

Innovative Research on Talent Cultivation Models for the International Cruise Ship Management Major

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Abstract: *This study aims to explore innovations in the talent cultivation model for the international cruise ship management major. By analyzing the current development status of the international cruise industry and the challenges faced by talent cultivation, this study proposes a brand-new talent cultivation model. This model combines theory and practice, focusing on innovations in curriculum design and teaching content, reforming practical teaching and internship models, and strengthening the construction of the teaching faculty. Through empirical analysis and case studies, the effectiveness and feasibility of this innovative model are verified, providing new ideas and methods for cultivating talents in international cruise management.*

Keywords: International Cruise Management, Talent Cultivation Model, Innovative Research, Practical Teaching, Teaching Faculty.

1. Introduction

With the rapid development of the global tourism industry, international cruise tourism has gradually become a new choice for people to relax and vacation. This trend poses new demands and challenges for talent cultivation in the international cruise management major. The traditional talent cultivation model can no longer meet the needs of industry development. Therefore, it is particularly important to explore a new talent cultivation model. This study aims to propose a brand-new talent cultivation model through in-depth analysis of the current status and challenges of the international cruise management major, combining theory and practice, in order to improve the quality of talent cultivation and meet the needs of industry development.

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

2.1 Overview of the International Cruise Industry

The international cruise industry has continued to develop in recent years, benefiting from global economic integration and the prosperity of the tourism industry. Cruise tourism, as a unique way of relaxation, is increasingly favored by tourists. According to statistics, there are more than 200 luxury cruise ships worldwide, and each cruise ship requires a large number of employees, providing a broad job market for the international cruise industry. However, the turbulence in the international political environment and changes in the global economic and trade situation have also brought certain challenges to the industry. Despite this, due to the relatively high safety of cruise tourism and the continuous upgrading of cruise fleets and products, the global cruise market continues to expand in adversity.

2.2 Development Status of Cruise Ship Management Majors at Home and Abroad

With the vigorous development of the cruise industry, universities at home and abroad have successively established

cruise ship management majors to meet the industry's demand for professional talents. These majors mainly cultivate high-level service management talents with an international perspective and service awareness. In China, vocational colleges and private vocational schools in cities such as Tianjin, Shanghai, Guangzhou, and Haikou have established related majors. However, the training objectives are mainly focused on cruise attendants, with the content emphasizing basic service reception procedures and operational skills. In contrast, cruise ship management education abroad is more systematic and in-depth, focusing not only on practical skills training but also involving knowledge transfer in areas such as cruise operations and management.

2.3 Problems and Challenges of the Current Talent Cultivation Model

The current talent cultivation model for the cruise ship management major faces many problems and challenges. Firstly, some universities do not place enough emphasis on cruise management talent cultivation, resulting in relatively simplistic and lack of depth and breadth in professional course settings and teaching content. Secondly, practical teaching is weak, and students lack practical experience and problem-solving abilities. Additionally, the level of the teaching faculty is mixed, and some teachers lack practical work experience in the cruise industry, making it difficult to provide effective guidance. To address these issues, it is recommended that universities strengthen cooperation with cruise companies, jointly develop talent cultivation programs, improve the practical teaching system, and enhance the level of the teaching faculty. This will cultivate more high-quality cruise ship management talents who meet the development needs of the industry. Simultaneously, the government and all sectors of society should also increase their support and investment in cruise ship management majors to provide strong support for the healthy development of the industry.

3. Construction of an Innovative Training Model for International Cruise Ship Attendant Management Professionals

3.1 Theoretical Foundation of the Innovation Model

The theoretical foundation is an indispensable support for constructing an innovative talent cultivation model for the international cruise ship management major. This innovative model must be established based on modern educational philosophies, trends in the cruise industry, and international service standards. Through a deep analysis of the current educational status of the cruise ship management major, we have found that traditional teaching methods are inadequate in the face of rapidly changing industry requirements. Therefore, we urgently need a student-centered, practice-oriented teaching philosophy to guide the reform.

Under the guidance of this philosophy, we emphasize the cultivation of students' comprehensive qualities and focus on the organic integration of knowledge and skills. We understand that cruise ship attendants not only need solid professional knowledge but also excellent cross-cultural communication and team collaboration abilities. Therefore, we integrate the cultivation of these key abilities into our innovative model, striving to make students feel at ease when facing a diversified and international cruise service environment.

Simultaneously, we actively learn from successful cases at home and abroad, especially the school-enterprise cooperation model like that of Tianjin Maritime Vocational College, to form a more realistic and forward-looking educational innovation theoretical framework. By drawing on others' successful experiences, we can stand at a higher starting point and lay a solid foundation for constructing a unique innovation model.

3.2 Innovation in Curriculum and Teaching Content

Drastic reforms are necessary in terms of curriculum and teaching content. The traditional curriculum system can no longer meet the needs of the modern cruise ship management major. Therefore, we need to introduce more courses closely related to practical combat. Courses such as cruise operation practices and cross-cultural communication skills will become our focus. These courses can help students better understand the actual operation of the cruise industry and improve their communication skills in a multicultural environment.

At the same time, we will pay close attention to the latest development trends of the international cruise industry and continuously update teaching content based on industry changes. This dynamic adjustment strategy can ensure that students' knowledge is highly consistent with industry needs, thereby increasing their employment competitiveness.

To cultivate students' innovative consciousness and critical thinking, we will adopt interactive and student-engaged teaching methods such as case analysis and group discussions. These methods can stimulate students' initiative and creativity, enabling them to quickly adapt and make wise decisions when facing complex and changing cruise service environments.

3.3 Reform of Practical Teaching and Internship Models

Practical teaching and internships are the top priorities of talent cultivation in the international cruise ship management major. In this link, we will deepen cooperation with cruise companies, establish stable internship bases, and provide students with a real professional environment for practical training. Through various practical teaching activities such as simulating cruise work environments, role-playing, and emergency drills, we will focus on improving students' practical operation abilities and problem-solving abilities.

In addition, we will innovate the traditional internship model. The past "free-range" internship model can no longer meet the needs of modern vocational education. Therefore, we plan to implement a "mentorship" internship model. Under this model, each intern will be equipped with a corporate mentor and a school teacher who will be responsible for guiding the student's internship process and ensuring that the quality of the internship is significantly improved. This dual mentorship system will help students truly master practical professional skills during their internships and lay a solid foundation for their future careers.

3.4 Innovative Strategies for Teaching Team Construction

The quality of the teaching team is the key to the quality of talent cultivation in the international cruise ship management major. To improve the overall quality of the teaching team, we will adopt a series of innovative strategies. Firstly, we will regularly assign teachers to work in cruise companies to gain an in-depth understanding of the latest industry trends and actual needs. Through this approach, teachers can enhance their industry awareness and bring these valuable practical experiences back to the classroom to share with students. Secondly, we will actively introduce experts with rich cruise industry experience as part-time teachers or visiting professors. These experts can not only provide students with real and vivid case studies but also inject fresh blood into the teaching team and optimize the teaching team structure. Finally, we will establish a sound incentive mechanism and evaluation system to encourage teachers to conduct teaching research and innovation. By establishing teaching awards, providing research funding, and other measures, we will stimulate teachers' enthusiasm and innovation, thereby improving teaching effectiveness and the quality of talent cultivation. Simultaneously, we will establish a scientific evaluation system to conduct a comprehensive and objective evaluation of teachers' work to ensure that the construction of the teaching team always moves in the right direction.

4. Implementation and Evaluation of Innovative Training Model for International Cruise Ship Attendant Management Professionals

4.1 Implementation Plan of the Innovative Model

When implementing the innovative talent training model for the International Cruise Ship Attendant Management major, we strive to break conventions and explore a brand-new, forward-looking educational model. The uniqueness and innovativeness of this model lie in its departure from traditional classroom teaching, focusing instead on deep

integration of theory and practice, with greater emphasis on cultivating students' practical skills and industry adaptability. The implementation of this innovative model follows a series of carefully planned steps. Firstly, we will comprehensively review and upgrade the existing curriculum, introducing emerging courses closely related to the international cruise attendant management industry to ensure that students master the most cutting-edge professional knowledge. Simultaneously, we will increase the proportion of case studies and practical exercises, simulating real cruise attendant management environments to help students better translate theoretical knowledge into practical skills. Furthermore, to enhance students' practical abilities, we have established close partnerships with leading international cruise companies. Through these collaborations, students gain valuable internship opportunities, enabling them to personally participate in various aspects of cruise attendant management and hone their skills in real-world settings. By implementing these key measures, we aim to cultivate a group of international cruise attendant management talents who possess a solid theoretical foundation and excellent practical abilities. They will be able to quickly integrate into the industry, injecting new vitality into the field of international cruise attendant management.

4.2 Evaluation Methods for the Implementation Effects of the Innovative Model

To evaluate the effectiveness of the innovative talent training model for the International Cruise Ship Attendant Management major, we will adopt a comprehensive and scientific evaluation system. Firstly, we will set detailed evaluation indicators from multiple dimensions, including knowledge and skills, practical abilities, professional qualities, and team collaboration skills. These indicators are designed to comprehensively reflect students' growth and progress under the innovative model.

To ensure objectivity and accuracy in evaluation, we will establish clear evaluation criteria based on industry requirements and educational goals. This ensures that the evaluation results truly reflect students' comprehensive abilities. Additionally, we will use diversified evaluation methods, including written tests, practical exams, and team projects, to gain a more comprehensive understanding of students' performances.

The evaluation process will be integrated into the entire training program. We will regularly collect students' learning achievements, practical performances, and team collaboration situations, combined with feedback from employers, to conduct a comprehensive analysis of the effectiveness of the innovative model. By comparing data from different time periods, we can adjust and optimize the training program in a timely manner, ensuring that the innovative model remains synchronized with industry demands. This scientific evaluation method will help us gain a deeper understanding of the effectiveness of the innovative model and ensure continuous improvement of our talent training program, providing more outstanding talents to the international cruise attendant management industry.

5. Conclusions

This paper deeply explores the innovative training model for international cruise ship attendant management professionals, elaborating on the implementation plan of this model and proposing scientific evaluation methods to measure its effectiveness. Through comprehensive optimization of the curriculum system, enhancement of practical components, and close industry collaboration for internship opportunities, this innovative model aims to cultivate international cruise ship attendant management talents with a solid theoretical foundation and excellent practical abilities. Additionally, this study constructs a comprehensive and scientific evaluation system to fully assess students' growth and progress from multiple dimensions, ensuring that the innovative model remains synchronized with industry demands. Through this series of research and practice, this paper provides new ideas and methods for the cultivation of international cruise ship attendant management professionals, contributing to the sustained development of this field.

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