

# Training and Improving the Occupational Quality of Students Majoring in International Cruise Stewarding Management in Higher Vocational Colleges

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**Abstract:** The rapid development of social modernization has led to the rapid development of China's international cruise tourism industry, and the demand for talents majoring in international cruise stewarding management is also increasing. Therefore, in the new era, higher vocational colleges should pay attention to training the occupational quality of students majoring in international cruise stewarding management in teaching, so that students can form good etiquette quality and good Occupational spirit through the correct guidance of teachers in the process of teaching activities, and improve the occupational quality of international cruise stewarding management in higher vocational colleges to provide qualified personnel for the international cruise industry. This paper probes into the cultivation and improvement of Occupational Quality of students majoring in international cruise stewarding management in higher vocational colleges, hoping to provide reference value for the development of international cruise stewarding management teaching in higher vocational colleges.

**Keywords:** Higher vocational colleges; International cruise stewarding management; The occupational quality of students

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Compared with other majors, National Cruise Stewarding Management in vocational colleges is special. It requires students to master a higher degree of professional knowledge and vocational skills, and has relatively high requirements for students' occupational ethics and etiquette literacy. It requires Teachers to pay attention to cultivating students' service awareness and psychological quality in the process of teaching practice. Therefore, in order to promote the development of the international cruise tourism industry, in the process of teaching activities, teachers of international cruise stewarding management in higher vocational colleges should pay attention to improving students' ability to adapt to development, train them to behave properly in practice and possess certain service spirit through learning and practice to meet the actual needs of the post with high-quality professional ethics, strong adaptability and mental health.

## 1. The Occupational Quality of Students Majoring in International Cruise Stewarding Management in Higher Vocational Colleges

Students majoring in international cruise stewarding management need to carry out specific work activities on international cruise ships. Usually, they are employed in the service industry. Therefore, students majoring in international cruise stewarding management in higher vocational colleges are required to form a good service spirit and consciousness in the process of learning professional knowledge and skills, and have certain service etiquette. Therefore, in the process of teaching and practicing activities for students, the international cruise stewarding management major of higher vocational colleges should pay attention to cultivating students' professional quality and professional ethics, which is specifically manifested in the formation of students' spirit of love and dedication, service awareness, good etiquette image, personalized service and team spirit. All of those serve for completing the stewarding management and service work on international cruise ship with high quality.

The stewarding management practitioners on international cruise ships and the aviation stewarding management practitioners are subordinate to the service industry. Therefore, students majoring in international cruise stewarding management in higher vocational colleges are required to have the spirit and consciousness of service and actively provide quality services for people in the process of international cruise stewarding management practice. So that passengers can get a good sense of experience and high-quality service

in the process of taking an international cruise. To a certain extent, students majoring in international cruise stewarding management need a higher level of etiquette image. To a certain extent, students majoring in international cruise stewarding management need a higher level of etiquette image. The good temperament image and healthy psychological quality of international cruise stewarding management practitioners can show the importance our country attaches to international cruise stewarding management work. International cruise stewarding management, as an industry that requires strong teamwork, requires international cruise stewarding management teachers in higher vocational colleges to focus on cultivating and improving students' teamwork spirit in teaching, and provide passengers with a pleasant experience in all aspects of the travel process through team organization and coordination. And the organic coordination of the team and sincere service can help to complete the international cruise stewarding management work of high quality.

## **2. The Importance of Training and Improving the Occupational Quality of Students Majoring in International Cruise Stewarding Management in Higher Vocational Colleges**

Higher vocational colleges pay attention to the cultivation of occupational quality in the teaching of international cruise stewarding management students, which is conducive to improving the overall standard of teaching practice activities of international cruise stewarding management in higher vocational colleges. The sustainable development of international cruise tourism industry requires the joint efforts of high-quality professional management talents. According to the needs of international cruise stewarding management and the professional standards of the international cruise tourism industry in society, a specific talent training plan is formulated, which needs to meet the physical and mental development law of students majoring in international cruise stewarding management in higher vocational colleges and the actual needs of the society for talents, so as to comprehensively improve the professional quality of students majoring in international cruise stewarding management, implement the important teaching objectives of higher vocational colleges and promote the disciplinary development of international cruise stewarding management. The education and teaching practice activities of higher vocational colleges emphasize the main position and role of enterprises in the process of talent training. However, according to the talent training mode of international cruise stewarding management in higher vocational colleges, it is necessary to actively change the traditional talent training mode and integrate the actual demand for talents of the international cruise tourism industry into the teaching.

The education and teaching practice activities of higher vocational colleges emphasize the main position and role of enterprises in the process of talent training. However, according to the talent training mode of international cruise stewarding management in higher vocational colleges, it is necessary to actively change the traditional talent training mode, integrate the actual demand for talents of the international cruise tourism industry into the teaching, and effectively cultivate and enhance students' occupational quality in the teaching practice of the international cruise stewarding management in higher vocational colleges. Therefore, in the course of teaching practice activities of the international cruise stewarding management, teachers at higher vocational colleges should propose effective training and improvement strategies to improve the occupational quality of international cruise stewarding management students in higher vocational colleges from the perspectives of countries, enterprises, colleges and students. And these effective training and improvement strategies should be proposed according to the actual needs of the international cruise tourism industry in society and the characteristics of the education and teaching activities of higher vocational colleges, as well as the actual learning situation of students, the requirements of training international cruise stewarding management professionals and the understanding of the problems and shortcomings in the formation of occupational quality of international cruise stewarding management students in higher vocational colleges.

## **3. The Cultivation and Improvement Strategies of Occupational Quality of Students Majoring in International Cruise Stewarding Management in Higher Vocational Colleges**

### **3.1 Improve the occupational quality training program of students majoring in the international cruise stewarding management in higher vocational colleges**

According to the provisions of the Vocational Education Law of the People's Republic of China, the implementation of vocational education should carry forward the main core values of society, conduct ideological and political education and occupational ethics education for students, train students to form the spirit of model workers, labor and craftsmanship, effectively impart cultural and professional knowledge content in teaching, and train students to master professional technical skills, effectively impart cultural and

professional knowledge and cultivate students to master professional and technical skills in teaching, and comprehensively improve students' occupational quality through teachers' correct career guidance. Therefore, teachers of international cruise stewarding management in higher vocational colleges should pay more attention to training and improving students' occupational quality in education and teaching activities. Currently, the training of occupational quality of students majoring in international cruise stewarding management in higher vocational colleges has not been fully implemented in teaching practice. Therefore, based on the macro regulation of the government and the training objectives of the international cruise stewarding management discipline in vocational colleges, teachers should provide a systematic analysis of international cruise stewarding management positions to adjust and optimize the talent training standards of the international cruise stewarding management in higher vocational colleges, clarify the structure and basic elements of the occupational quality of the international cruise stewarding management positions to lay a solid foundation for teachers to train students' occupational quality in the teaching practice of the international cruise stewarding management in higher vocational colleges. The government should also incorporate the occupational quality of students in higher vocational colleges into the training standards of educational talents and professional teaching standards in higher vocational colleges through the formulation of precise policies, so that national policy documents can effectively promote the implementation of the goal of talent training in college education.

### **3.2 The setting system to establish a sound course of international cruise stewarding management in higher vocational colleges**

When establishing and improving the course of international cruise stewarding management, higher vocational colleges should fully consider the actual demand for talents in the development of international cruise market, take advantage of the rapid development of information technology which can bring information resources for teaching activities, collect the industry information of the international cruise market and the actual needs of enterprises to determine the course teaching objectives of the international cruise stewarding management, and design specific teaching contents according to occupational standards and job requirements of the international cruise stewarding management. Therefore, the teaching objectives and contents of the international cruise stewarding management in higher vocational colleges should take the service management of the front office, catering, guest rooms, sales and leisure and entertainment of international cruise as the training objectives of occupational qualities, take the cultural, theoretical, international, professional quality and skill of the international cruise crew management major as the skill training standards in teaching activities, and then effectively implement the skill training standards in teaching to improve the occupational quality of students majoring in international cruise stewarding management. In addition, setting up the course teaching objectives and teaching contents of the international cruise stewarding management in higher vocational colleges should meet the market demand, and consider the actual needs of students' personalized development, and fully respect students' personalized development in teaching. Therefore, it is necessary for the international cruise stewarding management in higher vocational colleges to set up personalized occupational quality expansion courses for students in order to better adapt to the all-round development of students' career needs and strengthen the competitiveness of students in the international cruise market.

### **Conclusion:**

To sum up, the international cruise stewarding management, as a relatively special major in higher vocational colleges, requires the colleges to adapt to the development trend of social modernization and conduct targeted education and teaching activities for students. In teaching, teachers should not only pay attention to effectively imparting the subject knowledge content of international cruise stewarding management to students, but also pay attention to cultivating and improving students' etiquette literacy through diversified teaching methods and teaching strategies, improving students' classroom teaching effect, and implementing the requirements of cultivating and improving students' occupational quality of international cruise stewarding management in teaching. Through the study and practice of the international cruise stewarding management, vocational college students can master the knowledge content of the discipline and have the skills of the discipline and occupational ethics and etiquette, engage in the work of international cruise stewarding management with a good sense of service and psychological quality, and have the ability to adapt to the work process and have proper etiquette and behavior to embody their high-quality professional service capabilities of international cruise stewarding management.

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