

Research on the Training of "Craftsman Spirit" for Air Crew Professionals in Vocational Colleges

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Abstract: In vocational college education, teachers should pay more attention to the cultivation of students' professional spirit while cultivating their knowledge and skills. Through the study of "craftsmanship spirit", students can cultivate their professional qualities, strengthen ideological and moral construction, achieve the perfect integration of technology and professional spirit, enable students to achieve their own value, thereby improving their professional qualities, and can achieve better development in future work. This article expounds the following strategies for cultivating "craftsmanship spirit" for flight attendants in vocational colleges.

Keywords: Vocational colleges; Air crew; Professional craftsmanship; Spirit

Introduction: With the development of social economy, people's consumption ability is constantly increasing, which has promoted the rapid development of civil aviation industry, and the demand for air crew is also increasing. The rapid development of civil aviation has put forward higher requirements for flight attendant professionals. High quality flight attendants should not only focus on their professional abilities, but also train their professional qualities and spirit. At present, in China's air passenger transportation, the educational level of flight attendants is generally low, and professional education for flight attendants is difficult to meet the actual service needs. Therefore, it is urgent to train the professional quality of flight attendants. "Craftsman Spirit" is the moral guidance for the growth of flight attendants and the embodiment of social civilization and progress, which requires quality education for flight attendants in vocational colleges in order to further develop the aviation industry.

1. "Craftsman Spirit" Should Become a New Cultural Phenomenon

The school environment, that is, the learning atmosphere, also has a significant impact on students. Therefore, schools should, at the first time, regard schools as the main communication positions to promote and disseminate the "craftsman spirit", so as to make it play its maximum role. In ideological and political education, it is necessary to cultivate the patriotism of college students, firmly uphold the authority of the Party and government, take socialist core values as the guide, and integrate professional ethics and humanistic quality education throughout the entire education process, combining it with professional characteristics and professional spirit to create a unique campus culture. Nowadays, most of the students majoring in flight attendants in higher vocational colleges are from the generation after 00, and many of them have only children. These children have been pampered since childhood. They have weak hands-on skills and are unwilling to endure hardships. They only study for a diploma in higher vocational colleges, without any plans or expectations for their careers, let alone respect and love for their careers. Therefore, in the education of vocational colleges, it is necessary to ensure that students have a correct career outlook. First of all, on the first day of freshman school, you can explain this profession to them and help them overcome their misconceptions about this profession. Some parents and students may think that this profession will become a career of flight attendant and stewardess in the future, which is a shining profession. It is necessary for students to have a correct understanding of their profession, as flight attendants are service providers, Their main job is to provide high-quality services to passengers with their own technology and professionalism, so that students can understand that in this process, flight attendants should have the most basic professional qualities, and achieve the best quality service. This is the "craftsmanship spirit" of the flight attendant profession. The second is to put up promotional materials and posters of "Craftsman Spirit" in the hallways and classrooms of the school building, so that students can grasp relevant information in a timely manner and be

influenced by "Craftsman Spirit" all the time. The third is to hold professional skills competitions, speech contests on how to better serve passengers, and debate sessions to demonstrate the "craftsmanship spirit", forming a good atmosphere of "technology oriented" in schools.

2. Reform the teaching content

"Craftsman Spirit" requires stewards to be passionate about their work, have a strong sense of service, and be able to treat passengers as their own family in service. Without a service philosophy of empathy, it is difficult to derive pleasure from seemingly monotonous and repetitive work. Without good professional ethics, it is difficult to balance the relationship between life and work in long-term service for passengers. Only with a work attitude of "being helpful" can we be enthusiastic about service work, strive to improve the quality of service, and provide passengers with "craftsman" level service in service work. To this end, a new quality education has been opened for the flight attendant major in higher vocational colleges, and emphasis has been placed on the cultivation of "craftsmanship spirit". One is to offer ideological and political courses such as "Craftsmen from a Big Country", "Craftsmanship to Build Dreams, and Craftsmanship to Build a Powerful Country", and introduce the stories of skilled craftsmen from all walks of life in the classroom, so that students can better understand the tremendous role that craftsmanship plays in the development of a nation and industry, and also better understand how to learn from role models. The second is to add specialized courses related to it, such as "Makeup Techniques for Airline Flight Attendants", to enable students to understand that careful dressing is a minimum respect for passengers. In airline service etiquette courses, students can be trained in standing, walking, squatting, and etiquette when receiving guests, and use polite language and behavior to serve guests. Establish the column "Airlines Service Psychology" to transform the originally emotional and standardized operations into more humanized and targeted operations based on the needs of passengers and passengers. Through professional quality education for flight attendants, students can recognize the professional qualities and service awareness that flight attendants should possess from multiple aspects. Due to the particularity of the flight attendant profession, when teaching and practicing in the flight attendant profession, it is necessary to have specialized internship venues such as simulated passenger cabins, simulated waiting halls, and simulated safety monitoring rooms. These venues and equipment are relatively expensive, and many higher vocational schools do not have such conditions. Therefore, many higher vocational schools still focus on theoretical courses, with few practical courses. Therefore, there is little interest in learning theoretical courses, lack of opportunities for practical operation, and it is impossible to achieve the goal of skilled operation. Therefore, higher vocational and technical colleges should actively explore new teaching models, reduce the proportion of theoretical courses, and increase the proportion of practical teaching.

3. Building a platform for school-enterprise collaboration

The cultivation of "craftsman spirit" should not be limited to the theoretical level, but should be closely linked to practice. The school can organize students to observe and practice in relevant enterprises, so that they can experience the essence of "craftsman spirit" from practice. Vocational colleges have certain advantages in terms of student resources, teachers, and curriculum settings, while enterprises have certain advantages in terms of capital, technology, knowledge, equipment, and management. Therefore, vocational colleges should actively cooperate with enterprises with certain conditions in terms of talent cultivation, technological innovation, employment and entrepreneurship, social services, and cultural inheritance, based on their own characteristics and talent cultivation needs, Conduct more and deeper cooperation. For example, "joint training" can be conducted with airlines. In the first two years, students learn theoretical knowledge in school, and then in the third year, they can go to the airline for practice. During the practice process, they can try flying after an interview, and after obtaining their graduation certificate, they can officially enter the work position.

4. Conclusion

In short, the "craftsmanship spirit" is the foundation for the stable development of a nation and an enterprise. Although there are still certain shortcomings in the current talent cultivation and other aspects of the flight attendant profession in higher vocational colleges, as long as we take these issues seriously and take corresponding countermeasures, it is entirely possible to cultivate a group of outstanding "craftsmanship" students.

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