Study on the Three Dimensional Practical Teaching of Foreign-oriented Tourist Hotel Catering Management

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Abstract: In this paper, the author analyses the three dimensional practical teaching of foreign oriented tourist hotel catering management. The main target of foreign tourism major is to train qualified foreign tour guides, the specialty has the characteristics of strong practicality and strong operability. First of all, through theoretical teaching to enable students to master the basic theoretical knowledge, then learn the basic skills of foreign tour guides, followed by practice teaching, including food and beverage service training, and guide practice teaching. At the same time, the school should work closely with the hotel and catering enterprises, strengthen students' understanding of the industry. And build the three-dimensional integrated teaching system as theoretical study, campus simulation and off campus practice.

Key words: Practical teaching, Foreign tourist, Catering management, Big data

1. INTRODUCTION

With the rapid development of tourism management education, food and beverage management is a strong practical course in Hotel management. Therefore, the establishment of university tourism professional catering management course practice teaching system, cultivating students' intelligence and creativity, quality education becomes too narrow for a comprehensive professional education, outstanding tour guide personnel training for tourism colleges is an urgent need to solve the problem(Andrea, 2015; Dina, 2016). The main goal is to train professional tour guides personnel qualified for the social, practical and operational characteristics of the profession(Shengnan, 2015). How to reform the traditional teaching methods, to explore new mode of talent cultivation, the cultivation of qualified personnel requirements of the tour guide occupation characteristics, improve the foreign students majoring in tourism market competitiveness, to meet the needs of social development in the future is the current urgent need to address the practical issue.

Catering service industry is an important constituent elements of the tourism industry and the creation of social wealth, China's catering business market competition, enterprise talent to become the pillar of the development of tourism and catering industry, but there are many catering enterprises are facing the lack of senior management personnel(Song, 2015). Food and beverage business managers have a wealth of experience, but the overall education is not high. From the perspective of the situation of the tourism and catering industry practitioners, the proportion of university management with a college degree is generally low, lack of food and beverage management talent(Jian, 2014; Degen, 2015). Currently engaged in the catering industry education schools, mostly occupation cooking school, senior management staff of many catering enterprises in this school, although there are some skills, but the lack of advanced management concepts and scientific management level. General is to train students by catering management courses, but because of the curriculum practice teaching system is not complete, the students lack of practical ability, the development of demand is not suitable for the catering industry, thus resulting in a mismatch between the catering of senior management personnel. The contradiction between demand and shortage of talents of tourism catering industry rapid development, exposed the training target of college tourism major in China on the problems on the objective of teaching system of college tourism professional catering management practice of curriculum setting higher demands.

2. TURISTHOTELLET RESTAURANT MANAGEMENT PRACTICE TEACHING

2.1. Practice teaching orientation

The cultivation of professional consciousness is the initial combination of theoretical teaching and practical teaching. The cultivation of professional consciousness needs to pay attention to the following two questions.

- **Professional awareness training as soon as possible:** It is necessary to carry out professional consciousness education for students at the University of the first grade, can travel through the domestic and foreign situation of tourism industry, tourism industry market development trend and competition situation, personnel quality requirements or report of the lecture, let the students have a preliminary understanding of the tourism industry, and strive to clear their learning direction. In particular, to allow students to understand the importance of the practice of teaching links to the students of tourism, to tell them the importance of the professional skills of the various stages of the
professional requirements of each student must be early career planning.

- **Professional awareness training should be comprehensive:** The cultivation of awareness of foreign tourism major is multifaceted and multi-level. University of the first grade when the organization of students understanding of the tourism related industry practice, will enable the student to have the most intuitive understanding of tourist attractions, travel agencies, tourist hotel and other related industries, this process focus on shaping their professional idea (Yi, 2015). At the same time, teachers should cultivate students’ occupation moral and legal concepts through classroom teaching, cultivate their honesty, law-abiding consciousness, professional dedication and sense of responsibility, strengthen the spirit of teamwork, communication skills training and others. Require students to continuously improve the level of knowledge of natural science and social science, so that they realize that knowledge and practitioners are closely related to the level.

The practice teaching link of foreign tourism major should be carried out after the necessary theoretical teaching. First through the theory of teaching to enable students to master the basic theoretical knowledge of basic disciplines of solid basic knowledge, such as catering service and management, hotel management, travel agency management, tourism management, understand the development foreground of tourism, tour guide, tour service master basic norms, policies and regulations, tourism, the main source of tourism aesthetics in the survey of professional knowledge. In addition, tourism geography, tourism history, literature, art, English and other aspects of knowledge is an important part of theoretical study. Basic skills and learning guides, then scenic awareness training, catering service and management training, simulation training, simulation training room guide four practice teaching, a process in which teachers can use bilingual instruction, to strengthen students' professional ability and language expression ability.

![Figure 1. Tourism management](image)

**2.2. Knowledge structure of foreign tourism**

Foreign tourism professional training of students in the future is the foreign tourism management, foreign service, tour guide services, tour service and hotel management and service related industries, characteristics of the work are comprehensive and practical. Therefore, the students trained in this specialty should have all kinds of qualities that should be possessed by the comprehensive service of foreign tourism. Students majoring in foreign tourism should accumulate rich knowledge of tourism culture in the process of learning. Including the basic knowledge of tourism, tourism and cultural knowledge, common sense of life, tourism laws and regulations, knowledge of tourism psychology, tourism aesthetics, etc.. Tourism is a kind of special cultural activity, which involves the common knowledge of natural science, Chinese and foreign culture and folk custom, historical knowledge, common sense of literature, folk arts and crafts. In addition, foreign tourism practitioners should not only have China's tourism and cultural knowledge, but also international knowledge, especially for the main source countries, regions and major tourist destination country tourism and the society, culture, customs, currency, entry and exit procedures, laws and other tourism related knowledge understand;
travel knowledge, such as customs, transportation, communication of knowledge, health knowledge, knowledge, money insurance knowledge, first aid knowledge; understands tourist psychology knowledge, understand the different tourists of different ways of thinking, values, habits and cultural traditions. In addition, tourism aesthetic knowledge can not be ignored. In a sense, tourism is the aesthetic activity for the purpose of obtaining psychological satisfaction. With the improvement of people's living standard and the enhancement of the aesthetic consciousness of tourism, the tourism of fine quality and individuality has gradually become the mainstream. People walk into nature has not only to make a sightseeing tour, more important is to seek to make their aesthetic consciousness and nature imagery in the tourism activities in the continuous collision and running, gradually understand the external beauty of nature, and to understand the inherent beauty of nature, get a higher level of spiritual enjoyment and pleasure. Therefore, the improvement of the quality of tourism practitioners, in addition to service awareness and cultural quality, the more important is the improvement of aesthetic quality and psychological quality.

![Figure 2. outbound Tourism of china](image)

1) In terms of foreign-related tourism service, students should master the basic laws, laws and international practices of China's tourism policies and regulations, and master the code of professional ethics.

2) In the tour guide and leader, require students to have a solid professional knowledge and high service ability, master the basic knowledge of tour guide service and travel agency management, with strong tourism organization ability and public relations ability, learn to guide and explain the work, care and agency work, tourism related services work, work safety, have the tour guide service observation, attention, memory, thinking, judgment and imagination ability and expression ability.

3) In the tourism marketing, students are required to have basic knowledge of the basic theory of economic trade and commodity circulation and marketing cost accounting; master the basic knowledge of marketing and related laws and regulations, familiar with the commercial price and taxation financial and other basic knowledge, has the ability of commercial procurement and marketing, sales, business survey, with the initial capacity forecast and marketing planning and market investigation, the ability to obtain information.

4) In the hotel management, training students to master the basic knowledge of hotel public relations, marketing knowledge and courtesy; master must travel history and geography and literary knowledge; basic knowledge and skills of service and management, lobby room service and management, catering service and management.

5) In foreign languages, students with skilled use of language for foreign tourism reception, daily business correspondence and contract and business documents such as capacity, ability to use foreign language translation, conversation, reception and processing.

6) Other students are required to master the basic etiquette in international business activities, has good public relations ability, basic knowledge of public psychology; skilled use of modern office equipment, etiquette knowledge; ability of the professional use of computers; has strong language skills, interpersonal skills and general social activities.
3. **TURISTHOTELLET RESTAURANT MANAGEMENT TRAINING**

3.1. **Strengthen professional ability**

**Cognition practice:** Students to clear the basic requirements of the internship, through the scenic area to understand the practice, so that students better understand the nature of the study, characteristics, to consolidate the professional knowledge learned in the classroom, and strive to integrate theory with practice. Teachers should clear specific procedures and methods of tour guide work, let the students grasp the correct business specific abilities and skills required by the scenic practice to improve students’ ability to analyze and solve problems. Scenic spot by the unified arrangement of the internship, commissioned by the travel agency to provide full tour guide service. The content of the practice involves humanities landscape, tourist attractions, industrial tourism base, natural landscape and cultural landscape and other projects. Through practice, so that students can understand the basic situation of the local tourism market, grasp the market demand for talent, be familiar with the site condition of each scenic spots, regular service learning program guide staff and tour tourism reception team skills. Through this practice, but also for students to guide the qualification examination of the tour guide part of the creation of a solid foundation for the interview part of the test to provide on-site tour guide experience.

**Food service and management training:** According to the characteristics of foreign-related tourism, sophomore students should be organized to participate in food and beverage service and management training programs, focusing on the development of their professional services. Catering service and management training to meet the “catering service and management” and “Hotel English” and ”courtesy”, ”hotel lobby and room service and management” and ”hotel management” courses comprehensive skills training needs of teaching, is an important part of practice teaching. Food service and management training program including Chinese food and Western food service and management. Chinese food service and management training to Chinese food table (table cloth shop, tray, napkin folding table, flower practice effect) and Chinese food service skills, Chinese scene layout, etiquette, tea and other training programs; Western-style food service and management training to Western-style food service skills, scene layout and design, Western-style food technology, coffee production, Western-style food. Service organization and management, English training project. Under the guidance of teachers, students from the restaurant service, management, procurement, warehousing, cashier, bartend, project planning, to enable students to master the basic skills of catering service and management, and strive to achieve the standardization of the operation requirements of cultivating the competent foreign hotel service and management work personnel.
Hotel guest room training: The hotel lobby and room service and management "and" Hotel English "" hotel management "is an important course in foreign tourism major, and simulation rooms practice teaching is the practice teaching of the curriculum, focusing on training students' room service skills. Teachers should be based on the requirements of the room skills assessment requirements of the design of practical training projects, the selection of standard rooms, students in the bedroom, bathroom items and layout of the decoration of the standard training. In the simulation room can also be room service etiquette etiquette skills training and room environment awareness training, in order to improve students' awareness of the importance of professional image and understanding. Through the training of students can not only understand the whole process of room service, but also the main operation skill comprehensively and systematically and normatively grasp the actual room service, a more profound understanding of deep meaning of "customer first", to improve the students' professional quality in practice. Simulation rooms can also be open to encourage students to participate in the management and service, so that students are familiar with the day-to-day management of the guest room financial accounting, and thus improve the overall quality of students and the actual business capacity.

Tour guide simulation training: This is the strengthening of the professional application of the ability to require students to be able to combine theoretical knowledge and professional knowledge. "Tour guide" basis "practical guide" and "tourism policies and regulations" is the tour guide certificate examination of the compulsory curriculum, is the focus of teaching theory, it can better guide the practice of teaching, conducive to the development of the simulation training of tour guide. The simulation training is an important part of practice teaching, students should organize on-site guide simulation training in this part, including tourism etiquette, English, tour guide words business knowledge, impromptu speech and other content, the purpose is to regulate the students' physical appearance, improve students' language ability and the strain capacity. Through the tour guide training simulation teaching, can enable the students to master the theoretical knowledge based on the principle of nature and characteristics, to further understand the tour guide service, and the quality of training of tour guides, tour guides and familiar with the relevant knowledge, master guide service Jietuan tour process procedures, tour skills, improve the accident travel in the prevention and treatment capacity.

Graduation practice: This stage should be the process of foreign tourism professional students skilled job skills. In this stage, the students really walk into the tourism related industries to practice, through the accumulation of professional knowledge and professional ability to continuously improve the job skills. Foreign tourism major internship units include travel agencies, Turist Hotel, tourist attractions, foreign-related enterprises, etc.. The travel agency practice contents include outreach, transfer, reception, promotion, Quanpei, to accompany the work, should understand the whole process of travel agency work, practical ability, and lay a good foundation for future work; the content includes Turist Hotel lobby, guest rooms, catering service and management, should understand the hotel work procedures, requirements, specific departments work, combined with training in the school really improve work ability; tourism practice including spots on the service and management of scenic spots, the tour guide word creation, tourism service standards and job requirements are closely linked, to improve job competitiveness.

3.2. Perfect practice teaching system

- Strengthen the construction of teaching staff, to ensure the quality of personnel training: In practice teaching, teachers should pay attention to the improvement of their own quality, and constantly improve the ability of comprehensive work, which is the key to the success of teaching practice. The
training of teachers is a long-term work, which is helpful for teachers to renew their knowledge and promote the teaching work. The teacher can go to the domestic and foreign famous tourism colleges and universities to study, learn the advanced teaching ideas of other institutions, this will have some inspiration to the teaching reform. In addition, teachers can regular travel agencies, hotels, scenic spots to visit enterprise growth of new practical skills, vivid teaching practice case supplementary teaching process in the future, to promote the combination of theory and practice, and constantly improve the level of teaching.

- introduction of professional and post qualification system: The student's tour guide qualification examination, the passing rate of the food and beverage qualification identification and the feedback information of the employment unit, can check the effect of the practice teaching. Students should be encouraged to take part in the competition of the tour guide and the skill competition of the post, through the display of their talent, the establishment of a good image, enhance the employability of students, and the quality of personnel training.

- deal with the relationship between theoretical teaching and practical teaching: The practice of teaching practice in the field of knowledge and practice, food and beverage service and management training, simulation room training, tour guide simulation training, graduation practice, etc., need to have the support of basic theoretical knowledge and professional knowledge. Strengthen the training of students, especially the exam training, focus on the combination of theory and practice; to guide the examination interview and employment needs, guide English simulation training organization, involving Tourism Etiquette, explanation skills, guide service and other content, and to improve the students' professional ability. Teachers should understand the advantages and disadvantages of students in practice, improve teaching methods and teaching content, and strengthen the pertinence of practical teaching. Graduation practice requires students to learn the theoretical knowledge and professional skills during the university to combine together to improve their professional skills.

4. THREE DIMENSIONAL FRAMEWORK OF PRACTICE TEACHING OF FOREIGN FOOD AND BEVERAGE MANAGEMENT

4.1. Cooperative learning practice model

The food and beverage manager is a part of the cultivation of the Undergraduate Tourism Colleges and universities, and should be based on the research, development and sales of food and beverage products. Therefore, the curriculum should pay attention to strengthen the practice of teaching practice, not only in a single "service skills", thinking from the professional training goal angle, will practice the system is divided into "catering industry survey" practice, "catering management" practice, practice "service skills" three part, inquiry learning method to build three-dimensional architecture the cooperative tourism professional catering management experimental teaching learning theory of task-based teaching, which requires the organizer according to the teaching contents carefully designed learning tasks, let learners through the discussion within the group exchanges, mutual learning, mutual promotion and sharing of learning materials, enthusiasm, initiative and creativity into full play and the mutual aid group members, to jointly complete the assigned task or solve a problem. Collaborative learning is composed of four basic elements: collaborative group, member, tutor and collaborative learning environment. The individual in the group activities can share the information that they explore, discover and share with the other members of the group in their learning process.

![Learning Collaborative Model](image)

**Figure 5. Collaborative learning**
Taking a win-win "enterprise school building" model should be a wise move of tourism education. The construction of collaborative investigation practice model can take into account the construction of the investigation practice mode of school and enterprise, as well as the cooperation between teachers and students, between students and students. In the food and beverage industry market research stage, teachers can be specific to the catering enterprises, the experimental group students are divided into a number of four to five, the catering enterprises industry survey as the main practice tasks, specific research topics for the arrangement of students to discuss in the experimental process. In view of the problems to be studied, each member of the same collaborative group or different collaboration groups work for different roles in the different aspects of the research questions, and finally form the research results. The school enterprise cooperation platform, the dominant position of students, interactive cooperation is a notable feature of collaborative restaurant practices, students in many ways, multi level, access to information process in the industry, strengthen the degree of understanding of the industry, improve social communication and team spirit, to broaden their professional knowledge, let reconstruction in the knowledge of creative minds, and eventually cultivate students with strong theoretical thinking and application level, and the ability to take the initiative to obtain information. In the experiments in the course of the catering management mode can be divided into four steps: clear learning tasks makes a final evaluation team plan group cooperation study task. The guiding ideology is that teacher is the organizer, the observer and the instructor, students are the main collaborative research, aiming at the problem of the research, all members of the same group or different collaborative group on the different aspects of the problem, the task division, as a different role, the collaboration and communication, and ultimately the formation of the research results, and through certain incentive evaluation mechanism to promote the positive relationship between teachers and students, and students of the school among enterprises.

4.2. Construction of food and beverage management experiment platform

The design of food and beverage management experiment system is geared to the changing needs of the development of the industry. According to the characteristics of this course, should expand the amount of information through the multimedia teaching lecture course teaching, to enhance the fun, intuitive, compression time, increase classroom teaching practice time, to improve the overall teaching effect has become possible. First of all, in the practice of teaching settings should reflect the information, comprehensive and dynamic, the establishment of tourism professional students' experimental platform -- catering management simulation system, through data analysis, case studies, curriculum design and other forms of students independent study of catering industry, cultivate the use of theoretical knowledge of the phenomenon of catering economic activities deep analysis, judgment, induction and comprehensive research ability. Second, through the provision of catering enterprises complete enterprise status, enterprise characteristics, behavior and performance of enterprises, make the food and beverage enterprise simulation practice teaching effect, make students get a comprehensive system, rich depth of catering enterprises management practice training. Third, based on maintaining the basic content of service skill training on the use of information technology and data analysis technology, change the students in the classroom based on the food consumption data manual statistics, through simulation analysis on real data of catering enterprises in the database, and describe the change trend of research on food consumption history data, so as to help the students in independent study survey and thinking and discussion, cultivating students' learning ability, so as to save the time of classroom teaching, strengthening the experimental teaching contents, improve teaching effect. Finally, in the application of experimental teaching methods, independent research, the overall structure in the experimental teaching method on students should be emphasized, and the theory of teaching, tutorship, students learning together, enable students to independently acquire knowledge and the ability of using knowledge. Through the construction of information platform, teachers guide students to form a knowledge of catering enterprises from contact angle learning method, deep thinking catering business service and management level of students, so that students in a positive emotional state, to enable students to understand the whole operation process of catering enterprises, which can be more easily to the experience of catering enterprises management practice process, improve the application of knowledge to analyze the practical problems and the ability to solve practical problems.

5. CONCLUSION

The practical teaching of foreign-related tourism major needs the joint efforts of schools, teachers and students, and the three are indispensable. Through the new school or improve the catering service and management training room, training room, room simulation guide simulation laboratory, equipped with new teaching equipment, the purchase of teaching materials for foreign tourism practice teaching with modern training base, encourage teachers and students to carry out professional practice teaching; teachers should observe and understand the dynamic development of tourism at home and abroad at any time. Adjust the course, suggested that the school curriculum and teaching arrangements to guide students in the practice process, constantly sum up experience and lessons, grasp the relationship between talent training and social needs, enhance the employability of students; the main tourism practice of teaching foreign students, the students
occupation ability, professional accomplishment as an important standard to judge the success of the teaching practice.

The management level of food and beverage management professionals depends on the ability and quality of food and beverage management talents. So, in order to cultivate practical talents, colleges and universities must improve the practice teaching system of restaurant management courses according to the market demand, and the establishment of collaborative research and practice of catering enterprises catering management information on the experimental platform, catering services, short-term training type three-dimensional integrated ability oriented practice teaching system, is based on deep discussion and reform ideas of how to travel the professional training of Senior Catering Management talents.

ACKNOWLEDGEMENTS

This work was supported by the project of Chongqing Education Science Planning Office (Grant No. 2012-GX-210).

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