Study on the Training of Tourism English Talents in Suining Higher Vocational College

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Abstract. Suining is actively promoting the development of tourism industry. The main channel of training tourism English talents in Suining is implemented by tourism English major in Sichuan Vocational and Technical College. The development of Suining's tourism industry and the construction of famous cultural tourism town have put forward new demands for tourism English talents. In the face of this new demand, there are many deficiencies in the current training mode of tourism English talents in Suining. Based on the needs of tourism industry in Suining, this paper puts forward some suggestions to improve the training mode of tourism English talents in Suining, Sichuan.

1. Introduction

Suining has a long history and beautiful scenery. As a tourist city, it has both natural resources and human resources. In 2017, Suining Municipal government issued the Implementation Opinions of Suining Municipal People's Government on Promoting the Reform and Development of Tourism. The opinions pointed out that Suining is currently in the process of building a famous tourism town, emphasizing that Suining should "improve the tourism service and expand the tourist target market". This means that Suining needs a group of talents with strong professional ability and high comprehensive quality, and can accurately meet the needs of tourism development in Suining. The training of tourism English Majors in higher vocational colleges serves these needs. Based on the current situation of the training of tourism English talents in Suining higher vocational colleges and the specific needs of Suining tourism industry, this paper puts forward some suggestions for improving the training mode of tourism English talents.

2. Organization of the Text

2.1 The Current Situation of Tourism English Talents Training in Suining Higher Vocational College

Tourism English refers to the English major with tourism management as its characteristic application direction. It mainly cultivates English talents to meet the needs of tourism and hotel management. At present, there are mainly two vocational colleges in Suining, namely Suining Vocational and Technical College and Sichuan Vocational and Technical College. Among them, only Sichuan Vocational and Technical College offers higher vocational education of tourism English, so the education of tourism English talents in Suining vocational college are mainly undertaken by Sichuan Vocational and Technical College.
2.1.1 Curriculum of Tourism English Major

At present, the main teaching contents of tourism English major of Sichuan Vocational and Technical College are based on the "Management Measures for Specialties in General Higher Vocational Education (Junior College)" and other documents formulated by the Ministry of Education, and their own teaching standards and content outline are designed. The teaching content is divided into three categories: public compulsory courses, professional basic courses and practical learning courses. The teaching contents of tourism English are embodied in the basic courses and practical learning courses. Among them, professional basic courses include basic English, applied English, English literature and other English training courses, as well as tourism management, hotel management, professional etiquette and other tourist skills. The practical courses are mainly carried out by the tourist enterprises that have cooperated with the college. The teachers lead the students to the enterprises to practice for 3-6 months. During the practice, the practical teaching is completed by combining the opinions of the enterprise managers and the guidance of the leading teachers.

2.1.2 Training Objectives of Tourism English Major

According to the relevant guidance documents of the Ministry of Education, the tourism English teaching and research office of Sichuan Vocational and Technical College has formulated its own training objectives for tourism English major, mainly including the following three points.

First, cultivate talents with both ability and moral integrity and all-round development. As higher vocational education unit, tourism English major should first make it clear that in the process of cultivating talents, we should insist on putting the moral education of students in the first place and the overall development of students in an important position. While cultivating talents with professional knowledge and skills of tourism English, we should also cultivate talents with good moral and professional ethics.

Second, cultivate talents with excellent professional quality and strong practical ability. Compared with the undergraduate English education, which cultivates application-oriented talents, the higher vocational education of junior college should pay more attention to the practical ability of talents. Therefore, the talents training of tourism application specialty should not only help students to establish solid professional basic quality, but also pay more attention to training students' practical ability, so that excellent practical ability can become students' advantage.

Third, cultivate talents who can meet the needs of industry development. At present, with the rapid development of China's tourism industry, the demand for talents changes with the development of the industry. The training of tourism English talents should accurately grasp the development and change of the industry, and cultivate talents who can adapt to the development of the tourism and meet the latest needs.

2.2 Characteristics of Demand for English Talents in Suining Tourism

At present, the tourism service industry has become a new economic growth in China. In addition to a large number of domestic tourists, more and more international tourists are also swarming into major tourist attractions all over the country. China is gradually becoming the main tourist destination in the
world. In recent years, Suining has increased the efforts to promote the development of its own tourism industry, and also accelerated the construction of famous tourism towns. Through the communication with the relevant employees of Suining tourism industry, this paper summarizes the new characteristics of the demand for English talents in Suining tourism industry.

2.2.1 In Shortage of a Large Number of Talents with Both English Ability and Tourist Service Skills

In the development of tourism, the demand for English talents is not only on the ability of English-Chinese translation, but also on the tourist service skills such as tour guide service skill, questioning and answering skill and dispute resolution skill. This puts forward higher requirements for the communication skills and service ability to the reception staff.

To the foreign service receptionists, they not only need to be proficient in communicating with foreign guests, but also need to be able to better communicate with local residents, traders and managers, and be able to assist foreign guests to complete cross-lingual communication. The receptionist should be able to answer accurately and appropriately, should have a certain ability of conflict mediation and dispute resolution in the process of tourism. These demands constitute the main content of the comprehensive ability of tourism services.

2.2.2 In Shortage of a Large Number of Talents with Both English Ability and Management Skills

The development and upgrading of the hotel industry is an important part of the development of Suining's tourism industry, and the reception and service of the hotel service industry to foreign guests is also an important part of reception. In the past, English talents in hotels were only responsible for the communication with foreign guests, but in recent years, hotels that host foreign guests need more English talents to undertake the management work of hotels. Because each hotel hopes to further improve its hotel management and service level in Suining's foreign tourism development, and upgrade itself into international level. In addition to being able to communicate with foreign guests, English talents often have a certain degree of international vision, so the hotel hopes to cultivate more tourist English talents to enter the management team of the hotel.

Specifically, in the demand for tourist English talents, the hotel industry needs tourist English talents to have a certain degree of management skills and concept on the basis of having a high level of English communication, and to have a forward-looking and international perspective to help the hotel achieve the improvement of management.

2.2.3 In Shortage of a Large Number of Talents with Cross-cultural Communication Ability

At present, Suining’s requirements for tourism English talents not only help foreign guests communicate with local people, but also need tourism English talents to achieve smooth cross-cultural communication. In the construction of famous tourist towns, Suining attaches great importance to the promotion and dissemination of local traditional culture through tourism. For foreign visitors, guide reception is no longer simply to introduce the characteristics of scenic spots, but also to convey the
historical and cultural details to foreign visitors. This puts forward higher requirements for the intercultural communication ability of tourism English talents.

2.3 The Deficiency of Training Tourism English Talents in Suining

Based on the analysis of the development of Suining tourism industry and the observation of the current situation, this paper holds that there are still some deficiencies under the current background of the times.

2.3.1 Insufficient Linkage between Classroom Teaching and Practical Teaching

As mentioned above, the training of tourism English talents in Suining includes professional basic courses and practical courses. Professional basic courses conduct basic knowledge such as applied English and tourism management, and practical learning exercises students' application ability of professional skills. From the perspective of the latest theoretical achievements in the cultivation of the number of people using English in China, classroom teaching and practical teaching should be more closely linked. The content of classroom teaching is the professional knowledge foundation of practical teaching, while students often have new doubts in practical teaching, which needs to be brought back to the classroom teaching environment to find a solution. To some extent, it exposes the problems existing in classroom teaching, which also needs to be fed back.

However, in terms of the current situation of tourism English Teaching in Suining, there is no necessary connection between classroom teaching and practical teaching. After students participate, there is no further classroom teaching training plan to help them solve their doubts, and the educational role of practical teaching has not been fully played. At the same time, the problems of students' professional basic knowledge reflected in practical teaching have not been fed back to classroom teaching, so the education level of classroom teaching cannot be improved.

2.3.2 Practical Enterprises are Relatively Insufficient

The practical part of tourism English talent training is realized by the enterprises. Students participate in the daily work of enterprises and exercise their ability. However, the current practical enterprises are relatively insufficient, most of them are in the hotel service industry, and the ability training that students can obtain is relatively single. As far as tourism English major is concerned, it is necessary to cultivate students' abilities in tourism management and service, hotel management and service, etc. If the practical enterprises are mostly concentrated in the hotel industry, the ability that students can get is only the hotel service management ability. For other abilities needed in tourism service and management, it is difficult to get.

2.3.3 The Goal of Teaching and Training Does Not Meet the Needs of Industry Development Accurately

As mentioned, in the process of rapid development of tourism industry in Suining, especially in the construction of famous tourism towns, new requirements are put forward to tourism English talents. One of the training objectives of tourism English major is to cultivate talents to meet the development
needs of tourism industry. However, at present, the training of tourism English talents in Suining does not meet the needs of industry development accurately.

The development of Suining tourism needs a large number of English talents with comprehensive tourism service skills, tourism management ability, especially hotel management ability and cross-cultural communication ability. At present, Suining pays more attention to the cultivation of English ability. There is an obvious absence in the cultivation of the ability of dispute resolution in tourism service and international management vision in hotel management. Even in the process of English ability training, there is a lack of effective and targeted cross-cultural communication ability training. From this point of view, the training of tourism English talents in Suining has not achieved the training goal to some extent.

2.4 Strategies for Improving the Training Mode

Based on analysis of the characteristics of the demand for tourism English talents in Suining and the existing problems in the training mode, this paper attempts to put forward the strategies to improve the training mode.

2.4.1 Increase Practical Teaching Units in Different Industries

We should establish teaching cooperation with more tourism enterprises and tourism institutions in different industries. Besides hotel enterprises, the practical learning should also be implemented in tourist attractions, large-scale travel agencies and other institutions which in direct contact with tourists. In line with professional development, students can choose their own place of practical learning, so as to obtain different opportunities. In this way, practical teaching of tourism English can train talents with different practical abilities.

2.4.2 Add Professional Elective Courses for Service Ability and Management Ability

We should add basic courses about dispute resolution and two-way communication in the process of tourism, management skills and thinking in hotel management, etc., in order to meet the needs of the development of tourism. The reason why the training of tourism English talents in Suining does not meet the needs of practice precisely is that they do not understand the changing characteristics of the needs of practice. At present, this paper has a relatively clear understanding of the specific needs of tourism for talents. Therefore, in order to achieve the teaching objectives better, the author believes that in the professional basic courses, we should add special courses to train students' special quality and ability, so as to meet the needs of the tourism industry. Such special courses should be in the form of professional elective courses. Students can choose tourism service courses or hotel management courses according to their own professional development needs.

2.4.3 Improve the Linkage between Classroom Teaching and Practical Teaching

Improving the linkage between classroom teaching and practical teaching can improve the level of classroom teaching and maximize the role of practical teaching. First of all, after the practice teaching, we should continue to arrange a certain number of classroom teaching, so that students have the conditions and opportunities to solve their doubts in practice learning under the professional guidance
of teachers. Secondly, the leading teachers of practical teaching should understand the problems of students and form feedback reports by observing the students and communicating with the managers of practical teaching units, so as to help the classroom teaching plan to be further improved.

2.4.4 Pay Attention to the Cultivation of Cross-cultural Communication Ability in English Teaching

The ability of cross-cultural communication is not only an important demand for the development of Suining tourism industry, but also for the dissemination and promotion of local traditional culture through the tourism industry. The ability of cross-cultural communication is embodied in the cultivation of English basic ability. English teachers of tourism English major should focus on the cultivation of cross-cultural communication ability and design targeted teaching plans in combination with the results of relevant theoretical research. If necessary, targeted courses can be added.

3. Summary

At present, Suining is vigorously promoting the development of the tourism industry. It not only puts forward the quantity demand for tourism English talents, but also puts forward the quality demand for tourism English talents. The development of Suining's tourism industry requires comprehensive practical English talents with tourism service skills, hotel management skills and cross-cultural communication skills. However, in the process of training tourism English talents in Suining, there are some problems, such as insufficient linkage between classroom teaching and practical teaching, relatively insufficient practical teaching units and lack of accurate linking of tourism industry needs. Therefore, this paper proposes that in the process of training tourism English talents, we should increase practical teaching units in different industries, increase professional elective courses, improve the linkage between classroom teaching and practical teaching, and focus on improving students' cross-cultural communication ability in English ability teaching. Through such measures, we can make up for the lack of tourism English talents training in Suining, and better meet the needs of tourism industry development.

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