

Practical Exploration of Ideological and Political Education in the Course of Cruise Safety Operation Management

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Abstract: At present, major universities in China have integrated ideological and political education into their classroom teaching. The article first summarizes the characteristics of cruise ship safety operation management courses and the shortcomings of course teaching, and concludes the necessity of carrying out course ideological and political education. Secondly, it analyzes the early foundation of carrying out course ideological and political education. Finally, it discusses how to carry out practical approaches to course ideological and political education from three aspects: educational objectives, teaching methods and means, and course design.

Keywords: Cruise Safety Operation Management; Ideological and Political Courses; Practical Exploration

Introduction

Course ideological and political education has become a hot topic in higher education teaching reform in recent years. The biggest challenge of current course ideological and political education is how to skillfully integrate it into professional courses to achieve a “perfect blend” effect, just like salt into a dish^[1]. In the report of the 20th National Congress of the Communist Party of China, the general secretary Xi Jinping pointed out that to fully implement the Party’s educational policies, it is necessary to carry out the fundamental task of cultivating moral, intellectual, physical, aesthetic, and labor all-around socialist builders and successors with the core aim of nurturing students in ideological and ethical education.

Professional courses are the basic carrier of ideological and political construction in courses, and the unique role of different professional courses in talent cultivation should be fully utilized. While realizing the basic functions of imparting knowledge and cultivating abilities in the curriculum, students should be guided to understand the world, national conditions, party, and people’s conditions, practice socialist core values, and their spirit of striving for excellence as a great craftsman needs to be cultivated, thus stimulating students’ patriotism and mission to serve the country through science and technology^[2]. Carrying out ideological and political construction of cruise ship safety operation management courses is beneficial for students to enhance their sense of social and professional responsibility, and guide them to form correct worldviews, outlooks on life, and values. Ideological and political courses are an inevitable choice to effectively play the role of the main channel of classroom education^[3]. Therefore, it is particularly important for tourism management majors in universities to carry out course ideological and political construction. This article takes the cruise ship safety operation management course as an example to explore the teaching reform and practical exploration of ideological and political education in the tourism management course.

1. Characteristics and Teaching Deficiencies of Cruise Ship Safety Operation Management Course

1.1 Characteristics of Course

As a professional course in tourism management (cruise economy) at our school, cruise ship safety operation management mainly teaches regulations on cruise ship safety operation management, concepts and types of maritime risks, characteristics of maritime crises and emergency response plans, guiding principles and main strategies for maritime prevention, learning and practice of cruise

ship health inspection and emergency care. The implementation of this course not only enhances students' theoretical knowledge, but also helps them understand cruise ship safety related knowledge in future internships or work, cultivate students' ability to think deeply and solve problems, enable them to master professional knowledge, enhance their ideological and political awareness and moral cultivation, and achieve the dual goals of knowledge transmission and education^[4].

1.2 Shortcomings in Course Teaching

Due to the constraints of traditional teaching concepts, there are still many problems in course teaching. Firstly, the teaching content of the cruise ship safety operation management course is relatively traditional, with some of the content coming from foreign research and lacking local cases, making it difficult to understand. Secondly, the teaching mode is also relatively single, mainly based on classroom teaching, supplemented by student discussion, resulting in low student participation, and some teachers have weak ideological and political awareness in their courses, whose ability to guide values is insufficient^[5]. From this perspective, it is necessary to adopt advanced teaching methods and concepts to reform and optimize the curriculum.

2. Early Ideological and Political Fundamentals of Cruise Safety Operation Management Course

2.1 “Discussion-oriented, Online and Offline Integration” Teaching Method of the Course

The team fully integrates online and offline resources. On the one hand, engaging in the construction of offline resources through the integration of politics, industry, academia, research and utilization. On the other hand, the construction of online teaching resource library is sufficient, and recommendations are made based on online resources such as Xuexitong, University MOOC (massive open online courses) Platform, and Cloud Classroom Smart Vocational Education. In addition, the latest forum, lecture, and annual meeting information released in the industry are updated and synchronized with internationalization, further deepening and expanding the second classroom of course resources. Fully utilizing resources, environmental conditions, and information technology both on and off campus, online and offline enables students to engage in open thinking and participation, with strong representativeness and typicality in discussions.

2.2 “Quality-oriented, Practical and Virtual-combined, Easy-to-learn and Easy-to-use” Construction of Teaching Resources

According to the first-class curriculum requirements, a high-quality educational resource library suitable for this course needs to be established, focusing on the development and production of materials that are “exquisite yet concise, unique but small, with less content yet deep meaning”, aiming to achieve “learning for everyone, everywhere and anytime” and enabling students to have a flexible and effective learning experience that emphasizes self-guided learning and the effective use of time.

2.3 Course Evaluation Structure of “Process and Final Assessment, Qualitative and Quantitative Evaluation”

The traditional assessment model is optimized from a “single” to a “multi-dimensional” approach, and optimized into a combination of process evaluation (40 points) and summative evaluation (60 points). The process evaluation adopts 8 indicators as the evaluation basis, including MOOC learning, online testing, discussion and speaking, exploration and cooperation, flipped classroom, attendance rate, homework, and discussion practice, with a total score of 40 points. The summative evaluation mainly uses two indicators, namely the presentation and completion of the course paper, as the evaluation basis, ensuring fairness, impartiality, and openness of the assessment and evaluation from three dimensions: platform evaluation, student mutual evaluation, and teacher evaluation.

3. Practical Approaches to Cruise Safety Operation Management Course

3.1 Reform of Teaching Methods and Methods for the Organizational Form of the “Three Dimensional” Curriculum

Adopting a teaching model that combines pre-class MOOC learning, in-class flipped classroom, project-driven, virtual simulation training, and post-class task discussion, a teaching model that focuses on basic theory and MOOCs, with flipped classroom and project construction as two wings, can be established, promoting teachers to supplement and update the professional curriculum system, and improving the effectiveness of moral education and talent cultivation^[6]. In terms of classroom teaching methods, the “six-step ideological and political teaching method” of the curriculum can be innovated, fully integrating ability, quality, and ideological and political elements into the curriculum teaching after systematization and targeting, ensuring that the ideological and political

education resources integrated into professional courses meet the characteristics and needs of college students^[7]. Teachers can also be organized to conduct political theory education and training, promoting them to grasp new ideological and political trends, and adopting appropriate teaching methods to achieve the organic integration of ideological and political elements^[8].

3.2 Teaching Design of Ideological and Political Courses

The construction of ideological and political courses is not only an innovative concept, but also a practical activity. This innovative practical activity acts between the teacher subject and the student object, reflecting the original significance of returning to “casting the soul and educating people”^[9]. Cruise safety operation management is mainly divided into three parts: pre class, during class, and after class. Before class, students can use Xuexitong and MOOC to preview and stimulate their learning initiative. In class, students’ participation is enhanced through story cases, work presentations, etc. After class, practical internships and question bank tests can be used to increase students’ online learning time, thereby enhancing their self-learning ability. At the same time, the content of each chapter can be integrated with the ideological and political elements of the curriculum, in order to highlight the cultural foundation, essence, and ideals. Professional course teachers need to grasp the “dialectics of talent cultivation” and the dialectical relationship between “morality” and “knowledge” in order to play an important role in guiding teachers’ knowledge^[10].

4. Conclusions

The course of cruise ship safety operation management adopts the educational concept of “cultivating morality and cultivating talents”, carries out ideological and political courses, and achieves the same direction as professional courses and ideological and political courses, continuously promoting the curriculum reform of cruise ship safety operation management. This study optimizes the course system of cruise ship safety operation management, redesigns the teaching syllabus based on the goal of “cultivating morality and cultivating talents”, innovates teaching methods and methods, and emphasizes that students actively participate and are willing to showcase themselves in an immersive ideological and political teaching environment. Through strengthened practice and penetrating guidance of daily classroom ideological and political education, students’ professional knowledge, skills, literacy, and thinking in the curriculum can be enriched.

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