

Exploration and Practice of Integrated Construction of Hotel Management Discipline under the Background of New Liberal Arts

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Abstract: Under the background of new liberal arts construction, hotel management education faces multiple challenges and opportunities brought by globalization, informatization, and industry transformation. This paper takes the hotel management program at Harbin University of Commerce as an example to explore its practical paths and achievements in interdisciplinary integration. Interdisciplinary integration is an effective approach for the hotel management program to meet the requirements of new liberal arts and cultivate compound talents. Through measures such as optimizing the curriculum system, innovating teaching content, building practical teaching platforms, strengthening faculty teams, and promoting reforms in teaching methods, the program has achieved deep integration of theory and practice, enhancing students overall qualities and professional competitiveness, providing a reference for similar institutions.

Keywords: New Liberal Arts; Hotel Management; Integration; Practical Teaching; Compound Talents

1. Introduction

As globalization accelerates and information technology advances rapidly, the hotel industry is undergoing profound changes. The widespread application of emerging technologies such as big data, artificial intelligence, and virtual reality in hotel operations, along with the diversification and personalization of consumer needs, have made traditional teaching models and curriculum systems increasingly inadequate to meet the rapidly changing industry demands. Under the new liberal arts background, hotel management education faces unprecedented

opportunities and challenges.

The core of integrated professional and disciplinary construction is to incorporate professional development into the planning of disciplines, promoting their organic integration and coordinated development^[1]. Hotel management professionals need to possess more comprehensive qualities and innovative capabilities. The "New Liberal Arts" initiative proposed by the Ministry of Education clearly requires universities to innovate in talent cultivation models, curriculum systems, and teaching methods, providing direction and impetus for the reform of hotel management education. Harbin University of Commerce was among the first universities in China to offer undergraduate programs in tourism management. In 2010, it received approval for the first national masters (MTA) degree authorization point in tourism management, and in 2019, its tourism management program was designated as one of the first national first-class undergraduate professional construction points by the Ministry of Education. The university boasts a high-level faculty with rich industry experience, and its hotel management program emphasizes practical teaching. It has established long-term cooperative relationships with multiple renowned hotel groups, offering students abundant internship and employment opportunities. The university has also set up several on-campus practice bases, such as a simulated hotel laboratory and a catering training center, enhancing students professional skills. In recent years, with the introduction of the "New Liberal Arts" concept, hotel management program in Harbin University of Commerce has actively responded to the call for national educational reform, deeply integrating humanities and social sciences with hotel management, aiming to cultivate students comprehensiveness

Quality and innovation ability^[2].

This study aims to explore and practice the integrated construction of hotel management disciplines under the new liberal arts context, using the hotel management program at Harbin University of Commerce as a case study. It analyzes innovative measures and their effectiveness in curriculum systems, faculty teams, and teaching methods. By exploring and practicing the integrated construction of hotel management disciplines at Harbin University of Commerce, this study provides references and insights for reforms in hotel management education under the new liberal arts context. This will help improve the quality of hotel management education in universities, promote interaction and cooperation between universities and industries, build an integrated education model of industry-academia-research, and achieve deep integration of education and industry.

2. Integrated Construction Concept and Objectives

2.1 The Connotation of Integrated Construction

Integrated development is a crucial direction for educational reform in universities under the new liberal arts framework. It aims to enhance the comprehensiveness and applicability of professional education through interdisciplinary integration, combining theory with practice, and collaborative talent cultivation between schools and enterprises^[3]. The hotel management major involves traditional disciplines such as management and economics, while also incorporating knowledge from psychology, sociology, information technology, and other fields. Through interdisciplinary integration, students can acquire a more comprehensive knowledge system and improve their ability to solve complex problems. Integrated development emphasizes the close integration of theory and practice, using various forms such as on-and off-campus practice bases, internships, and case studies to enable students to apply their knowledge in real-world scenarios, thereby enhancing practical skills^[4]. Collaborative talent cultivation between schools and enterprises is an effective way to improve educational quality and employment rates. Schools can introduce expert lectures,

corporate training, and project collaborations to bring students closer to industry needs.

2.2 Setting the Goal of Integrated Construction

The goal of integrated development is to enhance the quality of education in hotel management and improve students overall qualities through multifaceted efforts. First, it aims to cultivate compound talents with solid theoretical foundations, strong practical skills, good professional ethics, and an international perspective, who can meet the rapidly evolving demands of the hotel industry and excel in various management roles. Second, by optimizing the curriculum, innovating teaching methods, and refining evaluation systems, we aim to improve teaching quality, ensuring that students systematically acquire professional knowledge and skills and develop the ability to solve practical problems. Third, through the construction of on-and off-campus practice bases, internships, case studies, and other means, we aim to enhance students practical abilities, enabling them to apply their knowledge in real-world scenarios and improve their practical operational skills. Fourth, by establishing close partnerships with hotel enterprises, introducing corporate resources, and conducting joint training programs, project collaborations, and expert lectures, we aim to align students more closely with industry needs and enhance their employability. Fifth, through international exchange programs, bilingual teaching, and international certification, we aim to broaden students international perspectives, improve their cross-cultural communication skills, and cultivate hotel management professionals with international competitiveness.

3. Practice of Integrated Construction of Hotel Management Discipline

3.1 Integrated Construction of Curriculum System and Teaching Content

Hotel Management program of Harbin University of Commerce has undergone a comprehensive optimization of its curriculum under the new liberal arts framework, aiming to cultivate compound talents with an international perspective, innovative thinking, and practical skills. While retaining traditional core courses, it has added a large number of

highly practical courses, such as hotel operations management, food and beverage management, front desk and housekeeping management, etc. The curriculum not only covers the basic theories of hotel management but also enhances students ability to apply theoretical knowledge to practical operations through case analysis and simulation training, thereby improving their problem-solving skills. Based on industry needs and student interests, the university offers multiple elective modules, including international hotel management, tourism planning and development, and hotel financial management. Students can choose suitable course modules according to their career plans and development directions, achieving personalized learning and increasing their enthusiasm and initiative in studying^[5].

Innovative and integrated teaching content is a crucial component of curriculum optimization. The School of Hotel Management at Harbin University of Commerce emphasizes the integration of interdisciplinary knowledge, offering courses such as "Hotel Customer Relationship Management" and "Hotel Information Systems" to broaden students horizons and enhance their overall competence. To ensure that teaching content closely aligns with industry needs, the school has established long-term partnerships with several renowned hotel companies, regularly inviting corporate executives and industry experts for lectures and training sessions.

The construction of practical teaching platforms is a crucial support for the integrated development of course systems and teaching content. Hotel Management program in Harbin University of Commerce has established a multi-level, multi-dimensional practical teaching platform through various means, providing students with abundant practical opportunities. The university has set up school-enterprise cooperation bases with several well-known hotel companies, offering students internship and employment opportunities. The school regularly organizes field trips to enterprises, allowing students to closely observe all aspects of hotel operations, enhancing their practical skills and professional competitiveness.

3.2 Integrated Construction of Teachers and Teaching Resources

Hotel Management program of Harbin

University of Commerce under the new liberal arts framework, places great emphasis on faculty development and has implemented a series of effective measures to enhance teachers professional standards and teaching abilities. The university attracts high-level experts and scholars from home and abroad to enrich the academic background and industry experience of its faculty. It regularly organizes teachers to attend academic conferences, industry seminars, and training courses both domestically and internationally, aiming to update their knowledge structures and improve teaching skills. The university also encourages teachers to participate in research projects, using these activities to elevate their academic levels and transform research outcomes into teaching content, thereby enhancing the relevance and practicality of instruction. In terms of resource construction for the Hotel Management program, the university actively explores and practices mechanisms for resource sharing, forming interdisciplinary teaching teams to jointly develop courses and conduct teaching activities, all aimed at improving the efficiency and quality of teaching resources^[6].

Under the new liberal arts framework, the Hotel Management program actively expands international cooperation and exchange, continuously enhancing the internationalization of the discipline. The school has established friendly cooperative relationships with many internationally renowned universities, engaging in multi-level and multi-field collaborations through joint training, academic exchanges, and faculty visits. The school regularly hosts international academic conferences and seminars, inviting prominent scholars and industry experts to campus for exchanges, sharing the latest research findings and industry trends. These academic activities not only enhance the schools academic influence but also provide a platform for faculty and students to interact and collaborate with international peers, promoting academic exchange and cooperation^[7]. To strengthen students international competitiveness, the school introduces advanced international teaching concepts and methods, offering full English courses and bilingual programs to create an international learning environment. The school also encourages students to participate in

international competitions and projects, improving their overall quality and international competitiveness through practical involvement and competition.

3.3 Integrated Innovation of Teaching Methods and Teaching Means

Under the new liberal arts context, Harbin University of Commerce Hotel Management program actively explores blended online and offline teaching models to meet the demands of modern education. The construction of online teaching platforms provides students with abundant learning resources, including video courses, online quizzes, and interactive discussion forums. Through these platforms, students can engage in self-directed learning anytime and anywhere, enhancing the flexibility and autonomy of their studies.

In course design, the blended online and offline teaching model emphasizes the integration of theory and practice. The online component primarily focuses on theoretical knowledge, using multimedia and animation to make abstract concepts more intuitive and understandable. The offline part, on the other hand, emphasizes practical operations, employing methods such as experiments, internships, and case studies to enable students to apply their knowledge in real-world scenarios. In the "Hotel Operations Management" course, the online component uses video lectures to explain the basic processes and management techniques of hotel operations, while the offline component organizes field trips to hotels for students to observe and understand the specific operations of various departments. The blended online and offline teaching model also promotes interaction between teachers and students, fostering a positive interactive atmosphere. In the offline classroom, group discussions and role-playing activities are used to stimulate student participation and enhance teaching effectiveness.

4. Summary of Practical Results and Experience

4.1 Improvement of Students Comprehensive Quality

Under the new liberal arts framework, Hotel Management program of Harbin University of Commerce has significantly enhanced students

overall qualities through a series of integrated construction measures. The optimization of the curriculum and innovation in teaching content enable students to better grasp the core knowledge and skills of hotel management. By introducing international teaching resources and case studies, students not only gain insight into the latest trends in international hotel management but also develop their ability to solve complex problems through practical case analysis.

The construction of practical teaching platforms provides students with abundant opportunities for practice. The school has established long-term cooperative relationships with several well-known hotels and tourism enterprises. Students can apply their knowledge to real work through internships, practical training, and project collaborations, thereby enhancing their practical skills and professional competence^[8]. In terms of integrated innovation in teaching methods and means, the school adopts a blended online-offline teaching model. Through network platforms and multimedia technology, it offers students flexible and diverse learning options. Students can learn and communicate independently via online courses, virtual labs, and online discussions, which boosts their initiative and enthusiasm for learning. Additionally, the school encourages active participation in classroom discussions and practical operations through flipped classrooms and case studies, fostering students critical thinking and innovative abilities.

4.2 Evaluation of Teaching Quality and Effect

Hotel Management program of Harbin University of Commerce ensures the effectiveness and continuous improvement of integrated construction through a multi-dimensional teaching quality and effectiveness evaluation system. The school has established a comprehensive teaching quality monitoring mechanism, which involves regular teaching inspections, student evaluations, and peer reviews to comprehensively supervise and assess the teaching process. The evaluation results are not only used for teachers performance assessments but also for the continuous improvement of teaching content and

methods^[9].

The school evaluates the effectiveness of teaching through multiple indicators, including graduate employment rates, employer satisfaction, and student satisfaction. Data shows that in recent years, the employment rate for graduates of hotel management has consistently remained at a high level, and their performance in the hotel industry has been highly recognized by employers. Employers report that graduates from Harbin University of Commerce hotel management program not only possess solid professional knowledge and skills but also exhibit excellent teamwork and innovation. They can quickly adapt to and excel in various positions.

4.3 Experience Summary and Reflection

Under the new liberal arts framework, Harbin University of Commerce Hotel Management program has achieved significant results through a series of integrated construction measures, but it also faces some challenges and issues. The optimization of the curriculum and innovation in teaching content require continuous alignment with industry developments to ensure that the teaching content remains cutting-edge and practical^[10]. To this end, the university should further strengthen cooperation with industry enterprises, regularly inviting industry experts to participate in course design and teaching, ensuring that the teaching content closely aligns with industry needs.

Faculty development is key to improving teaching quality. Schools should increase their efforts in teacher training to enhance teachers educational and teaching abilities as well as their research capabilities. For example, schools can regularly organize teachers to participate in domestic and international teaching training and academic exchanges, broadening their international perspectives and fostering innovative teaching skills. Additionally, schools should establish and improve incentive mechanisms to ignite teachers passion for teaching and research, creating a positive teaching environment.

In the construction of practical teaching platforms, schools should further expand their cooperation with enterprises to provide students with more diversified practical opportunities. For example, schools can establish partnerships with more hotels and

tourism companies, launch joint training programs and research collaborations, enhancing students practical skills and innovation capabilities. Schools should also make full use of modern information technology to build virtual simulation teaching platforms, offering students more realistic and rich practical experiences.

The integration and innovation of teaching methods and means require continuous exploration and improvement. Schools should further refine the blended online-offline teaching model, making full use of network platforms and multimedia technology to provide students with more flexible and diverse learning options. Additionally, schools should strengthen the construction of the teaching evaluation system, using multi-dimensional assessment indicators to comprehensively evaluate teaching effectiveness, ensuring continuous improvement in both quality and outcomes.

5. Future Outlook and Development Direction

Harbin University of Commerce integrated construction of the Hotel Management program under the new liberal arts framework has already achieved certain results, but further deepening and expansion are still needed in the future. By aligning with the latest industry trends and student needs, continuously update and adjust course content. Add cutting-edge courses such as big data analysis and artificial intelligence applications to meet the digital transformation requirements of the hotel industry, ensuring that students can master the latest theoretical knowledge and practical skills. Further improve the blended online-offline teaching model, utilizing online platforms and virtual reality technology to provide richer and more interactive learning experiences. Continue to promote case-based teaching and flipped classrooms, encouraging active participation and critical thinking among students to enhance their practical operational abilities and problem-solving skills.

In the context of globalization, expanding international cooperation and exchange is a crucial approach to enhancing the internationalization level of hotel management programs. The school will actively seek international accreditation in the future to

boost its international reputation, broaden students global perspectives and intercultural communication skills, provide more job opportunities and development space for students, and help them better adapt to work environments under the backdrop of globalization.

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