

# Research on the International Talent Cultivation Model of Catering Service Major in Technician College in the Context of "the Belt and Road Initiative"

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## ABSTRACT

This study seeks to address several critical issues plaguing the culinary profession. There is a notable lack of an international perspective among catering service professionals, and the profession faces a shortage of skilled talent and a structural imbalance. Further, the resources available on culinary professional talent training platforms are singular and insufficient. Simultaneously, there is a pressing demand for the expansion of international exchange and cooperation. To tackle these challenges, this study proposes to build an integrated vocational-educational training model, which emphasizes "learning in work, working in learning". The study aims to establish a "multi-dimensional interactive" talent development mechanism. This mechanism is characterized by being "government-led, industry-guided, enterprise-involved, research-promoted, and school-centred". By offering practical courses that align with industry standards, the study underlines the integration of vocational education in the cultivation of skilled talent. The goal is to create a "multi-dimensional interactive vocational-educational integration" talent training model, thereby expanding avenues for talent cultivation in the catering service industry of international tourism cities.

**Keywords:** *Catering service industry, Internationalization, Talent cultivation model.*

## 1. INTRODUCTION

Amidst the most significant changes witnessed in a century, the idea of a community of shared future for humanity under the Belt and Road Initiative has evolved in response to these "major changes". China has been actively and assertively participating in global industrial upgrades and international affairs. During the 14th Five-Year Plan period, eight departments, including the Ministry of Human Resources and Social Security, released the "Opinions on Accelerating and Expanding the Opening-up of Education in the New Era". This document further emphasizes the need to enhance the modernization of China's education and cultivate talents with a globally competitive edge. The nurturing of international skill-based talents has emerged as a novel perspective in the ongoing reform of vocational education. Implementing the WorldSkills 2025 strategy and

fortifying cooperation with international and regional organizations, such as UNESCO, represent critical directions for establishing a vocational education brand with distinctive Chinese characteristics. The development of talents through work-study integration with an international perspective is a pressing requirement of the current era [1].

## 2. BACKGROUND

Amid intensified international exchanges, many Chinese schools, recognizing gaps in their educational reform, are seeking to learn from the advanced practices of foreign countries, particularly in the field of vocational training for culinary professionals.

## **2.1 Integration of Work and Study Talent Training**

Foreign vocational education research institutions are funded by the government each year to conduct labour market research and release reports to guide the setting of specialties in vocational schools. The human resources departments in Canada and Germany always pay attention to the employment trends of skilled talents and develop new specialties in vocational education around market demands, making vocational education reliant on and feeding back to the market. Singapore and Japan attach importance to the participation of industries, companies, and advisory committees in vocational education and focus on the docking of job positions and course teaching, industry guides, and business owners directly participate in skill teaching, vigorously promoting the talent training model of teaching in the work process. The experience of the joint participation of "government, industry, enterprise, school, and research" in skill talent training abroad provides a theoretical basis for this study's "multi-dimensional interactive" talent training model [2].

## **2.2 Internationalization of Vocational Talent Training in the Tourism Service Industry in China**

Since the inception of the "14th Five-Year Plan", the deepening of the Belt and Road Initiative strategy has led an increasing number of vocational schools to recognize the significance of globally sourcing superior vocational educational experiences. In the 2022 national vocational education teaching achievements selection, 11 accomplishments were recognized in the field of training international skilled talents to aid the Belt and Road Initiative's development. Unfortunately, all these projects originated from universities or higher vocational colleges. Despite the existence of 34 accomplishments related to catering and tourism services, a severe deficiency was observed in achievements centring on work-study integrated skill training. International tourist cities have an urgent need to conduct research in this domain. The lag in research concerning the internationalization of talent training for modern services in secondary vocational schools has significantly impeded the overall improvement and development of personnel within the tourism and catering service fields. Consequently, the initiation of research and practice related to training international skill talents in modern catering services within the new era's work-

study integrated context serves as a potent augmentation to the talent and personnel construction efforts in Guangxi [3].

## **3. RESEARCH SIGNIFICANCE**

This study holds significant value both in terms of contributing to theoretical frameworks and facilitating practical reforms.

### **3.1 Theoretical Significance: The Necessity of Studying the Training of International High-skilled Talents Under the Concept of a Community of Shared Human Destiny in Response to the Times**

The proposal of the concept of a community of shared human destiny, as well as the rapid improvement of China's international status, will inevitably make China play a more important role in the international community and bear greater international responsibilities and obligations. However, as a core member of ASEAN and a practitioner of the Belt and Road Initiative, the number of outbound exports of skilled talents in our tourism and catering service industry is seriously insufficient, especially the scarcity of international skilled talents. China's tourism and catering service industry urgently needs to conduct research on the training of international high-skilled talents to guide the scientific and reasonable implementation of the "double cycle" of human resources inside and outside the tertiary industry. This study will form an integrated talent training model of "multi-dimensional interaction" based in Guangxi, facing ASEAN, and moving towards the world. The theoretical innovation will provide reference and guidance for building an international talent system, constructing an international talent team, and meeting international challenges. The research reports, scientific research and teaching reform papers, and textbooks that conform to international industry standards formed in the research and practice of talent training will provide theoretical support for other scientific research institutions to carry out research on the training of international work-study integrated skilled talents [4].

### **3.2 Practical Significance: The Importance of Training International High-skilled Talents in the Context of the Belt and Road Initiative Given the Needs of Regional Economic Development**

This study centres on Guilin, a city primed to become a world-class tourist destination. In 2012, Guilin's development as an international tourist hub was officially incorporated into a national strategy, and by 2021, General Secretary Xi Jinping explicitly expressed the goal to shape Guilin into a world-class tourist city. Consequently, the establishment of the "World Capital of Gastronomy", as recognized by UNESCO, has been integrated into Guilin's plan for tertiary industry development. Given Guilin's status as an internationalized tourist city and the modern catering service industry's trend towards diversification, openness, and competitiveness, there's a crucial practical need to train high-quality culinary service professionals with an international perspective.

## **4. RESEARCH QUESTIONS**

Entering 2023 marks a critical juncture for the steadfast implementation of the country's open-door policy. Following three years of pandemic-induced disruption, there's an urgent requirement for industries to expand their overseas ventures, with the tourism sector emerging as the bellwether for economic recovery.

Guilin, an international tourist city, has become a focal point for domestic and international tourists and a nexus for various business exchanges, conferences, and exhibitions. In the first quarter of 2023, the tourism industry in Guilin observed a rapid rebound, underlined by a significant surge in tourist numbers.

This study focuses on Guilin's catering service industry, conducting a field survey on human resource output in the catering profession. It was found that the training of cooking professionals faces the following problems:

- There exists a notable deficiency in the international perspective of culinary professionals, and the prevailing approach to talent development is lagging in relation to the progression of the global culinary industry.

- The existing curriculum for culinary professionals does not sufficiently align with the industrial growth of a world-class tourist city, and it inadequately highlights distinctive local and regional characteristics.
- The platforms dedicated to the training of culinary professionals are relatively one-dimensional and resource-deficient, underscoring the need for significant enhancements in the scale of international exchange and cooperation.

## **5. RESEARCH OBJECTIVES AND IDEAS**

This section discusses the research objectives and conceptual underpinnings that guide this study.

### **5.1 Research Objectives**

In response to these issues, this study proposes constructing a "multi-dimensional interactive, dual cycle" model for training professionals in the tourism service industry that caters to a world-class tourist city. Centered around Guilin's unique tourism resources and local specialty food industry chains listed as intangible cultural heritage—such as "Guilin Rice Noodles", "Chinese Coffee—Oil Tea", and "Guilin Cuisine", this study develops an international tourism service professional curriculum system that integrates international and ethnic characteristics. Leveraging resources from the Guangxi Cooking Vocational Education Association, the National High-Skill Talent Training Base, internationally recognized enterprises, the catering sector, and various industry associations, this study intends to construct an international talent cultivation platform profoundly ingrained with industry-education integration. Such an endeavour is geared towards fulfilling the objective of nurturing high-skilled talents with international competence. Ultimately, this initiative aims to invigorate the development of the tertiary industry in world-class tourist cities.

Based on the national Belt and Road Initiative development strategy and in conjunction with industry and enterprises, this study will carry out group-based education. By deeply integrating international catering professional standards, national occupational standards, industry standards, and enterprise standards, in combination with student personality development and vocational growth laws, teachers will develop high-quality skilled talent training standards that meet the

requirements of international catering industry standards.

## 5.2 Research Ideas

This study vigorously promotes the integrated teaching model of "learning by doing," realizes the "three-level" progressive curriculum system and enhances the goal of education. Combining the advantages of internationalized schooling, it builds a diversified platform and enriches the teaching, research, and practical resources of Guangxi's culinary professional education. By leveraging the multi-dimensional interaction of "government, industry, enterprise, school, and research," it achieves a mechanism of co-construction (goals and specifications of talent cultivation), co-education (joint execution of the entire educational teaching process), co-evaluation (joint evaluation of talent training results), co-management (joint management of goals, processes, and results), and win-win (promoting the effectiveness of students, schools, enterprises, industry, and government), to achieve the goal of cultivating high-skilled catering service talents with an international perspective.

## 5.3 Specific Research Content

The specific research covers the following four areas:

### 5.3.1 Innovation in Talent Training Model: Combining Local Tourism Resources and Ethnic Catering Culture, Absorbing and Integrating the International Catering Talent Training Experience from Countries like France and Singapore to Construct a "Multi-dimensional Interactive and Bi-directional Cycle" Talent Cultivation Model Targeted at the Tourism and Catering Service Industry

This research transforms inherent thinking, improves international cognition, establishes a global mindset, and constructs a high-quality skilled talent training standard for cooking led by international catering standards to serve world-class tourist cities. This aims to resolve the problem of vocational cooking talents in China lacking an international perspective, with talent cultivation ideas lagging behind the development of the international cooking industry.

This study establishes a cooperative model for joint training with local international chain hotels, absorbing talent training experience and integrating international catering vocational standards, develops integrated textbooks for work-study programs, constructs a shared teaching resource library, and develops textbooks and practical training content that meets international industry standards. This will establish a practical teaching system that aligns with "catering industry standards."

This research team adheres to President Xi Jinping's principle of "integration of industry and education, school-enterprise cooperation, integration of work and leisure, and unity of knowledge and practice" and works with local industry enterprises to develop a series of Guilin cuisine standards. This will broaden the international perspective of students and enable the ethnic characteristics of Guilin cuisine to move from Guilin to the whole country and the world.

### 5.3.2 Optimising Course Setup: Developing a Cooking Professional Course System That Integrates Internationalization and Ethnic Features, Reflecting Integrated Characteristics

This research sets professional courses in line with the standard requirements of the international tourism service industry. This aims to address the issue of a low degree of alignment between cooking professional courses in vocational education and the industrial development of world-class tourist cities, and the lack of emphasis on local and regional characteristics. By taking the vocational education group as the carrier, collaborating with industries and enterprises, and benchmarking against international catering industry standards and enterprise standards, combined with students' individual development and career growth patterns, this study aims to develop international professional courses and cultivate tourism service technical talents with an international perspective.

Under the guidance of skill masters and vocational education experts, integrated course design and teaching design will be carried out in the teaching process, establishing a combined multi-dimensional evaluation system. Following the cognitive rules of students and career growth rules, team members will meet the needs of students' personalized vocational development through the

cooking professional course system that integrates internationalization and ethnic characteristics.

### *5.3.3 Strengthening the Construction of Teaching Staff: Building a High-level Faculty Team with International Thinking*

The team has established a mechanism for training high-quality, skilled personnel by establishing a "government-led, industry-directed, enterprise-involved, research-driven and institution-based" mechanism. In the future, the college will incorporate elites from inside and outside the university and the industry into the teaching team. The teaching team of this study includes overseas study talents, the backbone of high-star hotel operation and management, national culinary masters, May Day Labour Medal winners, and leading figures in the national catering industry.

During their research, experts within the team conduct regular business training, skills exchange demonstrations on the production lines of enterprises, and regional industry development research with industry experts. Experts on the team lead teachers and students abroad to participate in food and beverage exchange exhibitions and competitions in Southeast Asia, attend shows and salons organized by international experts, and send teachers to each other for teaching and research activities with international institutions with signed cooperation projects.

Relying on the vocational education group, this project team will hire industry and scientific research experts and skilled artisans from enterprises to join the professional advisory committee, introduce the latest technology and facilities in the industry into teaching, and achieve seamless technology integration. Members of this project team invite industry experts and senior executives of enterprises to hold school-enterprise teaching seminars to achieve effective team integration regularly. By developing integrated teaching materials that combine work and study and align with international industry standards, this study aims to build a tiered, complementary, resource-sharing, and closely cooperating teaching resource library to integrate industry and education.

### *5.3.4 Building an International Communication Platform*

Based on the group education model, members of this project team are constructing a diverse

platform, aggregating resources, and establishing a "dual circulation" communication mechanism at home and abroad. In practice, this study, with the joint efforts of Guilin Tourism Development Corporation, Reed Flute Cave and other 5A scenic areas, Shangri-La Hotel Group, and other international hotel groups, combines the advantages of the National Cooking Skills Master Studio of the college, Guangxi Cooking Vocational Education Group, Guangxi Cooking Association, Guilin Rice Noodles Industry College, etc., to expand the platform for training tourism service professionals. This research incorporates talent training models from Singapore, Australia, and Germany, utilizing platform benefits to "import" advanced foreign technologies and high-quality curricular resources. Concurrently, it promotes the export of Guangxi's ethnic culture, facilitating a dual circulation of talent mobility.

## **6. CONCLUSION**

By establishing a high-quality skilled talent cultivation mechanism characterized by a combination of government-led initiatives, industry guidance, active participation of enterprises, promotion of scientific research, and a focus on educational institutions, the study addresses the issue of supply and demand imbalance in culinary talent within international tourist cities. As a result, numerous exceptional students have been trained, empowering world-class tourist cities and contributing to the catering and tourism industries. Moreover, through the international exchange platform established by this research, some students have ventured to initiate businesses in renowned international tourist destinations such as South Korea, Singapore, and Australia, effectively becoming ambassadors for the dissemination of Chinese ethnic culinary culture.

Throughout the research process, there has been a noticeable improvement in the teaching skills of professional educators, leading to the establishment of an international faculty team. Leveraging partnerships with international high-star hotels, national high-skilled talent training bases, national-level skill master studios, and ethnic catering education platforms, a model for training culinary professionals has been developed. This model promotes the seamless integration of education, talent, industry, and research chains within world-class tourist cities [5].

During the implementation of the talent training program, innovative mechanisms for

communication among government, industry, enterprises, educational institutions, and research have been introduced. These mechanisms facilitate industry-academia-research collaboration and the utilization of international industry standards, courses, and faculty, ensuring the cultivation of catering service talents with an international perspective. The promotion of this talent training model has resulted in numerous benefits for students, including improved teaching quality, while also providing a robust human resource foundation to establish Guangxi as the "World Gourmet Capital."

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