

## Analysis on the Development Path of International Cruise Stewarding Profession under the Belt and Road Initiative

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**Abstract.** This paper is mainly aimed at the problems existing in the International cruise stewarding profession of higher vocational colleges, combined with the opportunities and challenges brought by the Belt and Road Initiative, and by studying the theoretical research results of the professional construction in China, the research on the topic is in line with the international development of the development trend of the cruise tourism market.

### Introduction

The emergence and development of the international cruise stewarding profession is the result of market demand and choice. Under the guidance of national policies, the profession is currently in a period of vigorous development, the enrollment scale is gradually expanded, the quality of training is steadily improved, and the social reputation is gradually improved. The situation is gratifying. Higher vocational high-ranking International cruise stewarding profession is different from other vocational education. It is unique in its talent training system. It is oriented to meet the requirements of modern international cruise positions, and is based on the training of skilled personnel in modern international cruise services. The educational activities are aimed at cultivating international cruise talents, so the profession is a typical international profession. The continuous advancement of the Belt and Road strategy has brought multiple benefits to China's cruise tourism and injected vitality and motivation into the global cruise tourism market. Professionalism is serving the market, and the profession development is closely related to market changes. The new changes in the cruise tourism market will inevitably require timely follow-up of the talent training of international cruise Stewarding profession. In order to better serve the construction of the Belt and Road and uphold the concept of peaceful cooperation, openness and tolerance, mutual learning and mutual learning from, and mutual benefit and win-win, the international cruise stewarding profession must strengthen the integration with the industry and enterprises, and constantly adjust the profession structure, share professional construction resources, jointly cultivate talents, and explore a development path that meets market demand.

### The Belt and Road Initiative

The Belt and Road is the abbreviation of "Silk Road Economic Belt" and "21st Century Maritime Silk Road". In September and October 2013, Chinese chairman Xi Jinping proposed separately the cooperation initiative of constructing "the Silk Road Economic Belt" and "21st Century Maritime Silk Road".

The Belt and Road Initiative is a good opportunity for the development of tourism. Tourism is different from other industries. It is naturally a communicative industry. The country proposes the Belt and Road strategy, and tourism is a pioneering industry. From the perspective of long-term development in the future, the Belt and Road strategy can promote the development of China's inbound and outbound tourism. In China's inbound and outbound tourism development, cruise tourism is a vanguard. Cruise tourism is both a new format and a kind of tourism characterized by entry and exit. Therefore, the Belt and Road is a good opportunity for the development of China's cruise tourism and will also have a major impact on the national cruise tourism market.

## **The Analysis of the Current Status of International Cruise Stewarding Profession**

### **Achievements of the International Cruise Stewarding Profession.**

First, the introduction of the national standards for international cruise Stewarding profession, and trials in the vocational colleges nation wide.

Second, the number of schools offering international cruise stewarding profession has increased from a decade ago, from more than a dozen years ago to more than 100 today.

Third, mutual exchange and actively cooperate between the institutions, to explore the development path of the international cruise Stewarding profession together.

Fourth, the graduates of the international cruise Stewarding profession are all over the world's major cruise ship companies.

Fifth, relevant institutions have been established one after another, such as the China University of Higher Education Cruise Talent Training Alliance, the Haiyun International Cruise Talent Training Chain Vocational Education Group, and the Tianjin Cruise Industry Development Collaborative Innovation Center.

### **Problems in the Development of International Cruise Stewarding Profession.**

First, there is a distance between the training effect of international cruise stewarding profession and industry requirements. The specific performance is poor communication skills in English, failing to meet the requirements of international cruises whose working language is English; insufficient cross-cultural communication ability, unable to fully grasp the customs taboos of various countries and ethnic groups; students with single skills, limited job migration and limited ability, weak learning ability, low cultural identity of cruise companies; lack of professional quality, lack of professional attitude, lack of professional ethics, insufficient loyalty, high turnover rate of employees, and the possibility of defaulting off the contract if the contract period is not full, or only make a contract period and just leave when you get started.

Second, the formulating subject of talent training program is too singular. In the process of formulation, the research on the international cruise industry is not deep enough, and the matching between talent training objectives and industry talent demand is not high or the target is too high, aiming to cultivate cruise management talents, similar to general undergraduate colleges; or the target is too low, Vocational education is equivalent to short-term training, ignoring the basic requirements of high-quality skilled personnel and the ability of students to develop sustainability.

Third, the curriculum system is unreasonable. Most colleges follow the curriculum system of hotel management, tourism management or foreign-related English majors. The curriculum structure and the occupational post group structure are not highly matched. courses in Some colleges and universities are like hodgepodge, including “tourism English”, “introduction to tourism” and “public relations” which are far removed from international cruise crew work.

Fourth, the talent training standards of international cruise stewarding profession are not uniform. Higher vocational colleges have their own policies and have not formed a convergence effect. At present, there are more than 100 higher vocational colleges offering international cruise stewarding profession. Although the national standards of this profession have been promoted nationwide, all higher vocational colleges basically adopt their own training standards, the training objectives, core skills, curriculum and training mode vary which resulting in uneven quality of personnel training.

Fifth, the teaching team is insufficiently guaranteed, the theoretical level is weak, and the level of skill operation is insufficient. Professional teachers are mainly from the hotel management profession, tourism management profession or English major, and have not even contacted the cruise. Individual colleges and universities assign teachers to international cruise companies for training, but most of them focus on corporate culture and corporate cognition. Teachers lack first-line work practices. Teaching is based on theory and is out of touch with practice. The teacher structure is unreasonable, the proportion of “double-type” teachers is too low, and there is a shortage of skilled workers.

Sixth, the construction of the training internship base is slow, and the school-enterprise cooperation is progressing slowly. In the school's training base, most colleges follow the training room of hotel management, and there is no on-campus training room in individual colleges. In terms

of off-campus practice bases, most colleges cooperate with labor dispatch companies and hotels, and cooperate with labor dispatch companies. Most of the qualifications are not high, and the cooperative hotels have not reached the international five-star standard, which affects the success rate of international cruise interviews for students in the future.

Seventh, lack of professional teaching materials. At present, most of the textbooks in this major are written in Chinese, and the substantive content is similar to that of hotel professional textbooks. It is not suitable for the actual work of international cruise crews; individual textbooks are written in English, and the content is mostly referenced to foreign cruise books, which is more suitable as a reference for teachers. It is not suitable for students of higher vocational colleges, and it is urgent to have bilingual professional textbooks with reasonable content and appropriate difficulty.

## **The Development Path of International Cruise Stewarding Profession Under the Belt and Road Initiative**

The international cruise stewarding profession itself is an international profession. The Belt and Road Initiative continues to promote the profession to the international arena, and the future development of the profession is “internationalization”.

### **Unified Talent Training Goals and Standards.**

The recruitment requirements of international cruise crews include basic English listening and speaking skills, hotel work experience, communication skills, etc. The higher the general English communication ability, the higher the position. The main reasons for failing to pass the interview include: Lack of international hotel work experience; Poor English listening and speaking ability, even if you have work experience, you can not answer the interview questions smoothly; The overall quality is not strong, including self-confidence, personality, temperament and so on. Based on this, the goal of talent training for international cruise crews in higher vocational colleges should be clearly defined as: to develop the first-line crew of international cruise talents and high-quality skilled professionals with both skills and humanistic literacy, professional ethics and professional quality with comprehensive development of moral, intellectual, physical and aesthetic, mastering the basic theories and skills of international cruise services, having certain English communication skills, good image and good temperament, service-oriented and cross-cultural awareness, adaptable to the international cruise F&B service, cabin services, leisure and entertainment services.

### **Reshape the Curriculum System to Determine the Core Curriculum.**

The core is training positions abilities and professional quality, combining profession and positions, combining professional curriculum content with professional standards. The core curriculum is determined based on the core professional competence of the core position.

### **Continue to Promote Teaching Reform.**

The teaching mode of international cruise stewarding profession in higher vocational colleges must be based on the cultivation of post ability: theoretical teaching is based on “necessary and sufficient”, and the teaching content is suitable for the frontier knowledge and actual work content of the industry; the teaching method is case teaching, Focus on group discussion and simulation training, increase the proportion of practical activities, and make students become the main body of the classroom; teaching methods boldly innovate, make full use of multimedia teaching resources, and transfer classrooms to event rooms, conference rooms, western restaurants, hotel rooms, etc. when necessary. Practice teaching is based on “practice + application”. On the one hand, it integrates practice into the theoretical curriculum. On the other hand, it establishes a scientific training practice management system through corporate cognition, off-campus centralized training, and post-training, and joint school guidance. Teachers and business instructors, standardize student training and internship activities, jointly develop practical training internship assessment standards, ensure the effectiveness of practical teaching, improve the quality of practical teaching, so that students truly master post service skills and develop good professionalism.

### **Actively Carry out School-Enterprise Cooperation and Build a Practical Training Base.**

Creating a practical training base inside and outside the school is an important way for the international cruise Stewarding profession of higher vocational colleges to carry out in-depth

school-enterprise cooperation, strengthen the connotation construction, and improve the soft power of running schools. In the construction of training bases on campus, we should make rational use of the resources of school-enterprise cooperation and actively explore new models for school-enterprise cooperation.

## **Research on Internationalization Development Strategy of International Cruise Stewarding Profession Under The Belt and Road Initiative**

### **Internationalization of Talent Training Standards.**

In order to form a convergent effect on the development of international cruise stewarding profession, an international stewarding profession construction steering committee was established. The schools that set up international stewarding profession should be unified under the leadership of the professional construction steering committee to unify the talent training standards. The formulation of the international cruise Stewarding profession training program should invite internationally renowned cruise companies to join, and agree on the professional competence and talent training specifications.

### **Internationalization of the Faculty.**

Use the combination of “going out” and “please come in” to train the faculty. Send out the domestic faculty and bring in the excellent foreign teachers.

### **Internationalization of Teaching Content.**

The determination of the teaching content should refer to the core working ability standards of the international cruise post group, first determine the international cruise post group, and then determine the teaching content according to the core post group occupation standard, and truly meet the international enterprise standards.

### **Internationalization of the Teaching Environment.**

Cooperate with international cruise companies to develop courses. The training and internships of the courses will be carried out in international cruise companies, creating a realistic simulation scene for students and truly feeling the working atmosphere of the cruise.

### **Internationalization of the Evaluation System.**

The establishment of the evaluation system is mainly used to test the gap between the actual mastery and the teaching content. The establishment of this evaluation system is feasible, and at the same time it is necessary to highlight the cultivation of the professional competence of the core positions.

## **Conclusion**

The international cruise Stewarding profession should follow the path of international development under the Belt and Road Initiative. The goal and purpose of the Belt and Road is to establish internationally harmonized standards in all walks of life. The development of vocational education must also establish internationally unified standards and be in line with international standards. The most representative internationalization profession in vocational education is the international cruise Stewarding profession. It has the innate advantages of internationalization and the promotion of the Belt and Road initiative, which will surely develop rapidly on the road of internationalization.

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