

# *Establishment of Training Mode for International Talents of Port and Shipping Transportation in Higher Vocational Colleges*

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**Abstract:** In the face of the rapid development of port and shipping logistics industry, the port and shipping logistics management specialty and its professional group should enhance its service ability for the port and shipping industry. We must constantly improve the training quality of port and shipping logistics talents. In this regard, this study explores the construction of talent training mode of port and shipping logistics management specialty in higher vocational colleges. Based on the analysis of the demand of regional economic development for port and shipping logistics talents and the deficiencies in the current training of port and shipping logistics talents. The innovative talent training mode of “work study alternation and four stage interaction” is put forward. The contents of the first mock exam are elaborated in detail. It provides a practical research basis for port and shipping logistics vocational education to base on the region, service industry and improve the quality of talent training.

## **1. Introduction**

Based on the trend and requirements of economic and social development, innovative talents in port and shipping logistics management in Higher Vocational Colleges urgently need to cultivate core competence and professional quality suitable for their majors. This work has strong dynamics, complexity, openness and long-term nature. Accordingly, this paper analyzes the existing conditions and problems of the training of logistics management talents in port and shipping, and then puts forward the innovative talents training mode of “three levels and four sections interaction”, which is advanced in terms of educational philosophy, scientific in training objectives, reasonable in training process, and hierarchical in training stage. The interactivity of the training links, the systematicness of the training scheme, the openness of the operation process and the operability of the teaching mode provide reference and reference for the practice of port and shipping logistics management personnel training.

## **2. Ability and Quality Requirements of Innovative Talents in Port and Shipping Logistics Management in Higher Vocational Colleges**

### **2.1 Characteristics of Talent Training**

Higher vocational port and shipping logistics management (also known as “port and shipping management”) is a professional group with international shipping business management and logistics management as the backbone, covering water transportation management, customs declaration and international freight, port business management, container transportation management, traffic operation management, international business management and other related majors. These majors have a “wading” background, Its talent training also has special requirements. As a derivative market of commodity trade market, shipping market will change periodically with the change of original market<sup>[1]</sup>. In the post crisis era, due to global warming, bad climate and secondary disasters, as well as natural disasters such as earthquakes, tsunamis and icebergs, as well as the intertwined effects of current situation turbulence, trade friction, inflation, financial crisis and rampant piracy in some international regions, the cultivation and development of port and aviation logistics management talents are dynamic and complex, which needs to be open Broad vision of internationalization; Based on the characteristics of management specialty, port and shipping logistics management talents should have strong subjective initiative, so it is required to establish good interaction between teachers and students and between schools and enterprises; At the same time, the concepts of “benefit from management” and “integrating management into service” require excellent port and shipping management talents to have good school education and practical enterprise training background, and the cycle is long.

### **2.2 Core Competence and Quality Requirements of Innovative Talent Training**

In the face of complex and uncertain environmental factors, innovative talents in port and shipping logistics management should be able to update their professional knowledge in time, and gradually cultivate and form twelve core abilities and qualities on this basis: because their work involves the efficient cooperation of multiple departments, multiple links and multiple types of work, multiple points and a wide range of lines, they need to have a strong sense of teamwork Good language skills, including foreign language communication skills; Business and dispatching are the core functions of the port and shipping logistics industry. In the face of a working environment with many factors intertwined and many emergencies, practitioners should have strong interpersonal communication, organization and coordination, flexible response ability, as well as the ability to collect, analyze and process information, and be able to find, analyze and solve problems in time<sup>[2]</sup>; Have the ability to systematically analyze cargo import and export procedures, document operation, ship entry and exit port operation and collection and distribution operation process, and have the ability of cost analysis, especially be able to deal with those costs that are easy to be ignored due to complex links and emergencies, such as hidden costs, opportunity costs, time costs, fuel and material costs, operation costs and labor costs, And gradually upgrade to the ability of economic analysis; As a productive service industry, port and shipping logistics industry plays a basic supporting and ensuring role in industrial and agricultural production, finished product sales and other industries. Therefore, practitioners need to have the service concept of customer first and the professional ethics of credit first, so as to maintain the social production and life order, enterprise reputation and the smooth capital flow and supply chain. In addition, it is also necessary to cultivate the entrepreneurial spirit and entrepreneurial ability of innovative talents in port and shipping logistics management in higher vocational colleges, as well as the innovative ability including innovative consciousness, innovative spirit, innovative thinking and innovative personality. The

cultivation of the above abilities and qualities is the accumulation of Humanistic Heritage, the cultivation of scientific spirit and the cultivation of broad vision.

### **3. The Existing Conditions and Shortcomings of the Training of Port and Shipping Logistics Management Talents in Higher Vocational Education**

#### **3.1 The Overall Employment Quality of Previous Graduates Needs to Be Improved**

Specifically reflected in the low professional counterpart rate, the low salary level of graduates, the slow speed of job promotion and so on. The main reason is the lack of innovation in the construction of talent training mode<sup>[3]</sup>. In the face of the new demand for talents caused by the rapid development of regional economy, many students lack practical operation ability, work innovation ability, and the overall comprehensive quality needs to be improved.

#### **3.2 The Combination of Work and Study and the Cooperation between Schools and Enterprises Are Not Deep Enough**

Although school enterprise cooperation has begun to take shape and carry out normally, due to the complementary interests of both schools and enterprises, there is no mutual benefit and equality, so the school's enthusiasm in school enterprise cooperation is much higher than that of enterprises<sup>[4]</sup>. Therefore, there are relatively few resources provided by enterprises for the school, such as student practice, teacher post practice and cooperative development of horizontal scientific research topics, and the school can not grasp the new development and new information of the industry in time.

#### **3.3 The Management and Operation Mechanism of Talent Training Hinders the Effective Implementation of Work Study Combined Teaching**

The existing teaching evaluation system still takes the final examination as the main final evaluation standard, and does not pay enough attention to the process evaluation. The examination method is still based on the theoretical paper examination, and the application of the hands-on and practical examination method is less<sup>[5]</sup>. Although the importance of practical teaching and the cultivation of students' hands-on ability is paid more and more attention in higher vocational education, However, it is far from forming a modern higher vocational teaching and evaluation system with vocational ability training as the core, which hinders the cultivation of students' practical innovation ability in higher vocational education.

### **4. The Proposal of Talent Training Mode of “Work Study Alternation and Four Stage Interaction” in Port and Shipping Logistics Management of Higher Vocational Education**

Level 1: first, after enrollment, students are mainly arranged to study systematic courses based on work process, master the basic theoretical knowledge required by their major, and cultivate students' innovation ability and teamwork ability through the study of humanities, values and other courses.

The second level: arrange the study of professional basic courses and some professional technical courses for students, and organize students to go to the off campus practice base for professional cognitive practice through school enterprise cooperation. In recent years, in the school enterprise cooperation with several logistics enterprises, such as Tianjin COSCO International Freight Co., Ltd., Tianjin Daya International Logistics Co., Ltd. and Zhongtong Ocean Logistics Group Co., Ltd., Tianjin Maritime Vocational College has tried to attract excellent professional

technicians to the front line of teaching, develop horizontal scientific research project resources, and innovate the ways and methods of cultivating applied talents. Realize resource sharing and win-win cooperation between the school and logistics enterprises. In the process of implementing school enterprise cooperation and work study alternation as the key links of talent training mode, the following experience and enlightenment are analyzed and sorted out: (1) create a stable practice platform. Ensure the sustainability of the training of logistics management professionals. Logistics management itself has high requirements for theoretical knowledge and practical ability. Therefore, in the school running construction of port and shipping logistics specialty in higher vocational colleges, a sufficient number of off campus training bases with close cooperation shall be built through the connection between schools and enterprises, so as to provide a platform for students' internship and professional teachers' enterprise training. (2) In the construction of port and shipping logistics management specialty in Tianjin Maritime Vocational College, in the process of formulating talent training plan, the suggestions of experts from port and shipping logistics enterprises are widely adopted, and the teaching plan and curriculum are systematically and reasonably arranged<sup>[6]</sup>. In the teaching process, implement the teaching mode of “teaching, learning and doing” such as task driven and project orientation, and try to according to the actual production of the enterprise. Move the core course classroom to the enterprise operation site, implement the teaching organization mode of teaching in both schools and enterprises, locate the teaching goal of professional courses after learning this course, and comprehensively improve students' professional post operation ability, affairs coordination ability, language expression ability, team cooperation ability, etc. (3) The mutual integration of enterprise culture and campus culture. In the process of school enterprise cooperation in cultivating innovative logistics talents, logistics enterprise managers have been hired to the school for many times to educate students on professional ethics and corporate culture, and organize students to visit the production site of the enterprise. Through the mutual integration of campus culture and corporate culture, students can imperceptibly develop professional ethics of loving their posts and dedication, honesty and trustworthiness, hard-working Not afraid of hardship. Through the training in the actual working environment of the enterprise and the on-site guidance of enterprise teachers, students can further deepen their understanding of the basic knowledge of port and shipping logistics management in practice, so as to obtain the skills required for the operation management of port and shipping logistics enterprises and the business operation posts of ports and shipping.

The third level: the teaching organization focuses on obtaining the qualification certificates of relevant professional posts, and allows students to use simulation training in the school, such as the training room of enterprise freight forwarding management system, the training room of inland yard operation management system, CFS freight station operation management system, container header operation management system, etc, Learn the professional skill training course of port and shipping logistics management based on the working process<sup>[7]</sup>. The course is set with “port production posts and port and shipping service posts” as the main line. Around the four aspects of ship, port, cargo and line, further reflect the characteristics of port and shipping logistics, take professional employment as the guidance, and improve professional counterpart employment. Through the classification and stratification of professional courses and skill courses, students can clearly understand the corresponding courses and skill requirements of each post. The system highlights the characteristics of practical, open and professional talent training.

The fourth level: practice in the enterprise. The college helps students apply successfully by organizing enterprise recruitment double selection meetings and other forms, enter the signing enterprises and complete paid internship. For students who fail to apply successfully, the college arranges them to go to the off campus training base for internship, and the writing of graduation thesis and thesis defense are carried out simultaneously, The completion process of graduation

thesis is an important link in the cultivation of students' autonomous learning ability, lifelong learning ability and innovation ability<sup>[8]</sup>. Through enterprise post practice and graduation thesis writing, students' working ability to learn and master can be seamlessly connected with enterprise post ability, personal comprehensive quality can be comprehensively improved, and they have the ability of sustainable development, innovation and entrepreneurship in future career development.

## 5. Conclusion

According to the requirements of specific business posts of port and shipping logistics enterprises for relevant skills and the overall service quality requirements of regional economic development for port and shipping logistics service industry, The talent training mode of “work study alternation and four stage interaction” of port and shipping logistics management takes the five in one of “professional post ability, professional ethics, professional core ability, work innovation ability and personal comprehensive quality” of port and shipping logistics industry as the overall goal of talent training. We will continue to deepen the close cooperation between schools and enterprises in student practice and training, At the same time, schools and enterprises carry out joint development in scientific research projects to complement each other's advantages. Finally, we will further promote the implementation of school enterprise integration, adhere to practical education in teaching, and adopt advanced talent training methods to improve the training quality of port and shipping logistics management talents.

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