

Study on the Matching Degree Between Supply and Demand of the Training of Rural Cantonese Cuisine Masters in Qingyuan

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Abstract

At present, the Guangdong cuisine master project has been vigorously promoted throughout the province. Qingyuan City has also promoted the inheritance and innovation of Guangdong cuisine cooking skills and implemented the "Guangdong cuisine master" project to excavate Qingyuan cuisine culture, promote the in-depth integration of tourism, agriculture and culture, create Qingyuan international cuisine brand, and help upgrade regional consumption and high-quality development. In order to solve the problems of how to excavate Qingyuan food culture, excavate those food cultures, and how to train the talents of rural Cantonese cuisine masters, this study uses Kano model to investigate the importance of employees' demand for training of rural Cantonese cuisine masters and the dimension of skill demand, and through data analysis, identify and screen out the key skill training needs. It provides a theoretical basis for improving the training satisfaction of rural Cantonese cuisine masters and the excavation of Qingyuan catering culture with high quality, and provides a certain practical basis for the talent support of Qingyuan catering and rural tourism development.

Keywords

Cantonese chef; Qingyuan City; Kano model; Train.

1. Introduction

1.1. Dawan District Construction Promotes New Demand

The outline of the development plan for Guangdong Hong Kong Macao Great Bay Area proposes to jointly build a cultural Bay area, shape the cultural spirit of the bay area, and jointly promote the prosperity and development of culture. Adhere to cultural self-confidence, jointly promote the inheritance and development of Chinese excellent traditional culture, support the promotion of Lingnan culture, support the bay area to promote characteristic food culture, and jointly build a world food city.

According to the opinions of the CPC Guangdong Provincial Committee and the Guangdong Provincial People's Government on the implementation of the Rural Revitalization Strategy (YF [2018] No. 16), since 2018, Guangdong has vigorously promoted the "master of Cantonese cuisine" project, promoted the high-quality employment of urban and rural workers while inheriting the Cantonese cuisine culture, assisted in targeted poverty alleviation, and embarked on a "flavor road" of "color, flavor and flavor" for poverty alleviation and Rural Revitalization. In 2020, the Department of human resources and social security, the Department of education and the Department of agriculture and rural areas of Guangdong Province will further implement the employment and entrepreneurship promotion plan for college graduates,

increase support for the employment and Entrepreneurship of retired soldiers, provide assistance to the elderly unemployed and those with employment difficulties, and start the implementation of the "rural craftsman" project.

1.2. Research Status

Haozhikuo (2019) pointed out that the culinary vocational education is mainly to provide high-quality and highly skilled applied talents for the catering service tourism industry. In order to adapt to the rapid development of the discipline, the national industrial structure is constantly adjusted, and the culinary vocational education needs to be constantly reformed. Reform needs to return to practice, and practice produces real knowledge. Only continuous practice can better develop. The implementation of the "Guangdong cuisine master" project can guide the culinary vocational education to return to practice, promote reform, continuously improve and lead the wave of skill entrepreneurship[1].

At present, the Department of human resources and social security of Guangdong Province has organized the development and publication of 9 textbooks, including the general ability reader of Cantonese cuisine masters, the cooking technology of Cantonese flavor dishes, the production technology of Cantonese dim sum, and the production technology of Guangdong roast wax. This will provide specific and operable professional guidance for the establishment of Guangdong cuisine industry standards and Guangdong cuisine master evaluation standard system, so as to further standardize Guangdong cuisine production process and industry development, and let Lingnan culture, craftsman spirit and industry standards permeate every authentic "Guangdong cuisine". However, Qingyuan, as a famous food city, has few relevant dishes listed in the teaching materials, waiting for cultural excavation, polishing and improving the skills of rural Cantonese cuisine practitioners[2-4].

Due to the lack of teaching materials, the training needs of rural Cantonese cuisine are vague. In order to excavate the characteristic catering culture and better cooperate with the training of rural Cantonese cuisine masters. Personalized demand analysis is an important part[5-6].

Public welfare training is a kind of public product in social demand. Sunjiqiong (2018) pointed out that scholars are increasingly focusing on how to improve the efficiency of public goods from the perspective of demand, emphasizing that by understanding the demand information of residents' public goods, we can build a supply mechanism linking supply and demand, so as to improve the supply efficiency of public goods. However, the reality is that, influenced by the expression mechanism and the quality of residents, there are still some problems of lack of expression such as "no expression, difficult expression, invalid expression" in the demand for public goods.

Since the 20th century, foreign scholars have done a lot of research and explored the voting methods (such as TiBSpecial model, club model, intermediate voter model), market method (such as price characteristic method, transportation cost method), and empirical investigation method (such as condition evaluation method) provide us with reference ideas for public product demand identification. However, due to different research objects, the strict premise assumptions of foreign scholars are not adaptable in China. Although some domestic scholars have explored the identification of China's public goods demand by learning from foreign research ideas and methods, they are still in the initial stage.

Japanese scholar no riaki Kano put forward the famous "Kano Model" in 1984 by using the two factor theory for reference. He set up positive and negative two-way questions to obtain customer demand information, and divided customer demand information into four different types, breaking through the traditional "one-dimensional" concept, making product development more targeted.

Basic requirements are the attributes or functions that the target thinks the product "must have". When its characteristics are insufficient (not meeting customer needs), customers are

very dissatisfied; When its characteristics are sufficient (to meet customer needs), it does not matter whether it is satisfied or not, and the customer is satisfied at best.

Expectant demands require that the products or services provided are excellent but not "necessary" product attributes or service behaviors. Some expectant demands are not clear to customers, but they are what they want. In market research, what customers talk about is usually expected demand. The more expected demand is realized in products, the more satisfied customers will be; When these needs are not satisfied, the customer is not satisfied.

Excited demand requires that some completely unexpected product attributes or service behaviors be provided to customers to surprise them. When the characteristics are insufficient and irrelevant, the customer doesn't care. When the product provides such services in demand, the customer will be very satisfied with the product, so as to improve customer loyalty.

At present, the application of relevant models in food design (wanghongye, 2017), rural public cultural service supply (meizhengwu, 2018), smart tourism service demand (gaozhifang, 2021) and other aspects has accurate prediction demand and good application effect.

Through literature search, there is no research on the optimization of supply-demand fit of rural Cantonese cuisine masters by using Kano model. Based on Qingyuan, the project relies on the MISHU rural B & B college and rural B & B Research Institute jointly built by Qingyuan agricultural and rural Bureau, Guangdong Vocational College of science and trade, and enterprises. Qingyuan human resources and Social Security Bureau has approved the provincial Guangdong cuisine master project training base and Guangdong cuisine Master Studio of the university to investigate the current situation of supply and demand of rural Guangdong cuisine master training in Qingyuan, analyze the problems existing in skill training and the factors restricting talent development, Explore the five dimensional training strategies and paths for skilled talents from the government, universities, enterprises, research institutes and associations, and enable Qingyuan to revitalize the countryside.

2. Research Hypothesis

2.1. Research Ideas

(1) Define the survey setting indicators.

The main solution is how to accurately identify the demand dimension of practitioners for rural Cantonese cuisine masters. By introducing Kano model and focusing on key and difficult areas, the training service needs are differentiated as follows: training indicators (essential requirements) that are essential for target trainees; Target trainees' expected supply index (expected demand); Indicators that can significantly increase the satisfaction of target students (charismatic demand); The target trainees don't care whether the indicators are provided or not (there is no difference between different demands); Indicators that will cause obvious dissatisfaction of the target students (reverse demand), so as to better identify the needs of the target students. Finally, the supply of rural Cantonese chef training should be to increase the supply of expectation demand and charm demand on the premise of ensuring that the essential needs of the target students are met, and try to reduce the supply of indiscriminate abnormal demand and reverse demand, so as to improve the supply-demand fit of rural public cultural services, and then guide the construction of Guangdong chef engineering training system.

(2) Through the research on the demand and expectation dimensions of the government, industry associations, enterprises, practitioners and other parties, this paper analyzes, summarizes and puts forward the countermeasures and suggestions for the talent training of Qingyuan rural Cantonese chef project, discusses and practices the long-term mechanism for the collaborative education of multiple Cantonese chefs, and better serves the urgent needs of the home stay industry for professional talents.

2.2. Research Ideas

Hypothesis 1: there is a negative correlation between the trainer's age and skill needs. Migrant workers need certain skills and knowledge, while the older job seekers are generally unwilling or not easy to learn, and are unwilling to improve their business level through skills and knowledge.

Hypothesis 2: there is a negative correlation between the educational level of the trainers and their skill needs. The educational level represents a certain degree of cognitive ability, that is, the higher the educational level of the left behind, the stronger the self-learning ability and practical ability, and the lower the basic training needs, but they are easier to accept new business types and new things and learn new skills.

Hypothesis 3: there is a significant positive correlation between the trainees' working years and skill needs. The working experience and level reflect the skill needs and the extended economic benefits. Only when the income increases, it is easier to accept the skill business training, which will bring greater economic benefits and improve the skill level.

3. Survey Result Statistics

Table 1. Kano survey statistics

Subject	Subject option	Dislike	Tolerable	Neutral	Of course	like
Cantonese cuisine culture	Yes	1(1.3%)	5(6.49%)	4(5.19%)	24(31.17%)	43(55.84%)
	No	18(23.38%)	18(23.38%)	22(28.57%)	7(9.09%)	12(15.58%)
New business type (e.g. Prefabricated dishes)	Yes	1(1.3%)	8(10.39%)	14(18.18%)	14(18.18%)	40(51.95%)
	No	17(22.08%)	15(19.48%)	24(31.17%)	10(12.99%)	11(14.29%)
New skills (e.g.e-commerce)	Yes	0(0%)	7(9.09%)	15(19.48%)	14(18.18%)	41(53.25%)
	No	17(22.08%)	12(15.58%)	28(36.36%)	9(11.69%)	11(14.29%)
Catering food safety	Yes	0(0%)	3(3.9%)	6(7.79%)	25(32.47%)	43(55.84%)
	No	25(32.47%)	11(14.29%)	17(22.08%)	11(14.29%)	13(16.88%)
Innovative management	Yes	0(0%)	4(5.19%)	8(10.39%)	19(24.68%)	46(59.74%)
	No	24(31.17%)	11(14.29%)	20(25.97%)	10(12.99%)	12(15.58%)
Traditional Cantonese cuisine	Yes	0(0%)	4(5.19%)	7(9.09%)	20(25.97%)	46(59.74%)
	No	24(31.17%)	10(12.99%)	20(25.97%)	11(14.29%)	12(15.58%)
Innovative research and development of dishes	Yes	0(0%)	4(5.19%)	7(9.09%)	15(19.48%)	51(66.23%)
	No	25(32.47%)	12(15.58%)	18(23.38%)	9(11.69%)	13(16.88%)
Catering Entrepreneurship	Yes	1(1.3%)	4(5.19%)	7(9.09%)	20(25.97%)	45(58.44%)
	No	26(33.77%)	8(10.39%)	24(31.17%)	9(11.69%)	10(12.99%)
Xiguan snack bar food	Yes	0(0%)	4(5.19%)	6(7.79%)	18(23.38%)	49(63.64%)
	No	23(29.87%)	16(20.78%)	19(24.68%)	8(10.39%)	11(14.29%)
Leisure catering industry management	Yes	0(0%)	3(3.9%)	11(14.29%)	23(29.87%)	40(51.95%)
	No	21(27.27%)	11(14.29%)	25(32.47%)	10(12.99%)	10(12.99%)
Integration of Chinese and Western banquet design	Yes	0(0%)	3(3.9%)	11(14.29%)	21(27.27%)	42(54.55%)
	No	20(25.97%)	13(16.88%)	26(33.77%)	7(9.09%)	11(14.29%)
Innovation of Guangdong point	Yes	0(0%)	3(3.9%)	9(11.69%)	15(19.48%)	50(64.94%)
	No	27(35.06%)	9(11.69%)	23(29.87%)	6(7.79%)	12(15.58%)
Cold spell technique	Yes	3(3.9%)	4(5.19%)	15(19.48%)	13(16.88%)	42(54.55%)
	No	22(28.57%)	8(10.39%)	28(36.36%)	7(9.09%)	12(15.58%)
Carving techniques	Yes	2(2.6%)	7(9.09%)	12(15.58%)	18(23.38%)	38(49.35%)
	No	18(23.38%)	13(16.88%)	29(37.66%)	6(7.79%)	11(14.29%)
Southeast Asian cuisine techniques	Yes	1(1.3%)	4(5.19%)	17(22.08%)	15(19.48%)	40(51.95%)
	No	19(24.68%)	12(15.58%)	30(38.96%)	5(6.49%)	11(14.29%)

Hypothesis 4: most of the trainers have a demand for new skills and new business forms, and the demand for some difficult skills is relatively small, such as carving. Because the trainers are

mainly engaged in traditional or township catering employees, their knowledge structure is low, and they are less exposed to new skills and new formats. Employees need to further increase skill training to keep up with the development level of new formats.

Hypothesis 5: the trainers need various new knowledge and skills, but there is no systematic or focused direction, and they stay in the yearning stage. The tendency of various new business forms and new skills is relatively average. Because the relevant departments did not systematically sort out according to the local characteristics, and focused on supporting and promoting the targeted mining of skills suitable for the local characteristics, the industry did not form a tendency to focus on the direction.

4. Conclusion

Through Qingyuan catering industry association, this study investigates the catering employees in villages and towns. Through Qingyuan catering industry association, it mainly investigates the catering employees in rural areas, as well as the students interning in them and the relevant team leaders. A total of 100 research invitations were sent out for this study, and 77 actual valid data were recovered. Based on the effective survey data, this paper analyzes the various skill modules needed to implement the training skills of rural Cantonese cuisine masters. The results show that most of the conclusions are consistent with the assumptions, and the inconsistencies may be related to the regional environment of the trainers and the personal preference of the respondents. Based on the interviews with industry associations and empirical research conclusions, the following suggestions are put forward.

First, to further improve the cultural quality and professional level of rural employees. We will implement and promote skills training for target groups, give full play to the role of rural communities, industry associations and other organizations, allow more rural employees to contact the outside world, and provide skills and related resources support to target trainers with entrepreneurial intentions. For example, strengthen the combination of online and offline training. In view of the current cultural quality of the target population and the economic status of their families, we can rely on the industry association, take advantage of the talent accumulation advantage of Qingyuan higher vocational City, establish association extension organizations affiliated with villages and cooperatives through various platforms such as science and technology commissioners and rural revitalization, strengthen the education and guidance of rural employees, and practically improve the comprehensive quality of the target population in combination with various forms of skill training.

Second, give full play to the leading role of government departments in the vocational skills training of rural catering industry personnel: on the one hand, we should formulate relevant laws and policies for the vocational training of employees, standardize the training behavior of training institutions with systems, and improve the effect of training; On the other hand, for industries and posts with strong professional skills in combination with local characteristic catering categories, gradually implement the system of employment with certificates and employment access, and guide practitioners to participate in employment training of the whole department. For example, the production of Qingyuan Chicken feast should be from the breeding of raw materials, the processing of intermediate links, the production of the back end, and the training of the whole process standardization system. At present, it is only from the aspect of cooking that training can not form the system construction of special dishes or catering culture.

Third, the development direction of new knowledge and new business forms requires industry associations and colleges and universities to jointly formulate plans to form advantageous development points from point to area. At present, some new business forms require high professional knowledge. For example, in addition to the popular intelligent technology, the

development direction of catering technology will also include the preservation technology of prefabricated vegetables, environmental protection technology and convenience technology of food grade packaging materials. Technological development and industrial upgrading will certainly improve the professional quality and professional skill requirements of industry employees, ensure the consistency of skill training and supervision and management on the basis of complying with the local industrial development law, so as to cultivate people who are familiar with local traditional food material development and catering technology, familiar with new skills, new business management and application technology, and have high professional quality New rural catering professionals who can better meet the industrial needs.

Fourth, give full play to the subjective and dynamic role of catering employees in participating in skill training. Taking part in skill training is not only to expand professional knowledge and improve quality, but also to strengthen the network resources of peers and lay a solid foundation for future development. Therefore, relevant departments should guide the new generation of practitioners, especially the relatively older ones, to take the initiative to participate in vocational skills training through publicity, education and institutional constraints.

Acknowledgments

The project is supported by the project of Sichuan cuisine Development Research Center in 2021, the research on the matching degree between supply and demand of rural Cantonese cuisine Master Training - based on the analysis of Kano model., fund No.: CC21G20; 2021 Qingyuan philosophy and social science project, and the research on the matching degree between supply and demand of Qingyuan rural Cantonese chef training, fund No.: ZZH46.

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