

Research on the Development of Korean Major in Colleges and Universities under the Integration of Culture and Tourism

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Abstract: with the decrease of China's demand for Korean manufacturing technology and the growth of China's tourism demand to Korea, China's demand for talents with cross-cultural communication and tourism service skills is increasing year by year. However, the colleges and universities that offer Korean majors in China still haven't changed the concept of professional curriculum, and still haven't adjusted according to the market demand. Therefore, this paper makes an in-depth investigation of the development of Korean major in Colleges and universities in China, and provides some suggestions for the curriculum reform of Korean major.

1. Introduction

With the development of China's national economy, the tourism industry has entered a golden development period. The tourism based on natural resources has not been able to meet the people's demand for tourism to meet the spiritual connotation. Cultural tourism has gradually been sought after, “cultural tourism integration” has become an inevitable choice to meet the market demand. The first session of the 13th National People's Congress voted to approve the establishment of the Ministry of culture and tourism of the people's Republic of China, and proposed to promote tourism by culture and highlight culture by tourism, so as to make the culture and tourism industry become an important carrier of economy and high-quality life. In view of the increasingly popular tourism demand to South Korea in China, higher vocational colleges in China urgently need to develop cultural tourism integration and cultivate composite tourism talents with strong tourism service skills, solid foreign language foundation and profound cultural background.

2. Teaching Needs of Korean in the Context of Cultural Tourism Integration

Since the establishment of diplomatic relations between China and South Korea in 1992, the relationship between China and South Korea has been inseparable. China is the largest trading partner of South Korea, while South Korea is the fourth largest trading partner of China. Although the relationship between China and South Korea fluctuated after the “Sade” event in 2017, the number of Chinese tourists to South Korea also declined rapidly in the short term, but in 2019, the number of tourists to South Korea recovered again. As Wen zaiyin was elected president of South Korea and attached great importance to China South Korea relations, China South Korea relations began to recover. At present, China South Korea relations are steadily moving forward and gradually on the right track. In the process of a series of changes such as international relations, system reform, industrial structure adjustment and cultural circle integration, China's requirements for Korean talents have also changed, and the development of Korean majors in Vocational Colleges closely related to them has also been profoundly affected.

As the main training base of Korean skilled talents, higher vocational colleges should take an overall view, actively adapt to the new trend of cultural undertakings and tourism integration, and cultivate high-quality talents who understand foreign languages, can serve and have culture. And the high-quality talents in line with Chinese culture and Korean culture can only be obtained through the professional training of Korean major. On the one hand, for Korean tourists to China, feeling and understanding the Chinese cultural connotation of the scenic spot is an important way for them to deeply understand the Chinese culture. Generally, they can only rely on the Korean explanation of

tourism practitioners to understand the Chinese culture or understand China through English slogans. At the same time, Korean talents also contribute a lot to eliminate cultural differences and misunderstandings between China and South Korea and avoid cultural conflicts. The development of cultural tourism integration puts forward higher requirements for the cultivation of cultural quality in Korean teaching. Korean teaching must further strengthen the explanation of Chinese culture and Korean cultural differences in order to improve China's cultural influence on South Korea. In the context of the integration of culture and tourism, Korean can not simply focus on language teaching and textbook knowledge teaching, but also includes at least the following three aspects, namely, tourism service knowledge and skills module, Korean language knowledge and skills module and cultural literacy training module. The teaching method of the course must also be changed from the original single classroom teaching to the combination of network courses, course training, practical activities and other ways, so as to effectively improve students' practical ability of Korean communication.

3. The Current Situation of Korean Majors and the Demand for Korean Talents

After the establishment of diplomatic relations between China and South Korea in 1992, in order to meet the market demand for business and tourism in South Korea, the major universities and Vocational Colleges in China have set up Applied Korean major. According to the statistics of college entrance examination and vocational college enrollment website in 2019, as of June 2019, only 19 Vocational Colleges in China have opened Korean application major. Among them, there are 23 in Shandong, 8 in Liaoning, 9 in Jiangsu and 5 in Heilongjiang. Jilin 5. These schools with Korean major are mainly concentrated in the northeast, Yangtze River Delta and other areas with more business contacts with South Korea. At the same time, it can be learned from the official website of vocational colleges that the schools offering Korean major mainly cultivate business talents, and pay less attention to the cultivation of tourism talents. For example, among the nine Korean majors in Jiangsu, only Nanjing Tourism Vocational College and Jianghai vocational and technical college cultivate tourism talents.

According to data released by Korea Tourism Development Bureau in 2019, South Korea received about 4.79 million tourists from mainland China in 2018, accounting for 31% of the total number of foreign tourists. The tourism exchange between China and South Korea is a market for millions of people, with a large demand for talents. At the same time, the tourism development related to South Korea is also facing new challenges. In addition to the constraints of inadequate infrastructure and supporting services, Korean tourism talent shortage is also a major problem. According to the survey data, the gap between Korean tour guides and Chinese tour guides is 1:300, which shows that the existing defensive tourism talents in China are far from meeting the needs of Chinese people for Korean tourism market.

In addition, according to the statistics of relevant departments, at present, most of the students majoring in Applied Korean are engaged in the work of foreign trade documenter, merchandiser, salesman, etc. in foreign trade companies that have trade relations with South Korea, or in the work of secretary, translator, etc. in Korean enterprises and Sino Korean joint ventures. There are relatively few people engaged in tour guide, reception and Tourism Management in Korean hotels and other tourism enterprises. It can be seen from this that the current training direction of Korean professionals has not kept up with the strategic needs of China for the development of cultural tourism industry.

4. The Teaching Situation of Tourism Korean Major in Higher Vocational Colleges

4.1 The Teaching Materials Are Various and Lack of Cultural Characteristics

At present, most of the Korean textbooks used in higher vocational colleges are compiled and published by FLTRP, higher education society or Tourism Bureau and other major publishing houses. One part of Korean teaching materials is compiled around the basic elements of Tourism: diet, accommodation, transportation, tourism, shopping, entertainment, etc.; the other part is compiled

according to the service process from reception to seeing off of tourism activities; in addition, there are many kinds of Korean teaching materials based on the guide words of major scenic spots, with various forms. However, most of these complex textbooks are general Korean textbooks, which lack the pertinence to Chinese culture and Korean culture, as well as the content related to local characteristic culture, folk customs, cultural products, etc. the breadth and depth of cultural knowledge in the textbooks cannot meet the needs of the current cultural tourism market. Students generally feel that the content of the textbook is relatively old, and there is a big gap between the experience of Korean culture and the students themselves.

4.2 The Teaching Method is Old and the Students' Practical Ability is Not High.

At present, the teaching of Korean still stays in the traditional "Language Learning + translation" mode, that is, teachers are still the main body of the classroom, and the classroom practice is mainly based on the explanation of vocabulary and grammar, so the time for students to practice is far from enough. Although some higher vocational colleges have realized this problem, adjusted the theoretical and practical class hours distribution of the course, or set up relevant courses and practical training, but only relying on the learning in the class, most students still can't explain Korean around the scenic spots, and the ability of cross-cultural communication has not been improved. After the students enter the internship post, their eyes are still black, and the employers are often dissatisfied with the students' practical ability.

4.3 Korean Teaching Lacks Professional Teachers.

For Korean teaching, in addition to the deep Korean knowledge, teachers should also have strong tourism service skills and cross-cultural communication ability, which should be reflected in the curriculum teaching. At present, most Korean teachers in higher vocational colleges are Korean postgraduates. Although their Korean level is not low, they do not have a deep understanding of tourism knowledge and skills and more detailed cultural differences between China and South Korea. Therefore, in teaching, there are fewer Korean teachers who have a strong level of tourism and cultural knowledge and skills, and the quality of tourism culture needs to be improved.

5. Current Situation of Curriculum System of Korean Major in Higher Vocational Education

As an important step to achieve the goal of training Korean professionals, the construction of curriculum system is essential. The curriculum system of Korean major in higher vocational education provides a detailed implementation plan for the training of Korean talents, points out the way for the development of talents, and provides support for the training of deeper talents. With the change of Chinese market demand for Korean tourism, the demand for professional talents with professional Korean ability and tourism service skills is increasing. Therefore, the research on the curriculum system of Korean specialty also needs to keep pace with the times, find out the problems and deficiencies in the curriculum system of Korean specialty, and make contributions to the establishment of a more reasonable curriculum system and the cultivation of more Korean talents.

Since the establishment of diplomatic relations between China and South Korea, the relationship between China and South Korea has been deepened with the demands of economy, culture and trade, and the economic development of both countries has achieved good results. In the economic exchanges between China and South Korea, most of them are concentrated in the secondary industry, mainly the electronic OEM industry. The economic interaction also leads to the increasing demand for Korean talents in China. However, with the promotion of China's transformation and upgrading, and the gradual breakthrough of China's industry in high-end manufacturing industry, China's demand for Korean electronic OEM is gradually decreasing, especially after the state-owned chip manufacturing enterprises such as Ziguang are completed and put into production, China's demand for Korean electronic OEM will be further reduced, both Korean enterprises and Sino Korean joint ventures will have further demand for Korean talents As a result, Korean majors in China should combine the development trend of manufacturing industry in China, face the growing demand of Chinese tourism to Korea, change the concept of curriculum, and cultivate more talents for culture

and tourism market.

At present, the main service object of Korean talents training in higher vocational colleges is to serve Sino Korean joint ventures in the secondary industry. The main direction of talent training is business Korean, and the curriculum is mainly Korean and business skills. For example, there are only two schools in Jiangsu Province for training service talents to meet the needs of tourism to South Korea, which shows that the current talent training direction of colleges and universities does not meet the needs of talents after the transformation and upgrading of China's manufacturing industry, nor does it meet the growing demand of Tourism services to South Korea in the market.

At the same time, the curriculum system of Higher Vocational Colleges mostly ignores the characteristics of regional economic development and the city's demand for talents, which can not be adapted to local conditions. For example, Jianghai vocational and technical college is located in Yangzhou City, where the tourism industry is very developed. There is a strong demand for both tourism service talents and tourism culture output. However, in terms of its current curriculum, the Korean major of the college pays more attention to the cultivation of business talents, and does not offer tourism service skills courses. In addition, the requirements of cultural tourism integration on Talents' intercultural communication ability and cultural literacy are not reflected in the curriculum.

With the transformation and upgrading of China's manufacturing industry and the transformation of its economy from an export-oriented economy to an inward oriented economy, China's demand for Korean professionals has changed from a focus on business communication ability to a combination of business ability and tourism service skills. Only with a solid Korean foundation and good cross-cultural communication ability can Korean professionals meet the changing market needs in the future career development. Only in this way, can we avoid the cultural conflict in the process of work, while inheriting and protecting our own culture, we can find the resonance between the two cultures, so as to improve the sense of belonging and satisfaction of tourists. Therefore, in order to meet the urgent needs of cultural and tourism integration, it is necessary to strengthen the training of Korean tourism talents. The ability of Korean talents should include not only the knowledge and skills module of tourism service, the knowledge and skills module of Korea, but also the cultural literacy training module. However, through the investigation of higher vocational colleges, the author finds that the current application of Korean curriculum system in higher vocational colleges is basically the same, and it does not pay special attention to the cultivation of tourism and cultural talents.

6. Conclusion

It can be seen that in order to cope with the new trend of national cultural tourism integration, Korean major needs to keep pace with the times, adjust the direction of talent training and curriculum system, and build a high-quality tourism Korean professional talent team with the improvement of tourism service professional quality and skills as the core. In addition, in order to meet the needs of the trend of cultural and tourism integration, it is also necessary to offer a comprehensive cultural course to improve cross-cultural communication ability, be familiar with Chinese traditional culture and understand Korean culture.

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