concept of OBE. *Tourism Overview*, 2023(09): 54–57.
- [7] Liu H, 2019, Reflections on In-Depth School-Enterprise Cooperation of Higher Vocational Hotel Management Students. *Vocational Education Forum*, 2019(12): 120–124.
- [8] Wei X, Jiang X, 2023, Exploration and Practice of Cultivating Digital Culture and Tourism Talents in Colleges and Universities Under the Background of New Liberal Arts. *Tourism Overview*, 2023(11): 84–86.
- [9] Lv J, 2023, The Logic and Innovative Practice of Cultivating Talents in Tourism Education in the New Era--A Review of China's Tourism Education: Development, Problems and Challenges. *Chinese Journal of Education*, 2023(05): 113.
- [10] Huang D, Du W, 2020, Talent Cultivation of Higher Vocational Hotel Management Professionals in the Perspective of Modern Apprenticeship System. *Education and Career*, 2020(02): 55–58.
- [11] Gao Z, Li H, 2024, A Preliminary Study of University-Enterprise Collaborative Cultivation Model of Innovation and Entrepreneurship Talents. *Business Economy*, 2024(02): 190–193.
- [12] Kong T, 2024, Exploration and Practice of Higher Vocational Professional Talent Cultivation Based on Craftsmanship Cultivation. *Modern Vocational Education*, 2024(02): 61–64.
- [13] Shi B, Wang J, 2023, Construction of Civic and Political Resources for Higher Vocational Hotel Management and Digital Operation Professional Course. *Secondary School Politics Teaching Reference*, 2023(44): 99.
- [14] Zhu G, 2021, A Comparative Study of Hospitality Management Education in China and Switzerland and the Insights from Experience. *Social Scientist*, 2021(03): 157–160.
- [15] Shen L, 2024, Research on the Construction of “Dual-Teacher” Teacher Training System for Specialized Professional Category. *Modern Business Industry*, 45(04): 111–113.

**Publisher's note**

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.