

# Research on Innovation of International Training Path of Hotel Management in Zhejiang Higher Vocational Colleges

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**Abstract:** This paper aims to explore and innovate the international training path of hotel management in Zhejiang higher vocational colleges. The research background emphasizes the challenges that Zhejiang Province, as a frontier region of China's economy, faces in the internationalization of hotel management education, and provides theoretical basis and practical guidance through the synthesis of domestic and foreign literature. The core goal of the research is to comprehensively improve the international education level of the profession and develop effective strategies to enhance students' internationalization ability. Through the use of multi-dimensional analysis and a variety of research methods, including literature research, questionnaire survey, case study and interview, the research deeply discusses the goal, content, approach, effect and quality of internationalization education, as well as countermeasures and suggestions. Special emphasis is placed on the innovation of curriculum setting, teaching mode and integration of international resources. This study provides comprehensive theoretical support and practical guidance for the internationalization training of hotel management majors in Zhejiang vocational colleges, aiming at improving the quality of education and international competitiveness of students, and contributing to the sustainable development of local tourism industry.

**Keywords:** Internationalization training of hotel management; Education model; Innovation; Cross-cultural competence.

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## 1. Introduction

Zhejiang Province, as the frontier of China's economic development, has rich tourism resources and developed hotel industry. In recent years, with the acceleration of globalization and the expansion of the international tourism market, the demand for international training of hotel management professionals has been growing. In this context, higher vocational and technical colleges in Zhejiang Province are faced with the challenge of upgrading the internationalization level of hotel management education to adapt to the increasingly international job market. In this context, it is particularly important to explore and innovate international training paths for hotel management majors. This involves not only the internationalization of teaching content, but also the internationalization of teaching methods, teachers, teaching materials and the integration with international hotel management education. Such innovation can not only improve students' international competitiveness, but also contribute to the development of local economies and international exchanges. Therefore, it is of great theoretical and practical significance to study the innovation of international training path of hotel management in Zhejiang higher vocational colleges.

## 2. Literature Review

When exploring the international training of hotel management in Zhejiang higher vocational colleges, quoting foreign literature can provide rich international perspectives and advanced teaching concepts.

Romero & Tejada (2020) analyzes the impact of tourism

intermediaries on innovation in hotel industry SMEs in Spain, using the global value chain approach. Findings reveal that reliance on different intermediaries variably affects marketing and product innovation, influencing the hotels' pricing autonomy and technological adoption. Lugosi & Jameson (2017) explores UK educators' perspectives on challenges in contemporary hospitality management education, including student engagement, international student integration, institutional limitations, and balancing theory with practice. The study reveals common challenges in higher education, alongside unique concerns in hospitality management, and examines responses to these challenges.

This study focuses on improving the education quality and international competitiveness of hotel management in Zhejiang higher vocational colleges. By implementing innovative educational models, these institutions aim to cultivate students' innovative and practical abilities while enhancing their overall quality and international perspective. Specifically, Von Weiss' research highlights the importance of innovation and entrepreneurship education in enhancing students' creativity and practical ability. Wang Gang's research puts forward a diversified education model of "one platform, one system and four integration", emphasizing the necessity of international literacy. At the same time, Wang Miao's research focuses on exploring the innovation of hotel management education model, highlighting the cultivation of innovative thinking and entrepreneurial skills. These research results not only provide valuable experience of international education for vocational colleges in Zhejiang Province, but also provide important reference and inspiration for vocational colleges in other regions of China in international talent training.

In the process of studying the international training of hotel management major in Zhejiang higher vocational colleges, these documents comprehensively consider the trend of international education, cross-cultural education needs and innovation of education mode, and provide comprehensive guidance for improving education quality and students' international competitiveness. Future research will need to further explore the practical application and effect evaluation of these education models, especially the practical application of localized innovative education models in international training, so as to better meet the needs of international talent training.

### **3. Research Advantages and Innovation of International Training**

#### **3.1. International language training advantages**

This study focuses on promoting the international training of hotel management in Zhejiang higher vocational colleges, and its advantages are reflected in many aspects.

First of all, the study aims to improve the education quality and international competitiveness of the hotel management major in Zhejiang higher vocational colleges by introducing innovative education models. This not only includes improving the internationalization level of teaching content and methods, but also involves cultivating students' innovative ability and practical ability, as well as improving their comprehensive quality and international vision. In this way, students will better adapt to the globalized work environment and enhance their competitiveness in the international arena.

Secondly, this study will provide impetus for the international development of vocational colleges in Zhejiang Province. By analyzing successful cases and education models at home and abroad, the study will summarize and share effective experiences and practices of internationalization training, so as to provide reference and reference for the internationalization development of other majors. This process not only promotes exchanges and cooperation among majors, but also helps to improve the internationalization level of the entire higher vocational education system.

Finally, the results of this study will go beyond the scope of Zhejiang Province, and provide important references and enlightenment for other regions of China and higher vocational colleges in the international training of hotel management. The promotion of the research results will help promote the internationalization process of vocational education across the country, promote the integration of China's vocational education system with international education standards, and train more professionals with international competitiveness for China. Therefore, the study is of great significance and far-reaching value at both theoretical and practical levels.

#### **3.2. Research innovation points**

There are the following innovations in this study. First, the way and method of fostering innovation internationalization. International training needs to adopt innovative ways and methods, including curriculum, teaching mode, teaching resources and so on. This study innovatively explores international training approaches and methods suitable for hotel management majors in Zhejiang higher vocational

colleges, and constantly innovates and improves them to improve the training quality and effect. Second, adopt innovative methods to evaluate the effect of international training and teaching quality. The effect and quality of internationalization training need to be scientifically evaluated to understand the actual effect and shortcomings of the training. At the same time, this study will put forward corresponding improvement measures and suggestions based on the evaluation results. Third, the integration of innovative education model and international training. Innovative education model and international training are two interrelated concepts, which need to be organically integrated. This study will innovatively explore how to integrate innovative education mode into the international training of hotel management major in Zhejiang higher vocational colleges, so as to cultivate students' innovative ability and practical ability and improve their international competitiveness.

### **4. Research Methods and Paths of International Training**

#### **4.1. International training research methods**

This study will comprehensively analyze and improve the international training of hotel management majors in Zhejiang higher vocational colleges, covering relevant research methods.

First of all, the specific goals and contents of international training will be deeply analyzed, and its consistency with domestic and foreign educational standards will be discussed, as well as the problems and shortcomings in the implementation process. Secondly, the research will focus on exploring effective ways and methods of internationalization training, including the innovation of curriculum Settings, teaching models and teaching resources, and analyze the similarities and differences between these ways and advanced education models at home and abroad as well as the challenges in implementation. Then, data will be collected by means of questionnaire survey and field interview, and in-depth analysis will be made by statistical analysis and qualitative research methods to evaluate the actual effect and quality of internationalization training, and explore the differences and reasons between it and international education level. Finally, based on these analysis results, this paper puts forward specific countermeasures and suggestions, aiming at improving the objectives and methods of internationalization training and promoting the internationalization development of hotel management major in Zhejiang higher vocational colleges. Through these research contents, this study aims to provide theoretical support and practical guidance for the internationalization training of hotel management major in Zhejiang higher vocational colleges, help improve education quality and international competitiveness, and make positive contributions to promoting the sustainable development of tourism industry in Zhejiang Province.

#### **4.2. International training path**

The specific path of this study is to comprehensively improve the international education level of hotel management majors in Zhejiang vocational colleges, and formulate effective strategies to enhance students' international ability. First of all, the research will deeply analyze the existing education model, from the perspective of

hotel management professional, comprehensive theoretical research and practical application, design and implement an innovative education model. This step aims to effectively enhance students' international cognition and skills through the reform of teaching content and methods.

Next, the study will explore how to effectively combine international hotel management theories with elements of cross-cultural communication, and promote the development of students' internationalization ability through the introduction and application of innovative educational models. In this process, the focus will be on the concentration of resources, the stimulation of innovation vitality, the promotion of professional development and the enhancement of competitiveness.

Finally, this study will design and implement innovative international training methods. This will include theoretical research, practical exploration and policy support, etc., to ensure that the educational model and strategy adopted can effectively meet the actual needs of students. This part of the study will focus on exploring specific implementation forms and strategies suitable for hotel management majors in higher vocational colleges, in order to effectively improve students' international ability. Through the realization of these goals, the research will help promote the internationalization process of hotel management professional education in Zhejiang Province and even the whole country, and train more outstanding talents with international vision and professional ability.

## **5. Internationalization Training and Realization Model**

This study will adopt the comprehensive research method of "multi-dimensional analysis -- accurate positioning -- theoretical coupling -- practice promotion -- accurate evaluation", aiming to deeply analyze the international training status of hotel management majors in higher vocational colleges, and explore effective strategies to improve students' international ability. First of all, through the literature research method, the literature, academic papers and related research in related fields are deeply analyzed and integrated, so as to obtain the theory and experience on the internationalization training of hotel management major. Secondly, questionnaire survey is adopted to design and distribute questionnaires to hotel management students and teachers in higher vocational colleges to understand their cognition, needs and expectations of internationalization training. The collected data will be used for statistical analysis to provide a basis for the development of internationalization training model. Then, through the case study method, several hotel management majors in higher vocational colleges are selected as the research objects, and the successful experience and existing problems of their international training mode are deeply explored, so as to provide references for the formulation of innovative education mode. Finally, interviews were conducted with teachers and students of hotel management major in Zhejiang vocational colleges to understand their views and suggestions on international training, as well as the problems and difficulties encountered in the implementation process. Through the comprehensive application of these methods, this study will provide comprehensive theoretical support and practical guidance for the international training of hotel management major in Zhejiang higher vocational colleges as shown in figure1.

### **5.1. Objectives and contents of international training**

When discussing the goal and content of international training of hotel management major in Zhejiang higher vocational colleges, the research will first focus on the analysis of the global educational positioning and development goals of this major. This includes clarifying the specific goals of internationalization training, such as cultivating students' global vision, cross-cultural communication ability, and mastering the professional knowledge and skills of international standards. In addition, the study will assess the degree to which these objectives are in line with the current domestic and international standards and requirements of hotel management education, so as to ensure the international adaptability and relevance of the educational content and objectives.

Secondly, the study will provide an in-depth analysis of the teaching content of hospitality management majors, including curriculum, teaching methods and internship opportunities, and how they integrate international elements. By comparing the contents and teaching methods of hotel management courses at home and abroad, this analysis aims to assess the strengths and weaknesses of Zhejiang's vocational colleges in internationalized education. At the same time, it will also focus on the challenges encountered in the process of internationalization education, such as resource allocation, teacher problems, internationalization of teaching materials, language barriers and cultural adaptation, so as to comprehensively understand and solve the difficulties that these colleges may face in the process of internationalization. Through these comprehensive studies, the purpose is to provide comprehensive international education programs for hotel management majors in Zhejiang vocational colleges, help them improve the quality of education and provide students with an educational experience that is in line with international standards.

### **5.2. Ways and methods of international training**

In the study of international training path innovation of hotel management major in Zhejiang higher vocational colleges, this study first focuses on analyzing the current situation of international training of hotel management major in Zhejiang higher vocational colleges, and explores effective strategies to improve students' international ability. Considering the important position of Zhejiang Province in the tourism and hospitality industry and its need for international integration, this study aims to combine theory and practice to design innovative education models to enhance students' international ability to adapt to the increasingly globalized hotel industry.

Further, this study focuses on the use of innovative education model to build a suitable international training model for Zhejiang higher vocational colleges. Through the integration of international hotel management theory, cross-cultural communication and other core elements, this study explores how to innovatively promote the development of students' international ability. The focus is to concentrate resources, stimulate innovation, promote professional development, and enhance the competitiveness of Zhejiang vocational colleges in the field of international hotel management education.

Finally, according to the specific situation of Zhejiang

Province, this study designs and implements innovative internationalization training methods, aiming at improving and promoting students' internationalization ability. This study will conduct an in-depth discussion from the aspects of theoretical research, practical needs, policy support, etc., and study and explore the implementation forms and strategies suitable for the hotel management major in Zhejiang higher vocational colleges. In addition, practice-based validation and adjustment will be used to ensure that the training program is optimized to meet the development needs of the hotel management profession in Zhejiang Province in the context of globalization.

### 5.3. The effect and quality of internationalization training

In order to evaluate the effect and quality of international training of hotel management major in Zhejiang higher vocational colleges, this study will collect feedback from teachers, students and industry experts by questionnaire survey and field interview. The purpose of this study is to evaluate the effect of international training of hotel management in Zhejiang higher vocational colleges. The analysis will focus on assessing the improvement of students' international competence, the effectiveness of course content and teaching methods, and the specific impact of international training on students' employment prospects and career development.

In addition, this study will further explore the differences and reasons between the international training of hotel management majors in Zhejiang higher vocational colleges and the advanced education level at home and abroad. This part of the study will cover a number of key aspects such as educational resources, teaching quality, teachers and

international cooperation. Through comparative analysis, we aim to reveal the current problems and challenges faced by international education, so as to propose more effective improvement measures and strategies to promote the optimization of higher vocational education model and the promotion of international competitiveness. Such research will provide valuable reference and guidance for the international talents training of Zhejiang Province and even the national higher vocational colleges. This process is of great significance for understanding the practical application and effect of international education in local higher vocational colleges, and will help further promote the internationalization process of higher vocational education.

### 5.4. Strategies and suggestions for internationalization training

When putting forward the countermeasures and suggestions for the internationalization training of hotel management major in Zhejiang higher vocational colleges, the first thing to focus on is improving the educational objectives. This includes clearly setting specific goals for international training, such as strengthening students' cross-cultural communication skills, international industry skills and understanding of global hotel management trends. At the same time, the educational content needs to be optimized to enrich and enhance the internationalization level of the curriculum by introducing international cases, cross-cultural exchange programs, and professional knowledge in line with international hotel management standards. In addition, increasing internship opportunities with international hotel groups is also an effective way to enhance students' practical international work experience.

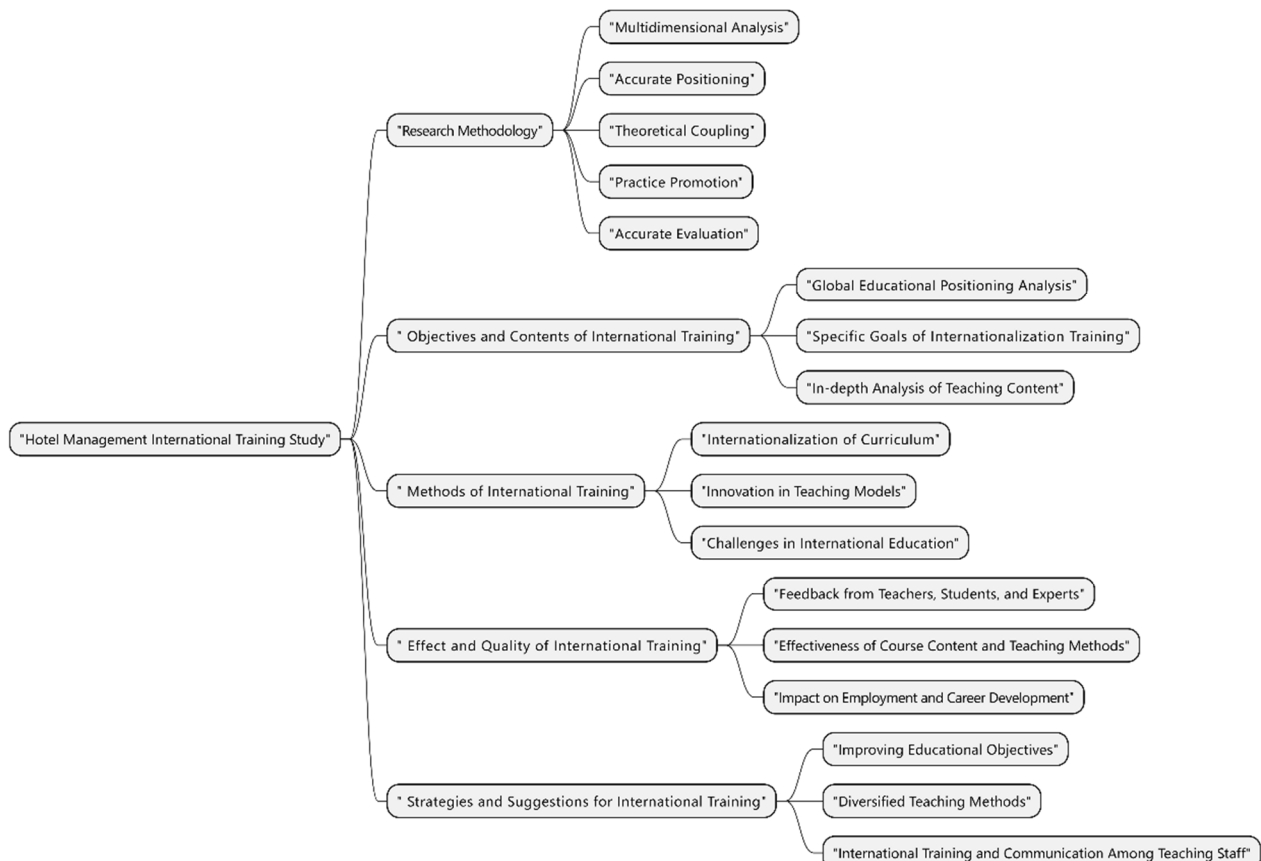


Figure 1. Internationalization training and realization model

Secondly, in terms of innovative teaching approaches, the study suggests exploring diversified teaching methods, such as hybrid teaching models that combine online and offline resources and interactive case studies, to enhance students' sense of participation and practical ability. At the same time, international training and communication among the teaching staff is also crucial to ensure that teachers can effectively support students' international learning process. Through the implementation of these countermeasures and suggestions, the aim is to promote the international development of hotel management in Zhejiang higher vocational colleges and cultivate hotel management professionals with global competitiveness.

Through the above research ideas and methods, this study will provide theoretical support and practical guidance for the internationalization training of hotel management major in Zhejiang higher vocational colleges, help to improve its education quality and international competitiveness, and contribute to promoting the sustainable development of tourism industry in Zhejiang Province.

## 6. Implementation Steps of International Training

The purpose of this study is to comprehensively promote the international training of hotel management in Zhejiang higher vocational colleges, which is planned to be carried out through five steps. First, the current situation of the hotel management major in Zhejiang vocational colleges will be deeply analyzed, including the professional setting, teaching content, teaching staff and student quality, and at the same time, the challenges facing it will be identified, such as fierce competition, incomplete curriculum and backward teaching equipment. The purpose of this step is to provide a clear development trend and demand direction for the follow-up research. Next, the research will deeply explore the current situation of internationalization training path, including the concept, characteristics and development mode of internationalization training, such as inter-university cooperation, overseas internship and study abroad, while learning from the successful experience and practices of other higher vocational colleges at home and abroad.

On this basis, the research will explore the innovation of the international training path of hotel management from the aspects of curriculum, teaching methods, composition of teachers and student training. In particular, it emphasizes that the course content should meet the needs of international training, such as cross-cultural communication and international hotel management, and innovative teaching methods, such as the teaching platform combining online and offline, can cultivate students' innovation and practical ability. The composition of the teaching staff will focus on the cultivation of interdisciplinary, multicultural and multilingual abilities. The aim of student development will be to enhance international perspectives, competence and professionalism. In addition, it is also important to design practice plans and models, including overseas exchanges, internships, study abroad and school-enterprise cooperation, to ensure that students acquire comprehensive knowledge and skills in practical operations. Finally, based on the research results, effective promotion measures and programs will be proposed, such as improving the curriculum, improving the teaching quality, optimizing the teaching staff and strengthening the

international cooperation, so as to further promote the international training and innovation of the hotel management major, and actively seek the support and cooperation of the government, enterprises and other aspects in the process.

## 7. Summary

This study makes an in-depth analysis and exploration of the international training path of hotel management in Zhejiang higher vocational colleges. Under the background of deepening globalization, this study highlights the importance of international education in improving the quality of higher vocational colleges and adapting to the international market demand. Through the comprehensive use of a variety of research methods, including literature review, questionnaire survey, case study and interview, the research analyzes the limitations of the current education model in detail, and proposes specific improvement countermeasures based on this. These measures cover internationalization of curriculum content, innovation of teaching methods, and strengthening of international exchanges among teachers, with the aim of improving students' international ability and vocational skills in an all-round way. In addition, this study also emphasizes the effective combination of international education concept and local education practice, aiming to train hotel management professionals with international vision and deep understanding of local culture for vocational colleges in Zhejiang Province and even China. The research results not only have important guiding significance for the reform and development of hotel management education in Zhejiang higher vocational colleges, but also provide practical experience and strategic suggestions for the internationalization process of China's higher vocational education, which is helpful to promote the globalization of the education system and train more high-quality professionals to meet the needs of the international market. Through continuous efforts and innovation, the prospect of this research can bring positive influence and long-term development to the field of global vocational education.

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