

The Construction of Practical Teaching Quality Assurance System of Hotel Management Major under the Perspective of Collaborative Innovation of Government-Industry-University-Research

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Abstract: This paper discusses the construction of quality assurance system for practical teaching of hotel management major from the perspective of collaborative innovation of government-industry-university-research. Firstly, this paper analyzes the problems in the practical teaching of hotel management, such as lack of resources and traditional teaching methods, and emphasizes the importance of constructing the quality assurance system of practical teaching. Then, combined with the theoretical framework of collaborative innovation of government-industry-university-research, the strategies for constructing the quality assurance system of practical teaching are put forward, including the longitudinal curriculum system of "four continuous and three in-depth", the horizontal operation system of "three classroom interactions" and the overall management system of "double cooperation and mutual supervision". It is found that the collaborative innovation of educational mechanism between government-industry-university-research can significantly improve the quality of personnel training, but the implementation process needs to overcome the challenges such as imperfect collaborative mechanism. Finally, the article puts forward some concrete measures, such as strengthening the cooperation between government and industry-university-research, optimizing the curriculum system, strengthening the construction of teachers, improving the quality monitoring and evaluation system and promoting students' professional development. Through the implementation of these measures, the quality assurance system of practical teaching of hotel management specialty can be effectively constructed, which provides strong talent support for the sustainable development of hotel industry.

Keywords: Collaborative innovation of government-industry-university-research, Hotel management, Practical teaching, Quality assurance system.

1. Introduction

In the context of the parallel development of globalization and service economy, the hotel industry, as the key pillar of the service industry, the speed and quality of its development is directly related to the economic growth vitality of the country and region. Hotel management professional education shoulders the responsibility of delivering professional talents for the hotel industry, and the quality of its practical teaching has naturally become the core elements affecting the career development of students and the sustainable development of the industry. With the vigorous promotion of the construction of new liberal arts, hotel management professional education is facing many new challenges and rare opportunities. It is urgent to build a scientific and effective practical teaching quality assurance system to meet the rapid development needs of the industry.

As a pioneering educational model, the core of the collaborative innovation of government-industry-university-research education mechanism is to emphasize the deep cooperation between the government, enterprises, schools and research institutions, and jointly promote the innovation of talent training mode by integrating and giving full play to the resources and advantages of all parties. In the field of hotel management professional education, the application of the collaborative innovation education mechanism of government, industry, university and education institute can not only significantly enhance students practical ability and innovation ability, but also realize the efficient connection

between education content and the needs of the industry, and effectively improve the pertinacity and effectiveness of education.

However, we must also clearly realize that there are still many problems in the current practical teaching of hotel management major, such as lack of practical teaching resources, single traditional teaching methods, and students practical ability to be improved. These problems restrict the effectiveness and quality of practical teaching to some extent. In addition, the disconnect between college education and industrial demand makes it difficult for graduates to quickly integrate into the industry environment, and thus affects the employment competitiveness of students. Therefore, the construction of a scientific and systematic practical teaching quality assurance system is of great far-reaching significance for improving the quality of hotel management professional education and cultivating high-quality talents that meet the needs of the industry.

In this paper, the construction of quality assurance system for practical teaching of hotel management from the perspective of collaborative innovation of government-industry-university-research is deeply discussed. By analyzing the problems existing in the current practice teaching of hotel management major, and combining the theoretical framework of government-industry-university-research collaborative innovation, the specific strategies and measures of constructing the practical teaching quality assurance system are proposed. Starting with the definition, importance and application status of collaborative innovation education mechanism in government-industry-university-

research, this paper expounds in detail the necessity and urgency of building a quality assurance system for practical teaching, and a series of practical construction measures and implementation strategies, aiming at providing solid theoretical support and practical guidance for improving the quality of education for hotel management majors.

In the environment of the construction of new liberal arts in full swing, the construction of the practical teaching quality assurance system of hotel management major is not only a brave innovation of the traditional education mode, but also a comprehensive improvement of the ability of education to serve the economic and social development. With the guidance of the collaborative innovation education mechanism of government-industry-university-research, we can integrate educational resources more efficiently, improve the quality of education, cultivate more high-quality talents to meet the needs of the industry development, and inject a steady stream of talent vitality into the prosperity and development of the hotel industry.

2. An Overview of Collaborative Innovation and Education Mechanism Between Government-Industry-University-Research

Under the background of globalization and service economy, hotel management education and its personnel training are particularly important. With its high practicality and innovation, the hotel industry has put forward an urgent demand for high-quality compound talents with professional knowledge, exquisite skills and innovative spirit. The extensive application of the co-innovation-education mechanism in hotel management provides strong support for promoting technological progress and service innovation, as well as cultivating talents with innovative and practical ability. However, we must also face up to the challenges faced by this mechanism in practice, especially the mismatch between college education and industrial demand, which directly affects the career development of students and the sustainable development of the industry. Therefore, the purpose of this study is to investigate and analyze the specific application of the collaborative innovation education mechanism of government, industry, university and education institute in hotel management, in order to find problems and put forward corresponding solution strategies.

2.1. Definition and Importance of Collaborative Innovation Education Mechanism Between Government-Industry-University-Research

In short, the collaborative innovation and education mechanism of government- industry-university-research institutes is a new mode of jointly promoting the innovation process and talent training through the close cooperation of the government, enterprises, schools and research institutions. Its core lies in the benign interaction and in-depth cooperation between the parties, aiming to comprehensively improve the effectiveness of innovation and talent training. In the hotel management major, the implementation of the collaborative innovation education mechanism of government, industry, university, education and research can not only help students to understand and master professional knowledge deeper, but also significantly improve their practical ability and

innovation ability, so as to better meet the diversified needs of the society and the industry.

The importance of this mechanism is self-evident. First of all, it can effectively promote the optimal allocation of educational resources, and realize the overall improvement of education quality by integrating resources from all sides. Secondly, it helps to cultivate high-quality talents in line with the development needs of the society and the industry, and provides a solid talent guarantee for the sustainable development of the industry. Specifically, the government's policy guidance and financial support provide a strong guarantee for the smooth operation of the mechanism. The active participation of enterprises not only provides the valuable practice platform and employment opportunities for students, but also promotes the close connection between the educational content and the industry demand. The school constantly updates the educational content, improves the pertinence and effectiveness of education, and provides a solid academic support for talent training; Research institutions, with their profound scientific research strength, provide a steady stream of power for the innovation and application of theoretical knowledge. This multi-party collaborative education mechanism not only greatly improves the students' practical ability and innovation ability, but also realizes the effective connection between the educational content and the needs of the industry, injecting new vitality into the sustainable and healthy development of the hotel management major.

2.2. The Application of Collaborative Innovation Education Mechanism Between Government-Industry-University-Research in Hotel Management

With the acceleration of the construction of "new liberal arts", the construction of traditional liberal arts majors is facing unprecedented challenges. In order to conform to the trend of the times, it is particularly urgent to innovate the talent training mode of colleges and universities. In this context, the "government, industry, education and research" multi-subject collaborative education model emerged at the historic moment. It gathers the forces of the government, enterprises, universities and research institutes to jointly commit to the cause of talent training. In the hotel management major, the application of the collaborative innovation education mechanism of government-industry-university-research is mainly reflected in the following key levels:

The integration of curriculum setting and practice orientation. The hotel management major closely meets the market demand, and offers a series of practical courses, such as hotel operation management, front office room service and management, catering service and management, etc. These courses not only have a solid theory, but also focus on practical application. Students will have the opportunity to participate in real hotel management projects and deepen their understanding of professional knowledge through hands-on practice. The results of the questionnaire survey show that most of the students highly evaluate the curriculum of the hotel management major, believing that it not only meets the requirements of the industry but also has practical significance.

School-enterprise cooperation and the deepening of the tutorial system. The hotel management major has actively expanded the cooperation with the local hotel industry, and

established a stable school-enterprise cooperation relationship. This initiative provides students with valuable internship and practice opportunities, so that they can personally experience the actual environment of the hotel operation, and accumulate valuable practical experience. At the same time, the major has also set up a tutor system, which provides students with experienced tutors to provide personalized guidance and support. Students are highly satisfied with this system, believing that it has greatly promoted their own growth and development.

The cultivation of research and innovation ability. The hotel management major has also achieved remarkable results in research and innovation. By actively guiding students to participate in research projects, students have the opportunity to go deep into the actual research in the field of hotel management, and exercise their innovative thinking and problem-solving skills. This initiative not only improves the students academic literacy, but also lays a solid foundation for their future career development.

The application of the industry-university-research collaborative innovation education mechanism in hotel management undoubtedly provides strong support for students practical ability and innovation ability, but also promotes the close connection between educational content and industry demand, and improves the pertinacity and effectiveness of education. The policy guidance and financial support of the government provide a solid guarantee for the smooth operation of the mechanism; the active participation of the enterprise provides a rich practice platform and employment opportunities; the school improves the pertinence and effectiveness; the research institution provides strong support for the innovation and application of theoretical knowledge with its profound scientific research strength. However, we must also be soberly aware that the mechanism of government-industry-university-research collaborative education innovation still faces some challenges in the implementation process, such as the imperfect coordination mechanism and the disconnection between practical teaching and theoretical teaching. In order to solve these problems, we need to further optimize the organizational structure of collaborative innovation education mechanism, improve the professional quality of teachers, to ensure the high quality of hotel management professionals. Therefore, the government, enterprises, schools and research institutions need to strengthen close cooperation and coordination.

To sum up, the application of the education mechanism of government-industry- university-education collaborative innovation in hotel management is of great significance for improving the quality of practical teaching and cultivating high-quality talents. Through the close cooperation and joint efforts of the government, enterprises, schools and research institutions, we can effectively integrate educational resources, improve the quality of education, and cultivate more high-quality talents for the sustainable development of the hotel industry to meet the development needs of the industry.

3. Construction Measures of Quality Assurance System for Practical Teaching of Hotel Management Major

From the perspective of collaborative innovation between

government-industry- university-research, the construction of practical teaching quality assurance system of hotel management major needs to be discussed in depth from three dimensions of vertical curriculum system, horizontal operation system and overall management system. Here are three details of this development:

3.1. Construction of the “Four Continuous and Three In-Depth” Vertical Curriculum System

Construct a vertical curriculum system of “four continuous and three in-depth” to ensure that practical teaching runs through the four years of college. Curriculum design pays attention to coherence, from the lower grades to the higher grades, the content is in-depth, such as freshman hotel basic knowledge training, sophomore hotel operation and management simulation, hotel service and management practice in the third year, senior internship, etc. Theory and practice are closely combined, make full use of resources inside and outside the school, such as laboratory, hotel practice base, etc., to provide a diversified practice platform. At the same time, the course content is dynamically adjusted according to the development trend of the industry and the needs of enterprises to ensure the timeliness and foresight of teaching. Dynamic adjustment mechanism: according to the industry development trend and the needs of enterprises, dynamically adjust the practical course content, to ensure the timeliness and foresight of the teaching content.

3.2. Construction of the Horizontal Operation System of “Three Classroom Interconnection and Movement”

Implement the mode of “three classroom interconnection movement”, integrating in-class experiments, extracurricular practice and enterprise practice. In-class experiment and theoretical teaching are combined to improve practical operation ability; extracurricular practice encourages students to participate in volunteer service, competition and other activities to enhance comprehensive practical ability. In-depth cooperation with enterprises to provide real working environment and promote students’ growth in practical work. Through course design, the three classes are connected with each other to form a closed loop to ensure that knowledge and skills complement and improve each other. Establish a feedback mechanism, timely adjust the teaching content and methods according to students’ performance, and improve the teaching quality.

3.3. Construction of the Overall Management System of “Double Coordination and Mutual Supervision”

The overall management system of “double coordination and mutual supervision” should be constructed to strengthen the two-way cooperation and mutual supervision between schools and enterprises, teachers and students. The school and the enterprise jointly formulate the talent training plan, participate in the teaching process and evaluation, and form a virtuous circle; teachers design the teaching content according to the needs of students, and students actively participate in the teaching and provide feedback to form the interactive mode between teachers and students. Establish a multi participatory quality supervision system to comprehensively supervise and evaluate practical teaching;

improve the evaluation and feedback mechanism to ensure objective and fair evaluation and timely feedback to promote teaching improvement. At the same time, create a cultural atmosphere of continuous improvement, encourage teachers and students to constantly explore and innovate, and jointly improve the quality of teaching.

Through the implementation of the above measures, the quality assurance system of practice teaching of hotel management professional will be more perfect, which can better meet the needs of industry development, and cultivate more high-quality hotel management talents. This can not only improve the competitiveness of students in employment, but also provide strong talent support for the sustainable development of the hotel industry.

4. Conclusion and Suggestion

From the perspective of collaborative innovation of industry, university and research, this paper discusses the construction of the quality assurance system of practical teaching of hotel management major. In order to ensure that the teaching content is closely aligned with the actual needs of the industry, the primary task is to clarify the objectives and requirements of practical teaching. At the same time, it is necessary to optimize the allocation of practical teaching resources, including strengthening the teaching staff, improving teaching facilities and building practice bases. In addition, it is very important to innovate practical teaching methods and means to stimulate students' enthusiasm for participation and improve the practical effect. In order to ensure the continuous progress of teaching quality, it is also necessary to establish a sound monitoring and evaluation mechanism.

In the research, it is found that the collaborative innovation education mechanism of government-industry-university-education can significantly improve the quality of talent training, but the implementation process is faced with challenges such as the imperfect coordination mechanism and the disconnection between practical teaching and theoretical teaching. Therefore, constructing the quality assurance system for the practice teaching of hotel management major has become an effective way to improve the quality of education and meet the needs of the industry. The system effectively improves the practical teaching effect through the vertical curriculum system of "four continuous and three in-depth", the horizontal operation system of "three classroom interconnections and movements" and the overall management system of "double cooperation and mutual supervision".

It is suggested that the cooperation between government, industry, university and research institutes should be

strengthened, and the government should provide policy support and capital investment to promote the deep cooperation between universities, enterprises and research institutions. It is suggested to optimize the curriculum system to ensure the practicability and foresight of the curriculum. Strengthen the construction of teaching staff and improve teachers' professional quality and teaching level. It is suggested to improve the quality monitoring and evaluation system and comprehensively evaluate the practice teaching process and results; It is suggested that students' career development education, career planning and employment guidance should be strengthened to improve their employment competitiveness.

Through the comprehensive implementation of these measures, the quality assurance system of practical teaching of hotel management professional can be effectively constructed, which not only improves the quality of practical teaching, but also cultivates more high-quality talents to meet the needs of the industry development and provide strong talent support for the sustainable development of the hotel industry.

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