

Research on Tourism English Talents Cultivation based on Innovation Training Objectives

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Abstract: With the rising of the tourism industry, the high-quality and high-level tourism practitioners and the tourism market demand are not balanced. Undergraduate colleges should rationally adjust the tourism English curriculum, highlight the application, reconstruct the curriculum system, deepen the practice teaching reform, and strengthen the teachers team building, promote the reform of tourism English talent training mode based on innovation training objectives, and establish a long-term mechanism for school-enterprise cooperation, so that undergraduate tourism English talent graduates can better adapt to employment.

1. Introduction

The Outline of the National Medium- and Long-Term Education Reform and Development Plan (2010-2020) points out that the current structure of higher education in China still needs to be optimized, and the quality of teaching still needs to be improved. "Students adapt to society and employment and entrepreneurship are not strong, innovative and practical." Comprehensive talents are in short supply", and should optimize the discipline, type, and hierarchy of disciplines, promote multidisciplinary integration and integration, and focus on expanding the scale of innovation, compound, and skilled talents.

In the face of the rising demand of the tourism market, the tourism industry urgently needs comprehensive talents with professional theoretical knowledge base, good work practice ability and high service quality. As a trainer of higher education, it is important to establish a professional and innovative talent training model that is oriented to the needs of the profession, focuses on the cultivation of practical ability, and combines production and education. Judging from the current human resources situation in the tourism industry: On the one hand, there is a lack of high-level management personnel in the industry. On the other hand, college graduates with a large number of tourism English talents are not aware of the tourism industry, and their employment orientation is not accurate. They often quit job and cannot work stably. In addition, China's undergraduate tourism English talents are not able to operate at work. Therefore, quite a number of tourism enterprises are reluctant to consider employing high-educated students. This makes the tourism management college graduates in an awkward position.

2. The Theory of Tourism English Talents Based on Innovation Training Objectives

Tourism English talents are a high-level innovative guide and hotel that focuses on cultivating the basic knowledge, basic theories and basic skills necessary for foreign-related tourism and hotel work, understands the basic laws of foreign-related tourism business, and possesses the comprehensive quality and ability to engage in foreign-related tourism work. Management talent.

Based on the goal of innovation and training, the tourism English talents are based on the "employment-oriented, ability-based" model, and implement the "school-enterprise cooperation" school-running model, fully creating conditions for the training and professional skills training of tourism English talents, and exerting the ability of tourism English and tourism. Professional skill. It

highlights the professional ability of students, can successfully complete business communication with customers and colleagues, and demonstrates a high level of service ability to meet the needs of the tourism industry market.

The innovative talent training mode is based on cultivating technology application ability, aiming at optimizing students' knowledge, ability and quality, and setting teaching content, curriculum system and diversified evaluation system according to the industry's own structural characteristics and actual market demand. Teaching methods highlight the characteristics of practical teaching.

Facing the relationship between the market demand of related tourism industry such as hotels and travel agencies and the employment imbalance of tourism English talents, we will cultivate a high-quality tourism English career based on innovation and aiming at the employment-oriented and adapting to the needs of the tourism industry. Personnel has become an issue that needs to be solved at present.

3. Overview of Professional English

Professional English is different from ordinary English. The characteristics of English content are more obvious. It is a kind of English with certain professionalism, particularity and specificity formed by various professional knowledge, behavior habits and industry norms. Tourism professional English refers to the special English that is suitable for the development of the tourism industry and meets the needs of the post tourism profession. It is a basic English-to-professional transition, and can combine professional knowledge and language application. Its purpose is to let students the professional field effectively uses English to communicate and handle various professional work matters freely.

In professional English, it can be divided into two types: professional terminology and professional working language: one is the terminology, which is a vocabulary with certain special characteristics in English and easy to display professional content; the other is professional Working language, the language used in professional work, which is suitable for the language of the profession, and consists of vocabulary and grammar. In professional English, different approaches are used for content learning for both parties. Taking the processing of professional terminology as an example, first of all, when dealing with absolute new words in professional terms, the general new words appear in English articles, which will be directly displayed, and the actual meaning of the new words will not be explained. There are more vocabulary nouns of this type. Secondly, when dealing with relative vocabulary in professional vocabulary, compared with absolute new words, not only the number is more, but also the actual meaning is heavier. The meaning of relative words is more abundant, and there are certain rules in the way of word formation. They usually have a close relationship with the words they have learned. When learning relative words, if you can master the method of English word formation, you can deal with them. Good relative words encountered when reading articles.

In the professional English learning of tourism, it is not only the professional terminology vocabulary and professional working language, but also the professional work standards and professional knowledge that can affect the professional English learning effect of students. Therefore, it is necessary to learn professional English articles. The study of professional English articles is conducive to students' ability to analyze, interpret and translate the structure of the article, and also helps students improve their practical application of English. Therefore, in professional English teaching, educators often use a large number of articles to read, to improve students' English learning ability and professional English mastery.

4. Training International Tourism English Talents

The training of international tourism English talents needs to pay attention to the guiding role of the market and attach importance to improving students' professional ability, that is, practical application ability. In the process of professional tourism English talent training, the cultivation of

English professional ability should be regarded as the core of the training of tourism English talents. It is necessary to gradually shift from the single talent position training ability to the talent position group ability, and continuously cultivate students when continuously strengthening the special ability. English comprehensive professional quality and innovative entrepreneurial and employability. In addition, especially in the training of professional travel English talents, it is necessary to make talents satisfied with market changes and needs, and to ensure that the training of professional English talents meets the market's leap-forward demand for talent quantity and quality. It is also necessary to pay attention to continuously adjust and improve the training program for professional English talents, and ensure that the professional ability training of talents always meets the needs of local economy, industry development and internationalization.

Optimizing the curriculum system of professional English not only needs to consider the needs of the market, but also needs to consider the needs of professional positions, reflect the exclusive characteristics of the posts, and pay attention to the cultivation of practical content of English. In the process of professional tourism English talent training, we must also pay attention to the cultivation of professional requirements and professional ethics, take the tourism background as the training scene for talents, and adhere to the cultivation principle of practical application. In addition, in the process of optimizing the curriculum structure system, it is also necessary to optimize the teaching facilities conditions, increase the teaching power of professional English teaching, continuously improve the backward education methods, and transform the educational model in the past teaching with classrooms, teaching materials and teachers as the teaching center. Students should be used as the center of teaching, and appropriate teaching methods such as discussion method, situational teaching method and item-oriented teaching should be used appropriately. Taking the situational teaching method as an example, using live teaching of travel agencies, hotels and attractions. In the way, in the actual professional position, simulate the tour guide's explanation task, hotel lobby service and room service training, etc., in order to improve the teaching quality.

5. The Status Quo of Tourism English Talents based on Innovation Training Objectives

Talent education based on innovation and training objectives is to train high-level technological innovation talents that meet the needs of the first line of production, construction, management and service. In terms of training mode, based on the needs of innovation and training to adapt to the needs of the social market, the ability to cultivate technology is cultivated. The main line involves the students' knowledge, abilities, quality structure and training programs. The curriculum and teaching content system are constructed with the main purpose and characteristics of "application", and the cultivation of students' technical application ability is emphasized.

Domestic tourism English talents are mostly opened late. Due to restrictions on software equipment facilities, professional teachers and training halls, some applied courses have not yet been opened. This has hindered the cultivation of tourism English talents. And tourism English education is not targeted, and it does not highlight the characteristics of tourism professionals.

The textbooks that meet the requirements of tourism English talents are seriously inadequate, lack of systematic updates, and the daily teaching content is only perfected by teachers' supplements and courseware. In addition, the teacher lacks practical case supplements in the teaching content, only to transfer the theoretical knowledge learned to the students, lacking vivid case cooperation.

In the teaching of tourism English talents, most teachers still stay in the traditional English teaching mode, paying attention to the practice of reading and translation, but lack of oral and listening training, and lack of students' situational drills. This has caused some graduates to be unable to adapt to changes in the environment in the post of internship and employment, and cannot meet the normal English application requirements.

Insufficient faculty for tourism English courses, lack of "double-educational" education talents. Most of the tourism English teachers in colleges and universities are usually composed of tourism professional teachers and English major teachers.

The arrangement of school practice activities will play a very important role in the student's career planning orientation. The lack of practical training courses will lead to the lack of mutual complementation between teaching and practice. It relies only on theoretical knowledge to support it. The lack of clear application teaching objectives is a common problem in the current training model of tourism English talents. The school did not communicate well with the company, provided a more systematic curriculum and teaching content, and the company failed to provide an internship platform for the school. Eventually, the graduates were poorly applied, the export was narrow, and the social recognition was low. In summary, the training model of tourism English talents based on innovation training needs to be reconstructed, combined with the training mode of education based on innovation training objectives at home and abroad, to reform the tourism English talent training model based on innovation training objectives.

6. The Significance of the Reform of English Teaching in Industry

Professional English teaching is an important direction for the development of modern English teaching. It is also an important link to promote the transformation of college English education from "test-oriented education" to "quality education". It has a certain effect on helping students to read professional articles, literature and publications. After the education reform, students will improve their ability to read professional technical English, which will help students improve their ability to obtain information from English.

As a more practical subject, professional English is not only an extension of basic English teaching, but also a course that combines practice and theory to improve the practical application efficiency of English. After the teaching reform, professional English education is more practical, can provide more high-quality talents for various industries, and has important significance for the establishment of talent teams in enterprises and institutions. In addition, after the reform of professional English education, the cultivated talents are more in line with the needs of enterprises and institutions, not only can make up for job vacancies, but also can expand employment, and play a certain role in promoting the rational allocation of human resources in China.

7. Innovative Tourism English Talents Reform

For the construction of innovative tourism English talent training mode, it should start from two aspects: mechanism and system. The training target will be adjusted to "provide the tourism industry with professional talents with technical and management potential, such as learning ability, service awareness and career development awareness". Pay attention to communication and cooperation with relevant social enterprises and institutions to make up for the shortcomings of traditional classroom teaching and actual business operations.

Appropriately adjust the semester class schedule, strengthen the construction of the practice base, improve the practical teaching system, establish a long-term cooperation mechanism with the enterprise, establish an extracurricular training system, adjust the arrangement of the theoretical curriculum and the practical curriculum, and adjust the concentrated internship from graduation to the second year of the second year. The half-semester collective internship, the rotation system in the internship process, enrich and guarantee the content of the internship, so that students understand the development of the tourism industry, market demand and problems, and encourage students to actively respond to and formulate plans to enhance their competitiveness.

Construct an innovative talent training model that combines production, learning and research. Practice has proved that the organic combination of production, learning and research is recognized as the training mode of innovative talents. It is the testing and strengthening of the research level and ability of the teaching staff and scientific research team, and it is the support and guarantee for the improvement of teaching level. The introduction of a dynamic mechanism, encourage "double-type" talents, increase the conditions for the evaluation of teachers' titles, require teachers to have industry experience and obtain professional qualification certificates.

In the past professional English teaching mode, some English teaching materials are difficult to apply to modern teaching methods, which is not conducive to the professionalism and specificity of English teaching. Therefore, it is necessary to properly replace the previous teaching materials in the reform of professional English teaching, strengthen the development of distinctive teaching materials, realize the application of modern teaching materials, and continuously promote the adaptation process of some local textbooks and improve the efficiency of use. At the same time, you can also use the three-dimensional textbook, which integrates image, animation, text, graphics and sound, creating a dynamic English learning environment for students, and showing work in the classroom through the use of advanced technology. The position and environment make the teaching content more intuitive and stereoscopic. The use of featured textbooks can not only demonstrate the process of professional English travel work and language use skills, but also mobilize the senses of students from multiple parties, so that students can obtain relevant knowledge information through multiple channels, and strengthen students' mastery of professional knowledge and skills. In addition, in the construction of three-dimensional tourism English textbooks, you can increase the teaching resources of electronic lesson plans, teaching counseling, online courses, courseware and test questions, and enhance the power of professional English tourism teaching resources hardware equipment.

8. The Teaching Status of Professional English

At this stage, due to the lack of relatively mature professional English textbooks in professional English teaching in China, and most of the textbook content comes from the original research content of foreign textbooks and some publication articles, which does not meet the actual teaching needs, it is difficult to guarantee the quality of teaching. At the same time, in the process of learning, there is still no auxiliary, professional English teaching and training software suitable for teaching materials, which cannot provide good teaching conditions for education. Taking international tourism professional English as an example, due to the short development time of China's international tourism industry, it has not yet formed a good system structure. In the development, there is a lack of talents who use tourism and tourism professional English education. Most schools choose professional English. English textbooks are mostly business English, and the content of tourism professional English is relatively small. This leads to not only the lack of talents to write relevant English textbooks, but also the lack of attention to professional English for tourism, which leads to the decline of the quality of teaching materials.

Because the professional English education system is still not perfect at this stage, the school pays insufficient attention to professional English education. At the same time, most of the teachers engaged in English education are not well educated. At the same time, some educational institutions have fewer English courses in individual industries. In the process, the selection of teaching content is arbitrarily strong, and the faculty strength is unstable, resulting in insufficient teacher resources for professional English teaching.

Under normal circumstances, when teaching professional English, still use the previous teaching methods, such as reading plus writing mode and professional articles plus article translation mode for teaching, this "cramming" teaching method is easy to reduce students' initiative. Sex, it is difficult to mobilize the enthusiasm of students, which in turn affects the quality of professional English teaching.

9. Innovative Tourism English Talents Training Model System Reform

The model of higher education talent training refers to the construction mode and operation mode of the training process adopted by colleges and universities to achieve their talent training goals. It mainly includes training objectives, professional settings, curriculum models, teaching design, training pathway models, and teaching staff. Link. The establishment of the talent training model is to optimize and reorganize according to different situations and establish a reasonable talent training model.

Scientifically formulate talent training goals based on innovation training objectives, appropriately adjust the set of tourism English courses, and highlight applied education. In the process of cultivating tourism English talents, the teaching of professional basic knowledge should be moderate, focusing on cultivating students' self-learning ability and practical operation skills, and cultivating their high-quality image of treating others.

Reconstruct the curriculum system based on the principle of “capability-based”. From the perspective of supply and demand, it is divided into two major systems: tourism management professional skills and English service application skills system. Each system can be divided into four major modules: professional basic modules, practical teaching modules, simulation training modules, and school-enterprise cooperation modules. The two systems complement each other and each module is mutually reinforcing, allowing students to receive systematic travel English talent skills during the undergraduate study phase, mastering the professional knowledge and experiencing the real corporate environment, and then for the future. Career planning lays the foundation.

10. Summary

Perfecting the training model of tourism English talents based on the goal of innovation training is a huge project. It is necessary to take correct countermeasures, continuously improve, summarize and draw on many aspects of experience. In the current era of mass tourism, the fast-growing tourism industry urgently needs high-quality skilled and complex tourism English talents to serve it. It is necessary for educators to continuously improve and improve the talent training mode in teaching practice. The college tourism English talents can make more contributions to the society and contribute to the vigorous development of the tourism industry.

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