

Analysis on the Strategies to Improve the Employment Rate of International Cruise Crew Management Majors in Higher Vocational Institute in China——Take Jiangsu Maritime Institute as Example

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Abstract: In recent years, with the rapid development of the cruise industry, China, as a promising emerging market, international cruise tourism market has paid more attention to the development of Chinese cruise tourism market. At the same time, the demand for cruise service and management personnel is increasing, and the proportion and demand of Chinese crew members recruited by major cruise companies are increasing. In the fierce market competition, a series of problems have arisen, such as how to increase the counterpart employment rate of cruise crew members and change the current low counterpart employment rate. This paper conducts a more in-depth study on how to improve the counterpart employment rate of international cruise crew management students in higher vocational institute, and proposes solutions for the problem. It is hoped that the implementation of the countermeasures can help our Institute to improve the counterpart employment rate.

Keywords: Higher Vocational Institute, International Cruise Crew Management, Counterpart Employment Rate, Talents Training

1. Introduction

In recent years, international cruise companies, which are in a monopoly position in the global cruise market, have increased their capacity in the Chinese market, and the demand for Chinese cruise talents has also increased greatly. According to the statistics of the National Transportation Commission, there are currently about 60 universities in China offering courses or cruise routes, with about 3000 graduates per year. Analysts believe that in the post-epidemic era, the demand for various cruise professionals in China is nearly 300,000. At the same time, due to the high requirements for English, skills and professional quality of international cruise staff, more university cruise professionals are needed to train high-quality service personnel. The training of professional cruise talents in our Institute is mainly in the field of cruise service.

2. Introduction and Overview of Cruise Crew Management Specialty in Higher Vocational Institute

2.1. Basic Information of International Cruise Crew Management

The International Cruise Crew Management major has become an institute-level characteristic major in our institute, and is gradually moving towards the provincial-level brand major goal, aiming to cultivate "practical ability, English application ability, strong self-development ability, good professionalism", unity." Collaborative ability, good physical and mental quality, good innovation and entrepreneurial spirit" applied cruise professional talents [1].

International Cruise Crew Management major include Tourism Management, Hotel and Cruise Management, Marine Tourism, Cruise and Hotel English, Front Office Service and Management, Catering Service and Management, Cabin Service Management, Overview of Tourist Source Countries, Comprehensive Project Practice, Cruise Recreation service and management, cruise management, public relations and other professional courses. Students can obtain relevant professional skills during the

Institute, such as ro-ro passenger license, four small certificates, non-duty English for security awareness, etc., and can also obtain Mandarin certificate, primary accounting certificate, tour guide certificate, teacher qualification certificate, etc. during the study period. With these they are competent to serve and manage foreign hotels and other hotels, and organize to participate in management and other work [2].

2.2. Development Status of International Cruise Crew Management Major in Jiangsu Maritime Institute

Jiangsu Maritime Institute has established close cooperation with China Jiangsu International Talents Co., Ltd. since it opened the major of international cruise crew. And in 2019, our Institute will realize the new cruise talent training strategy "cruise direct project". Every year, China Jiangsu International Talents Co., Ltd. leads the technical backbone of Genting Hong Kong Limited and Star Cruises Company to our Institute to negotiate the design and implementation of the talent training plan, so as to promote the connection between professional training and cruise work. The company has long-term and in-depth cooperation with our Institute. In recent years, we have contacted international enterprises such as Genting Group (Star Cruises, Star Dream Cruises), Costa Cruises and Norwegian (Novi Real) Cruises, and carried out fruitful Institute-enterprise cooperation with our Institute in the fields of certification training, skills training, technical services, internship and employment, and international cooperation.

3. The Importance of Improving the Employment Rate of International Cruise Crew Management Majors

3.1. Effective Institute-enterprise Cooperation

With the rapid development of cruise industry, the requirements of the cruise profession for the personnel engaged in this industry are constantly refined, and our Institute continues to send more cruise professionals into the cruise industry, so as to be able to understand the latest information. Improving the employment rate of counterparts can make the cruise profession and the cruise industry more mature, and students can better understand the cruise industry and the culture of cruise enterprises. To provide cruise students with greater and broader opportunities to accumulate work experience, so as to provide more talents for enterprises and strengthen Institute-enterprise cooperation.

3.2. Directly Increase the Number of Cruise Enrollment

The counterpart employment rate is an indicator to examine the status of cruise careers, and the figures and phenomena indicate the percentage of the total number of cruise graduates working on cruise ships. For the country and society, the emergence of cruise counterpart employment rate can intuitively reflect the employment situation of cruise graduates in that year. Increase the employment rate of cruise counterparts. That is to say, improving the employment rate of students majoring in cruise industry can make students and parents understand the employment rate of this major more intuitively, thus increasing the number of students enrolled [3].

3.3. Improve the Visibility of Maritime College

As we all know, Maritime Institute is famous for its maritime specialty. Our institute is striving to build an internationally renowned high-level application-oriented maritime institution of higher learning. Improving the employment rate of cruise counterparts, that is, improving the employment rate, will also have a certain impact on the overall graduation rate of our Institute. when The high employment rate is truly , our institute will be known by more people, thus improving the visibility of the Maritime Institute.

3.4. Be Able to Provide More Cruise for the Industry

To improve the employment rate of counterparts, that is, to train more cruise talents to engage in the cruise industry. The cruise industry has increased its efforts to enter China, which has increased the demand for cruise talents in China. Our Institute has increased the employment rate of its counterparts, and that make more talents are engaged in the cruise industry, which can also provide more cruise professionals for the national and international needs. So as to provide students with a broader path of life [4].

4. Investigation and Analysis on the Employment Rate of International Cruise Crew Management Majors

This questionnaire design: After the preliminary completion of the questionnaire design, try to distribute 114 copies, according to the feedback of students majoring in cruise, modify the questions set, and form the final questionnaire. The detailed questionnaire is attached as Annex 1. The questionnaire takes the form of single choice, and the choice is made according to one's own real situation and wishes.

Survey object: The survey object is the students majoring in international cruise crew management in Jiangsu Maritime Institute, and the main distribution method is online questionnaire. 114 questionnaires were sent out, 103 valid questionnaires were recovered, the recovery rate was 90.35%, and the data of this questionnaire survey were valid.

Research methods: Through the questionnaire survey, the Institute valid questionnaires are processed and analyzed.

4.1. Do You Want to Work on a Cruise Ship?

Table 1: About whether you want to work on the ship

Do you want to work on a cruise ship?	
Yes	62
No	41

There are about 140 students majoring in cruise in our Institute in 2017. The above questionnaire is answered by 103 students. Table 1 shows that 62 of them want to engage in the cruise industry, while 41 do not want to engage in this industry, the ratio of students who want to get on the ship to those who do not want to get on the ship is as high as 6:4, which shows that the proportion of students who do not want to board the ship is very large.

4.2. Main Reasons for Wanting to Work on a Cruise

Table 2: Analysis of the main reasons for wanting to work on a cruise ship

The main reason for wanting to work on a cruise ship?		
The salary is high	23	37.1%
Broaden one's horizons	16	25.81%
Appreciate the exotic customs	7	11.29%
Practice English speaking and listening skills	8	12.9%

From Table 2, it can be seen that the main reason for working on a cruise ship is that the salary on a cruise ship is relatively high. Secondly, working on a cruise can broaden your horizons and see the outside world. Working on a cruise can travel around the world. At the same time working on the cruise ship can exercise their oral English level and listening and speaking ability. For their future work to lay a foreign language exchange experience; in the work at the same time will come into contact with guests and staff from foreign countries You can learn more about the local conditions and customs of foreign countries.

4.3. Main Reasons for not Wanting to Work on a Cruise

Table 3: Analysis of the main reasons for not wanting to work on a cruise ship

Main reason for not wanting to work on a cruise ?		
Far from home	25	60.97%
The work intensity is high	12	29.26%
The family objected	3	7.24%
Religious belief	1	2.43%

From Table 3, it can be seen that the main reason why students do not want to work on a cruise ship is that they have been drifting on the sea for a long time and are far away from home, followed by the intensity of cruise work, family opposition and religious beliefs. It can be seen that the proportion of reasons for being far away from home is more than 61%. Work intensity accounted for 29%, and family opposition accounted for 7%. Religious beliefs account for only 3%.

From the above questionnaire data analysis, we can see that the proportion of students who do not

want to work on board is as high as 61%. So the main reason why they don't want to upload is that they are far away from home and the work intensity of the cruise ship is high. How to improve the employment rate in our Institute, the most important thing is to help students overcome the current psychological problems.

5. Reasons Affecting The Employment Rate of International Cruise Crew Management Majors

5.1. Insufficient teaching Staff

As far as the current situation is concerned, from the national point of view, there are few Institutes specializing in training talents for large international cruise management companies, and there are few cruise talents who meet international standards. Even if some universities have established large-scale international cruise crew management specialty, most of their teacher resources are based on teachers of tourism management or hotel management. Therefore, for the cruise professional, the professional pertinence is slightly insufficient. This is a significant problem and a common phenomenon throughout the country, and our Institute is no exception [5].

5.2. Training and Teaching Conditions are not Perfect

International cruise crew is a very emphasis on practical professional, but the cruise professional started relatively late, many higher vocational institutes are difficult to have the appropriate training teaching conditions, training conditions are mostly in the initial stage, the space and scale of the training room is relatively limited, which will inevitably cause problems in the teaching of students, and even affect the quality of teaching and teaching order. Some institutions are also limited by the actual training conditions, and the actual training conditions of cruise ships are not enough to support the long-term development of the cruise industry. Cruise ship education mainly depends on the mode of hotel internship career, and graduates with trained internship tend to enter the hotel industry.

5.3. Students' Awareness of Cruise Major is Not High

Because of the particularity of the cruise industry, many students will misunderstand the cruise industry, and during the Institute period, the cruise training conditions are limited, they can not personally feel the real atmosphere and space of the cruise. Therefore, the understanding of cruise cruising comes only from classroom teachers and information on the Internet. Due to the lack of understanding of student practice, The understanding of the cruise industry will lead to certain deviations. Although the cruise line is known as a "five-star super hotel at sea", it also has its own unique features. Moreover, in the teaching environment of the Institute, students can not fully learn and understand the cruise industry, which will reduce students' professional awareness; on the one hand It will allow cruise students to flow to other industries, on the other hand, It will affect the training of talents in the cruise industry.

5.4. Students' Poor English Level Skills

For the professional staff of international cruise crew, cross-cultural communication is needed and the working environment is extremely complex. As one of the world's common languages, English is particularly important in cruise work. However, there are still a large number of students in our college who have a poor foundation in English and lack listening and speaking skills as well as communication skills that need to be improved. If the staff's English level does not meet the requirements of working on a cruise ship, they will be assigned some jobs with relatively low gold content, such as cleaning public areas, and some will even affect whether they can work on a cruise ship. Therefore, once people with poor English foundation work in a complex cruise environment, it is difficult for them to adapt to the complex foreign environment at the same time. They can not communicate well with crew members and guests from other countries, and even affect their work and life [6].

5.5. Students' Psychological Quality Needs to be Improved

As we all know, the work on cruise ships is long-term, high-intensity work, the working environment is extremely complex, and the cruise ships float in the sea for a long time. Without the company of family and friends, they can not adjust their emotions in time and effectively when they encounter things, which will have a certain impact on students' psychology. And at the beginning, we need to communicate with

people from different countries at the same time. Every country will have a local language, which will inevitably affect communication. Moreover, the cultural customs, religious beliefs and living habits of different countries will be different. If we do not understand the customs of other countries, it will affect the relationship between the two sides, and it will inevitably have a certain impact on their psychology.

6. Strategy Analysis of Improving the Employment Rate of International Cruise Crew Management Majors

6.1. Continuously Strengthen the Construction of Teaching Staff

Because most of the teachers of cruise major are based on the teachers of tourism management or hotel management, we should strengthen the training of professional teachers, increase the exchange of teachers, so that professional teachers often participate in academic summits and exchanges. In addition, young teachers engaged in cruise teaching can be selected to visit cruise companies at home and abroad regularly and participate in on-the-job training. In order to improve the professional quality and professional quality of teachers with teaching skills [7].

6.2. Construction of Simulated Training Places on Campus

Try to build a training facility that simulates a real cruise ship inside the Institute, and build a training base for internships outside the Institute. Strengthen "Institute-enterprise cooperation", clarify the objectives of cruise personnel training, and explore different theoretical and practical training, compulsory and elective learning systems and structures according to different training objectives. Students are in a real "cruise working environment". They will be deeply influenced by the reality and professionalism of the environment. Teachers can also carry out "high-quality training" for students in subtle ways, and gradually train cruise crew with good professional qualities.

6.3. Enhance Students' Professional Awareness

6.3.1. Classroom Explanation

There are more professional explanations in class, such as the development prospects of the cruise industry, employment prospects, salary issues and so on. Deepen students' understanding of cruise ships, through video, let students have an immersive feeling, stimulate students' love for cruise crew management. Open various classrooms for teachers and cruise extracurricular activities to keep students abreast of industry trends. And lead the students to visit the cruise [8].

6.3.2. Communicate with Seniors Working on the Ship

When the seniors who worked on the cruise ship in the past are waiting for the end of their sailing schedule or rest time, teachers can invite graduates from different cruise companies and different routes to share their experience and feelings of working on the cruise ship with their students, and share their feelings for the first time on board from the perspective of their peers. And share the experience they have learned from their work, which provides convenience for the future employment of cruise students.

6.3.3. Invite Experts to Give Lectures

In order to enable students to more intuitively understand the relevant information and news of the cruise industry, increase what students see and hear, and let them better understand the actual market changes. Cruise experts are invited to give lectures. Take Royal Caribbean Cruise Company as an example. At the beginning of each sophomore cruise interview, cruise company experts can be invited to train our freshmen. Give them more professional insights, and give a detailed introduction to the brand of the cruise company and the jobs it offers.

6.3.4. Development by Video Instruction

Teachers add more video materials in class so that students can watch relevant knowledge about cruise ships. After class, they can publish and upload relevant videos through online teaching platforms such as Learning Link and Duifene, so as to expand students' knowledge and broaden their horizons after class. Relevant teachers can also recommend students to pay attention to relevant public numbers, websites and so on. Learn about the relevant information of the major cruise ships through the articles pushed by the official account.

6.3.5. Deepen English Teaching and Pay Attention to The Arrangement of Professional Curriculum System

In addition to daily courses, let students participate in English corner, oral English, English dubbing club activities to improve their English level, and guide students to communicate with foreigners, which can not only improve their oral English and listening, but also exercise their flexibility and coordination ability. At present, the course arrangement is mainly hotel management and cruise operation practice. Introduction to Tourism, Cruise Oral English, Travel Agency Management, Catering Service and Management, Overview of Tourist Source Countries, Comprehensive Practice of Projects, Marine Tourism, etc. We can make appropriate arrangements to join the makeup course, crew service etiquette training, emergency equipment handling.

6.4. Enter the working Environment in Advance and Strengthen Psychological Cognition

After the students have completed the basic courses, professional theory courses and practical training courses, under the guidance of cruise company professionals, they will be engaged in practical work practice in star-rated hotels or related industries for half a year. Through the final internship, students have a preliminary understanding of the high-intensity, long-term work content and working environment, which will enable students to adapt to the working environment in advance. It is a kind of psychological comfort for students to adapt to the working environment in advance, so that they can gradually adapt to it, and also give them a psychological buffer to accept the working environment of cruise ships more easily.

7. Conclusion

International cruise is gradually developing in the direction of large-scale, specialization, informatization and high-tech. The industry is in a critical period of transformation and upgrading, and the development of the international cruise industry is on the rise. It can be seen that the demand for Chinese cruise talents will increase dramatically. Jiangsu Maritime Institute, as a maritime college that strives to build an internationally renowned high-level application-oriented maritime institution of higher learning and focuses on training maritime majors, hopes to improve the employment rate of our cruise industry personnel through the above suggestions, and train more international application-oriented cruise talents with solid professional foundation and management ability for our country.

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