

Research on the Construction of Tourism English Major in Vocational Colleges and the Development of Local Tourism

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Abstract: The main function of vocational colleges is to output practical talents for social and economic development. For tourism majors, when choosing course content, they should establish effective links with the development of the local tourism industry to ensure the training of tourism Professional talents can better serve the local tourism industry and help the further development of the local tourism industry. Especially in the process of training students majoring in tourism English, local and regional characteristics should be integrated into it to effectively improve the adaptability of personnel training. To this end, this article analyzes the relationship between the construction of tourism English majors in vocational colleges and the development of local tourism, and discusses the new requirements for tourism English professionals in the development of local tourism, so as to strengthen the training of talents in vocational colleges. Level.

1. Introduction

For some regions, tourism is an important industry that drives the level of local economic development. Because it is a service industry, there is a large demand for talents in the development. To promote the healthy development of the local tourism industry, it is necessary to combine the development trends of the tourism industry and continue to export service-oriented and management-oriented talents. At this time, vocational colleges are required to give full play to their educational functions, train talents according to the local tourism development requirements, and improve the adaptability of personnel output as much as possible, so that they can directly enter tourism companies for employment after graduation. Contribute to local economic development. It can be seen that the construction of tourism English based on the development trend of local tourism is of great significance to the promotion of local economic development.

2. The Relationship between the Construction of Tourism English Major in Vocational Colleges and the Development of Local Tourism

(1) The construction of tourism English can serve the development of local tourism

The development of local tourism can not only promote the development of local economy, but also realize the effective dissemination and inheritance of local characteristic culture. Some regions

with unique cultures and resources have established local characteristic tourism industries, and the use of characteristic culture and resources to attract tourists is an important foundation for promoting the development of local tourism. Judging from the current development status of local tourism, due to the lack of professional talents, it is difficult to make full use of local tourism resources to form characteristic tourism projects, which has greatly restricted the development level of local tourism. The construction of tourism English major in vocational colleges can train professional talents according to the local characteristic culture and characteristic resources, and import such talents into the local tourism industry in large numbers, so that the local characteristic culture and resources can be better promoted Enhance the development strength of local tourism. It can be seen that the construction of tourism English can promote the good development of local tourism.

(2) The development of local tourism can provide employment opportunities for tourism professionals

Vocational colleges are teaching institutions with the goal of personnel training. In the current development, the connection between colleges and enterprises has gradually become closer. The training goal of vocational colleges has been changed to serve the development of the local economy and to cultivate talents. The direction is determined to meet the personnel demand for local economic development. That is to say, when determining the personnel training target, the development status of the local economy will be comprehensively considered, and the personnel training work will be carried out based on the personnel demand situation in the local economic development process. For local vocational colleges, there are obvious regional characteristics. Therefore, the teaching work carried out is also significantly different from other ordinary colleges and universities, and needs to actively provide services to the local economy. The employment rate of talents is an important criterion for judging the teaching level of vocational colleges. The efficient development of local tourism can generate many jobs, which can provide more employment opportunities for tourism professionals in vocational colleges and fundamentally enhance the education level of vocational colleges. [1].

From the above analysis, it can be seen that the two have a mutual promotion and interaction relationship. If joint development can be achieved, a win-win development goal will be achieved.

3. New Requirements for Tourism English Professionals Put Forward by the Development of Local Tourism

First of all, tourism professionals must understand the local tourism resources, regional characteristics and regional culture. Therefore, when conducting tourism majors, adjustments should be made to the teaching content of tourism majors, and more content related to local tourism resources and characteristic culture should be incorporated into it, so as to continuously strengthen the understanding of local characteristic culture by tourism professionals; secondly, respond to local Have a comprehensive understanding of the development history of ancient buildings and historical relics. If conditions permit, lead students to visit various tourist attractions and ancient buildings, and deeply perceive the grandeur of ancient buildings and historical relics. Understand its design ideas and style; finally, it is necessary to actively understand the local natural tourism resources, including famous mountain landscapes and some ornamental landforms.

4. Construction of Tourism English Major Based on Local Tourism

(1) Relying on the development trend of local tourism to build a characteristic curriculum system

5. Enhance the Directivity of Course Content

When conducting tourism English education courses, while cultivating students' comprehensive professional abilities and accomplishments, it is also necessary to consider the needs of local economic development. For local vocational colleges, promoting local economic development is their main social responsibility. For this reason, the selection of course content should follow the principle of orientation, that is, re-plan the course content according to the characteristics of local economic development. As far as the local tourism industry is concerned, the content of the course should be clearly defined as the teaching of local culture, regional characteristics and historical relics. For example, Yunan County in Guangdong Province is known as the "Hometown of Folk Art". In classroom teaching, local characteristic culture, Bagui culture and Cantonese culture can be introduced, which can not only realize the inheritance of regional culture, but also It can strengthen the comprehensive quality of tourism professionals [2].

6. Reorganize the Curriculum Structure

In order to realize the professional construction of tourism English, it is necessary to fully consider the students' learning factors and the development factors of the local tourism industry to reorganize the courses when setting up courses, create good learning opportunities for students as much as possible, and enhance their professional abilities. After entering the society, he can adapt to his post as soon as possible. Specifically, it is necessary to fully consider the individual characteristics of students and the level of knowledge mastery, and set up corresponding courses according to the professional characteristics [3]. If conditions permit, school-enterprise partnerships can be established with local tourism companies to create opportunities for students to practice, so that they can continuously strengthen their professional abilities through practice. In addition, it is necessary to improve the adaptability of the curriculum to the development of the tourism industry, re-divide and combine the existing curriculum content, and appropriately add courses that are compatible with the development of the local tourism industry, such as recreational service content, hotel management content and tour guides Service content, etc., through the re-setting of courses to strengthen the internal connection between vocational education and the development of the local tourism industry, and realize the efficient output of applied talents.

(2) Jointly build a training base with local tourism enterprises

The main teaching goal of vocational colleges is to cultivate applied talents, and their personnel abilities and professional qualities are required to meet the current social production requirements and construction requirements, and the practical ability of talents is relatively high. Therefore, when constructing the tourism English major, it is necessary to establish effective contact with local tourism companies to form a school-enterprise cooperation training model. The teaching of basic theories should be completed by the colleges and universities, while the training process should be completed by the local tourism companies. Establish a training base within the enterprise to provide training opportunities for tourism professionals. If conditions permit, a tourism simulation base can also be established inside the campus, so that the knowledge learned by students can be applied in practice, so as to strengthen the professional ability and quality of students and output more outstanding tourism professionals.

(3) Constructing a team of dual-qualified teachers

Tourism English has the characteristics of high professional level and outstanding professional ability requirements. As teachers, it is difficult to guarantee the teaching effect if they do not have experience in tourism. At this stage, most teachers have not undergone professional education and training, which has caused the teaching activities to float on the surface and cannot allow students to master more professional abilities and knowledge about tourism. This will undoubtedly affect the effect of personnel training. Based on such problems, it is recommended that schools increase

investment in the training of teachers, encourage teachers to actively pursue and participate in practice, master more professional tourism skills, and communicate them to students in a timely manner in class, so that students can learn about the tourism industry in school. Have a deeper understanding of related positions and jobs. For some teachers with outstanding abilities and strong learning ability, the school can encourage them to participate in professional tourism education and training, obtain corresponding tourism professional certificates, form dual-qualified teachers, and ensure the effective construction of tourism English [4].

Conclusion: As a vocational college with the goal of personnel training, it should serve the local economic development as its purpose when carrying out personnel training work, formulate personnel training plans in conjunction with local economic development trends, and output more beneficial to local economic development and local construction Applied Talents. Above, combined with the development of the local tourism industry, the construction of tourism English is explained. In general, it is a process of redesigning the curriculum content and curriculum structure based on the development of local tourism, and through the formation of a team of dual-qualified teachers To improve the construction effect of tourism English major, so that it can better serve the development of local tourism industry.

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