

Research on the talent training mode of integration of industry and education in international Cruise Crew management under the “1+X” certificate system

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Abstract: The introduction of the “1+X” certificate system has put forward more new requirements for the training of international cruise crew management professionals in Chinese undergraduate colleges. Based on the requirements of the “1+X” certificate system, the integration of production and education has become an important path to cultivate high-quality and practical talents. Based on the talent training model of integration of production and education, this paper explores the impact of the “1+X” system on the talent training of undergraduate international cruise crew management majors, and puts forward three feasible suggestions, hoping to provide more references for the innovation and development of this major.

Keywords: 1+X Vocational Skill Certificate System; International Cruise Crew Management; Integration of Production and Education; Personnel Training

Introduction

With the vigorous development of the global tourism industry, the international cruise industry as a new field, the demand for professional personnel is increasing. The establishment of the undergraduate international Cruise Crew Management major aims to provide talents with high comprehensive quality and professional ability for the industry. The implementation of the “1+X” certificate system provides a new opportunity for deepening the integration of production and education and innovating the mode of personnel training. However, in the current practice of talent training, the integration of production and education still faces many challenges. Therefore, it is of great theoretical value and practical significance to deeply study the talent training mode of integrating production and education in international cruise crew management under the “1+X” certificate system.

1. “1+X” certificate system under the international cruise crew management professional integration of the necessity

1.1 Optimize the traditional professional personnel training model

The traditional training mode of international cruise crew management professionals often focuses on the teaching of theoretical knowledge, which is out of touch with the actual work scene. Under the “1+X” certificate system, the integration of production and education has become the key to optimize this model. By closely integrating industry needs with teaching, students are able to practice learning in a real working environment, not only mastering theory, but also accumulating practical experience. This integration helps to break the gap between theory and practice in the traditional model, so that the talents cultivated are more in line with the needs of the industry.

1.2 Promote teaching reform to meet the needs of the new era

With the continuous development and changes of the international cruise industry, the requirements for crew management personnel are also increasing. The integration of industry and education under the “1+X” certificate system can promote the teaching reform and make it better meet the needs of the new era. The latest technologies, concepts and standards of the industry can be integrated into the teaching content in time to promote the updating of teaching methods and means. At this time, the school can adjust the curriculum and teaching focus according to the dynamic situation of the industry, thus providing strong support for the innovative development of the international cruise industry^[1].

2. Analysis of talent training mode of integration of industry and education in international cruise Crew management under the “1+X” certificate system

2.1 Teaching objectives have been adjusted

Under the guidance of the “1+X” certificate system, the teaching objectives of the international cruise Crew management major have been significantly adjusted. It is no longer limited to teaching theoretical knowledge, but pays more attention to cultivating students’ comprehensive professional ability. On the basis of obtaining the “1” academic certificate, students are encouraged to obtain a variety of “X” vocational skill level certificates, so that students have a wider range of vocational skills and adaptability. This adjustment is designed to enable students to quickly adapt to the working requirements of different positions after graduation and lay a solid foundation for their career development.

2.2 Optimization of teaching methods

The integration of production and teaching promotes the continuous optimization of teaching methods. It is no longer a single classroom teaching, but the introduction of project-driven, case analysis, scenario simulation and other diversified teaching methods. By working with companies on practical projects, students learn and apply knowledge in practice. Case studies enable students to draw lessons from real business cases, while scenario simulations allow students to experience work scenarios in advance and improve their ability to deal with real problems. These optimized teaching methods enhance students’ learning enthusiasm and initiative, and improve the teaching effect.

2.3 Innovation in teaching content

Under the influence of the talent training mode of the integration of production and education and the “1+X” career system, the teaching content has undergone innovative changes. No longer just rely on traditional teaching materials, but the actual work tasks of enterprises, the latest technology and standards of the industry into the teaching. The teaching content is more close to the actual work needs, covering cruise service process optimization, customer relationship management innovation, emergency incident handling and other aspects. At the same time, with the development of the industry, the teaching content is constantly updated and supplemented to ensure that the knowledge and skills learned by students always keep pace with the forefront of the industry ^[2].

2.4 Teaching evaluation has been improved

Under the mode of integration of production and education, the teaching evaluation system has been perfected. Instead of relying solely on test scores to evaluate students, students’ performance in practical projects, evaluation during corporate internships, and the acquisition of vocational skills certificates are considered comprehensively. Enterprise mentors and school teachers participate in the evaluation, so that the evaluation is more comprehensive, objective and fair. This perfect evaluation system can more accurately reflect the true level and ability of students, and provide more targeted guidance for students’ career development.

3. Optimization strategy of talents training mode of integration of production and education in international cruise Crew management under the “1+X” certificate system

3.1 Optimize, innovate and reform education resources, improve the content of teaching courses and teachers

In order to improve the quality of personnel training for the international cruise crew management specialty, it is necessary to optimize and innovate the education resources. In terms of teaching course content, in-depth investigation of industry needs and development trends, the latest industry standards, service concepts and technology applications into the course system. Cooperate with enterprises to develop practical course modules, such as cruise emergency response, high-end customer service skills. At the same time, strengthen the construction of teachers, on the one hand, encourage teachers in the school to take temporary training in enterprises, understand the actual operation of the industry, and improve practical teaching ability; On the other hand, senior experts from enterprises are hired as part-time teachers to impart front-line work experience and practical skills to students. Through these measures, we ensure that the teaching content is closely linked to

the industry, and the teachers have rich practical experience and teaching ability.

3.2 Build a complete “1+X” certificate incentive system and improve the effectiveness of “1+X” certificate

The school should set up special scholarships or honorary titles to commend and reward students who actively obtain the “X” certificate to stimulate students’ learning motivation. At the same time, we will cooperate with enterprises to provide preferential internship, employment and promotion opportunities for students who hold relevant certificates, so as to enhance the practical utility of certificates. In addition, strengthen the publicity and promotion of certificates, so that students fully understand the value and role of certificates, and guide more students to participate in certificate training and assessment. By building an incentive system and creating a good learning atmosphere, students’ enthusiasm to obtain certificates is enhanced and their employment competitiveness is enhanced^[3].

3.3 Improve the professional talent evaluation mechanism for the integration of production and education of international cruise crew management

In order to promote the in-depth development of the integration of industry and education in international cruise crew management, it is necessary to establish a perfect professional talent evaluation mechanism. The mechanism should comprehensively consider students’ academic performance, practical ability, professional quality and other aspects. In terms of academic performance, attention should be paid not only to the mastery of theoretical knowledge, but also to the performance of practical courses and project results. The evaluation of practical ability can be carried out through the performance of enterprise practice and the examination of practical operation skills. The evaluation of professional quality includes teamwork spirit, communication ability, service consciousness and so on. In addition, third-party evaluation agencies are introduced to ensure the objectivity and impartiality of the evaluation. The evaluation results should be timely fed back to students to provide personalized development suggestions, and also provide a basis for schools and enterprises to improve talent training programs. Through improving the evaluation mechanism, the quality of personnel training is constantly improved to meet the demand for professional talents in the international cruise industry.

Conclusion

To sum up, the “1+X” certificate system has brought new opportunities and challenges to the talent training mode of the integration of production and education for the international cruise crew management profession. Through the analysis of this paper, a series of strategies and methods aimed at strengthening the integration of industry and education are put forward. By promoting the integration of production and education as the core and realizing the innovation and optimization of talent training programs, more outstanding talents can be cultivated for the international cruise crew management major to meet the needs of the industry.

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