

Analysis on the Development Path of Hotel Management Major Driven by Multiple Collaborative Education under the Guidance of Mass Innovation and Entrepreneurship

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Abstract

Under the background of education reform, creating multiple cooperative education system with the integration of production and education is the main topic of education reform exploration of hotel management major in colleges and universities in the new era. Therefore, after understanding the basic concept of entrepreneurship and innovation orientation, according to the basic situation of hotel management professional talent cultivation in colleges and universities in the new era, this paper mainly discusses the effective path of multi-collaborative education driven development of hotel management professional under the guidance of entrepreneurship and innovation, so as to cultivate more outstanding talents for the development of hotel industry.

Keywords

mass entrepreneurship and innovation; Hotel management; Multiple collaboration; educate.

Under the background of higher education reform in China, innovation and entrepreneurship education has been widely paid attention to. From the perspective of education implementation in various local colleges and universities, the integration of production and education should be regarded as the basic condition for cultivating mass innovation talents, and a diversified collaborative education driven cultivation system should be created according to the development of majors and positions. Only in this way can talent training be highly consistent with the needs of the industry and truly meet the needs of social and economic construction and development in the new era [1].

1. The cultivation concept of mutual integration

According to the requirements of innovation and entrepreneurship education, the hotel management major should take the strategic task and demand of high-quality development of

modern service industry as the basic basis for education reform. Through the comprehensive implementation of the diversified and synergy-driven talent training system, the main direction of international academic frontier and industrial development is clearly defined, and the talent training and teaching are implemented in an orderly manner, which can not only guarantee the sustainable development of the hotel industry. It can also achieve the goal of high-quality talent training [2]. On the basis of government guidance, industry coordination and social construction mechanism, the hotel management major has fully integrated universities, society, industry and scientific research institutions, etc. in accordance with the mechanism shown in Figure 1 below, and fully integrated educational resources in various fields, truly demonstrating the application value of the multiple collaborative education system. It has cultivated more versatile and applied mass innovation talents for social construction and development [3].

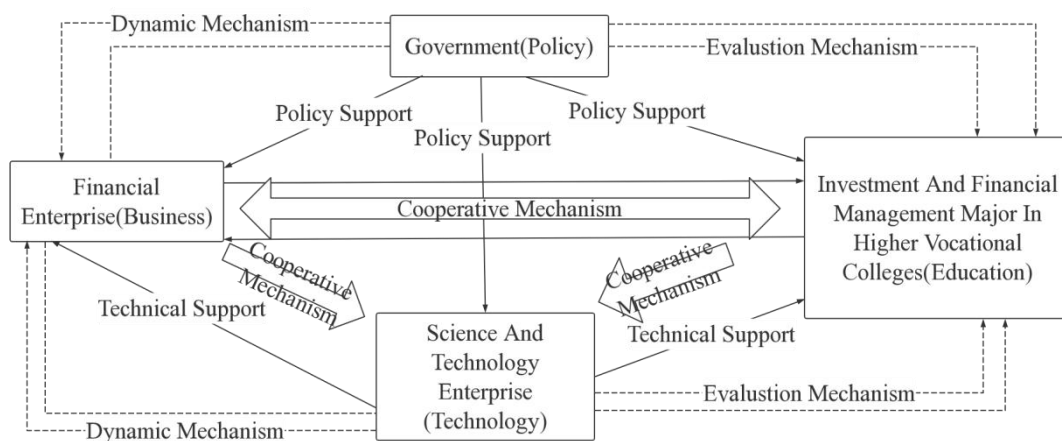


Figure 1 Education mechanism of hotel management specialty

2. The basic mode of joint education

In the reform and development of modern education, the concept of diversified collaborative education and development with the integration of production and education as the core can promote the mutual development of personnel training and industry enterprises [3]. Nowadays, on the basis of comprehensive consideration of the national standards for the teaching quality of innovation and entrepreneurship education, universities around the country have strengthened the construction of the connotation of entrepreneurship and innovation education, and paid more attention to improving the training mode of entrepreneurship and innovation talents, so as to promote effective communication and cooperative innovation and development between schools and enterprises. Specific work involves the following points: First, focus on development advantages. At present, when establishing cooperation platforms with hotel management enterprises, college hotel management majors will first clarify the basic requirements for school-enterprise cooperation, and then help each other improve the comprehensive quality and professional ability of internal employees, introduce real and effective hotel practical management projects, and constantly improve the content of existing education and practice activities, so as to create a diversified and integrated new talent training mechanism. Secondly, project interaction.

College hotel management majors establish close cooperation with industry enterprises, and actively introduce practical projects of "entity + enterprise", so that professional students can truly understand the requirements of hotel management majors and related job responsibilities under the two-way guidance of project mentors and school mentors [4]. In this process, the school will regard a specific project as the basic guidance, organize college students to participate in the temporary position of the enterprise, complete the project or stage of learning, and bring the final results back to the classroom for practical evaluation [5]. This teaching mode of practical exercise can not only provide a base for universities to incubate entrepreneurship platform, but also provide a good entrepreneurial environment for hotel students, so that more students can understand the spirit of innovation and entrepreneurship in practice and exploration, and master more professional knowledge and skills of hotel management in communication with others. Finally, the system development system. Modern hotel management requires managers to design and develop a model consistent with the development of the hotel according to the specific situation, and use information, digital and intelligent technology to drive the reform and innovation of the management platform, which includes information management, information evaluation, information feedback and other functional services. Therefore, colleges and universities will add professional courses, such as information science, big data and technology development, when designing the multiple collaborative education teaching system, with the purpose of cultivating students' ability to develop and use the hotel management system [6]. In order to ensure that the hotel management professional education can continue to move towards a high quality level, both hotel enterprises and universities should strengthen the system development, construction and management, pay attention to providing a cooperative system integrating evaluation and resource sharing, actively create an intermediary system including personnel, funds and scientific research results, and clarify the interest mechanism to balance the interests of all parties. Only in this way can we better cultivate the outstanding talents needed for the reform and development of the industry,

3. Multi-coordinated cultivation system

When creating the multi-collaborative education platform as shown in Figure 3 below under the guidance of the Double Initiative, the hotel management major should optimize and innovate according to the strategic development and overall layout of the cultural and tourism industry chain in each region, and regard the supply and demand structure of mass innovation talents as the basic basis for the professional construction and training goals. After integrating and gathering the material resources of the local government, surrounding production enterprises, the school, key research experiments in universities and employers, the hotel management professional education level is gradually optimized, the internal cultivation mode is constantly improved, and the development state is truly advancing with The Times [7]. Under the development trend of economic globalization, the training requirements of hotel management professionals in colleges and universities are getting higher and higher. The training objectives of hotel professionals are determined based on the education requirements of innovation and entrepreneurship, and the supporting role of multiple subjects is given full play by utilizing various channels such as cooperative hotels, practical teaching, virtual practical training and discipline competitions. Enable students to master more knowledge and skills through independent participation and continuous innovation [8].

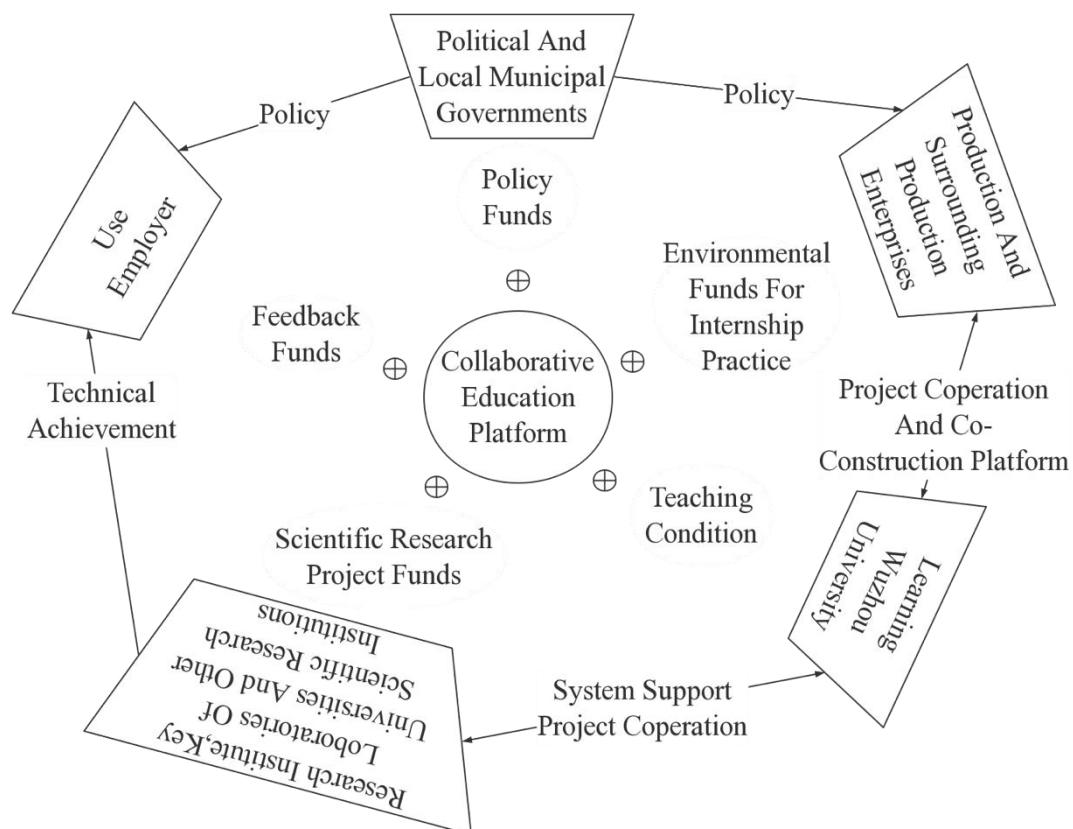


Figure 3. Multiple collaborative education platform

Conclusion

To sum up, in the face of the new challenges and requirements of social development, Chinese universities should build a diversified collaborative education system according to the requirements of innovation and entrepreneurship education, clarify the development needs of hotel management professionals, and build a good bridge of cooperation and communication with government departments and enterprises, so as to actively cultivate more comprehensive talents through mutual cooperation and exploration.

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