Study on the Impact of English Quality of Tourism Practitioners on the Construction of Hainan International Tourism Island

Li Mingzhu
Hainan College of Software Technology, Qionghai city, Hainan Province, 571400, China
532847903@qq.com

Keywords: English quality; International tourist islands; Tourism practitioners

Abstract: Hainan's tourism industry is facing a very important transition period and will enter a period of rapid development. Improving the English quality of Hainan tourism practitioners is the key for building international tourism island and. This study mainly takes the English quality of Hainan tourism practitioners and the construction of Hainan international tourism island as the main theory line, and puts forward the specific countermeasures and suggestions to improve the English quality of Hainan tourism practitioners.

1. Introduction

With the promotion of international tourism island construction, the implementation of the "One Belt and One Road" development strategy and the proposal of free trade zone (port) construction, Hainan's tourism industry is facing a very important transition period and will enter a high-speed development period. More and more overseas tourists will take Hainan as their tourist destination, and more and more international institutions and international investors will come to Hainan to invest businesses, from which tourism practitioners play a crucial role. Tourism talent support has become one of the important guarantees for the construction of international tourism island and one of the necessary conditions for the construction of international tourism island.

2. Related theories

2.1 English quality

The research on people's English quality in foreign countries is early and has many theoretical achievements. For example, Cook, an American linguist, pointed out that English quality is not simply the cultivation of language ability, but also the improvement of humanistic quality and comprehensive cultural accomplishment in his book--The goal of ELF: Reproducing native speakers or promoting multi-competence among second language users. English quality refers to the positive, lasting and stable English development for every educated person on the basis of innate talent and the influence of acquired social environment education, while the cultivation of English quality in acquired social environment is the decisive factor.

2.2 Tourism practitioners

A general term for all kinds of workers who create convenient conditions or provide goods and services for tourism activities in tourism enterprises, including scenic spots, hotels, travel agencies, tourism transportation, tourism commodity entertainment and tourism administration.

2.3 English quality of tourism practitioners

The English quality of tourism practitioners is the organic sum of individual English ability, English knowledge and English learning attitude formed by social education and individual internalization in the process of tourism services. It is the accomplishment of practitioners to conduct proper and effective communication with tourists with their own cultural identity in the context of foreign tourism, and it is the high quality of reception or service activities.
3. The relationship between the English quality of tourism practitioners and the construction of international tourism island

On the one hand, the construction of international tourism island provides impetus for the development of tourism English quality. On the other hand, tourism practitioners, as a "window" of the overall image of Hainan international tourism island, their English quality will promote the quality and level of the construction of international tourism island.

4. Some suggestions for improving the English quality of tourism practitioners in Hainan

4.1 Hainan colleges and universities should pay attention to the curriculum reform for tourism majors

The main force of Hainan's tourism practitioners comes from Hainan's colleges and universities. Therefore, Hainan colleges and universities should pay attention to the curriculum reform for tourism majors.

4.1.1 Adjust the curriculum of tourism majors

In the construction of international tourism island and promoting the development of Hainan economic and social background, add some new courses with era characteristics and to meet the needs of local economic and social development, increase some related appropriate English courses, strengthen the pertinence and practicability of the professional courses and the professional core courses teaching, especially to put emphasis on the professional English class, to ensure the construction of curriculum system and training goal and is consistent with the change of market demand for tourism talents, gradually build up the curriculum system which satisfy the demands for the construction of Hainan international tourism island. For example, in translation classes, students can use local materials in Hainan (such as Hainan geography and history, economic and social development, local customs and practices, etc.) for translation training, so that students can be competent in relevant translation and reception work soon after graduation.

4.1.2 Reform teaching mode

We should strengthen the cultivation of students' English language ability and intercultural communication ability, adhere to the principle of leading in listening and speaking, and adopt the teaching methods such as role-play method, case teaching method and on-site teaching, so that students can learn and use English in the real world. Use modern communication tools such as WeChat, microblog and QQ to improve students' interest and attitude in English learning, so as to learn English anytime and anywhere. According to the teaching objectives and teaching content, teachers can ask students to collect materials through the Internet, library and other means according to the teaching content, and then conduct classroom discussion, tourism case analysis and simulated tour guide explanation in English, etc. In addition, students can be actively organized to participate in the practice of real scenes, for example, during Boao Forum for Asia, international conference or other international activities, students can be organized to participate in the on-site reception or translation work. We should actively carry out school-enterprise joint and international exchange activities to provide students with more practical opportunities and comprehensively improve their language skills.

4.1.3 Strengthen the practice links and build up the vocational skills training platform

The school should fully explore resources and create conditions to establish and strengthen links with large and medium-sized travel agencies, five-star hotels and tourist attractions in Hainan province, so as to provide a bigger stage for students' practical training. Moreover, college students should also actively encourage to participate in national and provincial tour competition and tourism service skills contest, encourage students to participate in various activities related to the textual research of tourism English and support students to take an active part in rich variety of tourism English extracurricular activities, such as bilingual introduction competition, English...
speech competition, tourism attractions English interpretation. Through these competition and activities can create a good atmosphere of skill learning.

4.1.4 Reform the course evaluation method

Reform the professional course evaluation system. Take the teaching project as the assessment unit, establish the multi-dimensional evaluation system. In the assessment content, make "workplace English" application ability primarily; In the assessment time, focus on "process assessment"; In the assessment method, make “students and teachers” joint assessment primarily. The assessment of professional courses is no longer a cramming of theoretical knowledge, but a transfer to the assessment of English application ability, which is conducive to the improvement of the English quality of tourism and hotel professionals.

4.1.5 Strengthen the cultivation of tourism teachers

Hainan provincial government and tourism colleges should strengthen the cultivation of tourism teachers. We should properly import some professional teachers with rich practical experience from abroad, overseas or from the mainland to enrich the professional teaching team and improve the quality of talent cultivation. Compared with the professional English teachers at the undergraduate level, the professional English teachers in vo-tech colleges who major in tourism and hotel should have solid English and tourism professional knowledge at the same time, and their practical application ability should also be stronger. In view of the prominent "professionalism" of higher vocational education, English teachers of higher vocational tourism and hotel should be based on the cultivation of their post ability in the teaching process and constantly narrow the gap between theory and practice. Therefore, it is particularly important to establish a "double-qualified" teaching team combining professional and part-time teaching.

4.2 Building a three-dimensional training system platform

Research shows that English quality of Hainan tourism practitioners is much poorer than that of the tourism practitioners in big cities, such as Beijing, Shanghai, Xian, Hangzhou.

Training is an important means to improve the quality of tourism employees. Therefore, it is necessary to build a normalized and standardized training project under the three-dimensional training system. In view of the current situation of English quality of tourism practitioners in Hainan, emphasis should be laid on the cultivation of oral English communication competence and intercultural communication competence, and the training content should include commonly used tourism oral English, intercultural communication, western reception etiquette and other relevant courses. To learn the successful experience of some big cities of Beijing, Shanghai, Xi 'an, special training funds by government departments to provide a stable training fund for training of the tourism staff, consciously actively create favorable conditions, expand training grant as much as possible, let the employees participate in training opportunities, prompted the Hainan tourism practitioners effectively cultivate the normalization and standardization of English quality.

4.3 Understand the positive significance of English quality

English quality is essentially a language value of an individual and an individual's attitude towards English learning. To truly realize the goal of improving English literacy, it is necessary for tourism practitioners to correctly recognize the importance of English cultivation to their profession, and consciously participate in learning and improvement. At present, many tourism practitioners in Hainan lack confidence and self-consciousness in learning and improving English. Therefore, first of all, it is necessary to strengthen the guidance of tourism practitioners to clearly recognize the practical significance of the improvement of their English quality in promoting the construction of Hainan world tourist resorts, and realize that successful reception and quality service, active communication and effective cooperation can bring greater economic benefits to individuals.

4.4 Use new media such as WeChat to create sharing learning platform

The formation and improvement of English quality cannot be achieved overnight. Under the
influence of favorable social environment and education, everyone can achieve positive, lasting and stable development of English quality. Relying on the construction of Hainan international tourism island, fully using the modern information means such as Wechat, QQ, for tourism professionals to build a variety of English learning platform, broadening the channels for learning communication. Guide and encourage the employees to join group and upload and share knowledge and information communication. WeChat English modern information technology such as text, images, audio, video, etc can make tourism practitioners relaxed convenient access to improve the ability of using English language practice and rich resources, greatly enhance the participation of workers and the scope of the spread of English literacy knowledge and information, also can build a strong learning atmosphere.

4.5 Organizing experts to write Hainan English reception manuals

On the basis of extensive research in Hainan and actual needs as a starting point, organize relevant experts are highly targeted to write the practical tourism service and reception manual to meet the demand of spoken English learning, such as "Hainan hotel service English manual", "Hainan traffic service oral English manual", "Hainan restaurant service oral English manual", "Hainan shopping service oral English manual", etc., and give tourism practitioners in Hainan for free, It is convenient for practitioners to use and learn by themselves in daily work, help them to apply what they have learned in practical work, and improve their ability to use English.

Acknowledgement

In this paper, the research was sponsored by the Education Department of Hainan Province, Project name: Study on the training mode of internationalized talents in tourism majors of Hainan vo-tech colleges under the initiative of One Belt and One Road, Project number: (hnjg2018-90)

References
