

## Research on the Cultivation of Professional Quality of Higher Vocational Tourism Professionals Based on the Spirit of Craftsman

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**Abstract:** With the development of the times, China's education level has produced tremendous innovation. In order to effectively combine the needs of the development of the industry, the tourism industry workers must pursue the optimization of quality and use the first-class service to meet the basic needs of users. This is the “artisan spirit” that the tourism industry must possess. At this stage, colleges and universities have a lack of understanding of the “artisan spirit” in the tourism industry. In fact, the “artisan spirit” is the only way in the development of the tourism industry, and is the objective of the development of the tourism industry to a certain height. Need, it is the direction of the development of tourism professionals. As an important place to cultivate professional applied talents, higher vocational colleges need to integrate the “artisan spirit” into the curriculum system, adopt the most high-quality talent training mode, and create a professional tourism with sufficient “artisan spirit”. A team of professional teachers provides the driving force for the professional growth of students.

### 1. Introduction

Premier Li Keqiang clearly pointed out a new spirit of craft in the “2016 State Council Government Work Report”, which has been widely sought after by all walks of life and has gradually become the new development direction of vocational colleges in China, namely “artisan spirit.” As a tourism profession that deepens the construction of spiritual civilization in China and enhances the fun of civic life, it is an inevitable trend of the development of the times to integrate the “artisan spirit” into it. This paper mainly makes a simple exploration from the development of artisan spirit and tourism industry. At the same time, it puts forward how the higher vocational colleges should carry out the training of tourism professionals with the “artisan spirit” as the core of education, in order to provide reference for relevant units.

### 2. Craftsmanship and the development of the tourism industry

Craftsmanship means that in the face of your own products, craftsmen can abandon all distractions and pursue the ultimate and perfect process. The main purpose is to create the best quality products in the industry, while pursuing excellent quality and creating spirit of excellence. . The concept of craftsmanship was proposed by Premier Li Keqiang. During the passage of time, the spirit of artisans gradually became an important carrier for the growth and development of all walks of life. The essence of the craftsman spirit is to tell us that whether we are doing any work, we must adhere to a rigorous attitude and professional sense of responsibility, and we can fully devote ourselves to the production of goods or services, to be professional and dedicated, not because of external influences. Make your own mind shake, as long as you enter the work, then everything is perfect.

At this stage, the living standards of our citizens are getting higher and higher. In order to strengthen their spiritual civilization and make their lives more colorful, people began to travel to various places of interest at home and abroad. At this stage, China's tourism industry is developing vigorously. Can not be separated from the government's emphasis on the tourism industry, the

company's pursuit of the tourism industry, the market's corresponding to the tourism industry. Combined with the craftsmanship spirit proposed by the government departments of our country, the infiltration of the craftsman spirit under the tourism industry is urgent, and since the tourism industry is subordinate to the service industry, its fundamental development direction is the "people-oriented" service model. As far as the current situation is concerned, higher vocational colleges are the main force in the development of the tourism industry. How to effectively and effectively improve students' understanding of services and help them form a dedication and professional craftsmanship has gradually become a research topic of the higher vocational colleges.

### **3. The necessity of craftsman spirit in the tourism major of higher vocational colleges**

The main purpose of the tourism major in higher vocational colleges is to train a large number of professionals who are in line with the development of the current era. Among them, the artisan spirit plays a very important role as the core of education.

#### **3.1 The craftsmanship spirit is centered on excellence and perfection**

Vocational education in the vocational colleges with the core of craftsmanship will help to improve teachers' professional quality and teaching standards, and promote their collection of practical teaching cases in the teaching process. Students will be the main body and focus on training students. The practical application ability, the strict requirements of its basic learning state and the pursuit of perfection, thus effectively strengthening the service level of students. In addition, the use of craftsman spirit to educate students helps to strengthen the students' business standards. Students will involuntarily pay attention to details in the process of self-study, and then constantly strengthen their own advantages, make up for their own shortcomings, and strive to Something is done to the extreme.

#### **3.2 Tthe craftsman spirit will be truthful and pragmatic and rigorous and determined as the soul**

The tourism vocational education carried out by modern higher vocational colleges should not only focus on strengthening students' tourism service standards, but also comprehensively deepen the professional quality construction of students. Today, in the rapid development of the information age, all kinds of negative news are like floods and beasts. Because the students in higher vocational colleges have not yet contacted the society, they do not have a good ability to distinguish between right and wrong, often because of external influences. The swing is uncertain, and there is no way to find a career direction, which seriously affects its own truth-seeking and pragmatic and rigorous and determined spiritual growth. Therefore, in the process of carrying out vocational education, teachers infiltrate a large number of virtues with vivid and professional characteristics, and combine them with the content of professional courses to provide a great impetus for student growth.

#### **3.3 The craftsmanship spirit will be based on dedication and love of the cause**

The so-called three hundred and sixty lines, the line of the top, for the students of higher vocational colleges, the same is true, when students clear their professional social orientation, teachers should conduct in-depth education for students, focusing on training students The love of the business and the spirit of concentration. At this stage, the teaching mode adopted by vocational colleges is mainly that students study in the school for two years, and then enter the cooperative enterprise for one year. However, as far as the current situation is concerned, most students will have a variety of negative psychology during the internship, such as laziness, disgusting, etc., which are quite common. Therefore, in the process of students' internships, the tourism professional teachers must provide sufficient psychological help to the students, and use positive energy cases to fully stimulate the students' enthusiasm for learning and ensure that they are full of love for their profession.

#### **4. The “artisan spirit” is the core of the vocational teaching design direction**

The relationship between the tourism industry and China's social development is extremely close, and its development direction is to serve the society and serve the people. After the implementation of the new curriculum reform, the curriculum education model of tourism majors has gradually changed. New teaching modes such as case teaching method, task-driven method and role-playing method are reflected in student exercises. The ultimate goal of teaching is to strengthen the theoretical reserve of students' professional knowledge and the service spirit of the tourism industry. At the same time, the craftsman spirit is infiltrated into the students' learning process, so that students can continuously improve their professional qualities. The specific teaching design directions are mainly:

##### **4.1 Creating a strong “artisan spirit” atmosphere in the classroom**

The professional education of higher vocational colleges must incorporate the spirit of craftsmanship as the core element of the classroom, in order to cultivate students' professional qualities. If so, then the primary goal of teachers is to create a strong atmosphere of craftsmanship. A program called “Golden Craftsman” appeared quietly on the screen, and received a lot of praise in just a few days. This also made our people have a more profound understanding of the craftsman spirit, and many colleges and universities are also full. Participate in it and organize students to conduct collective learning to fully demonstrate the positive effects of the craftsmanship. In the tourism profession of higher vocational colleges, educational institutions need to encourage celebrities from a large number of industries to enter the classroom to provide students with more concrete teaching assistance. In the process of telling students professional knowledge, teachers interspersed a large number of teaching cases and used specific work events to stimulate students' practical application ability. For example, in the process of the teacher explaining the service skills of the tour guide for the students, if the tour group suddenly encounters an emergency situation, the teacher can select the story of Wenhuaazhi to teach the students, through the study of the real characters, the students Not only can we be more clear about how to deal with emergencies, but we can always use the spirit of the case as an important spirit to guide our own growth.

##### **4.2 Strengthening the professional skills construction of students**

Tourism major is an important part of China's service industry. Teachers must infiltrate a large amount of professionalism and uniqueness in the process of carrying out teaching activities. The specific expression is that students can understand the service process and learn it, but if they want to The penetration of service skills into the learning process is not simple. This is because the needs of each visitor are different, so the theoretical teaching of the students does not allow the students to fully understand the important role of the craftsman spirit. Therefore, in the process of classroom construction, if teachers only arrange theoretical knowledge teaching or teaching training for students, then it is often unable to effectively promote student growth. In this way, in the process of arranging courses, the education unit needs to strengthen the school-enterprise cooperation teaching mode, deepen the growth of students' knowledge theory within the campus, and carry out practical operation activities among students and enterprise personnel in the off-campus enterprises. Students are required to thoroughly study the action patterns of internal workers and apply their theoretical knowledge to practical activities to achieve integration. Only in this way can students grasp the core of the “artisan spirit” and comprehensively strengthen the professional knowledge and skills of students.

##### **4.3 Cultivating the industry potential of students who dare to innovate**

The essence of the craftsman spirit is to make the products more refined, to make them more perfect, to achieve the ultimate experience, and to provide a powerful impetus for social development. Among the tourism products, the characteristics of tourist attractions, route arrangement and tourism services together constitute the core. The direct contact with the tourist experience is the tourism

service project, which is also the key position for the students of higher vocational colleges to be employed in the future. Students will be engaged in guided tours, and their service model and innovative ability will directly affect the specific experience of visitors. Therefore, in the process of teachers setting up teaching courses, teachers need to apply a large number of situational education and practical education, requiring students to get rid of the influence of fixed thinking in the process of simulation operation, innovate industry skills as much as possible, and improve their service quality. Comprehensive improvement to provide visitors with better service products.

#### **4.4 Strengthening students' service psychology and understanding of service quality**

For the time being, the quality of students in higher vocational colleges is still not high, and since students have never been exposed to the social environment before, the understanding of some issues is often one-sided, especially for the tourists they will face in the future. The psychology is less understood. The essence of craftsmanship is the perfect demand for quality. It requires the service industry service personnel to be able to clarify the psychological activities of tourists of various categories and provide them with more special and targeted service assistance. Only in this way can tourism be fully promoted. Industry development. Therefore, in the process of teachers designing teaching activities, it is necessary to strengthen the coverage of teaching content to provide students with more substantial teaching assistance. In other professional courses, teachers need to focus on the cultivation of student service psychology, in order to deepen the chemical generation, including hotel services, tour guide services and catering services. In the process of teaching, teachers need to focus on cultivating students' resilience, how to change the service model adopted by different psychological tourists, and how to provide them with the most suitable travel services. Teachers are required to spend sufficient energy to set up the case teaching content. If conditions permit, students can be required to conduct simulation exercises, integrate the students' theoretical knowledge ability with their practical ability, and finally achieve continuous development.

#### **4.5 Build a teacher team with artisan spirit**

In order to effectively deepen the chemical production and strengthen the craftsmanship of tourism students, one of the most important aspects is to create a team of professional teachers with the spirit of artisans. This is quite important for the current tourism majors in higher vocational colleges. Many teachers are familiar with the tourism industry and their service processes, but the deeper product design and understanding of customer service is obviously more obvious. This also makes the craftsman spirit unable to effectively penetrate into the teaching process. In this case, it is necessary for higher vocational colleges to base themselves on cultivating a large number of teachers with professional ability to help teachers to carry out corporate training through 1-2 years of school year, so as to make clear how to provide students with better job skills. To help students develop a work attitude of excellence and truth-seeking and pragmatic work, and provide students with good values to help. Promote the formation of students' professional quality.

### **5. Conclusion**

All in all, in the increasingly popular artisan spirit, it is necessary for tourism development to incorporate it into its own system and cultivate more “professional craftsmen” with professional qualities. This training mode needs to start from the front line, so this needs The vast number of higher vocational colleges have invested enough to create a more complete education model. At the same time, the craftsman spirit is regarded as the core element of education, and more professionals who are in line with the development of the times are cultivated. Only in this way can we promote the development of China's industry and provide a continuous supply of talents for the growth of China's tourism industry, so that students can achieve even better results in future jobs.

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