

Research on Strategies to Enhance the Employment Competitiveness of Students Majoring in International Cruise Ship Management

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Abstract: *With the rapid development of the cruise tourism industry, enhancing the employment competitiveness of students majoring in International Cruise Ship Attendant Management has become particularly important. This study aims to explore effective ways to improve the employment competitiveness of these students, thereby helping them better adapt to market demands and increase employment rates. Through an in-depth analysis of the current situation of the major, the job market conditions, and the challenges faced by students, this paper proposes targeted improvement strategies and elaborates on various aspects such as curriculum design, practical training, professional quality, and career planning. These strategies are designed to comprehensively enhance students' overall qualities and make them more competitive in the market.*

Keywords: International Cruise Ship Attendant Management, Employment Competitiveness, Improvement Strategies, Comprehensive Quality.

1. Introduction

In recent years, with the vigorous development of the global tourism industry, cruise tourism, as an emerging leisure method, has gained increasing popularity. This trend provides broad employment opportunities for students majoring in International Cruise Ship Attendant Management. However, faced with fierce market competition and constantly changing industry demands, how to enhance students' employment competitiveness has become a common concern of educators and students. This study aims to propose a set of practical strategies to improve employment competitiveness through in-depth analysis of the industry status and student needs, providing more targeted career planning and employment guidance for students in this major.

2. Analysis of the Current Situation of International Cruise Ship Attendant Management Major

2.1 Overview of the Major

International Cruise Ship Attendant Management is a major that has emerged in response to the rapid development of the cruise tourism industry. This major focuses on cultivating professionals with the capabilities of international cruise attendant service, management, and operation. Students typically study courses such as cruise service management, guest relationship management, cruise dining management, and cruise cabin management. Additionally, they need to master foreign language communication skills and cross-cultural communication techniques. The goal of this major is to provide students with systematic knowledge and skills in cruise attendant management, enabling them to excel in high-end service, management, and operation roles in the international cruise industry.

2.2 Current Employment Market Situation

With the continuous expansion of the global cruise tourism

market, the employment prospects for the International Cruise Ship Attendant Management major are increasingly broad. According to statistics, China has become the second largest cruise market in the world and is expected to continue to maintain strong growth in the coming years. Therefore, the demand for cruise attendant management talents with professional knowledge and skills is also increasing. Currently, many international cruise companies are competing for the Chinese market, providing abundant employment opportunities for graduates of this major. Furthermore, with the continuous development and upgrading of the cruise tourism industry, the demand for high-quality, professional cruise attendant management talents will become even more urgent.

2.3 Challenges Faced by Students in Employment

Despite the broad employment prospects of the International Cruise Ship Attendant Management major, students still face some challenges in the employment process. Firstly, due to the specialty and internationalization requirements of this major, students need to have a high level of foreign language proficiency and cross-cultural communication skills, which may be a challenge for some students. Secondly, the cruise attendant management industry has high requirements for the image, temperament, and service attitude of employees, so students need to continuously improve their professional skills and personal qualities. Additionally, with the intensifying industry competition, students also need to have innovative thinking and the ability to continuously learn to adapt to changing industry demands and market environments.

To address these challenges, it is recommended that schools and students make efforts in the following areas: First, strengthen foreign language teaching and practice to improve students' foreign language application ability and cross-cultural communication skills; second, focus on cultivating students' professional literacy and comprehensive abilities, including service skills, team collaboration, and emergency response capabilities; third, encourage students to

actively participate in internships and practical activities to increase practical work experience and enhance employment competitiveness; fourth, strengthen cooperation and communication with cruise companies to keep abreast of industry trends and market demands, providing more targeted guidance and assistance for students' employment.

3. Analysis of Components of Employment Competitiveness

3.1 Knowledge and Skills

In cruise ship management, knowledge and skills constitute the core elements of an individual's employment competitiveness. Deep professional knowledge serves as the foundation, including but not limited to cruise operation management, tourism marketing, nautical regulations, and more. Additionally, practical operational skills are equally crucial, such as proficiency in various service processes, safety management measures, and emergency response procedures on cruise ships. To continuously enhance their knowledge and skills, students should actively engage in classroom discussions, deeply study relevant theories of cruise management, and transform theoretical knowledge into practical operational capabilities through case studies, simulation exercises, and other methods. Meanwhile, given the international nature of the cruise industry, students should also strengthen their foreign language learning, particularly English, to improve communication skills with international colleagues and tourists.

3.2 Internship and Practical Experience

Internship and practical experience possess irreplaceable value in cruise ship management. Through internships, students have the opportunity to experience the entire process of cruise ship operations firsthand, thereby gaining a deeper understanding of classroom knowledge and honing their skills in actual work. Practical experience not only enhances students' hands-on abilities but also helps them establish professional networks, laying a solid foundation for future employment. To accumulate more practical experience, students should actively seek and seize internship opportunities, especially in renowned cruise companies or tourism-related enterprises. During internships, students should adopt a learning attitude, proactively participate in various tasks, and strive to gain insights in every aspect.

3.3 Personal Qualities and Professionalism

In the cruise industry, personal qualities and professionalism cannot be overlooked. Cruise jobs often require employees to possess a good service attitude, a high level of responsibility, and excellent teamwork skills. Additionally, flexibility, patience, and a meticulous work attitude are essential. To cultivate these qualities, students can start with small daily actions, such as participating in volunteer services or joining student organizations. These activities can help students foster strong teamwork skills and a sense of responsibility. Meanwhile, emphasizing personal image and professional ethics is also crucial for enhancing professionalism.

3.4 Career Planning and Self-Marketing Abilities

In a competitive job market, clear career planning and outstanding self-marketing abilities are particularly critical. Students should determine their career goals early on and formulate reasonable development plans accordingly. Simultaneously, learning how to effectively showcase their strengths and talents through well-crafted resumes, confident interview performances, and other means is essential to convey their professional capabilities and personal value to potential employers. To improve self-marketing abilities, students can actively participate in various career development seminars and training courses, learning how to better promote themselves. Furthermore, utilizing platforms like social media and industry forums to actively showcase their professional insights and practical experience is an effective way to enhance personal brand influence.

Cruise management students can significantly enhance their competitiveness in the job market by continuously improving their knowledge and skills, accumulating internship and practical experience, cultivating good personal qualities and professionalism, and developing clear career planning and self-marketing abilities. The collective enhancement of these elements will help students stand out in the cruise industry and achieve their career goals.

4. Strategies to Enhance Employment Competitiveness

4.1 Optimize Curriculum Settings to Enhance Professional Knowledge and Skills

To effectively improve the employment competitiveness of students majoring in international cruise ship management, the first task is to optimize the curriculum. This not only involves updating the content of textbooks but also includes adding specialized courses closely related to cruise ship operations, service processes, and safety management. For example, courses such as "Cruise Ship Operation Practices," "Maritime Regulations and Practices," and "Cross-cultural Communication and Tourism Services" can be offered to ensure that students fully understand the operating model and international norms of the cruise industry. Additionally, experienced captains and department managers in the cruise industry should be regularly invited to the school to share their practical experiences, allowing students to more intuitively understand the actual work situation on cruise ships. Furthermore, given the international nature of the cruise industry, it is crucial to improve students' English proficiency. Training in English listening, speaking, reading, and writing should be increased, particularly focusing on specific English for cruise services and maritime English.

4.2 Strengthen Internships and Practical Training to Accumulate Practical Experience

Internships and practical training are crucial for students majoring in cruise management. Schools should actively establish stable cooperative relationships with major cruise companies and arrange for students to go on board for several months of field internships. During the internship, students should rotate through different departments, such as housekeeping, dining services, and entertainment activities, to fully understand various aspects of cruise operations.

Additionally, schools can simulate various emergency situations on cruise ships, such as fires or maritime rescues, to conduct practical drills and improve students' responsiveness and practical operation skills. Through such internships and practical training, students can accumulate valuable practical experience and better adapt to the challenges of future cruise work.

4.3 Cultivate Professionalism and Enhance Personal Qualities

In addition to professional skills, good professionalism and personal qualities are also essential for working on cruise ships. Students need to cultivate a high level of service awareness and professionalism, learning to remain calm and polite in a high-pressure and changing work environment. To achieve this, schools can offer specialized courses on professionalism, using methods such as case studies and role-playing to teach students how to provide quality service and handle customer complaints. Encouraging students to participate in team activities and social events can also cultivate their communication skills and teamwork spirit. These non-technical skills are equally important in future cruise work and may even become key to promotions and better career opportunities.

4.4 Strengthen Career Planning Guidance and Raise Self-Marketing Awareness

For students majoring in cruise management who are about to enter the workforce, clear career planning and a strong sense of self-marketing are key to success. Schools should provide personalized career planning guidance to help students understand their interests, strengths, and opportunities, thereby setting reasonable career goals. Meanwhile, through activities such as career guidance lectures and mock interviews, students can be taught how to effectively present and market themselves. Specific guidance and suggestions on resume writing and interview skills can help students stand out in fierce competition for employment. Additionally, schools can maintain close communication with the human resources departments of cruise companies to understand their talent needs and selection criteria, providing more precise guidance to students in career planning. By optimizing curriculum settings, strengthening internships and practical training, cultivating professionalism, and enhancing career planning guidance, we can effectively improve the employment competitiveness of students majoring in international cruise ship management, laying a solid foundation for their future careers.

5. Conclusions

This paper first analyzes the current situation of the international cruise ship management major, including an overview of the major, the current job market conditions, and the challenges faced by students in finding employment. Subsequently, it delves into the key components of students' employment competitiveness, such as knowledge and skills, internship and practical experience, personal qualities and professional ethics, as well as career planning and self-marketing abilities. Finally, a series of improvement strategies are proposed targeting these components, including

optimizing the curriculum to enhance professional knowledge and skills, strengthening internships and practical training to accumulate practical experience, cultivating professional ethics to improve personal qualities, and enhancing career planning guidance to raise self-marketing awareness. Through these strategies, the aim is to help students better adapt to the job market and enhance their employment competitiveness.

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