Vol.2 No.7 2021
https://doi.org/10.37420/j.cer.2021.052

The Cultivation of "Diversified Integration" of Hotel Management Major in the New Liberal Arts Perspective

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Abstract: *In 2020, the Working Conference on the Construction of New Liberal Arts sponsored by the Working Group on the Construction of New Liberal Arts of the Ministry of Education released the Declaration on the Construction of New Liberal Arts, which made a comprehensive deployment for the construction of new liberal arts. Based on the background and connotation of the new liberal arts construction, we focus on the intrinsic requirements of interdisciplinary crossover, integration, penetration, and expansion, and explore the construction path of cross-integrated hotel management professional curriculum system. Based on the local reality, we will innovate the working methods, establish a "diversified integration" talent training system, and make continuous efforts in the construction of course clusters, the creation of golden courses, curriculum thinking, and politics, innovation, and entrepreneurship, etc., so as to optimize and upgrade the talent training mode.*

Keywords: *New liberal arts; Hospitality management major; Diversified integration; Curriculum system; Talent training*

Introduction

Cultivating complex talents with multiple literacies is an important mission of contemporary higher education, as General Secretary Xi Jinping pointed out in his important speech at the National Education Conference in 2018, "We should cultivate innovative thinking and focus on cultivating innovative, complex and application-oriented talents." In 2019, 13 departments, including the Ministry of Education and the Ministry of Science and Technology, jointly launched the "Six Excellence – Pioneering" Plan 2.0 to comprehensively promote the construction of new engineering, new medicine, new agriculture, and new liberal arts. 2020, the working conference on the construction of new liberal arts hosted by the Working Group on the Construction of New Liberal Arts of the Ministry of Education released the "Declaration on the Construction of New Liberal Arts Declaration on the Construction of New Liberal Arts", which made a comprehensive plan for the construction of new liberal arts. Hospitality management is a discipline with a strong application, and in order to respond to the diversified needs of the modern service industry, talent training must go in line with the composite. With the new global technological revolution, new economic development, and socialism with Chinese characteristics entering a new era as the macro background, how to break through the traditional thinking mode of hotel management major, take inheritance and innovation, crossover and integration, synergy, and sharing as the main way to promote the renewal and upgrading of the major, shift from discipline-oriented

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to modern service industry demand-oriented, shift from professional division to crossover and integration, shift from adapting to service to supporting and leading, become The key issue that the hotel management profession urgently needs to solve in the context of the new liberal arts is also the basic starting point of this study.

Literature Review

Combing of Existing Domestic and International Studies

1. Building the New Liberal Arts

In 2017, Hiram College proposed the educational concept of "New Liberal Arts" and revised its training program to reorganize 29 majors, i.e. to integrate new technologies into philosophy, literature, language, and other such courses to provide students with comprehensive interdisciplinary learning. Wu Yan (2020), director of the Department of Higher Education, pointed out that the construction of the new liberal arts should grasp the requirements of the new era, cultivate a new Chinese culture, train philosophical and social scientists for the new era, and promote the cross-fertilization of disciplines with the new round of technological changes. Ma Shinian (2019) proposes that under the concept of the new liberal arts, the new literature discipline should have four characteristics of emphasizing humanities, original texts, integration, and innovation. Qiu Hanqin et al. (2020) point out that the construction of the new liberal arts must lead the future reform and innovation of tourism higher education. In terms of education system construction, Liu Peilin (2020) proposes to apply Internet + new-generation information technology (such as online virtual tourism) to the construction of first-class tourism undergraduate majors in the context of the new liberal arts. Zhao Ying (2020) proposes to optimize the new liberal arts disciplines with the orientation of "strong foundation, characteristics, and integration". Huang Zhenfang et al. (2020) put forward the standard of tourism management undergraduate "golden course" in terms of teaching objectives, content, process, and assessment. Xu Fei (2021) emphasizes the necessity of integrating the new liberal arts with innovation and entrepreneurship from the new changes in the world, the new orientation of history, the new expectations of a strong country, and the new requirements of education, respectively.

Teaching Development in Hospitality Management

Lai, Bin, and He, Jiming (2010) analyzed the cultivation mechanism of leadership for hospitality management students in Canadian community colleges from the context of national institutions, social values, and Vancouver's regional industrial needs. Xu Xiaodan (2020) proposes the integration of industry and education in the hotel management profession from the aspects of co-education of teacher training platform, development of cooperation evaluation system, innovation of cooperation mechanism, and the role of government to accelerate the construction of "dual-teacher" teacher team. Breda Zélia; Costa Carlos (2021) analyzed the relationship between the teaching of hospitality management in the country and the national performance of tourism, leisure, and hospitality management research in Switzerland. Sun Qiong, Song Jinfei (2016) used SWOT analysis, to describe the strengths, weaknesses, opportunities, and challenges faced by the construction of the hotel management program at Beijing Union University. On the basis of this analysis,

they proposed several preliminary ideas for the construction of the hotel management major, including keeping up with market changes, improving international competitiveness, promoting university-enterprise cooperation, strengthening practical teaching, building a "dual-teacher" teaching team, and employing experts in the industry. In terms of practical training room construction, Luo Qing's (2010) analyzed the connotation, teaching characteristics, and action mode of productive training base in hotel management schools, and discussed the factors affecting the construction of productive training base in hotel management. Zhong Zhen (2016) explored the construction of a catering practical training room in hotel management from the perspective of skill sampling.

3. Talent Training Model Construction

Talent training mode refers to the sum of the process of implementing talent education with relatively stable teaching content and curriculum system, management system, and assessment methods under the guidance of certain modern education theories and educational ideas, in accordance with specific training objectives and talent specifications, which is closely related to the construction of professional curriculum. Gan Ying and Kuang Ping (2014) analyze some special psychological problems of students under the training mode of "double subject training and double-track operation", and propose countermeasures from schools, enterprises, and parents to help build students' psychological health and improve their psychological tolerance and psychological quality through positive psychological guidance, so as to better implement the mode and finally improve students' comprehensive quality and employment competitiveness. employment competitiveness. Jiang Guohua (2018), based on the analysis of the necessity and feasibility of applying the "dual studio system" talent training mode in hotel management, summarizes the training practice of hotel management majors in higher vocational institutions and explores the positioning of hotel management professionals training, the formation of the studio, the implementation process of the studio teaching mode, the evaluation system and the system construction of the studio. He Jinwu, Wang Qi, and Li Wenjun (2019) grasp the connotation of "double master sportsman" in the modern apprenticeship system, and build a "four-combination" curriculum combining school-enterprise, course type combining science and reality, teaching environment combining inside and outside, and course teachers combining both professional and part-time in accordance with the basic principles of interactive training and job training. "curriculum system. Wang Hongfang (2020) The practical teaching system of the hotel management profession integrates course experiments, professional practice, and social practice.

Research Overview

Although the construction of new liberal arts in China was only officially launched in 2019, the research and practice of integrating arts and sciences and cultivating complex talents across disciplines have been carried out for a long time. The existing research mainly involves the connotation of the new liberal arts construction, the construction of a quality assurance system for liberal arts education with Chinese characteristics, the construction of a quality culture with liberal arts characteristics, the establishment and improvement of a permanent monitoring system for the quality of liberal arts education based on big data, the implementation of the accreditation of liberal arts majors, the strengthening of the main consciousness of quality assurance in colleges and universities, and the promotion of the continuous improvement of the cultivation capacity of liberal arts talents, etc., and the results have been emerging, providing theoretical support for the new liberal

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arts construction The results are emerging, providing theoretical support and guidance for the construction of new liberal arts. The existing studies mainly focus on the theories such as the necessity of building new liberal arts; the concept and ideas of constructing new liberal arts; the ultimate value appeal of building new liberal arts, etc. There are not many countermeasure studies exploring how to do it in terms of talent cultivation mode and curriculum construction. Based on this, this study explores the linkage mechanism between the "new liberal arts" and the curriculum system of hotel management majors in the context of the digital economy and innovation services, and constructs a five-in-one talent cultivation model and curriculum for hotel management majors with theoretical literacy + professional skills + technical empowerment + value input + result output, in order to expand the professional construction space at the practical level.

The Realistic Requirements of Hotel Management Professional Talents Training in the Context of New Liberal Arts Construction

The construction of new liberal arts should adapt to the new requirements of the development of higher education in the new era, seek the reorganization of knowledge stock and the construction of increment in knowledge production, rethink and explore the human cultivation mode, provide operable suggestions for the construction of talent cultivation mode of hotel management majors in the new era, highlight student-centered, break the barriers of disciplines, realize the development of interdisciplinary and multi-disciplinary multi-faceted integration, enhance students' digital technology, innovation entrepreneurship, logical thinking, intercultural communication, and comprehensive humanities, and promote the construction of hotel management majors in the new liberal arts perspective. To promote the optimization of the talent cultivation mode of hotel management majors in the new liberal arts perspective through the cultivation of composite talents, and then promote the upgrading and sustainable development of the hotel industry. By assessing the current situation of the development of the hotel management profession, analyzing the theoretical research of the curriculum system of the hotel management profession under the perspective of "new liberal arts", establishing the multifaceted integration of industry and education, theory and practice integration, online and offline integration, bilingual integration, and process and result integration of the hotel management profession. "The model of training talents with multiple integrations. Combining with the new liberal arts concept and demand, and oriented by the innovative thinking of the Internet, we will improve the training mechanism of hotel management professionals in four aspects, including curriculum, teaching methods, teaching guarantee and assessment, and build a professional curriculum system that integrates values and new technologies.

The Development Path of "Diversified Integration" Talent Training For Hotel Management Majors in the New Liberal Arts Perspective

Focusing on the Construction of New Liberal Arts, Cross-Fertilization Highlights the Distinctive Features of Curriculum System Construction

Based on the background and connotation of the construction of the new liberal arts, and guided by the requirements of "new orientation, new integration, and new cultivation", the curriculum system of hotel

management with problem-oriented and interdisciplinary disciplines is built through the reorganization of knowledge modules of hotel management disciplines and the expansion and deletion of teaching contents. Focusing on the requirements of intersection, integration, penetration, and expansion of disciplines in the construction of the new liberal arts, the curriculum group of hotel management is built with three modules, including basic curriculum group, professional curriculum group, and extended curriculum group, reflecting the intersectionality and hierarchy of the curriculum system. Based on the inherent requirement of cultivating a new culture with Chinese characteristics and Chinese style in the new era in the construction of new liberal arts, and combined with requirements of "diversified integration" talent training, the curriculum system of hotel management is enriched by integrating local culture and tourism resources, so as to consolidate the national cultural foundation of students' professional knowledge.

Build the Key Aspects of Curriculum System Construction

Highlight the frontiers and modernity of hotel management courses, reforms the methods and modes of teaching hotel management courses, and creates challenging provincial and national first-class courses, and provides five major guarantee mechanisms, including policy, organization, mechanism, evaluation, and funding. Taking the creation of the golden course as a grip, we will enhance the advanced and interactive teaching form of the course by reforming the classroom teaching mode, enriching the course form, and improving the course evaluation, so as to improve students' interest in learning, desire for knowledge and learning subjectivity. The curriculum and teaching materials complement each other, incorporate new changes in social needs into the curriculum materials in a timely manner in the context of the new liberal arts construction, adhere to integration and innovation, develop a series of teaching materials adapted to the development of the hotel management profession, reasonably enhance the challenge of students, increase the difficulty of the course, expand the depth of the course, and better serve the learning process of students.

Implementation of Moral Education and Integration of Curriculum Thinking into the Value of Curriculum System Construction

We firmly grasp the value orientation of the construction of the new liberal arts, anchor the original intention of "establishing moral education", remember the mission of "educating people for the Party and educating talents for the country", adhere to the concept of cross-integration of disciplines, and optimize the allocation of moral education resources for each course through the practice of curriculum thinking and politics. The course is designed to optimize the allocation of moral education resources. With moral education as the goal, with the course as the carrier, with invisible education as the way, fully mobilize the hotel management professional courses in the connotation of thinking political elements and moral education, the combination of knowledge transfer and value leadership, to establish a scientific and systematic hotel management professional courses thinking political system. Exploring the "Internet+" teaching form of the course thought politics, according to the characteristics of hotel management students, actively carry out "online and offline integration" of hotel management professional course thought politics, launch a number of online courses such as catechism, video open courses represented by first-class courses. In addition, it will establish a system of online open course learning certification and credit recognition.

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Strengthen Innovation and Entrepreneurship, Industry-academia Integration to Achieve the Core Objectives of the Curriculum System Construction

Innovate a new model of collaborative education between schools and enterprises, deeply analyze the law of hotel management professional talent training and industry demand, determine the corresponding hotel management innovation and entrepreneurship curriculum, and take the implementation of the "Student Innovation and Entrepreneurship Training Program" project as an opportunity to increase the proportion of practical aspects in the curriculum system. Relying on the talents, human resources, technology, and social resources of Guilin College of Tourism, we actively carry out external cooperation and exchange, send professional teachers to hotels and tourism enterprises inside and outside the region for attachment and exchange, and cultivate an innovative and entrepreneurial teaching team under the background of the construction of new liberal arts. Innovation and entrepreneurship serve the local community, actively respond to the innovation-driven development strategy of Guangxi, and establish an industrial college in conjunction with famous hotel enterprises inside and outside the region to promote the deep integration of industry enterprises and curriculum system construction. Students will be equipped with cutting-edge knowledge of science and technology, information technology, artificial intelligence, basic algorithms of mathematics, and other qualities that new liberal arts students should have, and build up a "diversified integration" talent training model for hotel management majors under the new liberal arts perspective.

Funding

This paper is supported by the following two projects:

[1] Education Reform Project of Guilin Tourism University "Research and Practice on the Talent Cultivation Mode of 'Diversified Integration' of Hotel Management Major from the Perspective of New Liberal Arts" [No. 2021XJJG023];

[2] Guangxi Science and Technology Base and Talent Special Project "China-ASEAN Tourism Cooperation Research Collaborative Innovation Center [No. 2017AD19030].

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