Research on Curriculum Examination Mode of Cultivating Students' Independent Learning Ability – Taking Hotel Management Major (Specialty Direction on Tobacco) as an Example

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Abstract: Scientific and reasonable examination mode can not only make effective evaluation and feedback, but also play an important role in cultivating students' good learning habits and shaping their social and vocational adaptability. Meanwhile, it is also an important method of cultivating students' innovative spirit and creative ability. Specialty direction on tobacco emphasizes cultivating senior disciplinary talents who will engage in tobacco promotion and rational use, tobacco marketing and tobacco enterprise management. So it is necessary to practice various and effective examination modes to make students master the knowledge they have learned well and truly achieve the aim of professional training. Thus the students may become qualified talents with professional quality of tobacco industry.

Key words: independent learning ability; tobacco management; examination mode; talents cultivation

Nowadays, new pattern of world economy and growth pattern of Chinese industrial economy has changed. Hotel industry in China becomes more and more creative, knowledgeable and technical. So there is an urgent need for disciplinary and innovative international talents with cross-cultural and interdisciplinary qualities.

Specialty direction on tobacco offers tobacco commodity, tobacco chemistry and other natural science courses on the basis of students' learning of humanities courses, such as management science, marketing, etc. Thus, the students may possess solid natural science basis and master basic theory and skills of tobacco production and sales. They can know the development trend and the latest achievements of tobacco industry to broaden knowledge, strengthen practical operation ability, enhance the ability of information processing so as to adapt to the work of tobacco management in fast-changing tourism industry.

Cultivating inter-professional disciplinary talents is the duty of application-oriented universities. But in recent years, it is quite difficult to find proper jobs for nearly 10 million graduates every year. On

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the other hand, it is quite difficult to find needed talents for tobacco enterprises. This means that those graduates' abilities can't meet the needs of enterprises. The key to solve this problem is cultivating students' independent learning ability. That will adapt to new needs of the enterprises and become students' core ability of future career.

NEW REQUESTS OF HOTEL INDUSTRY DEVELOPMENT ON STUDENTS' ABILITY

In 2020, global economy entered a new development stage. Hotel industry has suffered heavy losses and reshuffled because of the outbreak of COVID-19. People's consumption mode, travel mode and residence intention changed greatly. It made new requirements and advanced industrial reform for hotel industry. The reform of hotel industry needs the input of human capital. Hotel talents who have cross-cultural perspective, international vision, international language communication ability, innovative consciousness and sensitivity of current affairs will own development advantages and be favored by enterprises. [1]

Making a general survey, talent cultivation and supply situation of hotel management majors in tertiary education is not fully matched with the demand of hotel industry in China. It has become a serious problem restricting the development of hotel industry.

New Development Trends of Hotel Industry

There are great changes in market positioning and business mode of global hotel industry with high-tech innovation and upgrading of consumer consumption concept. These changes challenge both the students in universities and employees in hotels.

Firstly, cross-border integration of hotel industry accelerates. Considering people's demands of high-quality life and the traits of experience economy, hotels now are no longer the places which just provide accommodation and food for guests. They make cross-border integration of various industries, such as tobacco industry, entertainment industry, luxury industry, cultural and creative industry and automobile industry. [2]

Secondly, theme hotels with unique features become a new trend. Theme hotels which feature different architecture styles, distinctive decoration and prominent cultural characteristics are offering personalized service instead of standard service. Consumers may experience local nature, history and culture through enjoyable, stimulating or informative experience, such as staying in theme hotel on development history of tobacco. The employees of theme hotels need to have unique, innovative vision and cultural service awareness which differs greatly from traditional standard service and makes new requirements for talent training at universities.

Thirdly, application of artificial intelligence in hotel industry is becoming prevalent. The application of 5G perfects customers' experience of digitization, networking and informatization service technology. Hotel service is characterized by VR immersive consumption experience, self-service check-in system, man-machine interaction and smart hotel, etc.

Fourthly, catering revenue becomes major part of hotel profit. In the global epidemic, most hotels maintain their operation by selling takeaway online. Luxury hotels are changing their traditional concepts and deeply aware that catering service is the basis of hotel income.

Fifthly, big data and block chain model integrates. Hotels should design and provide personalized service to customers in order to improve customer loyalty by analyzing and mastering guests' interests, habits, preferences, travel characteristics, members and other information through big data platform. And the promotion of block chain technology also makes the change of both hotel payment and hotel operation.

New Demands on Hotel Industry Talents

At present, the following three types of professional talents are in short supply in hotel industry. First, middle and senior management, such as general manager or department manager. Second, chef, customer designer, maintenance personnel, etc. Third, tobacco market operators, attendants offered personalized service, tobacco featured product designers, etc. Because of the

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improvement of people's life quality and demand, there is also a shortage of talents for some special positions, such as tobacco designer, tobacco monopoly manager, dietician, personal butler, research planner, exhibition planner, leisure event designer and so on. According to related survey data, there are three basic elements of hotel talents' ability structure, namely, professional literacy, professional skill and sustainable development ability. To be more specific, they embody the following factors, including professional ethics and humanities attainment, technical content of executive position, technical skills, professional proficiency, reform sensitivity and adaptability, etc. [3]

Employees of hotel industry must have modern management skills, professional knowledge, international vision, humanistic quality, cross-cultural communication ability, innovation consciousness, entrepreneurship and social responsibility. Usually, hotel recruiters take into account applicants' following aspects: working attitude, communication skills, hardworking and enterprising spirit, sense of responsibility, capacity of information literacy, conference reception skill, business travel service skill, marketing promotion ability, new technology application ability, cultural brand creation ability, related expansion skills, knowledge of customs, dietary and living habits of different countries and ethnic minorities, etc.

ESSENTIAL CONDITION OF PROFESSIONAL SKILLS PROMOTION

Cultivating innovative talents is the aim of education in new era and cultivating students' independent learning ability is the method of having innovative talents. Independent learning means that learners are responsible for their own learning. They have independent consciousness and decision-making ability. They can fully stimulate their own enthusiasm for learning and set proper learning aim, content, process, method and strategy for themselves. Also, they monitor their learning processes consciously and evaluate their learning effects. [4]

Talents Factors Affected Independent Learning

Factors affected independent learning are usually divided into two categories: cognitive factors and environmental factors. Cognitive factors include intellectual factors and non-intellectual factors. Usually, consciousness, memory and inference belong to intellectual factors. And the core ability is abstract thinking ability. Non-intellectual factors include self-efficacy, motivation, emotion and attitude, learning strategy and character features, etc. They play an important role in motivating students' learning positivity, potential and regulating students' learning process. Environmental factors consist of nature, family, school, society and so on. These factors restrict and influence each other, constituting a series of factors that affect independent learning.

Way of Acquiring Independent Learning Ability

People's cognitive rules show that there are four methods for students to acquire independent learning ability. First, resource method. Students could take good use of some learning resources, such as "network classroom", "online learning platform" or "network encyclopedia" provided by school. This can maximize their learning ability and improve independent learning effects. Second, technology method. Actually, technology and resource supplement each other. Students may utilize resources more easily with technical support. For example, simulation teaching of hotel operation and application of knowledge search engine in teaching process play a part in enriching resource forms and improving resource utilization rate. Third, teacher method. Teachers should have independent consciousness on understanding new roles, mastering new technology and getting new knowledge in order to help students develop independent learning ability. Fourth, learner method. Although the resource, technology and teacher can provide support for cultivating independent learning ability, the most important factor is learner's interpersonal intelligence. Only with it can they realize the maximum use of external conditions. [5-6]

Rules of Acquiring Independent Learning Ability

Realizing independent learning needs the support of external conditions. But acquiring independent learning ability depends on students themselves. Only when students set up the consciousness of independent learning, can they

take action on it actively. Teachers need to help students analyzing and attributing their learning results by the way of encouragement and guidance. Also teachers may set good examples to urge the rest students to learn dependently.

The above scientific rules show that learners who have independent learning ability may make active learning instead of passive learning and get lifelong learning ability instead of learning a small amount of knowledge. Learners need to improve their self-awareness and master learning strategies while learning independently. Learners are no longer restricted by learning conditions, environment, time and place. Their learning is no longer confined to universities. So they may have the ability to solve problems independently which adapt to the changing new environment. Under the background of independent learning, the society and universities should approve this new learning mode and teachers should improve their qualities advancing with the times. So they could help students master this new learning mode well in order to adapt to the changing needs of hotel industry.

CONSTRUCTION OF CURRICULUM EXAMINATION MODE of HOTEL MANAGEMENT MAJOR (SPECIALTY DIRECTION ON TOBACCO) VALUING STUDENTS' INDEPENDENT LEARNING ABILITY

Curriculum examination is an important part of teaching. As to testing students' knowledge and ability, examination is generally considered as an objective, fair, accurate and efficient method. Its form could be diversified and its function could be multivariant. This paper studies examination mode construction on cultivating students' independent learning ability so as to promote teaching mode reform and achieve training of high-quality talents for hotel industry. [7]

Constructing Multiple Examination Mode

Just like developed countries, the aim of tertiary education in China has turned to improve education quality and cultivate innovative talents. In order to adapt to this change, we should construct a combination of various target-oriented examination forms. We may consider choosing the following forms: open-book exam, closed-book exam, oral exam, defense and practical test. And we may combine the forms of grading, fixed score and grade distribution curve together to inspect students' ability of analyzing and solving problems. In UK, marking is done both on campus and off campus to ensure the fairness and justice of the mark, the integration of examination mode and quality assurance system of talent training and the realization of "student-centered" education concept. In France, curriculum examination consists of general test, regular test and final test and emphasizes the continuity and comprehensiveness in examination process. It is determined by characteristics of the courses. Oral exam is taken for some application courses besides research paper, investigation report and curriculum design. These make for personalized, multi-level talent training.

Hotel industry is a fast changing comprehensive industry and features obvious sociality and comprehensive service. So innovative multi-talents with related theory and practice, excellent knowledge of foreign language, strong communication skills, business planning and management ability and insightful market view are needed. The changing needs of hotels ask for repositioning on training objectives of hotel management major in universities. The hotel industry talents should be application-oriented, innovative and regional ones who have reasonable knowledge structure, broad cross-cultural international vision, strong pioneering consciousness, creativity and adaptability.

Designing Examination Mode

The examination mode of hotel management major, an application-oriented one in Harbin University of Commerce, is still traditional written test. The reasons are the following. First, it is easy to make sampling in undergraduate teaching evaluation. Second, managements neglect process management and application of innovative examination mode due to the limitation of traditional thinking in tertiary education. The author thinks that such examination mode couldn't match the needs of talent training goals and really cultivate students' independent learning ability. Also it is not good for students' future career adaptability. Therefore, it is necessary to design totally new examination mode for current

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professional courses offered based on relevant   analysis and course practice (Table 1).

Table 1
Designing Examination Mode of Hotel Management Major in Harbin University of Commerce

Teaching Process	Course Type		Theory Course and Practice Course	Option of Examination Mode
Specialized Course	Basic Course	Compulsory Course	Tobacco Brand Management Human Resource Management Marketing of Tobacco Industry Tobacco Quality Management Tobacco Commodity	Closed-book Exam, Partly Open-book exam, Special Research Report, Defense
		Distributional Elective	Front Office and Housekeeping Management（Bilingual Teaching） Food and Beverage Management Management of Modern Service Industry Information System of Tobacco Management	Oral Exam, Practical Operation, Network Test, Case Study, Professional Certification
	Elective Course	Free Elective	Hotel Leisure and Recreation Management Hotel Investment and Operation Hotel Facilities Management Banquet Design and Organization General Situation of Major Tobacco-producer Countries Hotel Franchise Dietetic Nutrition and Hygiene Convention and Exhibition Service Management Introduction of Chinese Cuisine Chinese and Foreign Folk Custom Wine Knowledge and Bar Operation Mixology Planning of Convention, Exhibition and Program Hotel Planning and Preparations Supervision and Communication in Hospitality Industry	Written Exam, Oral Exam, Network Test, Open-book exam, Practical Operation, Project Design, Case Study, Role Play, Professional Certification
		General Education	Professional Ethics（Independent Learning） Lectures on Hot Issues and Management Innovation in Hospitality Industry Introduction of University Life Military Training Voluntary Labor Mental Health Education Winter/Summer Vacation Social Practice Career guidance and Planning Graduation Education	Course Research Paper
Practice Training	Specialized Education		Hotel Management on Operation, Finance, Marketing, Human Resource and Public Relation Hotel Management Software Training Practice of Different Hotel Positions Investigation Practice of Hospitality Industry Graduation Practice Graduation Thesis	Investigation Report, Network Test, Periodic Report, Qualification Certificate
	Innovation and Entrepreneurship Education		Innovation Activities Scientific Research and Practice Professional Competition Practice of Company Foundation and Operation	Project Design, Market Feasibility Report, Innovation and Entrepreneurship Competition, National Internet Plus Competition

Strengthening Evaluation of Course Process

In Harbin University of Commerce, final examination score is composed of 70 percent of final exam points and 30 percent of general points all the time. Some specific courses could adjust the ratio to 6:4 according to teaching characteristics. For specialized basic course and distributional elective, mid-term examination is a must. General points should embody the examination of teaching process. The forms can be various, such as homework, mid-term exam, research paper,

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investigation report, literature search and answering questions in class, etc. It should be no fewer than three forms and mid-term examination needs account for 10 percent of general points. The score of attendance or answering questions in class should be no more than 10 points separately while the score of the rest should come up to less than 20 points. Multi-form process management could strengthen students' initiative in daily learning and avoid students' concentrated efforts on exam review. So the students may form the consciousness of independent learning under the guidance of goals and study actively in order to obtain higher academic evaluation. [8]

Process Separating Examination, Teaching and Evaluation Suitably

At present, the teacher is responsible for teaching, setting test and correcting papers of the course he/she taught in our university. It is convenient, normative and directive distinctly. But if we separate teaching, setting test and correcting papers irregularly in uncertain courses, it can effectively avoid the disadvantage of students' learning initiative lacking which is caused by traditional examination mode. We may take advantage of various test database, such as test database of theory course, test database of practice training course, classic cases sharing platform, etc. to design professional test database. It could be designed by all the professional teachers and combined teachers' specialisms with the feedback on talents' ability of managements in university-enterprise. This kind of examination mode ask the students to master what they have learned well, integrate the knowledge of different curriculum and have a good ability of self-cognition. During the course of examination, students select test questions randomly.[9] The evaluators are not teachers but several professional experts who form an assessment team to mark.

Implementing Multiple Examination and Evaluation Mechanism

The mode of "more examination choices for one subject" is an all-round reform on examination form, content and management. It is a diversified examination and evaluation mechanism. It breaks the traditional evaluation method which decides all your life by one examination. It is fairer and more reliable for many students who need

comprehensive score to apply for being a graduate without admission exam or government-sponsored overseas study.[10] There are two stages of such an examination mode. The first stage is the unified examination carried out by university after studying. The second stage is another test offered to the students who are not satisfied with their final exam points. And the higher score will be recorded into the school file. But the score of the course is not just the points of the examination. Students' participation in the exam, original works and awards will also be included in the score management system as the score standard. This kind of examination mode may be of great significance for innovation and entrepreneurship practice courses and encourage students to spend more time on independent learning and innovation.

CONCLUSION

The students' final score will no longer be the only standard of students' academic achievement. The evaluation of students' score can be divided into four categories: examination evaluation, certification evaluation, audit evaluation and achievement evaluation. So students' original works, award information, socialized examination, vocational qualification certification, innovation and entrepreneurship competition, volunteer service activities during their study period can all be included in the score evaluation system. And the focus is changed from examination results to learning ability. For example, students may obtain the certificate of "Tobacco Monopoly Manager" and get professional certification of "Tobacco Monopoly Management". As to practice course, students can submit course design, research report, vocational training, professional experience, practical training or scientific and technological innovation for final score, such as designing tobacco products consistent with the theme of theme hotel, participating in global tobacco precision marketing competition, etc. If the students have passed proficiency tests or vocational qualification examinations, they can take that score as the final course score. In this way, the examination and evaluation mechanism develops in the direction of diversification.

Cultivating independent learning ability is the core competitiveness of hotel management major

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to adapt to the changing industry. The teaching design and course selection of specialty direction on tobacco reflect specialty integration and social development. The integration of arts and science requires students to have independent learning ability which is quite useful for them to enter the society. So promoting the reform of teaching plan, teaching method and teaching content by constructing new curriculum examination mode is the best method.

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