

# **On the Curriculum Construction Reform of Hotel Management Specialty in Higher Vocational Colleges under the Background of Digitization**

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**Abstract:** Under the digital background, the reform of higher vocational hotel management curriculum construction is very key. It can not only improve the effect of higher vocational hotel management curriculum construction, but also meet the curriculum needs, refine the curriculum objectives, and effectively improve the teaching quality under the clear teaching objectives. In the teaching process, we need to refer to the requirements of the digital society for the hotel management specialty and the requirements of hotel units for talents, so as to effectively implement the curriculum construction reform of hotel management specialty in higher vocational colleges. This paper expounds the significance of curriculum construction reform of higher vocational hotel management specialty under the digital background, analyzes the shortcomings of current curriculum construction, and discusses the ways of curriculum construction reform, hoping to provide reference for relevant research.

## **1. Introduction**

Promoting the curriculum construction reform of hotel management specialty in higher vocational colleges can not only promote the orderly progress of curriculum construction, but also fully expose the problems existing in curriculum construction and help to solve the problems in time. The effect, content and comprehensiveness of curriculum construction can meet the teaching requirements and promote the orderly development of curriculum construction. Therefore, doing a good job in the curriculum construction and reform of hotel management major in higher vocational colleges directly affects the construction of professional courses, and can timely solve the problems in the construction process and improve the effect of curriculum reform and innovation.

## **2. Significance of Curriculum Construction Reform of Hotel Management Specialty in Higher Vocational Colleges under the Background of Digitization**

### **2.1 Meet the Requirements of Students' Literacy under the Digital Background**

Under the digital background, the requirements of hotel units for the professional quality level of talents majoring in hotel management are increasing. However, the students majoring in hotel management who have been receiving the traditional education mode are difficult to meet the requirements of various hotels, and the employment situation of students is adversely affected. Higher vocational colleges are facing the problem of how to cultivate high-quality talents who meet the requirements of hotels. Therefore, higher vocational hotel management specialty needs curriculum construction reform. Carrying out curriculum construction reform under the digital background can deepen the curriculum foundation, so as to improve the effect of curriculum construction. In the specific process of teaching reform, it is necessary to do a good job in the investigation of hotels in the market, formulate the curriculum content in combination with the characteristics of current hotel management and the demand for talents, so as to keep pace with the times, adapt to real life and give full play to professional advantages, lay a good foundation for professional teaching activities and cultivate high-quality talents to meet the social needs of the new

era.

## **2.2 Meet the Requirements of Curriculum Pertinence under the Digital Background**

From the specific development characteristics and talent needs of hotels under the digital background, the teaching system and course content in the teaching of hotel management specialty are closely related to the final teaching effect. Therefore, in the teaching of hotel management specialty, cultivating talents needed by hotels is the focus of teaching. Only by vigorously implementing the curriculum construction reform of hotel management specialty, can we solve the problem of talents, improve the employment rate of students, make the construction of teaching system and the selection of teaching content of hotel management specialty more targeted, meet the basic requirements of teaching and finally improve the teaching quality.

## **2.3 Meet the Requirements of Course Content Upgrading under the Digital Background**

During the teaching of hotel management specialty in higher vocational colleges, the digital background puts forward higher requirements for the course content. The upgrading of course content can effectively improve the teaching quality of hotel management specialty. Only teachers form a correct understanding of the importance of course content upgrading and actively implement it, can they effectively solve the problems in the teaching process, provide support of high-quality teaching content for course construction, help to promote the sustainable development of hotel management teaching in higher vocational colleges and ensure the effectiveness of teaching work. Therefore, during the implementation of teaching reform, we can upgrade the teaching content and meet the requirements of curriculum content upgrading under the digital background, but it needs to be carried out on the basis of the actual teaching needs, otherwise there will be problems and affect the teaching effect.

## **3. Deficiencies in the Curriculum Construction Reform of Hotel Management Specialty in Higher Vocational Colleges under the Background of Digitization**

### **3.1 Unclear Goal of Curriculum Construction Reform**

In the digital context, the primary deficiency in the curriculum construction reform of higher vocational hotel management specialty is unclear goal of curriculum construction reform. The necessity of curriculum construction reform is not fully understood, and some loopholes appear when establishing and refining the goal of curriculum construction reform, which weakens the pertinence of curriculum construction, so that we fail to take effective reform measures accurately according to the real situation of the work. It will have an adverse impact on the final effect of the reform. Therefore, if the problem of unclear reform objectives is not solved in time and effectively, problems will appear in the process of curriculum construction reform and hinder the development of curriculum construction of hotel management specialty in higher vocational colleges. Therefore, for the curriculum construction reform, in the implementation process of specific reform measures, it is not only necessary to improve the curriculum structure according to the curriculum characteristics, but also to establish a clear curriculum construction reform goal to make the goal meet the requirements of the reform, so as to effectively promote the high-quality development of the teaching of hotel management in higher vocational colleges <sup>[1]</sup>.

### **3.2 Lack of Pertinence in Curriculum Content**

In addition to the lack of clear curriculum construction reform objectives, the reform process is not targeted in terms of curriculum content, resulting in loopholes in the selection of curriculum content of hotel management major in higher vocational colleges, which can't meet the actual needs of students to achieve all-round development and hinder the progress of professional curriculum teaching. It is difficult for hotel management major to formulate teaching plans for high-quality teaching in curriculum teaching, which increases teachers' teaching pressure and burden and hinders the orderly progress of curriculum construction and reform. By observing the actual situation of professional teaching at present, it can be found that only by formulating effective

teaching plans according to the key points of the course, taking effective teaching measures and selecting targeted teaching contents in the teaching process, can we better implement the curriculum construction reform of hotel management major in higher vocational colleges, so as to achieve the training goal of comprehensive development of students. It can be seen that in the process of curriculum construction reform, targeted curriculum content is very important. We not only need to have a basic understanding of curriculum construction, but also need to solve the problems in the teaching process in combination with curriculum construction objectives and teaching needs.

### **3.3 Relatively Backward Curriculum Teaching System**

For teaching work, in order to improve the teaching quality, we need to focus on the basic situation of the teaching system and closely contact with the actual teaching requirements, ensure that each link of teaching meets the corresponding requirements in the specific practical process, and promote the teaching work in combination with the teaching characteristics and requirements and the specific situation of teaching, so as to effectively promote the teaching reform<sup>[2]</sup>. Therefore, schools need to attach great importance to the backward curriculum and teaching system, and improve and upgrade the teaching system in combination with social needs and students' characteristics, which will help to promote teaching work and effectively implement the reform of professional curriculum construction in the future.

## **4. Reform Path of Curriculum Construction of Hotel Management Specialty in Higher Vocational Colleges under the Background of Digitization**

### **4.1 Establish the Reform Goal of Curriculum Construction**

To carry out the curriculum construction reform of hotel management specialty in higher vocational colleges under the digital background, we must first establish clear curriculum construction reform objectives. The specific standards and objectives of the reform need to be determined in combination with the basic requirements and characteristics of the curriculum construction reform. When implementing the reform measures in the actual teaching process, we need to take the teaching needs as the key reference and focus on the specific development direction of teaching. According to the specific situation and teaching requirements of teaching, we can ensure the orderly progress of teaching work, and ensure that the curriculum construction reform can further improve the teaching system and improve the teaching quality in the process of practice. Therefore, when establishing the goal of curriculum construction reform, we should consider not only the long-term goal, but also the short-term goal, so that the curriculum teaching can achieve the construction goal in all stages and links. We should also adjust the reform goal according to the actual situation and content of the construction, which helps to improve the curriculum construction reform in the implementation process<sup>[3]</sup>.

### **4.2 Strengthen the Pertinence of Curriculum Content Selection**

Under the digital background, higher vocational hotel management specialty needs to strengthen the pertinence of curriculum content selection and effectively promote the curriculum setting, so as to solve the problems in curriculum construction. When selecting the course content, we should pay attention to combining the actual requirements of course teaching and the actual needs of society for talents, so as to make the course content more targeted, improve the teaching effect and promote the curriculum construction reform of hotel management specialty in higher vocational colleges. It can be seen that when selecting the course content, we need to refer to the course objectives, teaching situation, course characteristics and other contents, so as to make the course content more targeted and meet the teaching requirements in the teaching process.

For example, when the school carries out curriculum construction reform for the content of "room service and management", it needs to take the core competence as the starting point, decompose the core competence according to the work requirements of different posts, and decompose it into the following eight special abilities: reception ability under customer-oriented

consciousness, skilled post operation ability, good interpersonal communication ability, good adaptability, high work consciousness, good language expression ability, management ability and training ability. We can determine the ability structure of talents as the main content of the course, and train students more pertinently.

### **4.3 Upgrade Curriculum Teaching System**

Upgrading the curriculum teaching system is a significant part of the curriculum construction reform. In the process of upgrading, it is necessary to put forward specific opinions according to the implementation requirements in combination with the actual situation of the curriculum system, so that the curriculum system can promote the development of teaching in a scientific and orderly direction and solve the problems in the current imperfect teaching system. Through an overall understanding of the existing curriculum system, we need to pay attention to the improvement of the system and its application in practical teaching, so as to realize the effective upgrading of the teaching system. Therefore, upgrading the curriculum teaching system is very important for the curriculum construction reform, which can effectively realize the cultivation of high-quality talents.

## **5. Conclusion**

To sum up, under the digital background, the requirements of hotel units for talents in the social market are increasing day by day. Therefore, it is necessary to carry out the curriculum construction reform of higher vocational hotel management specialty, improve the teaching effect and cultivate the high-quality talents needed by the society. In the specific reform process, it is necessary to establish the reform objectives of curriculum construction, strengthen the pertinence of curriculum content selection, and upgrade the curriculum teaching system, so as to ensure to enhance the reform effect and transport high-quality hotel management professionals for the society.

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