

Analysis on the Training Program of International Cruise Passengers under the System of Industry-Education Integration

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Abstract: With the rapid development of the cruise industry, the development potential is huge, the demand for cruise crew professionals is gradually increasing. Taking social needs as the coordinate, higher vocational colleges must combine their academic education with on-the-job training to gradually explore and improve the professional talent training program to explore a professional and practical talent training model that meets market needs. The talent training mode of “college-study integration, school-enterprise cooperation, and post-internship” in international cruise professional education and corporate training has gradually formed and has been recognized by institutions and enterprises.

1. Introduction

The cruise industry is known as the “golden industry on the waterway”, which has stimulated the development of related industries in the city, increased the added value of tourism products, and enhanced the image of the city and international influence [1]. At present, there is a gap in the professional talents of cruise lines in China, due to the professionalism of the cruise industry. The requirements of talents are relatively high. Therefore, higher vocational colleges must adopt the professional system training mode to build students into high-quality talents that meet the needs of the industry.

Most domestic and international colleges do not have separate cruise ship majors. Instead, they have merged with hospitality major. The talent training mode used is also the integration of production and education, with theory and practice combined. For countries with large cruise lines, internship conditions are convenient, industry and teaching are closely integrated. But for China, large cruise lines are lacking, and students have few opportunities for practice. Even if they strive to fit the international training form of integration of production and education, there are many problems, such as poor internship conditions, lack of real environments, and backward language and latest skills.

This article discusses how to maximize the teaching and internship of the industry-education-integrated personnel training model for the cruise crew in China's higher vocational colleges under the existing conditions. And try to solve existing problems.

2. Training Target of International Cruise Crew Professionals in Higher Vocational Colleges

International cruise crew professional background. With the continuous development of the world cruise economy, the demand for cruise services and management talents has continuously increased, and the cruise crew industry has become a new and important way for youth employment in China. In the current vocational colleges in China, this profession is still in its infancy, and the development trend is very optimistic [2]. This major is mainly for the international large-scale luxury cruise company to cultivate the comprehensive development of moral and intellectual development,

master the basic theoretical knowledge and basic skills of international cruise services, strong organizational and coordination capabilities, strong English application ability, and can independently serve the services and grassroots of large cruise ships, what's more, the application-oriented talent for managing work.

International cruise crew professional demand. The cruise ship is known as a mobile five-star hotel floating on the sea. It integrates catering, accommodation, entertainment, transportation, shopping and excursions. It has many jobs and higher requirements for service personnel. From the perspective of its working environment, cruise ships travel around the world, passengers and crew are also from all over the world, with different cultural backgrounds. In such a typical international environment, cruise passengers must have good foreign language proficiency and cross-cultural communication ability. The exception is that cruise passengers must have good psychological quality and physical fitness to adapt to the long-term working environment drifting at sea. There is also the requirement that cruise crews must have a strong sense of service, a good service attitude and skilled service skills. Everything is cultivated by actual work.

3. The Status of the Training Mode of International Cruise Passengers in Higher Vocational Colleges

Students' good professional ethics and service awareness have gradually formed. Forming a good professional ethic can maintain a normal order of professional activities, can have a positive impact on social morality, and form a good social morality. The basic contents of the professional ethics of cruise crews include: honesty and trustworthiness, dedication, law-abiding, dedication to society, etc., through the teachers' ideological ethics and words and deeds to influence students in a subtle way, thus promoting students' self-improvement and self-development.

In the course of teaching, the international cruise crew professional should make full use of the service concept and service awareness of developed countries, reverse the misconceptions of students, and let them take the initiative and take the initiative to do the service work. Cultivate their sense of service, so that they have the desire to provide quality services to customers all the time, and feel happy to serve others.

Personal quality and teamwork spirit can be visualized. Cruise crews work longer hours, sometimes even more than 11 hours a day, and work harder, which requires students to have the quality of hard work. Schools should build more and better social practice opportunities for students, let students understand the society, get exercise in social practice, and gradually cultivate their own hard-working quality in real life. Colleagues strengthen their physical fitness and strengthen physical exercise to adapt to high-intensity work needs.

The ability of teamwork is based on the team, and it is necessary to train students to effectively play the role of complementarity between team members. The cruise ship is a close-knit team and organization. During the cruise, passengers will design food, accommodation, travel, tourism, shopping and entertainment. Whether there is a pleasant experience during the passenger's stay depends on the various positions in the cruise. Whether the crew members work closely together and cooperate with each other. Therefore, every person engaged in cruise crew must have a good team spirit.

The integration of cruise and professional education and corporate training is more obvious. The talent training model of "integration of production and education, school-enterprise cooperation" is a most pragmatic model for the quality and standards of talent demand of major cruise companies. Therefore, we must cooperate closely with major international cruise companies, actively and effectively promote the comprehensive professional ability of international cruise crews through school, enterprise and cooperation through the combination of teaching, learning and integration. Design a curriculum system that is in line with the ability of the post, and actively carry out curriculum reform based on the work process. On the basis of highlighting the skills training in the practice, construct the talents of "study of engineering and learning, school-enterprise cooperation, and post-internship" for academic education and enterprise training.

The implementation process of the talent training mode combining academic education and enterprise training is divided into the following steps: First, basic learning is carried out to cultivate higher professional quality and excellent basic theoretical knowledge. Then enter the professional study field, respectively implement the professional teaching project of the core course of the cruise professional, and carry out the core competence and professional quality training. Finally, for the study area of the post time, through the internship, the international cruise service is really a task, and the effective integration and promotion of various capabilities in the cruise crew work process has become an international cruise passenger professional high-quality technical professional recognized and welcomed by the employer.

4. Problems in the Training Mode of International Cruise Crew Professionals in Higher Vocational Colleges

Designing a curriculum system that conforms to the orientation ability training based on the cooperation between schools and enterprises. At this stage, there is a phenomenon that the development cooperation courses between the higher vocational colleges and the cruise companies are not in place. It is necessary to determine the requirements for competent professional positions, the professional quality and vocational ability training as the main line, and build the "learning + practice" school-enterprise cooperation training mode. With the help of the international cruise crew real work tasks, the effective integration and promotion of various capabilities during the cruise crew work process has been completed, and it has become a high-quality skilled talent recognized by the employer. Guided by the core work ability training, the whole process is integrated into vocational quality education, paying attention to the cultivation of practical job skills, realizing the "professionalization" of talent training, "systematization" of curriculum design, and "integration" of teaching mode.

Enterprise-oriented cooperation-oriented enterprises deeply integrated into professional construction. Enterprises should analyze work tasks, summarize work areas, and build curriculum systems and talent training models involved in the engineering process. In-depth cooperation with institutions, establish a talent training program that meets modern needs, theoretical teaching around the job skills needs to be set, so that the professional training of talent training is stronger, more targeted, and achieve teaching integration according to work environment and work process.

Curriculum adjustment based on school-enterprise cooperation. The study of any book is for the needs of future work. Some students reflect that some of the book's professional knowledge is not used in practical work and training. Many of the skills that need to be mastered at work are not learned, so we need our school. In-depth cooperation and research with the company, the design is in line with the possible system in the actual work, and the targeted learning is carried out according to the development of the cruise crew. Even design some professional skills qualifications to assist and determine the professionalism of a student. As shown in Table 1, there are some professional skills qualifications that may be required for this major, but these certifications are now apparent that higher vocational colleges do not perfect, many qualifications lack strict standards and audits [4].

Table 1 Career Scope of International Cruise Management

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|---|---|---|
| <p>Domestic and overseas cruise line industry</p> | <p>1. 1.customer service and fundamental management positions of cruise line industry (departments of front desk, room,entertainment,shopping) 2. Related job positions of cruise line industry</p> | <p>1.Fundamental safety training of qualified Sailer certificate 2.Cruise security training qualified certificate 3.English qualified examination of international ship sailer certificate 4. Special training of guest ship sailer certificate 5.Middle and senior class career certificate of room server 6. Middle and senior class career certificate of catering server</p> |
| <p>High-end hotel</p> | <p>1. customer service and fundamental management positions of hotel (departments of front desk, room,entertainment,shopping) 2. administration departments of backroom of the hotel(marketing,human resources)</p> | <p>1. Middle and senior class career certificate of room server 2. Middle and senior class career certificate of catering server 3. Middle and senior class career certificate of front desk server 4. Middle and senior class career certificate of tea ceremony performer 5. Middle and senior class career certificate of coffeemaker 6. Middle and senior class career certificate of bartender 7. Middle and senior class career certificate of flower artisit</p> |

5. Suggestions on the Training Mode of International Cruise Passengers in Higher Vocational Colleges

Gradually expand the training structure of cruise crew professionals. At present, the training institutions of cruise crews have sprung up, but it is obviously not enough to train service-oriented sea-going personnel. The cruise economy is a complex economic operation system with a wide range of development and design. Therefore, the management talents of cruise terminals, the management and management talents of cruise lines, the talents of the cruise tourism market, and other relevant talents in the cruise industry chain should be gradually strengthened. The structure of the itinerary is reasonable, and the pattern of balanced development of all types of talents.

Speed up the preparation of professional teaching materials for cruise crew. With the vigorous development of China's cruise ship professional, cruise students, scholars, researchers and practitioners are in urgent need of professional teaching materials on cruise crew. The premise and guarantee of the training of teachers and textbooks is an important part of teaching management. Relevant institutions can organize existing teachers to participate in various cruise industry academic exchanges, study and research on international cruise companies, and on-the-job training. At the same time, they can also introduce some full-time and part-time teachers with international cruise business experience.

Construction of simulation training sites in the school. All institutions should try to build a simulation training venue for simulated cruise ships in the school and establish a cruise training base outside the school [3]. Strengthen the cooperation between schools and enterprises, clarify the training objectives, and explore reasonable theoretical and practical training, compulsory and elective

frameworks according to different training objectives. Students in the cruise environment will be deeply infected by the authenticity and professionalism of the environment. Teachers can also give students a "quality training" in the subtle way, and gradually develop cruise crews with good professional qualities.

Let the students walk into the cruise. In the teaching plan, the students spent the first year and a half of the time mainly studying at the school, and the time of the next year went to the internship on the cruise, and truly established the talent training mode of the school-enterprise cooperation internship. Deepen the perceptual knowledge of the cruise ship, in the presence of the environment, stimulate students' love of the cruise crew professional, carry out a variety of classroom and extracurricular activities, let students know the industry dynamics, comprehensively recognize the cruise, organize students to visit and dock at the port. The cruise ship communicates with the seniors working on the cruise.

6. Summary

The setting of international cruise crewing is a talent training mode that meets the needs of national vocational education development and industry needs. It is not only an important part of students' moral education, but also an important part of students' skills training. It requires long-term joint efforts of all teachers and students. Relevant professional colleges should strengthen communication and exchanges with cruise companies, establish stable industry-university cooperation, make full use of existing social resources to improve teaching quality, improve existing talent training models, and actively explore new models for adapting to industry development. To cultivate high-quality talents for the development of the cruise industry and boost the rapid development of the cruise industry.

All in all, the vitality of standards is implementation. Adhering to the principles of basicity, universality, and guidance, the development of the international cruise crew management professional teaching standards will play an important role in guiding and standardizing the international cruise vocational management school in the national higher vocational schools, and become the touchstone for quality improvement of international cruise crew management.

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