Research on the Cultivation of Professional International Talents Based on Local Characteristic Tourism Development

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Abstract. With the development of tourism, the prospect of tourism resources with local characteristics has become an international tendency, and in recent years has become a hotspot of tourism development. On the basis of expounding the development status and hotspots of local characteristic tourism, this paper probes into the training mode of international tourism English talents, aiming to enlighten and draw on the experience of the development management and professional talents training of local characteristic tourism.

1. Introduction

Local featured tourism, as the name implies, just focus on the local characteristics in the tourism areas, and it can dig out the attractive tourist spot, such as Suining in Sichuan province, with its obvious advantage of location and the convenience of traffic facilities, the abundant human resources, the green environmental protection of resources by tourists favor, in recent years, the model of development is also more and more concerned by people. After the splendid development, this city has made great achievements in development and construction.

2. Organization of the Text

2.1 The Impact of the Local Tourism Development

The people need the leisure entertainment, especially the tourism and leisure activities, the connection between a city's development and the local tourism industry is closely, and became a leading industry department of the local economic growth point and consumption spots. A good tourism environment need the sustainable development, and the essential investment, the more we need to do just combing with the actual situation of regional development and local social culture, establishing a more attractive tourist city.

As an important new labor-intensive industry, tourism plays a vital role in solving the problem of employment of labor force and makes great contributions to the society. Tourism needs the type of talents is varied, the technical requirements of the half of the workers are not so high, therefore, it can provide more opportunities in jobs and make positive contribution for social stability. At the same time, the influence of tourism on the local economy is significant, the huge economic income and good social benefits can promote commercial consumption, accelerate economic growth, optimize the industrial structure division, and so do the other local related industry.

2.1.1 Be Accepted by the International Market

First, Suining is recognized and accepted by more and more tourists, including the international friends around the world. Especially, the unique urban business card, just added more influence of internationalization to the city. "The Global Green City", "The International Garden City", "China Excellent Tourism City", "National Civilized City" etc. all the urban business card, just show itself of "Blue Sky, Green Land, Clear Water" of the city, and attracts numerous tourists both at home and abroad.
2.1.2 Concerned by Relevant Government Departments

In recent years, the city has hosted various high-profile foreign affairs activities, such as "The Third International Conference on Logistics Development (The Fourth China (Sichuan) International Logistics Expo in 2016", "The Green Development Science and Technology Innovation Conference in 2018", "Suining International Marathon in 2019" etc. All the international activities, plays an important role of policy to the development of local tourism characteristics.

2.2 An Analysis of the Tourism English Teaching in Vocational Colleges

In the first place, influenced by traditional teaching mode, the internal tourism professional English teaching of vocational colleges and universities still adopt the way of teachers' classroom teaching materials about solution, for the practical application and oral attention degree is not high, caused the teaching pattern malpractice cluster its times, tourism English is practical, at present, although the vocational colleges on the cultivation of talents are experimenting with engineering knot, highlight the professional skills and emphasis the practical ability, but most still in groping stage. The tourism English should applied talents cultivating standard on professional skills of the new model. So, to improve the teaching quality, cultivate conforms to the social development, tourism English compound talents has become the key point in the end, the teachers in the internal college is not composite professional background, it is single English major or tourism major, lacks of the tourism professional knowledge in the teaching or the English professional knowledge, most teachers are still affected by the traditional professional teaching thoughts, can't timely change in terms of teaching concepts, and then reduce the tourism English teaching of practicability.

2.2.1 Mastering the Basic Professional Knowledge

The employment orientation of students majoring in tourism English in higher vocational colleges is mainly related to tourism or business, which requires solid professional knowledge. These professional knowledge include the hospitality service etiquette, skills and management, psychological quality of tourism practitioners, but also need to have the ability to respond quickly, so that in the event of emergency can be timely and properly handled.

2.2.2 Focus on Language Communication

Tourism related personnel, language communication is inevitable. As for tourism English, it involves many professional terms such as hotel, tourism insurance and introduction of scenic spots, while students majoring in tourism English need to have both Chinese communication skills and good English foundation. In the practical work process, tourism English major students need to have good listening, speaking, reading and writing skills. Only in this way can we meet the demand of the international tourism market, and can we express our ideas accurately and introduce the culture of scenic spots.

2.2.3 Making Good Use of Cross-Cultural Knowledge

A typical job for an English major in tourism, such as an English tour guide, involves the introduction of the culture of the scenic spots, the explanation of different local customs, and the understanding of the cultural differences between China and the west, all of which require the guide to be familiar with. On the basis of full understanding, also need to be able to speak in English and Chinese. Especially in English explanation, must be familiar with the cultural connotation, and can accurately express the actual meaning, this needs a long time to cultivate.

2.2.4 The Cultivation of Comprehensive Quality and Ability

Tourism English majors are required to cultivate senior technical applied professionals with good English foundation, tourism professional knowledge and ability to organize activities, who are competent in guide translation, tour leader, travel agency management and other foreign-related work. In addition to good English language expression ability, strong ability of organization and strain, still need to master the practical writing, English newspaper reader, Chinese history and culture, Chinese tourism geography, tourism policies and regulations, basic knowledge of tour guide, tourist attractions,
travel agency business trainee, guiding practice, etc., and the main features of each school curriculum and the practice. Travel agencies and other tourism enterprises reception departments, domestic airport aviation services.

2.3 Measured of Training English Talents in International Tourism

Based on local characteristic tourism development, it is imperative to train the English talents in international tourism, combining the facts, just list more analysis as follows:

2.3.1 Attaching the Great Importance to Theoretical Knowledge and Practice

Throughout the current tourism English talent cultivation goal, only a small portion of tourism English major in higher vocational college pay special attention to the theoretical knowledge, attach importance to the practice, but still have a lot of school personnel training scheme orbital, or only pay attention to consolidate the theoretical knowledge, or too much emphasis on practice, the organic combination of theory and practice of teaching. As the tourism professional, English teachers should fully realize that China is going to the center of the world stage and English plays an important role in the tourism industry. Higher vocational school of tourism as a professional teacher, should actively and unit of choose and employ persons, as much as possible to create enough internships for students in holiday, make the student real into actual tourism activities, let the student fully to realize under the new situation, the importance of English for their major, and want to know, the contemporary tourism professionals have any requirements on the English language. Our country's higher education and vocational education has difference in nature, the former pays attention to the professional course in the role of the whole higher education system, which focuses on training high ability and professional skills with professional talent, and tourism English as a specialized course, but also can not get a lot of school leadership, so it requires a lot of school leadership should adjust state of mind, actively looking for internships for students space, linkage between higher vocational colleges and promote the cultivation of specialized tourist talents with practical effect.

2.3.2 Innovate Diversified Teaching Mode and Adopt Situational Teaching to Make Students Have Higher Participation

English communication in tourism activities has a strong purpose and professionalism. Therefore, tourism English teachers should break through the traditional teaching mode in class and adopt the situational teaching mode with strong interconnectedness with reality, so that students can truly realize the positive role of English as a compulsory course for their major and their future employment. In addition, it is necessary to recognize the current and future development of China's tourism industry, which can not only fully arouse students' enthusiasm and initiative in learning, but also improve the quality of tourism English teaching and improve students' employment rate. In the teaching process, teachers should also pay attention to the importance of tourism English at the same time, but also to constantly consolidate and strengthen the students' grasp of language and related cultural knowledge, so as to improve the overall quality of students.

2.3.3 Improve the Faculty and Enhance the Overall Professional Quality of Teachers

There are essential differences between tourism English teachers and ordinary professional English teachers. The former is oriented by students' employment, while the latter is based on students' quality. In particular, the in-service teachers are limited by the hardware and software conditions. Some teachers of tourism major are taught by ordinary English teachers, so the learning efficiency of students cannot be guaranteed. Therefore, on the one hand, we should fully realize the characteristics of vocational high school students, such as "weak foundation, less vocabulary, less oral practice", pay more attention to the inculcations of basic knowledge in teaching, and strengthen the practice of oral English. On the other hand, improve the professional quality of teachers. It is required that teachers of tourism English major should fully understand the culture, local conditions and customs of each country, and actively expand their horizons, so as to improve their quality and ability, and strengthen their ability to apply professional knowledge. The best requirement is that tourism English professional
English teachers should have some practical experience, can really do in teaching theory and practice in combination.

2.3.4 Make Full Use of the Training Mode of Vocational College and Vocational Education for Tourism English Major

The vocational education system is mainly to determine the training objectives of vocational skilled talents and employment-oriented curriculum system. This two-way oriented education mode is worthy of the training mode of tourism English professionals in higher education. As for vocational education, it mainly cultivates students' comprehensive ability based on English and tourism professional ability, which is essentially to analyze, think and solve various problems in tourism activities by using various relevant knowledge. At the same time, vocational education in the development of professional curriculum system, focus on how to make students after graduation with the fastest speed to adapt to the society and work. Therefore, it requires students to have the basic skills of listening, speaking, reading, writing and translating in the three years of study. Besides, they should also focus on the training of vocational ability of tourism, so that students can quickly put themselves into work within a short time after graduation.

2.3.5 Position the Objectives of Talents Training

The training of English talents in international tourism plays an important part of the market orientation, especially we should pay more attention to improve students' professional ability (Practical application ability). In the process of professional tourism English talent training, the cultivation of English professional ability should be taken as the core of tourism English talent training, and should be gradually transformed from a single talent post ability training to a group of talent post ability, and the students' comprehensive professional quality and innovative employment ability should be continuously cultivated while strengthening special ability. In the process of cultivation, we should also pay attention to constantly adjusting and improving the cultivation program of professional English talents, so as to ensure that the cultivation of professional ability of talents always meets the needs of local economy, industry development and internationalization.

2.3.6 Optimize the Teaching Contents and Methods

To optimize the curriculum system of professional English, we need to consider not only the demands in the market, but also the demands of vocational positions, reflecting the unique characteristics of posts, and pay attention to the cultivation of practical English contents. In the process of optimizing course structure system, also need to optimize the teaching facilities, increase the professional English teaching faculty, keep up with times, improving the backward education method. For example, when we use the situational teaching methods, just making good use of travel agencies, hotels, and scenic spot teaching methods, simulation in the tour guides’ explanation in real professional post, the hotel lobby service and room service training, etc., In this way, the teaching quality can be improved.

2.3.7 Develop Textbooks Based on Local Characteristics

Many teaching materials of tourism English do not really reflect the local conditions and tourism characteristics. It is also a trend to develop teaching materials with local characteristics and apply them to practical teaching. In the professional English teaching reform, changing the teaching materials, strengthen the development of characteristic teaching materials, to modernize the teaching material application, to push the change process of some teaching materials with local characteristics and to increase efficiency, The use of the featured textbooks can not only demonstrate the process and language skills of professional English tourism work, but also mobilize students' senses from various aspects, so as to obtain relevant knowledge information from multiple channels and strengthen students' mastery of professional knowledge and skills.
3. **Summary**

The development of tourism plays a vital role in the growth of national economy and the construction and development of tourism based on local characteristics will expand its international influence. Cultivation in the service of local regional economic development of the tourism English talents, on the one hand, higher vocational colleges need in university-enterprise cooperation platform, give full play to the advantages of both sides, integration of resources, and make good use of the enterprise of professional environment, fully make students get professional training and to develop, on the other hand, in the teaching system, teaching contents and teaching mode reform and teachers' quality, to post requirement as the goal, to strengthen the English oral expression, the use of tourism knowledge, to fully grasp the local tourism characteristics, patterns and more tourism resources, can truly improve the whole quality of the internationalization of professional tourism talents and professional competence, To train qualified personnel for regional economic development, Therefore, it is necessary to strengthen the training of tourism talents, provide more available star talents for the development of tourism, and improve the comprehensive quality and ability of talents.

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**References**


