

member of Dalian Maritime University has the opportunity to contribute to the society.

Roman is not built in one day, and so is the quality of maritime education. It contains the quality accumulation of members of Dalian Maritime University for centuries. From enrollment, education, training to quality management, each process and each link coagulates the perseveringly pursuit of members of Dalian Maritime University.

1.1 The quality derives from the principle of the older generation of Dalian Maritime University graduates.

Dalian Maritime University attaches great importance to quality. Offering quality product and educating talents is the goal of Dalian Maritime University ever since its establishment. The outstanding quality has become the core competencies of Dalian Maritime University, and the basis for continuous development.

1.2 The quality comes from the hard work.

In order to insure the consistent quality, Dalian Maritime University increases the investment in basic facilities and the experiment equipments year by year. At the same time, it introduces the overall quality management system into the students' whole process of development. From enrollment, education and training, quality control and investigation with graduate students, each link is to guard a pass to the work quality strictly, and to succeed to pass the ISO9001 Quality Control System, the Quality Control System of the seafarer education and training of China MSA. These authority attestations not only provide the standard of operation norm to pursue perfection continuously and to promote the quality management, but also impress each member of Dalian Maritime University with the concept of "Everyone contributes to quality control."

1.3 The quality lies in the consumers' satisfaction

Dalian Maritime University tries its best to ensure the best quality. It is responsible to the parents, to companies and to society. The pursuit provides a best explanation to the development of the talents of the University; and the University wins the excellent new students and good reputation in the society.

2 The change of quality in the maritime education

2.1 The change of the education quality value

The maritime education faces rigorous challenge of "the quality culture" construction. It is the core issue in maritime education reform and development, which is different from elite education. The quality of maritime education is a concept of many dimensions. It should cover the understanding of teaching quality, research quality and the social service quality etc. The quality of maritime education is an unite of subjective and objectivity, relativity and absoluteness, Abstractness and concreteness. Maritime education quality evaluation has already headed for body diversification, object diversification and standard diversification.

2.2 The change of cognition of university product.

The product of the university was once thought as "student", and the students' quality was the

quality of the university. The product of the university is special. It is “the comprehensive exaltation of students’ knowledge, ability, morals quality and psychological and physical health...etc.”.

Organizations of all scales produce and provide products, and the products of university are the result of education.

In addition, ever since China joined WTO, education has attracted the attention of the society as a branch of service trade. The openness of education will extend gradually, and China will join in the international education system and international education competition. The opening of education, market includes that: The education is brought into the category of service trade; We will open our education market; and education is a kind of business existence. The risk that education service trade brings to education should be judged from the aspects such as student enrollment, funds, market standard provided by multinational trade, qualification attestation, credit transformation, quality control and attestation, transfer of professional talents and culture blend, etc. This also provides more space and background to better understand the special points of university products.

3 Quality control and the quality cultural construction

3.1 The quality culture is an important software and a part of the university culture

The “people-oriented” quality culture is one of the competitiveness the university. The campus culture has already become the important standard by which high school graduates choose universities. This standard lies in university quality culture. The talents competition of Dalian Maritime University is a competition under the international background. Universities must regard quality as life in order to survive in the competition. Free competition of market system and the principle of “survival the fittest” have enhanced value that universities put on quality.

3.2 The core and the content of the university quality culture

The quality culture is an important part of university culture." Quality" is to satisfy customers and "culture" is common value and behavior patterns. The quality of the graduates is the core body of the university quality. The university quality is a culture itself, a working way and attitude. It requests us to do everything from the customers’ needs, to pursue excellence and perfection. The core of the quality culture should include the following:

.1 The customer drive

It is necessary to make clear who is the customer. The customers of university are parents, students and companies. We should set up the principle of serving our customer. All the work must be customer-oriented, and the performance evaluation should base on customer drive.

.2 Constant improvement

The view of customer drive determines that every process asks for constant improvement, because customer needs are always dynamic. Employee must keep a sharp eye on the existing process and believe firmly in "long-lasting improvement".

.3 Pursuit of outstanding

Regardless to zero blemishes or other management modes, its essence is to pursue outstanding.

.4 People-centered

The quality culture is shown in employees' behaviors. Therefore, it is not an empty concept, but a behavior pattern. A high university staff member must be aware of who my customer is, what is my customer's needs, and how I can exceed the customer's expectation, How to make customer satisfied? How to outrun the expectation. These questions seem simple, but they can project the strength and determination of a university in its quality construction, and reflect the core value of university culture.

3.3 Establish the quality culture to create the core competitiveness

Establishing the quality culture is of great importance for a university to promote the competitiveness and carry out constant development. Therefore, it is of great significance to analyze quality culture, explore quality construction, and provide reference for university quality culture. Education management experts holds the same opinion in establishing quality culture, that quality culture needs the push from leadership; quality culture needs training; quality culture needs a long construction process. There are several key points to be discussed:

.1 The quality culture and leadership

In some sense, quality culture can show the concept of university leadership. Therefore, in the establishment of quality culture, the push from the management level determines the actual results of quality culture.

.2 The quality culture and prize and punishment system

The change of the culture begins from the change of attitude. Besides education, another way to change one's attitude is the strict prize and punishment system, which is a key point in establishing and keeping a good quality culture.

.3 The quality culture and quality management system

The quality culture is the existence environment for quality management system. A sound quality management system is the solid guarantee of the enforcement of quality culture.

.4 The quality culture and teamwork spirit

Strictly speaking, teamwork spirit is an aspect of quality culture. In the establishment of the quality culture, teamwork cooperation can make the staff understand that the quality is the result of teamwork, and the quality system will work with the effort of teamwork.

.5 The quality culture and quality tool

The quality culture and the quality tool are like soil and sowing machine. An excellent university will make best use of "fertile fields" and "sowing machine" to sow outstanding seeds and to win reputation. Good quality culture and quality improvement mechanism should complement each other, and work together to push the university's development.

4 Quality construction as the core strategy of university development

4.1 Enhance the ethics consciousness and social responsibility of the university

In the Policy on the Reform and Development of Higher Education, UNESCO equalizes the three concepts “internationalization” “adoption” and “quality”, and regards them as three majors aspects in higher education reform and development. An important social responsibility of a university is to solve the contradiction between the university and consumers. Experts think that on one side university quality management system must meet the requirements of international standards, and obtain the license from authorities; on the other, university should meet or even exceed the satisfaction and expectation of parents, companies and the society.

At present, social responsibility of the university has become a key point in university performance evaluation. Therefore, education institutions are aware that good reputation of the university has already exceeded talents training itself, and it has risen to the standard of sharing cultural achievement with the society.

4.2 Enhance "enhancing quality" consciousness

“Enhancing quality”, refers to the constant enhancement of the quality and standardization of a university in the process of competitiveness enhancement. It is a guidance and creativity in the pursuit of excellence.

The development in technology pushes forward the development of human society, and the living standard and demand level of people keeps rising. This has proposed even stricter requirements for the development of universities. It urges university to pursue perfection and provide the products that exceed the customers’ expectations. So the university can keep its edge and survive in the competition.

Therefore, many excellent universities consider “Enhancing quality” as the core in quality construction. And the best quality is a constant improvement process.

4.3 Raise the person's consciousness on quality

A typical point both home and abroad on university quality culture is that quality culture is the common value and belief among the university staff in order to achieve the goal of quality development. The quality culture consists of surface layer, intermediate layer and core layer. The first is the material layer, namely surface layer. It includes the facilities and environment of the quality management. The second is system layer, namely intermediate. It represents various regulation system, the morals norm and employee's behavior standards of special features. The third spirit layer, namely the core layer is the employees’ consciousness on quality, which is the core of quality culture.

The spirit layer determines the material layer and system layers. Once formed, the spirit culture will be stable. Therefore, spirit layer must be emphasized in establishing university quality culture, which is the training and strengthening of one’s consciousness on quality. Any advanced management or regulation will not work properly without staff’s active and positive attitude, a quality management environment and sound quality culture.

Therefore, we can draw the conclusion that it is of great significance to enhance quality culture consciousness in order to build up excellent university culture, improve university management and enhance a university's overall competitiveness. I believe that along with development of quality consciousness, university ethics and university social responsibility, the quality consciousness of the whole society will enhance.

There is still a long way to go in establishing quality culture. Facing the severe market competition, the quality culture is the only way for university to win the competitors and realize constant development, to win the customers and the market, and to win the reputation as well as benefit. Dalian Maritime University aims not only to raise the quality of maritime education, but also in many other related fields such as maritime law and ocean logistics management etc. Dalian Maritime University will play an even more important role in the world shipping industry through the exchange and cooperation with other universities all over the world.