

## Thoughts on the Training of Tourism English Professionals in Higher Vocational Colleges under the Background of Global Tourism

Xu Wenyu

Sichuan Vocational and Technical College, Suining, Sichuan, China

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**Abstract:** With China's reform and opening up and the further development of socialist market economy, people's living standards have been further improved. People pay more and more attention to culture, education and tourism. At present, the tourism industry has not yet built a talent training system that matches the global tourism development. The related industries with a high degree of relationship with the global tourism pay less attention to the global tourism talent training and pay less attention to it. The competition and pressure in the development of global tourism are increasing. The tourism market has a huge demand for compound talents who have strong foreign language expression skills and are familiar with tourism knowledge and management. Higher vocational tourism English professional education began to undertake the first-line application-oriented talent training. How to further improve the professional training level is a key issue facing the construction of tourism English major. While teaching and educating people, higher vocational teachers must also participate in certain scientific research work, enrich their teaching content, and promote the improvement of teaching quality.

### 1. Introduction

Higher Vocational Tourism English major education came into being under the background of the vigorous development of tourism industry in China and the urgent need of a group of professionals who know both foreign languages and tourism [1]. Global tourism is a new vocabulary accompanied by economic and social development. It refers to the concept of development supported by tourism industry in a fixed social area, through the optimization and integration of social and economic resources in the fixed area, to achieve the comprehensive promotion of tourism, social public services, ecological environment construction and other aspects [2]. At present, a large number of professional and technical talents with equal emphasis on foreign language and tourism knowledge are needed in the society. Under this background, the specialized tourism English education in higher vocational colleges has begun to undertake the task of training front-line applied talents. The tourism market has a huge demand for compound talents who have strong foreign language expression skills and are familiar with tourism knowledge and management [3]. All walks of life, departments and people need to participate in the whole world tour. Make full use of the various human and financial resources of the tourist destination. Higher vocational tourism English professional education is responsible for cultivating practical talents facing the front line for many foreign-related tourism enterprises, and it is related to the sustainable development of China's tourism industry.

The knowledge structure and ability structure of higher vocational talents are different from the general undergraduate level talents. They are theoretically lower than the undergraduate level, but they are more practical and applied [4]. Because it takes a long time to produce, lacks the support of relevant theories and practices, and basically adopts the traditional academic talent training mode in the talent training mode. The established talent training mode is influenced by traditional academic measures, resulting in practice and curriculum. Explain that the process is seriously out of touch, resulting in a large gap between the personnel cultivated in the later stage and the market demand. The tourism industry has turned into a high-end industry category of intangible trade exports [5]. In order to occupy the market space of Taili, relevant professional colleges and universities must strengthen the development of internal tourism management talents. Therefore, the professional

English level of tourism staff is very important [6]. With the gradual increase of influence at home and abroad, the annual reception of domestic and foreign tourists is also increasing year by year. There is a certain gap between the training of tourism English majors and the demand of tourism industry for professional talents. How to further improve the level of professional training is the key problem facing the construction of tourism English majors.

## **2. Practical Requirements for the Training of Tourism Management Professionals in Higher Vocational Colleges**

Global tourism refers to the development of a new regional tourism development in a certain administrative region or within a geographical and cultural sector, using the development concept of the post-industrial era, social participation, tourism and even leading the overall development of the economy and society. Ideas and patterns [7]. With the rapid development of China's global tourism, the development of global tourism at this stage should further strengthen the training of tourism professionals, in order to solve the urgent need for professional tourism management talents in the context of global tourism. The corresponding employment positions of the Tourism English major are the first-line work mainly for foreign-related English tour guides, foreign-related hotel service and management, travel agency management, international cruise services, and international ecological leisure island construction. The purpose of global tourism is to meet the needs of mass tourism consumers and improve the quality of mass tourism consumers. The main means that teachers use to influence students in the teaching process is their knowledge and ability [8]. Teachers' other means of influence, such as morality and various personality traits, are also permeated with intelligence factors or based on intelligence structure. It is necessary to change the industrial structure dominated by a single tourism form and construct a complex industrial structure with tourism as the platform. Further, it will promote the deep integration of China's tourism industry and related industries, create new formats, and promote new productivity and competitiveness.

For tourism English majors in Higher Vocational colleges, both English and tourism professional competence are the foundation. And the compound ability based on this foundation, that is, the ability to deal with and solve specific problems in practical work by using all kinds of relevant knowledge, should be the direction of its development. Global tourism has changed the mode of tourism development with tourism resources as a single factor. The tourism development models of tourism and capital, tourism and internet, tourism and residents' life, tourism and urbanization development are constructed. The concept of tourism is constantly changing with the development of the times, and its connotation and extension are also constantly changing. There are some problems in the training of tourism English majors in some universities, such as unclear training objectives and large and comprehensive curriculum. For example, in the description of the professional talent training target, it is mentioned that the training talents for travel agencies and scenic spots are cultivated. Professional curriculum standards should pay attention to practical teaching, emphasizing the use of English to communicate and communicate with overseas people on the premise of mastering certain basic knowledge of tourism. Higher vocational tourism English majors can no longer continue the previous model of cultivating academic talents in the curriculum, but should emphasize the ability-based design when designing the curriculum structure, and must be sufficient for the development of tourism economy.

Tourism psychology is a new subject, and its applied research results are rich, but its basic theoretical research is still relatively weak. Under the background of domain tourism, the tourism management professionals in higher vocational colleges are no longer the tourism management professionals in the traditional sense, and their extension and connotation expand with the continuous development of the tourism industry. The difference between tourism English and basic English lies in the large amount of professional vocabulary and practicality. Tourism psychology textbooks are the basic materials for transmitting knowledge, skills and ideas to students, and are also the guarantee for the successful completion of teaching tasks. Students who are interested in traveling English should have a good communication with international tourists and be proficient in

business English. They must have a large amount of travel English vocabulary and strong communication skills [9]. More and more tourism enterprises regard whether students have vocational qualification certificates as one of the employment threshold. This requires that the training of tourism English majors should attach great importance to the acquisition of students' vocational qualification certificates, and take the acquisition of students' vocational qualification certificates as an effective means to check and evaluate the teaching effect. As far as the structure of tourism major in higher vocational colleges is concerned, English and tourism ability can be regarded as the preconditions for the improvement of students' basic qualities. Only then can we use all kinds of relevant knowledge to deal with all emergencies.

### 3. The path of tourism management talents under the background of global tourism

It is very necessary and urgent to train professional talents of Tourism Management in Higher Vocational Colleges against the background of global tourism. Only by vigorously training and developing talents in management, technology, service, guidance, design and sales, etc. Only in this way can we further promote the rapid development of global tourism and improve the service and management level of global tourism. As a knowledge-based and practical curriculum unit, higher vocational English requires students to master the rules of English and tourism hidden culture at all times. Full use of multimedia equipment to play relevant introductory materials, so that students can interpret the problem pattern of reasonable mode in the process of cultural learning and language communication in the later period. Under the premise of ensuring students' solid English knowledge and skilled travel skills, the curriculum should focus on developing students' basic qualities and ability to further develop.

In the content of tourism psychology textbooks, tourism consumer psychology and tourism service psychology are its core content. Tourism consumption psychology is also called the psychology of tourists. It is to understand and master the psychological needs and characteristics of tourists in the process of tourism. Table 1 shows the statistics of tourism consumer psychology in tourism textbooks.

Table 1 Statistics on the psychological content of tourism consumption

Content	Tourism Perception	Tourism motivation	Tourist Personality	Tourist Attitudes	Tourist Learning
Quantity (Ben)	52	55	56	53	18
Proportion (%)	89.3	87.3	88.9	84.1	28.6

Teachers should pay attention to selecting appropriate tourism English content in teaching, and introduce the tourism landscape, customs, customs and food culture of the main tourist source countries and host countries. Under the current educational model of higher vocational colleges in China, there is a single, traditional and lack of innovation in the training mode of tourism professionals. The selection of teaching materials should adhere to the concept of overall optimization and pay attention to the timely updating of knowledge [10]. According to the needs of the project, the introduction of compound talents, industrial talents, dual talents and highly educated teachers in tourism and hotel management should be strengthened. We should give full play to the initiative, initiative and creativity of front-line teachers and tourism enterprises in this regard. In the process of cultivating tourism professionals in the future, we should strengthen the cooperation between tourism schools and enterprises, and improve the management mode of tourism professionals management and cultivation mode.

In recent years, with the further development and expansion of China's global tourism, the overall development scale of China's tourism industry has been further expanded at this stage, and the overall service quality has been further improved. The government needs to highlight the importance of talent development and development in the tourism industry, and implement the

strategy of training talents by different levels and classifications and the overall promotion plan. We will increase investment in personnel training and establish a standardization and promotion system for tourism talents. As a part of the curriculum that requires more knowledge and practice, higher vocational English needs professional internal students to master the rules of English and tourism hidden culture. The multimedia equipment is used to play relevant introduction materials. It will help students to absorb the problematic situation in the process of cultural learning and language exchange in the later period, which will help the individual knowledge to absorb.

In China, there are students in tourism management majors in higher vocational colleges who have entered the tourism management and other professional tourism companies after learning the theoretical knowledge of tourism. However, tourism companies lack relevant systematic and professional guidance on talent management and training. The main task of higher vocational teachers is to teach and educate people. While teaching and educating people, higher vocational teachers must also participate in certain scientific research work, improve their academic level through scientific research, enrich their teaching content, and promote the improvement of teaching quality. At present, the tourism industry has already turned into an international pillar industry. In particular, after the country's specific cultural policies, economic and industrial layout requirements, and market changes, the economic effects of the tourism industry began to fully bloom. The competition in today's society is the competition of science and technology and the competition of talents. Therefore, it is necessary to strengthen the management and cultivation of tourism professionals in the tourism industry.

#### **4. Conclusion**

The training of tourism English majors in higher vocational colleges is a complex and systematic project. Colleges at different levels have different training objectives. Higher vocational colleges are to train high-quality technical and skilled talents needed for social and economic development. Students are required not only to have certain theoretical knowledge, but also to have strong practical ability. With the further promotion of China's reform and opening up and the further development of the socialist market economy, the competition and pressure of global tourism in the process of development are increasing. Instructors need to use computer multimedia technology to inculcate students with more flexible thinking and contextual adaptation experience. Make sure that after the problem situation has been drilled in the future, you can improve your basic oral expression skills. To lay a deep foundation for the adjustment of related issues in the future. In the internationalization of foreign-related tourism talent training, we will work hard to promote the sustainable development of the tourism English major by continuously improving the curriculum system, optimizing the practical teaching system, and improving the level of the teaching staff. The cultivation of professional English majors in higher vocational colleges is not only a matter of school. All people of insight in the whole society and the whole industry who care about the development of tourism should join this team of talent cultivation.

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