

# **Strategies for Improving Spoken English of Hotel Specialty in the Context of Hainan International Tourism Island Construction**

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**Abstract:** as the National Strategy of Haining Island, the Tourism Industry of Haining Island is Facing New Development Opportunities. At the Same Time, New and Higher Requirements Are Placed in Front of Haining Island Tourism Operators, Especially the Front Desk Guide. from the Perspective of the Current Limiting Factors of Tour Guide's Voice Level, in This Article, the Guide's Explanation is Close to the Level. in Order to Improve the Three Aspects of Observation, the Improvement of High Hainan Island's Tourism Service Level Provides Strong Talent Support.

## **1. Introduction**

On January 4, 2010, the State Council Issued Several Opinions of the National Conference on Promoting the Construction and Development of Haining Island International Tourism Island. At This Time, the Construction of Hainan International Tourism Island Was Officially Tracked. from the Point of View of National Strategic Position, This is an Important Platform for the South Island Cultural Festival and the Reform and Innovation of China's Tourism[1]. the International Economic Cooperation and Cultural Exchange among Pilots in the World Class Island Leisure and Tourist Resorts Have Been Incorporated. the Development Goal is to Substantially Improve the Market-Oriented and International Level of Tourism Operation, Marketing, Service and Product Development by 2015. by 2020, Tourism Service Facilities, Operation Management and Service Level Will Be Fully in Accordance with the Internationally Accepted Tourism Service Standards, Taking the Lead in Building a World-Class Island Leisure Tourism Destination. to Achieve the Above Goals, We Can Not Do without the Internationalization of Foreign Tour Guides and Foreign Tour Guides. Unfortunately, with the Development of International Tourism Island Construction, There is a Lack of Tourist Guides, Especially Foreign Language Guides. the Problem of Voice English for International Tour Guides Has Become an Important Factor That Restricts the Improvement of Service Level of International Tourism Island.

## **2. Requirements of the Construction of International Tourism Island for Spoken English of English Tour Guide**

With the Rapid Development of the Construction of Haining International Tourism Island, on the One Hand, More and More Overseas Tourists Choose Haining Island as Their Tourism Destination, and There is a Huge Demand for Tour Guides[2]. the New and Higher Requirement is the Service Standard, Which Requires the Overall Improvement of Tour Guide Service Quality, Especially the English Level. the Language Ability is Insufficient, Therefore, the Guide, is Actually Working in Different Languages, Their Care, Service and Assistance, They Can't Face the International Community of Tourists Can, Then, the Image of the Tourism Industry in the World Can't Be Established. Therefore, It is the Level of Management and Service That is Fully in Line with the Internationally Accepted Standards of Tourism Service. Therefore, in Order to Promote the Construction of International Tourism Island and Improve the Service Level of Tourism Industry in Hainan Island, the Language Quality of Tour Guides Must Meet the Following Two Basic Conditions.

## 2.1 Solid Language Foundation

With the rapid development of the construction of Haining Island International Tourism Island, more and more overseas tourists choose Haining island as their tourism destination. The overall quality of English tour guide in Haining island has new requirements. The ability of high-quality tour guides should not be limited to simple vocabulary and dialogue, but should have a solid language foundation. The specific requirements are[3]: standard pronunciation, fluent spoken language, accurate language, can smoothly communicate with tourists in all aspects.

Table 1 Statistical Table on Tourism English Learning for Junior Students

	Interest in English	Interested in Tourism English	like to listen to tourism English class.	Understanding that learning tourism English is conducive to employment
Percentage	82.10%	60.30%	70.10%	10%

## 2.2 Good Intercultural Communication Ability

The career of tour guide is very general. This includes many other areas, including history, geography, habits, literature, religion, food, architecture, music and knowledge. With the popularization of modern Internet, foreigners are more and more aware of China and Hainan Island. They are no longer satisfied with the language of the guide's uniform. They hope to get more professional introductions from the guide[4]. Therefore, in order to improve the service level of tour guides, it is necessary to expand knowledge and scope, and introduce the unique culture and beautiful natural scenery of Hainan Island to foreign tourists through excellent language. In order to let more foreign tourists understand the cultural heritage of Hainan Island tourist attractions, attract more foreign tourists, and promote the rapid development of international tourism island tourism.

## 3. The Factors Restricting the Spoken English Level of English Tour Guides

### 3.1 Unscientific Setting of Tour Guide Qualification Examination Mechanism

At present, an important factor restricting the language level of tour guides is that the mechanism of tour guide qualification examination is not scientific and reasonable, which needs to be improved. The present tour guide qualification test is not enough to examine the practical ability of candidates. Because it's about evaluating the details of book knowledge, it's very common for candidates to recite guides. Because there are many candidates and the number of places of interest, the oral English test is conducted by simulation. This mock test will not effectively test the true level of candidates. Good memory, good candidate scores high, and vice versa[5]. The candidates who passed the recitation test did not have enough practical English ability to meet the service standards of Haining island tourism industry and the new requirements of Haining Island International Tourism Island. Due to the lack of good practical English ability, tour guides can not face international tourists. They should not only speak English for them, but also provide services and help for them.

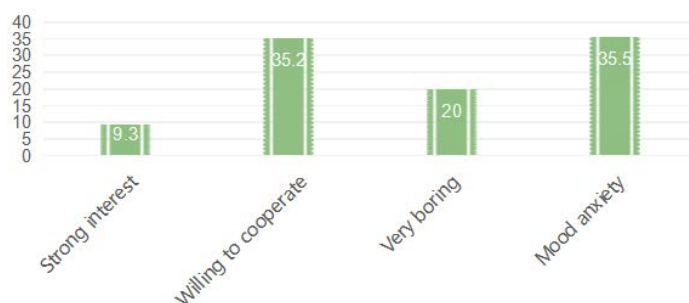


Fig.1 College Students' Classroom Performance

### 3.2 Constraints of Language Environment

Among the factors that limit English learning, the role of environment cannot be underestimated.

Language is a tool of communication. Learning a language depends on continuous practice. A good language environment is conducive to students' language practice, while the language environment in China greatly limits students' English learning. There are few opportunities for students to speak English in the classroom, but it is difficult to find opportunities to use the language knowledge learned in the classroom[6]. At present, most teachers still adopt the "Teacher centered" education mode, and students have little chance to practice. The exercises for students also focus on reading aloud, following up, repeating and reading aloud. This mechanical drill has little effect on the development of students' language ability. As a result, students have not always expressed their ideas in English. When they are expressing, they will be very worried about grammatical mistakes, pay attention to details, and ignore the content and ideas of the expression. Imitation and repetitive training, students' language knowledge, proficient, this exercise can be too mechanized, students can be flexible according to different situations, using appropriate expressions can not, so they are really communication is not allowed. Students trained in this language environment often learn English for many years. After entering the tourism industry and becoming a tour guide, they can not communicate smoothly with foreign tourists. They should not only provide high-quality services, but also provide high-quality services for foreign tourists.

### **3.3 The Internal Differences between Chinese and English Cultural Phenomena**

Language is an organic part and carrier of culture. The languages of different nationalities are closely linked with cultures. People have different understandings and feelings because of different cultural backgrounds. To learn English, we must first learn the culture of the English speaking countries. Otherwise, it will cause misunderstanding and affect the communication between different cultures. China is far away from the Western English speaking countries. Their habits and habits are very different. For example, the Chinese are more modest. When they hear praise from each other, they usually say modestly, "where, where" and so on. Then, the guide can translate it directly from "where, where". However, according to Western cultural habits, "thank you" is translated, otherwise, it's a joke. As tour guides, as cultural communicators and middlemen, whether they can directly coordinate cultural exchanges between tourists and destinations depends largely on the communication ability between different cultures of tour guides[7]. An important reason for tourists to participate in overseas tourism is that they want to experience new cultures. The tour guide's understanding of the two cultures directly affects whether the tourists can enjoy the scenery and culture of the scenic spot. The cultural differences affecting tour guides are mainly reflected in four aspects: first, the cultural differences caused by the differences in human landscapes. For example, Chinese architecture pays great attention to Fengshui. Fengshui is a very wonderful concept for foreign tourists. Therefore, when the guide introduces the geomancy of Chinese architecture, it is difficult to accurately explain the internal geomancy thought. Their respective countries and regions are independent religious beliefs. Chinese Buddhism and Taoism are deeply affected. Christianity and western catholicism are strongly tracked in western culture. Third, cultural differences in weight loss. Chinese food culture is extensive and diverse, which brings many difficulties to translation. Tour guide, tourists should be very careful when introducing, otherwise the introduction of mistakes is simple. Fourth, the cultural differences between historical terms and idioms.

## **4. How to Improve the Oral English Level of English Tour Guide**

Language is the tool of communication and the carrier of expression. Language skills are especially important for tour guides. Tour guide language is the main means for tour guides to engage in tour guide career, which directly affects the reception effect and service quality. This is a guide to speaking English. In order to achieve standard pronunciation, clear expression and correct communication, you must be proficient in English at work. Many English speaking tour guides often have bad tour guide language and unsatisfied tour guide interpretation service for language and the quality of tour service image of island has a serious impact[8]. Therefore, the establishment of the image of the South Island International Tourism Culture Festival plagued by a series of

problems is beneficial. Therefore, it is necessary to improve the English level of tour guides from the following points of view according to various factors that restrict their oral English level.

#### **4.1 Improve the Tour Guide Qualification Examination System**

Now the candidates for the tour guide qualification examination are too strong, rote learning is common, and the actual use of the language of the examiners cannot be well investigated. Therefore, it is necessary to further improve the tour guide qualification examination system. First of all, in order to make the examination more fair, it is necessary to quantify the evaluation standard, standardize the operation procedure and compress the work flow[9]. Second, the development characteristics of the tourism industry in Hainan Island show that the evaluation content, and the focus of oral test adjustment, amusement facilities, such as the old combination, changes and channels of oral test from a single tourist guide, the understanding of the test content of candidates, more attention, and promotion in order to prevent. Oral study, usually, is to understand Hainan Island Cultural Festival at the same time. In order to spread knowledge, actively participate in various national cultures and habits, understand the communication skills between different cultures, improve the needs of international tourism island construction in Hainan Island, and meet the needs of high-quality tourism experts for selection and use. Hainan island has contributed to the construction of an international tourism island.

#### **4.2 Create the Best Language Environment**

English is a very practical basic course. The learning of language skills depends on the practice of each student. To a great extent, the effect of education depends on students' initiative and participation. For students, classroom is the main place to learn English. Therefore, teachers must simulate the best language environment in the classroom to create opportunities for students to use their language. Teachers can arrange various oral activities, such as role play. Then, let the students perform the situational performance according to what they have learned. And that's an important way to simulate the language environment. In addition, the video of the original English film can be intercepted. Some students can dub the film and play various roles. This activity can not only improve students' motivation to learn English, but also improve their interest in learning English. In addition to increasing the opportunities to practice English in the classroom, we also encourage regular participation in the English corner once a week to create more opportunities to speak English outside the classroom. In the English corner, you can talk with foreign teachers. In addition, you can choose to talk freely with Chinese students. Students can also organize oral exercises on a regular basis, form an independent English learning group, and strive to create a variety of English learning environments. Moreover, online learning should be an important platform for students to practice their oral English. There are many online English learning websites with rich contents such as English songs, English movies, English broadcasting, celebrity speeches, English chat rooms, etc. These can create a bright and real learning environment for students.

#### **4.3 Strengthen the Cultivation of Intercultural Communication Ability**

Tourism is an exchange activity between different cultures, and experiencing foreign cultures is the original intention of many tourists. The construction of international tourism island has a high demand for the intercultural communication ability of tourism experts. This not only requires tour guides to have rich foreign language expression ability and foreign related communication ability, but also to have profound Chinese and Western culture. Chinese culture is broad and profound, especially traditional Chinese culture, which is a profound heritage. As cultural exchanges and middlemen, tour guides can introduce the essence of Chinese traditional culture to foreign tourists if they have a thorough understanding of local culture. For example, it is necessary to prepare foreign tourists with dragon's head and mysterious Chinese culture in order to satisfy their curiosity. This shows that under the guidance of foreign tour guides, increasing research on traditional Chinese culture, such as Taoism, Chinese customs, acupuncture and so on, can better meet the needs of tourists. At the same time, tour guides who speak high-quality English must also have an understanding of western culture. Such a tour guide can help tourists understand local customs. In

front of the truly beautiful natural scenery and tourists, the national church of Hainan Island will display local culture. With the development of the construction of international tourism islands, more and more tourists come to Hainan Island for sightseeing, which puts forward higher requirements for the cross-cultural communication ability of foreign guides in Hainan Island. Only English tour guides who have a thorough understanding of local culture and foreign culture can overcome the practical cultural barriers of communication that resonate with the cultural differences between China and the West. And adapt to the necessary conditions of foreign tour guide service work, adapt to the needs of foreign tour guide service work, adapt to the international challenges faced by foreign tourism service level.

## 5. Conclusion

As the saying goes: the mountains and rivers of our country are not beautiful. They all depend on the mouth of our guide. This puts forward high requirements for the speaking ability of tour guides and the communication ability between different cultures. Not only tour guides, they also need to have a rich understanding of tourist attractions and culture, and they also need to be proficient in the culture of the country of origin. Such tour guides are tourists. The understanding of local habits and appreciation habits can help tourists to enjoy the beautiful natural scenery and national habits of Qianlang Island Cultural Festival. They have accepted the local culture. The scenic cultural heritage of foreign tourists in the South Island Cultural Festival can be fully understood. In order to attract foreign tourists and promote the rapid development of tourism economy of Hainan Island.

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