

Research on the Cultivation of “Craftsman Spirit” of Professional Undergraduate Tourism Major Under the Background of Hainan Free Trade Port

Jiong He

Hainan Vocational University of Science and Technology, HaiKou, 570100, China

Abstract: With the establishment of Hainan Free Trade Port, the tourism industry is facing new opportunities and challenges, and has put forward higher requirements for tourism professional education. This paper aims to study how to train tourism professionals with “craftsman spirit” under the background of Hainan Free Trade Port, so as to meet the demand of high-quality talents in the industry. The paper first analyzes the influence of Hainan Free Trade Port on tourism education and the requirements for the “craftsman spirit” of tourism talents, and then summarizes the educational strategies and challenges of cultivating the “craftsman spirit”, as well as the corresponding solutions, aiming to provide theoretical basis and practical guidance for the reform of tourism education.

Keywords: Hainan free trade port; Tourism specialty; Craftsman spirit

Introduction

The establishment of Hainan Free Trade Port has brought new vitality to the tourism industry, but also put forward new requirements for tourism education. In this context, the challenge of tourism professional education is how to cultivate high-quality tourism professionals with solid professional knowledge and skills, innovative consciousness, the pursuit of excellent work attitude and high-quality service concept. This kind of high-quality talent is called with the “craftsman spirit” talent. In order to adapt to the new situation of increasing international exchanges and economic development of Hainan Free Trade Port, tourism education needs to innovate the talent training mode and strengthen the cultivation of students' “craftsman spirit”. This is related to the future development of tourism and even the whole Hainan Free Trade Port. Therefore, the cultivation of “craftsman spirit” has become an important task and expectation of tourism professional education.

1. Hainan Free Trade Port for tourism education

Since the announcement of the establishment of Hainan Free Trade Port, it has undoubtedly injected new vitality into the tourism industry and put forward new requirements for tourism education. The free trade port policy aims to promote the international exchanges and economic development of Hainan Province, which also means that the tourism industry will usher in a significant increase in the international sources of tourists, thus putting forward higher requirements for the quality of tourism services. Therefore, tourism professional education needs to keep up with the pace of The Times and change the existing talent training mode to meet the new needs of tourism development.

In this context, the tourism education department urgently needs to cultivate high-quality tourism talents with the “craftsman spirit”. Such talents should not only have solid professional knowledge and skills, but also have a sense of innovation, a working attitude of excellence and a persistent pursuit of tourism service quality. This is exactly the core value advocated by the “craftsman spirit”. Only under the influence of this spirit can students majoring in tourism adapt to the competition in the future tourism market and contribute to the development of tourism in Hainan Free Trade Port. Therefore, the cultivation of “craftsman spirit” has become an important task and expectation of tourism professional education, which is related to the future development of tourism and even the whole Hainan Free trade Port.

2. The cultivation strategy of “craftsman spirit” in tourism education

The “craftsman spirit” in the tourism major refers to the attitude and spirit of focus, improvement, innovation and continuous improvement in tourism service and management related work, emphasizing the exquisite business skills, meticulous service consciousness and unremitting pursuit of quality. Its core elements cover professional solid, excellence, patience and meticulous, innovation and development and other aspects. To cultivate this spirit, we need to work hard from the educational mode and teaching methods to form a set of practical strategies.

The effective education model includes project-based learning, which encourages students to participate in the planning and implementation of practical tourism projects, and learn how to apply theoretical knowledge to solve practical problems, and improve the ability of planning, organization and execution. This model focuses on the experience of process, allowing students to pursue excellence in practice and cultivate a professional attitude to work and quality awareness.

In order to systematically cultivate the “craftsman spirit”, it is also necessary to combine the characteristic resources of Hainan Free Trade Port. The rich tourism resources and international business environment of Hainan Free Trade Port can provide a unique learning platform for students. The course design can include an in-depth study of Hainan's local culture, so that students can show the unique charm of Hainan culture in the process of service. At the same time, the cooperation with the tourism industry, such as setting up a mentoring system and inviting craftsmen in the industry to give face-to-face guidance and communication, can also greatly improve students' understanding and practical ability of “craftsman spirit”.

In addition, students should be encouraged to participate in domestic and foreign tourism exhibitions, trade fairs, professional competitions and other activities, which can not only expand students' international vision, but also stimulate them to think about the development trend of tourism major and constantly improve their professional skills. With the help of multimedia and network technology, the college can also establish simulated scenes such as virtual reality, and provide tourism service situations such as simulated tour guides and hotel management, so as to promote students to learn and carry forward the “craftsman spirit” through personal experience.

In short, through the comprehensive teaching strategy of multi-channel and multi-means, combined with the unique advantages of Hainan Free Trade Port, the tourism major can create a good environment for students to systematically cultivate the “craftsman spirit”, and lay a solid foundation for them to become professional craftsmen in the tourism industry.

3. The ways and challenges of implementing the “craftsman spirit” cultivation

The cultivation of “craftsman spirit” in tourism professional education in Hainan Free Trade Port points to the teaching mode of attaching importance to practical operation and skill training. Taking the School of Tourism of Hainan University as an example, it has teaching facilities such as simulation hotel and tour guide training base, which is committed to realizing the seamless connection from classroom to workplace. Through practical training, students can deeply understand professional knowledge and skills, experience the actual working situation, and internalize the “craftsman spirit”.

However, the challenge is also obvious. First of all, in terms of teachers, there is still a shortage of high-quality practical training instructors, especially the real double-qualified teachers with rich practical experience and profound theoretical knowledge. In addition, in terms of facility support, despite the specific training base, the existing facilities often struggle to meet the increasing demand of practical teaching. In terms of the integration of industry and education, the cooperation between some tourism enterprises and educational institutions has not yet formed an in-depth and continuous mechanism, leading to a disconnect between students' practical training opportunities and the actual working environment.

For these challenges, the following targeted countermeasures can be proposed:

(1) In order to strengthen the teaching staff, measures should be taken to train and absorb double-qualified teachers with practical experience and theoretical accomplishment. The government and universities should cooperate to introduce incentive policies to attract industry experts to participate in part-time teaching, and consider taking enterprise practice as part of teacher evaluation. This will effectively improve the quality of teaching and ensure a close connection between education and industrial needs.

(2) To improve the quality of teaching, the key is to constantly improve the teaching infrastructure and integrate the cutting-edge simulation technology. In particular, the introduction of virtual reality (VR) and other cutting-edge technologies can greatly enrich the interactivity and interest of practical courses, make the learning experience more vivid, so as to improve the effect of students' immersive learning.

(3) Deepen the integration of industry and education, and build a long-term mechanism for school-enterprise cooperation. Encourage enterprises to accept students to practice, and give the corresponding economic and technical support. At the same time, customized talent training programs will be carried out to let enterprises directly participate in the design and implementation of teaching courses.

(4) By holding post skills competitions and other activities, students can gain the motivation to pursue excellence in the practical operation environment. This competition is not only a comprehensive demonstration of students' professional skills, but also can effectively enhance their recognition and pride of their major. By participating in such a competition, students can exercise their skills in a stressful environment. At the same time, through communication and competition with peers, they can further stimulate their motivation for self-improvement, so as to achieve the dual goal of improving their professional skills and enhancing their industry identity.

(5) Introducing courses and a series of lectures oriented with the “craftsman spirit” as the core. These teaching activities deeply analyze

the deep meaning of craftsman culture, and spread this spirit by showing the exemplary deeds of outstanding figures. Its purpose is to shape and cultivate students' values, so that they can deeply understand and internalize the craftsman spirit into their own motivation for excellence. Through this education, it aims to stimulate students' enthusiasm for excellence and professionalism, and lay a solid value foundation for their respective fields in the future.

To sum up, through the systematic strategy design, Hainan Free Trade Port is expected to further cultivate the “craftsman spirit” in the undergraduate education of the tourism profession, and cultivate more high-quality professionals for the tourism industry to meet the needs of the development of the industry.

4. Epilogue

Under the background of Hainan Free Trade Port, cultivating tourism professionals with the “craftsman spirit” is the key to promote the high-quality development of tourism. By analyzing the new requirements of tourism education, this paper puts forward a series of educational strategies and countermeasures to cultivate the “craftsman spirit” to meet the challenges in the education process. It emphasizes the importance of practical teaching, project-based learning and school-enterprise cooperation, as well as the need to improve the quality of teachers, upgrading teaching facilities and deepening the integration of industry and education. Through these systematic education methods, it aims to cultivate more high-quality professionals with innovative consciousness, professional skills and excellence attitude for Hainan Free Trade Port and domestic and foreign tourism markets, and to provide strong talent support for the sustainable development of the tourism industry.

References

- [1] Lin Haili. Analysis on tourism Talents training in Hainan Province under the background of free trade Port Construction [J]. Economic Research Guide, 2022, (08): 93-95.
- [2] Hong Yanyun, Wang Cong. Research on the cultivation strategies of craftsman spirit for tourism students majoring in application-oriented universities [J]. Journal of Jiangsu Institute of Technology, 2019, 25 (04): 63-67.
- [3] Peng Cong, Chen Rujun. Research on the employment competitiveness of undergraduates majoring in Tourism Management —— Take Hainan Province as an example [J]. Journal of Kaifeng University of Education, 2019, 39 (02): 129-131.
- [4] Zhang Qiang. Innovative research on the cultivation of applied talents in tourism management major [J]. Modern Communication, 2015, (03): 239-240.