

# **Practice research on the construction of Innovation and Entrepreneurship curriculum System of Hotel management Major based on new liberal arts background**

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## **Abstract**

*The construction of new liberal arts is to adapt to the new requirements of the development of philosophy and social sciences in the new era, to cultivate the new liberal arts with Chinese characteristics and Chinese style, and to train the new era of liberal arts talents to take on the great task of national rejuvenation as the goal. At present, the major of tourism and hotel management in Chinese colleges and universities is moving towards the direction of high quality development. The restructuring and reform of traditional personnel training mode is a key to break through the contradiction between supply and demand of professional personnel. In-depth analysis of the current college tourism and hotel management professional talent training mode facing the training and curriculum system, training mode, training teachers and training evaluation system need to be further clear, innovation, optimization and improvement of realistic difficulties. Therefore, the training mode and program of tourism and hotel management professionals in colleges and universities should be re-examined, and a scientific orientation and curriculum construction system should be established. Deepen teaching reform and establish modern teaching mode of "integration of science and practice"; Docking industry development and building a regional training platform of "production, learning and research"; We will improve the security system and build a "double-qualified" professional teaching team.*

## **Keywords**

*New liberal arts construction; Tourism and Hotel management; Talent training mode.*

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## **1. The role of innovation and entrepreneurship course system construction for hotel management major**

### 1.1. Meet the development needs of society

With the continuous improvement of people's living standard, the existing people's life is more and more rich and resources, tourism began to flourish. Therefore, in the training of professional hotel management talents, it is necessary to join the new trend of The Times in the hotel management specialty of vocational colleges, establish a diversified talent training program, take innovation and entrepreneurship as the guiding ideology of school teaching, cultivate comprehensive high-quality talents, and further create new development opportunities for hotel management. Provide more superior brand quality services.[1]

### 1.2. Improve the construction of traditional teaching system

In the education and teaching process of hotel management major in higher vocational colleges, the course teaching mainly takes post skills as the basic practical teaching content, so as to cultivate technical talents. Due to the certain disconnection between enterprises and schools, when establishing the innovative enterprise-oriented hotel management curriculum system, it is necessary to correctly guide students to establish their own career goals and career planning, correctly position themselves in the career, strive to learn new knowledge in the education and teaching curriculum system, and promote the cultivation of hotel management professional education talents. Improve the teaching management level, promote diversified technological innovation and curriculum reform.[2]

### 1.3. Demand for training comprehensive talents

In the course goal planning and design, it is necessary to carry out market survey and questionnaire survey of educational practice according to the situation of social development, fully understand the characteristics of vocational education of hotel management and hotel industry in vocational colleges at the present stage, integrate them into the curriculum training system of improving students' abilities in all aspects, and fully tap students' potential. Improve students' language thinking ability and interpersonal relations, make students better understand the knowledge of business operation and financial management, and cultivate comprehensive talents in a comprehensive way.[3]

Serial number	The role of Innovation and Entrepreneurship course system construction in Hotel management specialty
1	Meet the needs of social development
2	Improve the construction of traditional teaching system
3	The need of training comprehensive talents

Table 1 The role of curriculum system construction

## 2. Innovative breakthrough in the talent training mode of tourism and hotel management in colleges and universities under the background of new liberal arts construction

### 2.1. Re-examine the training model and program, and establish a scientific education orientation and curriculum construction system

The major of tourism and hotel management in colleges and universities aims to solve the realistic contradiction between talent training and market demand imbalance, and aims to

cultivate applied talents in industries and industries. It gets rid of the dependence on traditional paths, integrates into the concept of new liberal arts construction, makes bold innovations on the basis of full scientific research, and explores professional managers, makers and small business owners of tourism hotels. An innovative talent training model targeting educators and researchers. Therefore, relevant colleges and universities can divide college students' ability cultivation into different professional directions and career starting levels according to the development status and trend of the industry, and put forward matching cultivation goals to guide college students to constantly break through themselves.

## **2.2. Deepening teaching reform and establishing modern teaching methods of "integration of science and practice"**

Professional course teachers should integrate a variety of educational methods into various classroom teaching according to the "post course competition certificate", change the teaching ideas restricted by discipline barriers and fragmented classes in the past, and overcome the disadvantages of unitary and lecture-oriented teaching that cannot mobilize the enthusiasm of college students. At the same time, task teaching can allow college students to conduct team training, group discussion and learning. After class, continuous imitation practice can also be carried out, such as film role imitation classroom teaching, service and management course reporting, service and management and design competition and professional qualification certification, and comprehensive training of school-enterprise tutorial system, so as to strengthen the study of relevant knowledge and improve practical ability.

## **2.3. Connect industry development and build a regional training platform of "production, learning and research"**

We will speed up the construction of practice bases. Relevant institutions of higher learning should actively cooperate with local tourism and hotel industry enterprises to jointly build a "three real" base that serves local and is in line with international standards. Through participating in the "three real", college students can deepen their understanding of professional knowledge, more clearly realize the importance of cultivating new liberal arts professional ability and quality, have a better understanding of the interdisciplinary knowledge and ability required by the industry, and promote the development of enterprises. To this end, schools and enterprises can carry out order-type training, and build professional and industrial colleges together.

Serial number	The innovation breakthrough of professional personnel training mode
1	Re-examine the training mode and program, establish the scientific orientation of education and curriculum construction system
2	Deepen teaching reform and establish a modern teaching method of "integration of science and practice"
3	Docking industry development, construction of "production, learning, research" regional training platform

Table 2 Innovation breakthrough of professional personnel training mode

## **3. Construction methods of innovation and entrepreneurship curriculum system for hotel management major**

Under the background of social education reform, the hotel management major in higher

vocational colleges must comprehensively deepen the innovation and entrepreneurship education reform system, cultivate high-quality talents, and improve the relevant professional system and curriculum system. We should cultivate a new talent management mechanism, reform education and teaching methods and assessment methods, and strengthen the influence of innovation and entrepreneurship on students. Let students widely participate in the classroom interaction of education and teaching, comprehensively improve the comprehensive quality of students majoring in hotel management, and promote the sustainable development of hotel management major in higher vocational colleges. The teaching content of hotel management major in higher vocational colleges is not only the theoretical knowledge of hotel management, but also the other management content of hotels at different levels in social stage. Therefore, teachers must deeply study the connection between innovation and entrepreneurship and hotel management, and learn excellent professional knowledge and teaching methods by combining the experience of relevant courses at home and abroad. Integrate the consciousness of innovation and entrepreneurship into the teaching of hotel management, cultivate students' consciousness of innovation and entrepreneurship, and actively carry out self-innovation and self-improvement.

Serial number	Innovation and entrepreneurship curriculum system construction methods
1	Clarify the existing teaching orientation of innovation and entrepreneurship
2	Enrich the content of innovation and entrepreneurship knowledge
3	Integrate innovation and entrepreneurship education into hotel management curriculum
4	We will carry out innovation and entrepreneurship education combining school and enterprise education
5	Strengthen the cultivation of students' comprehensive quality

Table 3 Innovation breakthrough of professional personnel training mode

#### 4. Conclusion

To sum up, at present, the state attaches more and more importance to the training of professional talents in higher vocational colleges. Therefore, when training professional talents, higher vocational colleges must further improve the existing education and teaching mode, strengthen the cultivation of students' comprehensive ability, further innovate the teaching concept, integrate the knowledge of innovation and entrepreneurship education into the hotel management, tap students' learning potential, improve their problem-solving ability and decision-making ability, and promote their all-round development.

#### References

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