



## Research On The Demand of Foreign Language Talents of Baoding Tourism Market

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### ABSTRACT

*Under the background of globalization and at the information age, the coordinated development of Beijing-Tianjin-Hebei is a major event in Hebei province. Tourism is an industry which is able to promote regional cooperation, stimulate public service and keep the sustainable ecological development. How to promote the development of tourism industry comes as the priority for the coordinated development. As an important national strategy, tourist departments will be connected more closely. Baoding, as the south gate of Beijing, plays an important role. There are five places in Baoding which are listed on the list of National Global Tourism Demonstration Area. In order to investigate the current situation of foreign language talents of Baoding tourism market, the author made a deep investigation of the tourism enterprises, including international traveling agencies, hotels, restaurants and so on. This paper sums up the demand of foreign language personnel in the tourism industry in Baoding and proposes some strategies for education of foreign language talents. It aims to promote the international competitiveness of baoding city in the tourism market.*

**KEYWORDS :** tourism, foreign language talents, demand

### Introduction

Baoding is a city with a long history and profound culture. It is located in the centre of Hebei Province and it is also located in the triangle area of Beijing, Tianjin and Shijiazhuang, which is known as the south gate of Beijing. Baoding is rich in natural resources, including two geological parks, three national geological parks, one national key scenic area, five national forest parks, two national Five A-class tourist scenic spots, eight national Four A-class scenic spots and fourteen Three A-class tourist scenic spots. Ye San Po is a fictitious land of peace away from the turmoil of the world. Bai Yang Lake is known as the Pearl of North China.

Baoding is characterized as its county economy. There are five major categories of Tourism souvenirs and more than one hundred varieties of tourism commodities, for example, bags and suitcases in Baigou, traditional Chinese medicine in Anguo, stone carving in Quyang, and so on.

Baoding is a small city, but its history and natural scenery arouse tourists' interests. It is located along the Taihang Mountain. Ye San Po, Baiyang Lake, Tian Sheng Qiao Falls and Baishi Mountain are the most attractive places during the traveling season.

With the improvement of Baoding international tourism capacity and traffic environment, more and more foreign language talents are needed on the tourism market. Most graduates with excellent foreign language skills prefer to work in the big international traveling agencies. In the rural areas, foreign language talents who are able to introduce the local culture and communicate with foreign tourists are needed greatly.

### Research background

Fei Xiaoqin analyzed some tourism problems from the perspective of tourism culture and put forward some corresponding suggestions, which could be references for foreign language teaching reform at present stage. He Jiangqin proposed some strategies on the training of foreign language tour guides and hoped to help broaden the international tourism market in Jiangxi Province. Liu Xiuyun investigated the tourism staff in Qin Huang Dao and gave some suggestions on improving the tour guides' foreign language abilities in order to improve the city's international competitive ability. Chen Chunping did some special research on the foreign language professionals in Huangshan tourism market. She suggested that tour guides, catering and accommodation staff should get special training to improve their foreign language skills. Zhang Qian investigated the function of foreign languages and analyzed the boosting function of foreign languages on the cultural and tourism development in Henan Province.

### Study design

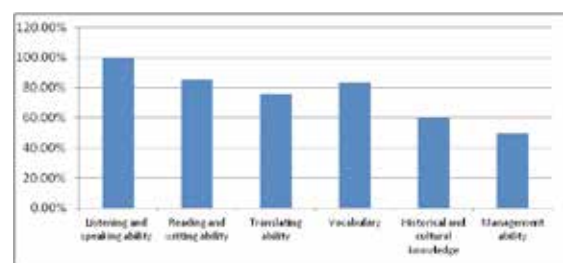
In order to investigate the demand of foreign language talents on

Baoding tourism market, the author investigated professional staff in traveling agencies, restaurants, international hotels and staff working in scenic spots. A questionnaire named Study on the Demand of Foreign Language Talents was made. It consists of three parts: the first part are questions about language competence, including daily conversations and introduction of the scenic spots; the second part are questions about pragmatic ability, including understanding of the humor and different meanings of the same words under different contexts; the third part are questions about cultural knowledge, including festivals and customs in foreign countries. The survey was conducted from December, 2015 to March, 2016. There are 500 questionnaires handed out, with 497 questionnaires taken back, of which 480 valid questionnaires. The recovery rate is 99.4%.

### Data analysis

In order to know the specific requirements for the foreign language talents, I made a data analysis, (See CHART-1):

### CHART-1 SPECIFIC REQUIREMENTS FOR FOREIGN LANGUAGE TELENTS



According to the result of the survey, 99.8% of the investigated think that the foreign language listening and speaking ability are very important, including communicating with foreign tourists; 85.4% of the investigated think that foreign language reading and writing ability are very important, including sending emails; 75.4% of the investigated think that translation ability is also important; 83.2% percent of the investigated believe that vocabulary can also influence the introduction of local scenic spots; 59.8% think that knowledge about historical and cultural is vital; 49.6% of the investigated requires the foreign language talents to have management skills.

### Strategies for improving the foreign language ability of the tourism staff

For tourism English majors in universities, they have to grasp the basic skills of foreign languages, including listening, speaking, reading, writing and translating skills. The tour guides play an important role

in providing information to foreign tourists. Their language competence is their basic tools in guiding. It helps them to fulfill the tasks of making plans, offering help, explaining and serving. Therefore, in foreign language teaching, we have to focus on cultivating and improving students' communication skills.

Speed up the pace of cultivating foreign language tour guides. Foreign language tour guides are the ones who contact with foreign tourists directly. The image of foreign language tour guides can affect the impression of the traveling places and further affect the attraction of the places to foreign tourists. So universities should establish scientific and reasonable curriculum system to cultivate excellent foreign language tour guides. Universities should encourage students majoring in non-general foreign languages to get trained and obtain tour guide certificates.

For the tourism industry, they should encourage employees to get further trained and cooperate with universities to produce a group of professionals who are both good at foreign languages and tourism business. Universities should cultivate tourism majors according to the requirements of local traveling market, international restaurants and hotels. The related companies should provide more opportunities for tourism majors to experience and practice.

For the local universities or colleges, they should strengthen the construction of the group of teachers. In order to cultivate foreign language talents who are good at foreign language and tourism knowledge, universities need a certain number of qualified interdisciplinary foreign language teachers. At present, most of the teachers are foreign language professionals who are masters of foreign languages but lack of cross-disciplinary knowledge. Therefore, it is urgent for universities to optimize and strengthen the construction of teaching staff.

## Conclusion

After the investigation, we know the current situation of the demand for tourism foreign language majors. In face of the diversified demand of talents, we should reform the scheme of cultivating foreign language talents. Applied and interdisciplinary training is an inevitable trend at present. In the 21st century, we are faced with both challenges and opportunities. Universities should seize the opportunity to optimize the curriculum system and strengthen the practice teaching.

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