

Suggestions on Talent Training of Bozhou Medicinal Cuisine Hotel

Rui Wang¹, Zhonghua Yu¹, Qun Chen^{2,*}

¹ School of Continuing Education, Bozhou Vocational and Technical College, Bozhou 236800, China

² College of Pharmacy of Bozhou Vocational and Technical College, Bozhou 236800, China

* Corresponding author: Qun Chen

Abstract: Bozhou, as the world's pharmaceutical capital, not only has a vast planting base of medicinal materials, the world's largest trading market of Chinese medicinal materials, fitness Qigong, Huatuo and Wuqinxu, but also a variety of medicinal delicacies and a large number of medicinal food hotels. Medicinal food has become the characteristic product of Bozhou traditional catering industry. The development of medicated diet is inseparable from the cultivation of medicated diet talents. This paper analyzes the current situation of Bozhou medicated cuisine hotel talents, and then leads to the necessity and practical significance of improving the number and professional skills of medicated cuisine hotel talents, and puts forward suggestions for Bozhou hotel talents training.

Keywords: medicinal cuisine; talent training of Bozhou; hotel

1. The Current Situation of Bozhou Medicated Food Hotel Talents

Bozhou has won the first title of "national capital of medicinal cuisine". Under the attention of the local government, Bozhou medicinal food industry is like spring breeze. The city culture and tourism bureau, the city science and technology association led, the city culture and tourism year organizing committee, the world of the United Nations medicated food committee jointly held the "world medicated food culture and food festival" and the Chinese Bozhou medicated food competition. The popularity of Bozhou medicinal cuisine has been further improved. Under the good momentum of bozhou medicated food industry, some problems and shortcoming have been exposed: the typical one is the extreme shortage of talents in medicated food industry. Medicinal diet is a cross discipline, ask practitioner should know theory of traditional Chinese medicine already, also should know the knowledge of the respect such as cookery, dietetics. Such composite talents are in short supply, both in quantity and quality. The lack of medicated cuisine catering talents is the bottleneck restricting the development of Bozhou medicated cuisine hotel industry and satisfying the diversified medicated cuisine catering needs of the society.

1.1. Quantity

Bozhou, the medicinal capital of Bozhou, has a special interest in medicinal food. There are hundreds of restaurants of various sizes, and medicinal food is well known in Bozhou. In addition to Huaiyangtang, the medicated food hotel is specialized in medicated food, and it has 4 branches in Bozhou. Other so-called medicated food hotels are basically only medicated food dishes in the sale, medicated food dishes as a part of the hotel food structure. Bozhou area medicated food and beverage practitioners, including chefs, some research Chinese medicine, Chinese medicine, nutrition experts, a total of about 300 people.

1.2 Quality

The entry threshold of medicated food hotels is generally low, and the educational background and professional degree of medicated food hotel staff are not high. The compound talents who know medicated food and cooking, and even know management are very rare, especially the small and micro enterprises such as individual operators, which not only account for a large proportion, but also cannot hire professional talents. The medicinal food hotel staff are generally lower cultural degree, comprehensive quality is not high, learning ability is low, a medicinal food in bozhou hotel staff culture degree investigation statistics (as shown in figure 1), from the results of the survey: 10.0% of the employees is a primary school education, 65.5% of employees for junior high school degree, 22.5% of employees as a high school education, 2.0% of employees is a college degree. Some medicated food hotel practitioners without professional learning and training, just some ingredients and medicinal materials into medicated food, medicated food hotel signature dishes, the name of the kidney and Yang, beauty and other propaganda slogans, make medicated food highlights its real practical value and reputation.

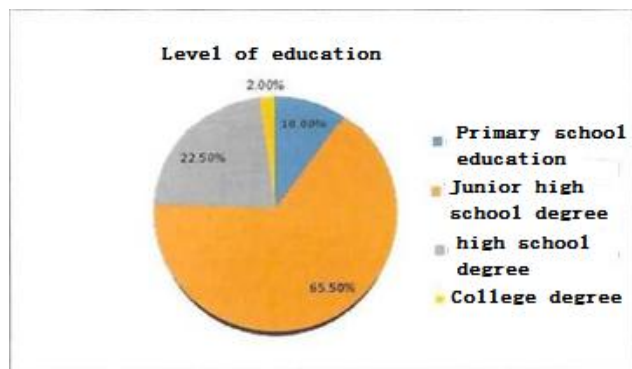


Figure 1. Analysis of the staff educational background survey results of a medicinal cuisine hotel in Bozhou

2. The Necessity and Practical Significance of Improving the Number of Talents and Professional Skills of Medicated Cuisine Hotel.

2.1. The Characteristics of the Medicated Food Hotel Determines the High Requirements of Talent Training

Medicinal food originated in China's traditional diet and the diet culture of traditional Chinese medicine, medicinal food is in traditional Chinese medicine, cooking and keep learning under the guidance of the theory, in strict accordance with the herbal formula, traditional Chinese medicine (TCM) and some have medicinal value of food matching, using our unique diet cook technology and modern scientific method and has a certain color, aroma, taste and shape of delicious food.[1] Medicinal food hotel to the employees have higher quality requirements, not only requires chefs and service personnel to the theory of traditional Chinese medicine, medicinal herbs, medicinal food production of choose and buy, menu design, because the people of meat food side open, guidance, and the guest services have strong professional knowledge, also from the medicinal food quality and safety management, staff training and market development of medicinal food hotel managers' quality put forward higher requirements.

2.2. Bozhou Medicated Diet Industry Has a Long History

The upstream of Bozhou medicated diet industry has personnel planting Chinese medicinal materials, and the current planting area of Chinese medicinal materials reaches 1.1 million mu. In the middle reaches of the city, there are related personnel engaged in traditional Chinese medicine manufacturing, such as processing of traditional Chinese medicine pieces, manufacturing of proprietary Chinese medicine and health care products of traditional Chinese medicine. At present, 140 enterprises have obtained the drug production license and 135 enterprises have passed the GMP certification. At the lower reaches, there are traditional Chinese medicine sales personnel and medical food service personnel and other traditional Chinese medicine trade and circulation industry practitioners [2]. At present, the total transaction volume of traditional Chinese medicine industry in Bozhou has exceeded 100 billion yuan, and the export volume has reached 300 million dollars.

Medicinal food, medicine bath, medicine drink and

other health food and beverage industry recipes and varieties are also a lot. In recent years, the medicinal food developed by Bozhou city has won the title of "gold medal medicinal food" in the provincial medicinal food competitions. In Bozhou, large and small hotels and restaurants have one or two specialties of their own medicinal cuisine [3]. Bozhou medicinal cuisine pays attention to the perfect combination of local characteristic dishes and Bozhou traditional Chinese medicine culture, which not only pursues the beauty of form, but also emphasizes the good taste. At present, the major restaurants in Bozhou City, relying on the brand of Chinese medicine capital, make health preservation characteristics in the dishes, elaborately developed a series of health preservation and health care medicine dishes.

2.3. Develop TCM Health Tourism and Build the TCM Capital of the World

The state attaches great importance to the health of the people and elevates it to the national strategy. The development of medicated diet, one of the means to improve the health of the people, has been included in the development plan of TCM health services. Of traditional Chinese medicine "issued by the office of the State Council hall of health service planning (2015-2020)" file is put forward to people's health as the core, from the factors of health of popularization of healthy living, optimization of health service and improve the health care such as hair exhibition medicinal food enterprise, the cause of medicinal food enriched the connotation of the new, puts forward new requirements for medicinal food production at the same time, the need to further strengthen the cultivation of medicinal food professionals.

Bozhou has been awarded the national titles of "the first batch of national traditional Chinese medicine health tourism demonstration units", "the city of Chinese medicated food", "China One Belt And One Road international health tourism destination" and so on. Bozhou focuses on the positioning of "the world capital of traditional Chinese medicine", and makes every effort to build a strong tourism city with profound cultural heritage, perfect functions, ecological livability, civilization and harmony, and actively develops traditional Chinese medicine health tourism. At present, Bozhou has formed a traditional Chinese medicine health tourism industry system integrating traditional Chinese medicine culture experience, traditional Chinese medicine planting and sightseeing, health and medical services, traditional Chinese medicine health vacation (including medicinal food and catering industry) and traditional Chinese medicine trade and exchange.

3. Suggestions on Speeding up Personnel Training of Medicated Food Hotel

3.1. Standardization of Qualifications of Practitioners of Medicated Cuisine Hotels

In order to further make the bozhou health medicinal food production and medicinal food hotel service and

management more standardized, to make our city medicinal food business to form a virtuous cycle, the healthy development of the situation, led by bozhou medicinal food health association, united bozhou city human resources and social security bureau post vocational skills improve action and bozhou vocational technology school joint for zhuhai's medicinal food hotel staff qualifications to carry out the standardized construction, such as: specification bozhou health medicinal food basic connotation; The medicated food hotel should have valid business license and qualified professional medicated food practitioners; The staff of the medicated food hotel should obtain the corresponding qualification certificate recognized by the specialized agency according to their posts; The cooks of medicinal food should first have the qualifications of chefs, and then they should be divided into different levels according to the knowledge of traditional Chinese medicine related to medicinal food and the ability to prepare medicinal food according to the formula of medicinal food [4]. The nutrition caterer shall have the relevant knowledge and the qualification certificate of the caterer under the condition of obtaining the restaurant waiter qualification certificate. The relevant departments shall supervise the implementation of the qualifications of employees of the medicated food hotel. For the hotels that have obtained relevant qualifications, Bozhou Municipal Department of Human and Social Affairs regularly leads and organizes professional skills training of related professions, which not only effectively improves the skills and quality of staff in medicinal cuisine positions, but also enhances the popularity and influence of Bozhou medicinal cuisine.

3.2. "Post - Course - Certificate" Integrated Talent Training

In order to improve the post skills and comprehensive quality of hotel medicated cuisine practitioners in our city, Bozhou people's and social department can provide standards.[5] Bozhou medicated cuisine health association contacts member medicated cuisine hotels and coacts with local colleges and universities such as Bozhou Vocational and Technical College to assist the hotel to implement the integration of "post - class - certificate" medicated cuisine personnel training. "Post" refers to the group of posts included in the hotel's medicated food; "Course" is the course, including professional knowledge, service skills and comprehensive quality and other aspects of the course schedule design; The "certificate" is the professional qualification certificate. Take the main task and ability corresponding to the position of the medicated food hotel as the training goal and direction, learn the corresponding courses and obtain the corresponding professional qualification certificate. Specialized pharmaceutical food hotel talents mainly include chefs, waiters, marketing staff and administrators and other categories, the national occupation ceremony contains the corresponding qualification certificates, such as: "chef" post can choose "pharmaceutical food maker" as a professional

qualification certificate, learning the corresponding pharmaceutical food production curriculum knowledge; The position of "waiter" can choose "nutrition caterer" as a professional qualification certificate, and then learn the corresponding course knowledge of nutrition and dietary collocation. Marketing personnel can choose the post of marketing professional certificate, the administrator can choose the post of human resources management professional certificate. At the same time, with the aid of people club department of vocational skills training policy on the implementation of anhui vocational skill can improve action plan (2019-2021) notice, contact association of medicinal food health medicinal food hotel joint bozhou vocational and technical college to curriculum design of medicinal food hotel jobs, train employees on the inspection, and issue corresponding certificates.

3.3. Deepen School-Enterprise Cooperation and Promote the Integration of Industry and Education

In addition to short-term professional qualification training for staff of medicinal cuisine hotel, Bozhou medicinal cuisine hotel and Bozhou vocational colleges can also carry out in-depth cooperation, jointly carry out courses of medicinal cuisine hotel, set up training base of medicinal cuisine hotel personnel, and cultivate talents of medicinal cuisine hotel. For example, Bozhou Vocational and Technical College now offers hotel management majors, traditional Chinese medicine majors, etc. On the one hand, in view of the related specialized student, the school can open courses of medicinal food as a supplement to this professional knowledge, at the same time can provide students interested in the medicinal food learning space, makes the hotel management major or degree of Chinese materia medica major in itself, at the same time also to have the knowledge and skills of the medicinal food hotel. On the other hand, vocational colleges and universities actively apply for the specialty of medicated diet, according to the full-time education mode, according to the characteristics of medicated diet to develop talent training program, set up professional courses, through professional training, reserve talents for the long-term development of medicated diet business. Relevant professionals can also guide the development of medicated diet, nutrition and health knowledge popularization of medicated diet, so as to further enhance the popularity and influence of Bozhou medicated diet.

4. Conclusion

The development of medicated diet is inseparable from the cultivation of medicated diet talents. The Characteristics of the Medicated Food Hotel Determines the High Requirements of Talent Training. Speeding up Personnel Training of Medicated Food Hotel, we must archive the following points; Standardization of Qualifications of Practitioners of Medicated Cuisine Hotels; "Post - Course - Certificate" Integrated Talent Training Deepen School-Enterprise Cooperation and Promote the Integration of Industry and Education.

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