

Research on the Integration Path of Production, Education and Research of Hotel Digital Talent Training

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Abstract: Under the big wave of Digital Economy, the hotel industry continues to promote digital transformation and upgrading, the industry reform leads to the change of talent demand. At present, the hotel industry has an urgent demand for digital talents, and the gap of digital talents in hotels is constantly expanding. Based on the current situation and problems of hotel digital talent training, combined with the characteristics of hotel digital talent, this paper conducts in-depth research and comprehensive elaboration from the perspective of the integration of production, education and research. Through the joint research of hotel digital talent training plan, joint training of integrated teachers, joint construction of courses, joint construction of digital training room and so on, It provides new ideas for the training and teaching reform of digital talents in the major of hotel management and digital operation of vocational colleges.

1. Introduction

In the era of digital economy, digital economy has become a new driving force for industrial development. All industries are striving for high-quality development through digital economy. At present, with the acceleration of the digital journey of the hotel industry, the hotel industry is in urgent need of talents with digital operation thinking and practical ability. The demand of the industry is forcing the reform of talent training. The colleges have changed the major name to be hotel management and digital operation, but for the hotel digital talent training, the colleges and academia are still in the exploration stage.

Deepening the integration of production, education and research is an important implementation path to train hotel digital talents. *The Opinions on Deepening the Reform of the Modern Vocational Education System Constructing* pointed out that leading enterprises, high-level colleges and universities, vocational schools should be encouraged to take the lead in establishing a cross-regional community of integration of industry and education with the participation of schools, scientific research institutions and upstream and downstream enterprises. The cultivation of digital literacy and digital ability of students whose major is hotel management and digital operation depends on the depth of integration of production, education and research. Based on the characteristics of hotel digital talents, this paper analyzes the current situation and existing problems of hotel digital talents training, and proposes the path of integration of production, education and research for hotel digital talents training in terms of training programs, teaching staff, courses,

training rooms, etc, in order to provide reference for promoting the integration of industry, education and research for hotel digital talents training in vocational colleges.

2. The Characteristics of Hotel Digital Talent

With the development of digital economy, the knowledge and skill structure of talents also changes accordingly. Under the background of the digital transformation of the hotel industry, the talents needed by the hotel industry also change from having service and management skills in the past to having service, management and digital operation abilities. At present, the latest talent training plan of hotel management and digital operation has clearly defined the need to cultivate high-quality composite technical talents with digital operation thinking and practical ability. Digital talents are inter-disciplinary talents who not only need to master solid professional knowledge, professional literacy and digital literacy, but also possess certain technical ability, product ability, operational ability, collaborative ability and project management ability^[1]. The characteristics of hotel digital talents include mastering hotel professional knowledge, having hotel professional quality, having data analysis and digital operation ability. At present, the problem that we urgently need to solve is how to train students' ability of data analysis and digital operation.

3. Analysis on the Current Situation of Hotel Digital Talent Training

3.1. Digital Talent Training does not Match the Actual Demand of the Industry

The hospitality industry is in dire need of digital talent. At present, all colleges and universities have changed the major of hotel management into the major of Hotel Management and Digital Operation according to the *Professional Catalog of Vocational Education (2021)*, and the professional talent training plan after the name changed has been adjusted around the digitalization. The goal of talent training transformed into master the knowledge, skills and operation technology related to catering, housekeeping, front office, hotel product marketing, data analysis and application, new media operation, OTA operation, hotel human resource management, hotel quality management, etc, and have digital operation thinking and practical ability, high quality composite technical talents who can engage in the operation of the hotel industry in the digital age. New courses such as big data analysis of hotel, employment management of digital hotel and hotel digital marketing have been added to the latest talent training plan of the major of hotel management and digital operation. Although the goal of talent training has shifted to digital talent training, the teaching of the new courses is mainly theoretical and lacks of the cultivation of students' digital practical ability, which is difficult to match the actual needs of the industry. In addition, the formulation of digital talent training plan is still dominated by colleges, and the participation of government, industry association and enterprise is limited. Moreover, when conducting demand research, they only communicate with local key cooperative enterprises, which lacks a comprehensive grasp of the actual needs of the industry.

3.2. Lack of Integrated Teachers Who Master Data Analysis and Digital Technology

At present, the professional teachers hotel major include two categories, some of them enter vocational colleges to teach after graduated from the university, lack of practical experience; some of them are from the hotel industry, this kind of teachers have a certain practical ability of hotel operation, but the industry is changing rapidly, so that the practical ability of this kind of teachers can not meet the needs of digital reform. At present, the teachers of hotel major cannot handle new courses such as big data analysis of hotel and employment management of digital hotel. Hotel

majors lack of integrated teachers who grasp data analysis and digital technology.

3.3. The Construction of Courses Related to Digital Operation has not Fully Reflected the Co-construction of School and Enterprise

In recent years, the hotel major has focused on the construction of courses related to digital operation, but the construction of courses fails to fully reflect the co-construction of the college and enterprise, only the industry and enterprise personnel are written in the construction team during the course construction. The reasons are as follows: first, it is difficult to connect the 'construction of courses related to digital operation with relevant parties of the hotel. In the past, college-enterprise cooperation was limited to the student internship level. Therefore, the connection between college and enterprise is mainly between the college leadership and the hotel manpower, lack of the connection between the professional teachers and the hotel operation management personnel, so when professional teachers are constructing courses related to digital operation, It is difficult to connect with the digital operation management personnel of the hotel; Second, due to the busy work of relevant digital operation staff of hotels, they have no intention to engage in course construction and there isn't long-term incentive mechanism.

3.4. The Construction of Digital Training Room and the Equipping of Hardware and Software Equipment are Hindered

A large amount of hard and soft input is needed to start and deepen the production-education integration project ^[2]. At present, the major of hotel management have mature training rooms for front office, housekeeping and catering, but lack of digital training rooms to cultivate students' digital operation ability. The cultivation of digital operation ability mainly depends on digital software. Due to the shortage of funds to purchase software, the current courses related to hotel digital operation cannot be equipped with appropriate hardware and software equipment.

3.5. The Depth of Integration of Production, Education and Research is Insufficient

(1) Vocational Education Groups and Industrial Colleges fail to give full play to the integration of industry and education. Under the support of relevant national policies, colleges have taken the lead in establishing Vocational Education Groups, and Industrial Colleges with leading groups of the hotel industry. However, after the opening ceremony, it is worth pondering whether various measures of industry-education integration can be truly and effectively implemented and whether they can truly achieve the goal of cultivating talents needed by the industry.

(2) Teaching and scientific research are separate. The horizontal project established between the college teachers and the hotel is only a general project to improve the hotel service quality, which fails to help and guide the teaching.

4. The Integration Path of Production, Education and Research of Hotel Digital Talent Training

4.1. The Government, Industry Association, College and Enterprise Jointly Research the Training Program of Hotel Digital Talent

The formulation of hotel digital talent training plan requires colleges, the government, the industry and enterprises to in-depth researching and discussing, and establishing internal and external "double cycle" talent training platform, so as to realize deep integration of production and

education^[3]. The government, the industry association, the colleges and the enterprise focus on the analysis of the knowledge, skills and literacy required by the digital talents in the hotel industry, so as to finally determine the training objectives of the hotel digital talents, and to achieve the training objectives through which courses. The government should make an overall plan and promote the integration of production and education in higher vocational colleges through policy guidance and funding based on the development of local industries and the actual needs of industries^[4]; Industries and enterprises should fully participate in the whole process of talent training in vocational colleges^[5], and participate in the formulation of talent training plan and teaching standards, curriculum construction, and training of digital teachers. The cooperation link of the integration of industry and education should be moved from the internship stage to the on-campus education stage, and the cooperation level should be expanded from the abutting joint of employment and recruitment needs to the whole process of talent training^[6].

4.2. The College and Enterprise Jointly Construct the Integrated Teaching Staff

Integrated teachers should not only master the theoretical knowledge of data analysis and digital technology, but also have the practical ability of data analysis and digital operation. Colleges and enterprises should jointly build a team of integrated teachers, and adopt "bringing in and going out" to improve the quality of the teacher team through mutual recruitment and use^[7]. Firstly, professional teachers in the college should be allowed to go out to the hotel for practical learning, and special training on data analysis and digital operation management should be conducted for professional teachers, so as to improve the digital practice ability of professional teachers; Secondly, experts of hotel data analysis and digital operation should be invited to participate in the teaching and evaluation of digital operation related courses on a part-time basis; Thirdly, the teachers should be supplemented by personnel with practical experience in hotel data analysis and digital operation.

4.3. The College and Enterprise Jointly Construct the Courses Related to Digital Operation

The study of courses related to digital operation is an important way to cultivate students' digital ability. Therefore, the construction of courses related to digital operation should be deeply co-built by both colleges and enterprises. First of all, both sides should discuss curriculum objectives and form curriculum standards. Secondly, the digital micro-course resources are recorded jointly by the college and the enterprise, and the real scenarios and cases of enterprise digital operation are integrated into the course resources. Thirdly, curriculum evaluation should be carried on from teachers, students, enterprises. The digitalized operation courses jointly developed by colleges and enterprises can not only meet the learning needs of college students, but also serve as training courses for enterprise employees.

In view of the failure to achieve college-enterprise co-construction of curriculum, for colleges and enterprises, the first step should increase the communication between professional teachers of the college and the corresponding professional personnel of the enterprise. Professional teachers can be organized to visit the enterprise regularly and have discussions with professionals related to digital operation of the hotel. Secondly, a long-term incentive mechanism should be established for enterprise professionals to go deep into college curriculum construction, so as to improve the enthusiasm of enterprise digital operation experts to devote themselves to the cultivation of digital talents.

4.4. The College and Enterprise Jointly Construct the Digitalized Training Room

With the change of professional name and talent training objectives, the construction of digital

training room is imminent. The practical training link of courses related to hotel digital operation, as well as the improvement of teachers' and students' digital literacy, need to be supported by the hotel digital training room and digital software. Hotel majors should cooperate with enterprises to jointly build digital training rooms and develop experimental teaching projects. For example, Hua Qiao University cooperated with Wentu Information Technology Co, Ltd. to build virtual simulation experiment center and jointly developed virtual simulation experiment teaching project of interactive tourism digital marketing.

4.5. Taking Vocational Education Group as the Carrier to Deepen the Integration of Production, Education and Research

Vocational Education Group is a win-win entity of interests with diversified, diverse, functional and regional^[8]. Taking Tianjin Tourism and Hotel Vocational Education Group as an example, it is composed of Tianjin Culture and Tourism Bureau, vocational colleges, hotel association and more than 50 hotel enterprises. It organizes annual meetings regularly every year to discuss personnel training, school-enterprise cooperation and other issues. In view of the deficiency of integrating depth of industry, education and research, Vocational Education Group can be used as the carrier, and the government, industry associations and enterprises within the Vocational Education Group can initiate projects on a unit of years, teachers and students of vocational colleges can form research teams in different directions, and the scientific research team of vocational colleges can select corresponding projects to help the government, industry associations and enterprises solve practical project problems. At the same time of completing the project, it also improve the scientific research and practical ability of teachers and students.

5. The Guarantee Mechanism of Deep Integration of Production, Education and Research of Hotel Digital Talent Training

5.1. Establishing and Perfecting the Working Mechanism for Integration of Production, Education and Research

Improving the operating mechanism is an important starting point for the construction of a community of integration of production and education and collaborative education^[9]. It is necessary to taking vocational colleges as the leading role to establish and improve the teaching mechanism, communication mechanism and evaluation mechanism of the integration of production, education and research. Firstly, it is necessary to establish and improve the teaching mechanism of the integration of production, education and research, promote the integration of production and education and school-enterprise cooperation at the level of talent training, so as to provide guarantee for the combination of work and study and the integration of teaching process and production and labor process^[3]. Secondly, It is necessary to establish and improve the communication mechanism between vocational colleges and industries and enterprises, so as to ensure the communication between professional teachers and relevant business personnel of digital operation of industries and enterprises; Thirdly, It is necessary to establish and improve the evaluation mechanism of the integration of production, education and research, and carry out the evaluation of vocational education jointly by the industry and enterprises, so as to realize the cooperation between the school and the enterprise.

5.2. Establishing and Perfecting the Incentive Mechanism for Integration of Production, Education and Research

It is necessary to taking the government as the leading role to establish and perfect the incentive mechanism for integrating production, education and research. In the context of industrial transformation and upgrading, vocational colleges need to grasp and analyze the latest information of dynamic changes in industrial demands timely, connect with enterprises deeply, understand and gradually master new processes and technologies of vocational posts, dynamically update talent training plan, curriculum systems and teaching resources, and real-time optimize the operation mode and implementation content of production-education integration projects, so as to improve the post adaptation ability of skilled personnel ^[10]. The government should provide policy and financial support to enhance the enthusiasm of enterprises to participate in personnel training, curriculum construction and teacher training.

5.3. Perfecting the Laws and Regulations for Integration of Production, Education and Research

It is necessary to take the State as the leading role, improve the relevant laws and regulations on the integration of industry, education and research, so as to ensure the sustainable and stable development of the integration of industry, education and research. On the one hand, the State should promulgate relevant laws and regulations to protect the interests of students; On the other hand, the country should improve the corresponding laws and regulations to ensure that schools, enterprises and other subjects invest in the integration of production, education and research actively.

6. Conclusion

The actual improvement of digital literacy of teachers and students in the major of hotel management and digital operation largely depends on the depth of integration of production, education and research. To sum up, there are some problems in the training of hotel digital talent, such as mismatch with the actual needs of the industry, lack of integrated teachers who master data analysis and digital technology, failure to fully reflect college-enterprise co-construction, construction of digital training room, difficulties in hardware and software equipping of practical training, and insufficient integration of production, education and research. It is necessary for the government, industry association, vocational colleges and enterprises to jointly take effective measures to deal with it, so as to deepen the integration of production, education and research and realize collaborative education.

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