

# An analysis of the cultivation path of highly skilled talents in higher vocational colleges from the perspective of "moral cultivation"—Taking landscape architecture major of our university as an example

Zhang Zhuqi<sup>1</sup>, Chen Jia<sup>1</sup>, Ma Yiwei<sup>1,\*</sup>, Zhang Hongxia<sup>2</sup>, Song Linmei<sup>1</sup>, Zhang Shengai<sup>1</sup>

<sup>1</sup>Binzhou Vocational College, Binzhou, 256603, China

<sup>2</sup>Agricultural and Rural Bureau of Bincheng District, Binzhou, 256602, China

\*Corresponding author: 18860522163@163.com

**Abstract:** Under the background of the new era, higher vocational education, as an important part of higher education, undertakes the important mission of training highly skilled talents. Taking landscape architecture major of our university as an example, this paper deeply discusses the path of training highly skilled talents in higher vocational colleges from the perspective of "cultivating morality and cultivating people". By analyzing the current problems and challenges in the talent training of higher vocational colleges, combined with the characteristics of landscape architecture and industry needs, this paper puts forward a talent training strategy that takes moral education as the core, skill training as the main line, school-enterprise cooperation as the platform, and teacher team construction as the guarantee. At the same time, through the construction of a diversified evaluation system and a perfect practical teaching system, it is expected to provide useful reference for the cultivation of highly skilled talents of landscape architecture major in our school and other higher vocational colleges.

**Keywords:** moral education; Higher vocational colleges; High-skilled personnel; Training path

## 1. Introduction

With the development of economy and society and the transformation and upgrading of industrial structure, the demand for highly skilled personnel is becoming increasingly urgent. As an important base for training highly skilled personnel, the quality of education in higher vocational colleges is directly related to the development of national economy and social progress. However, at present, there are still many problems in the talent training of higher vocational colleges, such as the disconnection between moral education and skill education, the lack of practical teaching resources, and the insufficient depth of school-enterprise cooperation<sup>[1]</sup>. Therefore, it is particularly important to explore the training path of high-skill talents in higher vocational colleges from the perspective of "cultivating morality and cultivating people". This paper takes landscape architecture major of our school as an example, through in-depth analysis of the current problems, puts forward targeted solutions, in order to provide new ideas and methods for the training of highly skilled talents in higher vocational colleges.

## 2. The significance of training high-skilled talents in higher vocational colleges from the perspective of "cultivating morality and cultivating people"

### 2.1 Implement the national education policy

The Implementation Plan for the Reform of National Vocational Education clearly states that vocational education should "adhere to moral cultivation, combine moral skills, and promote the integration of production and education with school-enterprise 'dual' education". This policy guidance points out the direction for the training of highly skilled personnel in higher vocational colleges<sup>[2]</sup>. As an important part of vocational education, higher vocational colleges must thoroughly implement the national education policy, take "moral cultivation" as the fundamental task of talent training, and strive to train highly skilled talents with both moral and talent.

## **2.2 Meet the needs of the industry**

As an important field in the construction of ecological civilization, the landscape industry has an increasing demand for highly skilled talents. By training landscape talents with professional skills and good professional ethics, higher vocational colleges can not only meet the industry's demand for talents, but also promote the sustainable development of the landscape industry<sup>[3]</sup>. At the same time, highly skilled talents play an important role in the landscape industry, and their professional skills and innovation ability are the key to improving the overall level of the landscape industry.

## **2.3 Promote the all-round development of students**

The cultivation of highly skilled talents under the vision of "cultivating morality and cultivating people" not only pays attention to the improvement of students' professional skills, but also pays attention to the development of students' moral cultivation and comprehensive quality. Through the deep integration of moral education and skill education, it can help students establish a correct world outlook, outlook on life and values, and enhance their sense of social responsibility and mission. At the same time, a diversified evaluation system and a perfect practical teaching system can stimulate students' interest in learning and creativity, and promote their all-round development<sup>[4,3]</sup>.

## **3. Current situation and problems of cultivation of highly skilled talents in landscape architecture major of our university**

### **3.1 Status**

Since its establishment in 2000, the specialty of Landscape architecture in our university has been committed to training highly skilled talents to meet the market demand. Active exploration and practice have been carried out in the aspects of specialty setting, curriculum setting and teaching methods, and certain results have been achieved. However, it can be found that there are still some inadequacies from the perspective of "cultivating virtues and cultivating people"<sup>[5,2]</sup>.

### **3.2 Problems**

#### **3.2.1 Moral education is out of touch with skill education**

In actual teaching, some teachers pay too much attention to the teaching of professional skills and ignore the importance of moral education. As a result, students have made progress in professional skills, but there are shortcomings in professional ethics and teamwork spirit<sup>[6]</sup>. This not only affects the overall development of students but also restricts their future career development.

#### **3.2.2 Insufficient practical teaching resources**

Landscape architecture major has strong practicality and needs rich practical teaching resources as support. However, at present, the practical teaching resources of landscape architecture major in our university are relatively limited and it is difficult to meet the needs of students to improve their practical skills. This has affected the cultivation of students' practical ability and innovative ability to a certain extent<sup>[7,4]</sup>.

#### **3.2.3 The depth of school-enterprise cooperation is insufficient**

Although our school has established cooperative relations with a number of garden enterprises, there are still problems such as insufficient depth and single form of cooperation in actual cooperation. As a result, it is difficult for students to get sufficient exercise and improvement in the enterprise practice. At the same time, the lack of long-term mechanism of school-enterprise cooperation is difficult to ensure the continuity and stability of cooperation<sup>[8,9]</sup>.

#### **3.2.4 Unreasonable structure of teaching staff**

At present, the structure of the teaching staff of landscape architecture major in our university is relatively simple, and there is a lack of "double-qualified" teachers with rich practical experience and good moral cultivation. To a certain extent, this restricts the quality and effect of the training of high-skill talents. At the same time, the overall quality and teaching ability of teachers also need to be improved<sup>[10]</sup>.

#### **4. An analysis on the cultivation path of high-skill talents from the perspective of "moral cultivation"**

##### ***4.1 Moral education first, build a comprehensive education system***

###### ***4.1.1 Clarifying the goal of moral education***

The moral education goals need to be included in the talent cultivation plan to clarify the specific requirements of students in terms of ideological and moral education, professional ethics, and social responsibility. We should ensure that moral education runs through the entire process of talent cultivation by developing specific moral education plans and implementation plans, while strengthening ideological and political education to guide students to establish correct worldviews, outlooks on life, and values<sup>[5,8]</sup>.

###### ***4.1.2 Integration of moral education and professional courses***

The moral education elements need to be integrated into professional course teaching. We need to guide students to think about moral issues and cultivate moral emotions through case analysis, project practice, and other methods. At the same time, we also need to strengthen professional ethics education to help students establish correct professional concepts and ethical standards. In addition, we should integrate corporate culture, industry norms, and other aspects into teaching to enable students to understand and adapt to the future work environment in advance<sup>[11]</sup>.

##### ***4.2 The curriculum system and teaching methods should be optimized based on skills***

###### ***4.2.1 Course structure adjustment***

The curriculum structure should be adjusted to increase the proportion of practical teaching based on the needs of the landscaping industry and the characteristics of student development. We need to improve students' practical and innovative abilities by constructing a teaching model of "theory + practice" and "classroom + practical training". At the same time, we also need to pay attention to the systematicity and coherence of the curriculum to ensure that students master solid professional knowledge and skills.

###### ***4.2.2 Innovation in teaching methods***

Multiple teaching methods and tools such as case-based teaching, project-based teaching, and situational teaching, are need to be adopted to stimulate students' interest and enthusiasm for learning. At the same time, modern information technology, such as virtual reality (VR) and augmented reality (AR), should be introduced to provide students with a more intuitive and vivid learning experience. By simulating real work scenes, students are allowed to do practical operations in a virtual environment to improve their practical skills and problem-solving abilities<sup>[3,6]</sup>.

##### ***4.3 Using school enterprise cooperation as a bridge to deepen the integration of industry and education***

###### ***4.3.1 Establishing long-term cooperation mechanism***

We need to establish long-term and stable cooperative relationships with leading enterprises in the landscaping industry, and jointly develop talent training plans, teaching plans, and practical teaching plans. By holding regular school-enterprise cooperation meetings, we can jointly study and solve the problems in cooperation to ensure the smooth progress of school-enterprise cooperation. At the same time, the mechanism of mutual visits between schools and enterprises should be established to strengthen personnel exchanges and cooperation between the two sides, and promote resource sharing and complementary advantages<sup>[12]</sup>.

###### ***4.3.2 Implementing the "dual system" education model***

We need to learn from the successful experience of Germany's "dual system" vocational education and implement the education model of "school + enterprise". Students receive systematic theoretical education in schools, while receiving real practical training in enterprises. Through work-study alternations and task-driven methods, real projects of enterprises are introduced into the classroom, so that students can learn and practice in practice, and realize the deep integration of school education and enterprise practice<sup>[13]</sup>.

#### ***4.4 Teacher-oriented, strengthening the construction of teaching staff***

##### ***4.4.1 Introducing "double-qualified" teachers***

More efforts should be made to introduce "double-qualified" teachers who have rich practical experience and good teaching ability. We should attract outstanding talents in the landscaping industry to join the teaching staff through policy guidance, salary incentives, and other means. At the same time, existing teachers are encouraged to participate in enterprise practice, skill competitions and other activities to improve their practical ability and teaching level.

##### ***4.4.2 Strengthening teacher training and exchanges***

We should regularly organize teachers to participate in relevant training and learning exchange activities both domestically and internationally, in order to broaden their horizons and knowledge. We need to enhance teachers' teaching and research abilities through expert lectures, workshops, seminars, and other forms, while strengthening cooperation and communication between schools, sharing high-quality teaching resources, and jointly improving teaching quality<sup>[14]</sup>.

#### ***4.5 Diversification of evaluation system to promote all-round development***

##### ***4.5.1 Building a diversified evaluation system***

We need to change the traditional single evaluation method based on exam scores and build a diversified evaluation system. Students' professional skills, practical ability, innovation ability, teamwork ability, professional ethics and other aspects of performance are included in the evaluation system. The comprehensive quality and ability level of students are comprehensively evaluated through various ways such as student self-evaluation, mutual evaluation, teacher evaluation and enterprise evaluation.

##### ***4.5.2 Strengthening the process evaluation***

We need to pay attention to the evaluation and supervision of students' learning process, establish student growth archives to record students' learning process, practical experience, and achievement display. By conducting regular inspections, providing feedback, and providing guidance, we help students identify and improve existing problems in a timely manner, promoting their comprehensive development<sup>[15,1]</sup>.

### **5. Case study: The practice of cultivating high-skill talents in Landscape architecture major of our school**

#### ***5.1 Case Background***

The Landscape architecture major of our university actively responds to the call of the state to "cultivate morality and cultivate people", and runs moral education through the whole process of talent training. Through a series of innovative measures and practical exploration, remarkable results have been achieved. We pay attention to the deep integration of moral education and skill education, strengthen the construction of teachers, deepen the cooperation between schools and enterprises, improve the evaluation system, and form its own characteristics of "moral cultivation" high-skill talent training system.

#### ***5.2 Main Practices***

##### ***5.2.1 Build the "three full education" model***

We have built a professional model of "three talents education" for all employees, the whole process and all aspects. The whole staff education emphasizes that all the staff are moral education workers and shoulder the responsibility of education together; The whole process of education emphasizes that moral education runs through the whole learning career of students from enrollment to graduation; All-round education emphasizes the cultivation of students' comprehensive quality through classroom teaching, extracurricular activities, social practice and other ways.

##### ***5.2.2 Implement the reform of "curriculum ideology and politics"***

Our specialty actively promotes the reform of "curriculum ideology and politics", and integrates ideological and political elements into the curriculum of landscape architecture. By mining ideological and political resources in the curriculum of landscape architecture, we design ideological and political

teaching cases to guide students to think about moral issues, cultivate moral feelings and practice moral behaviors while learning professional knowledge. This reform method has effectively improved the moral quality and professional ethics of students majoring in landscape architecture.

### ***5.2.3 Strengthen school-enterprise cooperation in education***

Our specialty works closely with enterprises to jointly develop talent training programs and teaching plans. By building practical training bases, carrying out order training, and implementing modern apprenticeship system, we achieve seamless connection between professional education and the needs of enterprises. At the same time, the specialty also invites enterprise experts to participate in teaching and management, to provide students with a closer to the actual learning environment and garden career guidance<sup>[14]</sup>.

### ***5.2.4 Improve the diversified evaluation system***

Our specialty has established a diversified evaluation system, including academic performance evaluation, skill level evaluation, moral quality evaluation, team cooperation ability evaluation and other aspects. Through the introduction of external evaluation mechanisms such as landscape enterprise evaluation and social evaluation, we can fully reflect the comprehensive quality and growth of students. At the same time, we also pay attention to the guidance of process evaluation and self-evaluation, and encourage students to actively participate in the evaluation process to improve their self-cognition and reflection ability.

## ***5.3 Effect and Enlightenment***

Through the implementation of the above measures, the landscape architecture major of our university has achieved remarkable results in the cultivation of high-skill talents in "moral cultivation". Students' moral quality and professional ethics have been significantly improved, their professional skills and practical ability have been strengthened, and their comprehensive quality and employment competitiveness have been significantly improved. This case provides useful enlightenment and reference for other landscape architecture majors in higher vocational colleges: First, we must adhere to the educational concept of moral education first; Second, we should pay attention to the deep integration of moral education and skill education; Third, we should strengthen the construction of teaching staff and school-enterprise cooperation in education. Fourth, we should improve the diversified evaluation system and the process evaluation mechanism.

## **6. Conclusion and Prospect**

Through the implementation of the above strategies, the landscape architecture major of our university has achieved remarkable results in the cultivation of highly skilled talents under the vision of "cultivating morality and cultivating people". The professional skills and comprehensive quality of students have been significantly improved, and the employment rate and employment quality have been steadily improved. At the same time, the cooperation between schools and enterprises has become closer, and teaching resources have been effectively integrated and utilized. The overall quality and teaching ability of the teaching staff have also been significantly improved. However, it is a long-term and arduous task to explore the path of talent training in higher vocational colleges from the perspective of "cultivating morality and cultivating people". Higher vocational colleges must adhere to the educational concept of moral education first, pay attention to the deep integration of moral education and skill education, strengthen the construction of teachers and school-enterprise cooperation in education, and improve the diversified evaluation system and process evaluation mechanism. Only in this way can we cultivate more high-quality technical and technical talents with all-round development of morality, intelligence, physical fitness, labor and make greater contributions to economic and social development.

In the future, with the deepening of education reform and the continuous progress of social development, the training path of highly skilled talents in higher vocational colleges will continue to innovate and improve to meet the requirements and challenges of the new era. In the future, our specialty of landscape architecture will continue to adhere to the educational concept of "cultivating virtues and cultivating people", and constantly optimize the personnel training program and teaching system; Strengthen the close contact and in-depth cooperation with the landscape industry, and promote the integration of industry and education to a deeper development; At the same time, actively explore and innovate the talent training model and teaching methods, and strive to train more highly skilled talents to meet the market demand and the development needs of the industry to contribute more to the ecological

civilization construction of the country and the sustainable development of the landscape industry.

### Acknowledgements

This paper was supported by the Plan Project of Chinese Society of Business Economics (Project No.). The authors also thank Ms. Ma Yiwei for her important contribution to prepare this manuscript.

### References

- [1] Xi Tian. *On the fusion Path of the Concept of Cultivating People through Neutral Morality in Higher Vocational Education*[J]. *Happy Reading*, 2022, (01):101-103.
- [2] Zhang Jundi, Zeng Qingwei. *Study on upgrading path of innovation and entrepreneurship ecology in Higher vocational Colleges from the perspective of Education and people*[J]. *Journal of Yellow River Conservancy Technical College*, 2022, 34(01):78-81.
- [3] Liao Xinyu. *Difficulties and Countermeasures of Ideological and Political education in Higher vocational College counselors under the background of Lide Shuren* [J]. *Century Bridge*, 2024, (11):63-65.
- [4] Lu Xingzhou. *The Integration strategy of the Concept of Neutral Moral Cultivation in Higher Vocational Ideological and Political Teaching* [J]. *University*, 2023, (36):128-131.
- [5] Wu Jing. *Research on the Practice Path of Labor Education in Higher Vocational Colleges in the New Era from the perspective of Lide Educating People*[J]. *Journal of Jiamusi Vocational College*, 2023, 39(08):160-162.
- [6] Chen Yun. *Research on the Whole process of Integrating Chinese National Community Consciousness into Higher Vocational Colleges*[J]. *Modern Vocational Education*, 2023, (18):145-148.
- [7] Xie Tian. *Thinking on the Strategy of Curriculum Ideological and Political Construction in Higher Vocational Colleges from the perspective of Moral Education and Cultivating People*[J]. *Intelligence*, 2023, (04): 9-12.
- [8] Li Na. *Study on Labor Education Model in Higher Vocational Colleges from the perspective of Lide and people*[J]. *Modern Vocational Education*, 2023, (03): 25-28.
- [9] Xia Jing. *Research on Innovation of Talent Training Mode in Higher Vocational Colleges under the Background of "Moral Education and talents Cultivation"*[J]. *Journal of Hubei Open Vocational College*, 2022, 35(17):1-2+11.
- [10] Wang Peixun. *Research on the Path of Ideological and Political Construction in Higher Vocational Colleges from the Perspective of Moral Education and Talent Cultivation*[J]. *Journal of Heilongjiang Teachers Development College*, 2022, 41(08):57-59.
- [11] Qu Su. *Exploration of Labor education model in higher vocational colleges -- taking Cloud Computing technology application major as an example*[J]. *Modern Vocational Education*, 2022, (30):10-12.
- [12] Zhang Chengfei. *Exploration on the practice path of integrating Chinese excellent traditional culture with cultural education in Higher vocational colleges*[J]. *Education and Career*, 2022, (12):22-25.
- [13] Huang Qian. *Innovative thinking on teaching music in higher vocational education from the perspective of cultivating morality and talent*[J]. *Artist*, 2022, (04):70-72.
- [14] Zhu Wei. *Vocational Talents training path from the perspective of Lide and people*[J]. *Employment and Security*, 2021, (19):152-153.
- [15] Qian Xiaodan. *Practice Path of Ideological education of Students in Higher vocational Colleges from the perspective of Virtue and people*[J]. *Guangxi Education*, 2021, (27): 44-45.