

Ways of Cultivating Artisan Spirit of Logistics Major in Higher Vocational Colleges in the Post-epidemic Background

Dongmei Zhou

Department of Digital finance and Business, Nanjing City Vocational College, Nanjing, 211200, China

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Abstract: In the stage of higher vocational education, the guidance of teachers' correct ideas is very important for the cultivation of students' thoughts and behaviors, which is the key to whether students can become valuable talents to the society. Higher vocational colleges shoulder the historical mission of cultivating technical and skilled talents with craftsman spirit and the important task of cultivating Chinese high-end manufacturing "craftsmen". They should deeply understand the connotation and significance of craftsman spirit, integrate the cultivation of craftsman spirit into the whole process of higher vocational education reform and training students, and finally transport a large number of talents with craftsman spirit for the transformation and upgrading of Chinese manufacturing. Only when students have a correct attitude and a strong "artisan spirit" in logistics management education and training can they achieve better development in their future career. Therefore, higher vocational education should strengthen the cultivation of students' "artisan spirit", help students establish their "artisan spirit" consciousness, and make students make positive contributions to social development.

1. Introduction

The outbreak of the COVID-19 epidemic caught everyone by surprise and was a major test for the logistics industry. All walks of life have a clearer understanding of logistics, and the epidemic situation has improved the status and value of logistics. Therefore, the whole society will usher in a new stage of logistics development [1]. When studying and cultivating logistics talents, modern Chinese colleges and universities should not only pay special attention to the comprehensive development of students' own professional skills and basic knowledge, but also more skills training aimed at students' "artisan spirit" [2]. As a higher vocational college, which is responsible for cultivating talents with craftsman spirit, how to integrate the cultivation of craftsman spirit into the current education and teaching is a very realistic problem that every higher vocational college educator must face. With the change of industrial form, the spiritual connotation of striving for perfection and being dedicated and rigorous in the craftsman spirit has not only been limited to craftsmen with technical expertise, but also played a spiritual leading role in almost all modern professional posts [3]. The demand for skilled professionals in the industry is increasingly urgent. In short, the word "artisan spirit" includes a high degree of professionalism and persistence in each job, a work attitude of striving for perfection in each job, and the ability to innovate work content, which is the embodiment of students' abilities in all aspects [4]. Only logistics professionals with good professionalism can stand out in their own career. Students should maintain a good learning attitude in their life and study, consolidate their cultural foundation, and gradually let students truly discover their own value, so that they can grow into high-quality talents useful to the society [5].

2. Enhance students' ideological understanding of craftsman spirit in teaching.

In order to cultivate outstanding students with the spirit of artisans, higher vocational colleges must have scientific talent training programs and clear talent training ideas [6]. The logistics industry is a third-party industry, and it provides a kind of service to the society. However, with the improvement of people's living standard and the continuous development of information technology,

customers' requirements for logistics services are getting higher and higher. Students majoring in logistics management must have sincere service attitude and professional service skills to meet this growing customer demand. Therefore, To cultivate students' "artisan spirit" "in logistics management major in higher vocational colleges is to grasp the matching degree between logistics management talents and post requirements of logistics industry [7].

It is suitable to cultivate students' "artisan spirit" in logistics management major education in higher vocational colleges, which is helpful to effectively promote students' better career development. Students should not only acquire good professional skills and knowledge, but also cultivate good ideological quality [8]. Because of the high concentration of work in the logistics industry, there is a lot of professional work to be done in the logistics industry, so if you want to achieve something in the logistics industry, you have to be intelligent, not afraid of suffering, and have a serious and responsible attitude towards daily work management. It is the guide of thought and action, and the awareness and emphasis of vocational colleges on the cultivation of artisans' spirit determines the cultivation direction and intensity of artisans' spirit [9]. Higher vocational colleges should deeply realize that craftsman spirit is of great significance to the country, nation, society, enterprises and individuals. Therefore, in practical work, we should keep in mind the mission of "cultivating people by virtue", organically combine the craftsman spirit with the socialist core values, carry out ideological and political education for students in a subtle way, and help students shape the craftsman spirit through the guidance of "three views".

3. Carry out student logistics club activities and invite enterprise experts to the campus.

The practice system should be employment-oriented, take the knowledge, skills and moral qualities required by professional posts or groups of posts as the teaching content, and train high-quality talents for the front line of production, service and management through theoretical study, experiments and practical training. Training staff plan, responsible for the management of students' training work. On the basis of investigation and research, make corresponding plans and make corresponding preparations in advance [10]. According to the teaching requirements of work-integrated learning, colleges and universities comprehensively promote practical teaching, reform the discipline system that simply imparts knowledge and accumulates knowledge, and completely change the traditional teaching mode [11].

During the construction of practical teaching system, enterprises actively participate in the revision meeting of talent training scheme, and put forward practical system modules in combination with the post distribution and requirements of enterprises. Because students are not employees of the enterprise, the enterprise has no direct management ability and power to students, so it is necessary for the school to assign special teachers to manage students, solve problems arising from various reasons during the training process, ensure the production safety of the enterprise and the safety of students' training, and communicate with the managers of the enterprise in time to arrange various training activities for students, so as to ensure that all aspects of the training are carried out according to the established plan as far as possible. In the course teaching, Teachers must be guided by the future social needs, rationally plan students' career, design courses based on the future work process, help students realize the transformation from a learner to a worker, and take professional ability as the teaching evaluation standard, so as to cultivate students' comprehensive professional ability to make judgments and take actions in complex work processes, constantly strengthen the connection between students' work tasks and knowledge and skills, and stimulate students' interest in learning.

4. Combination of craftsman spirit and logistics professional training project

School-enterprise cooperation and work-study alternation are the characteristics of higher vocational colleges. Through the deep integration of production and education and the close connection between schools and enterprises, higher vocational colleges can enable students to continuously accept the edification of corporate culture and craftsman spirit in the joint training

between schools and enterprises, thus promoting the shaping of students' craftsman spirit. The training base in the school is the main place for students to practice, and speeding up the construction of the training base in the school is an important part of the teaching reform. Making full use of the training base to cultivate students' practical ability and "artisan spirit", double-qualified teachers with "artisan spirit" play an important role. To better cultivate students' "artisan spirit", teachers should encourage students to improve their practical ability and break through the traditional teaching mode in logistics management education in higher vocational colleges. School-enterprise cooperation training is shown in Figure 1.



Figure 1 School-enterprise cooperation training

Schools should constantly update the concept of teaching mode and break the shackles of traditional teaching mode management in China. To strengthen school-enterprise cooperation, in addition to hiring practical staff with teachers' quality in enterprises to teach in schools, and letting enterprise experts impart theoretical knowledge, it is more important to cultivate the "artisan spirit" of logistics management professionals through the teaching of enterprise experts. Students' collective collaboration and students' independent participation in inquiry learning can effectively improve students' independent learning ability and cultivate students' "artisan spirit"; Secondly, in order to improve the teaching content, the theoretical knowledge of students should be taught in combination with relevant professional training, and finally, the relevant theoretical knowledge should be better understood in practice. In this way, we can better cultivate students' "artisan spirit" by understanding students' professional knowledge and skills and aiming at their demands for professional career development.

5. Combination of craftsman spirit and post practice

The so-called artisan spirit is actually the working spirit of people who love their jobs, do things rigorously, strive for perfection, be meticulous and pursue perfection in any position and any industry. Post practice is an important content in higher vocational education, and the effect of post practice directly affects the quality and development of higher vocational education. The cultivation of artisans' spirit should start not only from students' thoughts and behaviors, but also from everyday teaching trivial matters bit by bit. Students should be trained into people with a craftsman's heart first, and then a "craftsman's ethos" should be formed. Finally, they should have a craftsman's spirit. In this way, the whole society will get rid of impetuosity, respect skilled labor, and finally carry forward the craftsman's spirit. "Craftsman spirit" is continuous innovation on the basis of inheritance. In the process of internship, students are bound to face new problems and challenges. Facing the problems, they should have the determination to solve them, face the challenges, and have ways to deal with them. They should work with innovative consciousness,

innovative spirit and innovative ideas.

6. Combining artisan spirit with innovation and entrepreneurship

Innovation and entrepreneurship education in higher vocational colleges focuses on innovation. Innovation supports entrepreneurship, and entrepreneurship provides a platform for innovation. Both of them grow together. Craftsman's spirit is not only a kind of professional ethics, but also a kind of professional spirit. It belongs to the category of metaphysical spiritual consciousness, which reflects the professional value orientation of practitioners. It includes persistent faith, meticulous persistence, pursuit of excellence and attitude of dedication and work. Schools must integrate the spirit of artisans into the curriculum reform.

According to the professional training objectives and the requirements of society and enterprises on students' own quality, comprehensive ability and knowledge structure, we should establish theoretical and practical teaching that conforms to the characteristics of professional and technical training in higher vocational colleges, form a scientific curriculum system, and establish and improve students' internships and inspections in enterprises to ensure the quality of employment. Innovation spirit belongs to the category of spiritual cognition, which is embodied in confidence in oneself, persistence in career, unafraid of difficulties, pursuit of excellence, responsibility and so on. Craftsmen have unique spiritual qualities, such as self-confidence, optimism, perseverance, overcoming difficulties, pursuit of perfection, courage to take responsibility, etc. These spiritual qualities are indispensable for innovative entrepreneurs. The intrinsic motivation of the cultivation of artisans' spirit is the constant pursuit of technical excellence, and the core embodiment is the desire for "innovation". The cultivation idea of innovation and entrepreneurship in higher vocational colleges should have a high degree of internal consistency with it.

7. Conclusions

The new era, new ideas, new goals, new journey and craftsman spirit have given new vitality to China's manufacturing industry, which is both an opportunity and a challenge for higher vocational colleges. Higher vocational education is very important to cultivate students' "artisan spirit". The "artisan spirit" of students majoring in logistics management in higher vocational colleges is to cultivate students who not only have a high skill level, but also need a professional spirit of striving for excellence and hard work. The formation and cultivation of artisan spirit need to pay attention to training and education in the process of school study, so that students can develop outstanding, upright and responsible spirit and attitude in higher vocational study, thus laying a good spiritual foundation for their future career development. "Craftsman spirit" is the traditional virtue of the Chinese nation. It requires meticulous, rigorous and innovative attitude and spirit not only in study but also in work, so that you can be by going up one flight of stairs in the future career development.

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