

# Research on the Cultivation of Talents with Craftsman's Spirit in the Leather Industry

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**Abstract:** Cultivating craftsman talent is the requirement of new era. In the final analysis, market competition is the competition of talents and the competition of people's knowledge and ability. These talents are the key to promoting the transformation and upgrading of industrial structure, the guarantee for enterprises to gain competitive advantage, the important driving force for manufacturing high-quality products, and an important way to enhance the cultural environment. Based on the author's learning and practical experience, this paper first analyzes the significance of the craftsmanship talents' cultivation, and then proposes the countermeasures for the cultivation of talents with craftsman's spirit in the leather industry.

## 1. Introduction

At present, China is already a big manufacturing country in the world, but it is an indisputable reality that the manufacturing industry is at low and middle end. The development of specialized towns in Guangdong Province has played an important role in promoting Guangdong's economic development, optimizing the economic structure, and promoting industrial transformation and upgrading [1]. Developing specialized towns in Guangdong Province is inseparable from professional talents, which is conducive to enhancing the attractiveness, innovation and competitiveness of industrial clusters [2-3]. Guangdong's specialized towns have a large economic volume, but most of them are labor-intensive industries. The main supporting force for the development of the industry is first-line craftsmen.

## 2. The Significance of Cultivating Craftsman Talent

### 2.1 Cultivating Craftsman Talent is the Mission of New Era.

In new era, China's industry starts to transform into an intelligent manufacturing model, and the core of this transformation lies in a large number of highly skilled personnel. The NO.4 Report on the Development of Chinese Talents published by the Social Science Academic Press points out that the gap of senior workers in China reaches tens of millions. Vigorously developing high-edge manufacturing is the main direction of China's future industrial development. At present, the labor cost advantage is gradually disappearing. In order to maintain competitive advantage, it is necessary to construct a training model to cultivate craftsmanship talents like Germany and Japan, and cultivate a large number of craftsmen to make products made in China respected by the world. Therefore, cultivating a group of highly skilled personnel with craftsman's spirit has become an urgent need for the development of the times [4].

## **2.2 Craftsmanship Talents are the Key to Promoting the Transformation and Upgrading of Industrial Structure.**

To promote the transformation and upgrading of traditional industries, the core lies in people. It needs not only the entrepreneurial team with pioneering and innovative spirit, but also a team of high-quality laborers with craftsman's spirit. Accelerating to cultivate a group of skilled personnel with craftsman's spirit is of strategic significance for promoting the transformation and upgrading of the manufacturing industry [5]. At present, there are still shortcomings in cultivating talents with craftsman's spirit in Guangzhou. Many enterprises have great misunderstanding of talents. They pay less attention to the quality improvement of front-line workers and have insufficient investment. They give more wages and benefits to managers. Moreover, the public has prejudice against vocational education and skilled workers. A considerable number of university graduates are reluctant to be blue-collar workers. What is more, the introduction, training, evaluation, incentive, and guarantee mechanisms of government for skilled personnel are not perfect, leading to weak construction of craftsmanship talents.

## **2.3 Craftsmanship Talents are the Guarantee for Enterprises to Gain Competitive Advantage.**

The leather industry in Shiling Town faces the challenge of gradual disappearance of the labor cost advantage. To maintain its competitive advantage and achieve the goal of creating the brand made in Shiling, it is necessary to cultivate a team of highly-skilled talents with craftsman's spirit. With the arrival of the new consumption era, product quality and innovation will provide strong support for companies to gain new competitive advantages [6]. In this context, actively cultivating and introducing talents with craftsman's spirit and emphasizing concepts of preciseness, meticulousness, improvement and persistence have an extremely important role for Guangzhou enterprises to gain a favorable position in the new round of competition.

## **3. Countermeasures for the Craftsmanship Talents' Cultivation in the Leather Industry**

### **3.1 Establishing a Management Platform of Leather Talents with Craftsman's Spirit.**

The construction idea of management platform of talents with craftsman's spirit in the leather industry is shown in Figure 1. Firstly, building a development path for talents with craftsman's spirit in specialized towns. For example, in the Shiling leather specialized town of Huadu district, the technical skill indicators of leather talents with craftsman's spirit are collected, craftsmen in professional towns are graded according to the collected indicator, and then the technical skill index and elements of the professional craftsmen at all levels are determined through in-depth interviews, questionnaire surveys and other methods, thus constructing a level development path for talents with craftsman's spirit in specialized towns. Secondly, creating a talent management platform in specialized towns. The platform function modules mainly include development module of talents with craftsman's spirit, government management module, and talent management module in the industry and enterprise. Thirdly, trialing operation and promotion of the platform. The Shiling leather specialized town in Huadu district can be selected for the trial operation of the platform, and the platform functions should be continuously tested and improved, then the platform is promoted in other specialized towns [7]. It is worth noting that although the management platform construction idea of craftsmanship talents in specialized towns in the report can be promoted in many specialized towns, but it is not a copy process. The industries and development degree in every professional town is different, so the platform should be adjusted according to the actual situation.

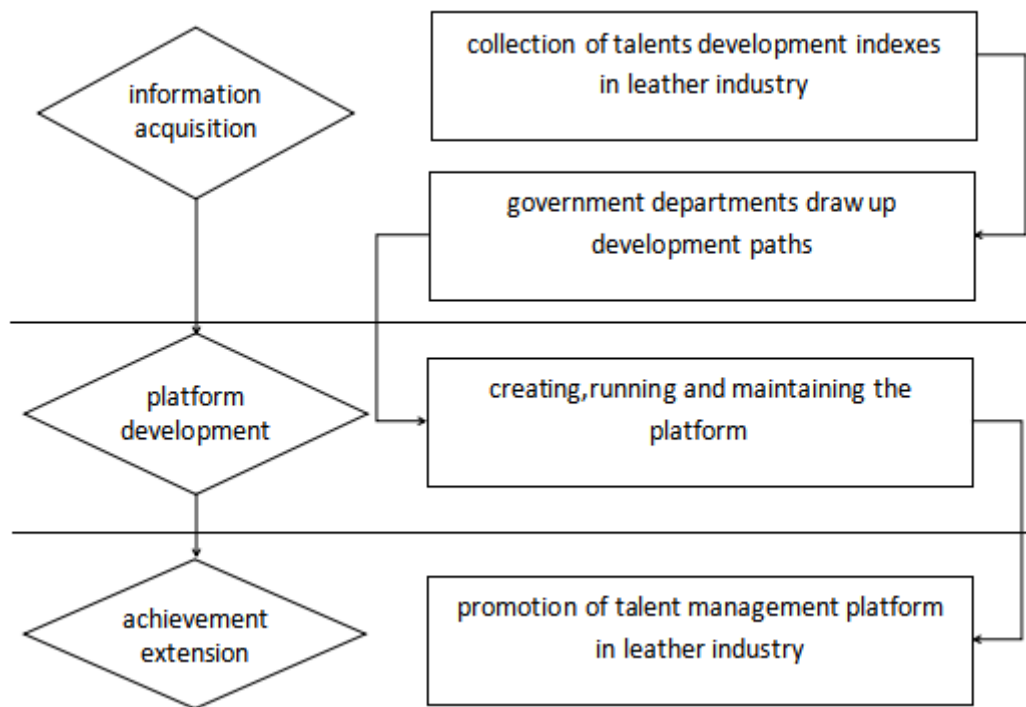


Fig. 1 Construction idea of management platform of craftsmanship talents in leather industry

### 3.2 Establishing a Stable Source of Skilled Talents.

Firstly, the role of migrant workers in solving problems of the high-skilled talents shortage in the short term must be attached great importance. According to the survey, the number of migrant skilled talents in Guangzhou outweighs that of local talents. Under the background of migrant workers gradually returning to their hometown for employment and entrepreneurship, Guangzhou should attach great importance to solving the education problems of migrant workers, especially education for children of high-skilled workers. It should innovate relevant management systems of household registration and student status, actively absorb migrant workers to receive vocational education in Guangzhou, and continuously solve the problem of shortage and low quality in students of Guangzhou vocational education based on the balanced basic education [8]. It can retain a family and attract more highly-skilled talents to Guangzhou by solving these problems and improving corresponding policies.

Secondly, it is necessary to learn from and innovate the dual vocational education system in German, and to sink the vocational education work to the primary and secondary schools. The activities of "Introducing Craftsman's Spirit to Enter Schools" can be carried out. Moreover, it can also set up career selection pre-classes in the upper grades of elementary school, and the school should consult with parents to determine the future career direction of students based on the characteristics and strengths of the students. Three different goals for progression should be established in the secondary school. Firstly, students enter a comprehensive university through studying arts and science in secondary schools; Secondly, students enter the applied technology university through studying in vocational high school; Thirdly, students go to work directly through studying in vocational school.

### 3.3 Promoting the Integration of Industry and Education and Enhancing the Cooperation between Schools and Enterprises.

First of all, the integration of industry and research, on the one hand, can promote the effective connection between schools and enterprises, to achieve close cooperation between industry, education and academia; On the other hand, it is conducive to the integration of resources, complementary advantages, improve the overall competitiveness of enterprises, and is also an important measure to cultivate talents, explore creative ideas, and explore the innovation of

vocational education. In order to implement this important measure, it should start from the reform of vocational education and establish a sound school-enterprise cooperation mechanism. In the vocational education in Guangzhou, there is a general problem that theory is more than practice, and students graduated from vocational education cannot directly take up posts. Therefore, it is suggested that Guangzhou government take the lead in implementing the reform of mixed-ownership vocational colleges, guide and help vocational schools to seek enterprise cooperation, and give certain preferential policies as feedback to enterprises participating in school-enterprise cooperation. It should encourage masters and craftsmen in the industry and enterprises to establish a master studio with the joint-stock cooperative system in vocational colleges [9].

Secondly, it should continue promoting the construction of school-enterprise cooperation platform, public training center and skill master studio based on special industries and enterprises in order to enhance their leading role. It should invite a group of skilled craftsmen and masters to enter the vocational colleges and form a double-tutor system with professional teachers, give full play to the advantages of modern school system and traditional apprenticeship system, and achieve the goal of improving the personnel training quality. It is necessary to carry out individualized teacher-in-law activities and encourage each craftsman to pair up with a number of skilled workers to learn and inherit traditional skills, which will actively play the leading role of high-skilled talents. It should launch the training program of craftsmanship talents, and select a certain number of scarce occupations (types of work), first-line technical personnel with corresponding skills and innovative potential and professional teachers in vocational colleges to study in well-known domestic and foreign enterprises and training institutions.

### **3.4 Increasing Incentives and Accelerating the Team Construction of Craftsmanship Talents.**

Firstly, the treatment and environment for craftsmanship talents must be timely optimized. In the assessment, it should break through the evaluation factors such as age, status and academic qualifications and allow outstanding corporate employees to participate in the technician evaluation. In the post treatment, the housing security system that benefits the craftsman should be formulated besides the standardized post subsidies, and workers with senior professional technical titles and senior technicians should be included in the Guangzhou urban housing security system [10]. It should solve the housing problem for outstanding talents through the low-rent housing, affordable housing, public rental housing and price-limited housing. In addition, it is necessary to effectively solve the difficulties of craftsmanship talents, especially the education of their children.

Secondly, the enthusiasm of the enterprise to build a team of craftsmanship talents should be enhanced. It should encourage enterprises to actively introduce talents with high-level technicians and certificates who sign labor contracts with enterprises for more than one year and are scarce in the market, at the same time, the local government should provide financial subsidies to these enterprises. It should guide enterprises to actively improve the treatment of craftsmanship talents. The senior technicians and special technicians employed by the company are entitled to the same wages and benefits as that of senior engineers and professor-level senior engineers. It should support enterprises to allocate income of craftsmanship talents based on patents, technologies and information. Furthermore, it should actively explore the establishment of a subsidy system for craftsmanship talents and guide enterprises to establish high-skilled allowances for them to continuously improve the salary of talents.

## **4. Summary**

China is already a big manufacturing country in the world, but it is an indisputable reality that the manufacturing industry is at low and middle end. Tracking the pace of world's manufacturing advanced countries such as Germany, Japan, and Italy, an important force for supporting the high-edge development of its industrial value chain is to cultivate a group of advanced skilled craftsmanship talents. The platform constructed in this paper has a guiding role for the cultivation and development of craftsmanship talents in the leather industry. At the same time, in order to promote the cultivation of craftsmanship talents in the leather industry, a sustainable and stable

source of skilled talents should be established to promote the integration of production and education, improve school-enterprise cooperation and increase incentives to accelerate team construction of craftsmanship talents.

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