

Study on Development of Tourism Management Major English Course of Agricultural Universities and Colleges

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ABSTRACT: Tourism English Course takes a significant role in Tourism Management Major. In the wake of further processing of China's reform and opening-up policy and development of travel communication at home and abroad, the travel market requires English elites in an increasing trend. Reform of its courses is confronted with such issues as low interest of students and inadequate qualified teacher. Hence, combined with years of education reform practice and experience summary, this paper hereby put forward such countermeasures as introducing foreign teaching method, advancing learning interest of students, strengthening establishment of teacher qualification training system, and improving teaching materials.

1 INSTRUCTIONS

The Tourism Management Major of our university was founded in 2005. The structure of its teaching system is to fulfill the daily increasing demand on tourism management elites in travel industry. . As we all known, tourism is an industry concerning thousands of foreign affairs. In 2014, travelers coming to China reached 128 Million person-times and outbound travel of Chinese Citizens breaks through the mark of 100 Million person-times and reach 109 Million person-times for the first instance. As predicted by World Tourism Organization, in 2020, China will become the most popular country as travel destination throughout the world. The rapid development of tourism market provides our Tourism Management Major with a vast space for growth. Tourism enterprises in the future will need more and more tourism management elites having international view, strong specialized quality and proficient skills of foreign languages. Based on my past investigation on students of Tourism Management Major of our school, students ranking higher marks in foreign languages may have stronger will to take part in the postgraduate entrance exams. In addition, that who has higher salaries or study abroad also reveals their obvious advantages in English scores than other classmates. Over these few years, a fellow passed IELTS by high mark in the junior year and grasped an opportunity to study at Switzerland Hotel Management School. Some classmates were directly hired by Hilton Hotel Group, one of fortune top 500, owing to their fluent spoken language. Moreover, some fellows have entered into a famous travel agency and acted as professional foreign-language tour guides, leading

groups to well-known tourism islands all over the world.

2 CURRENT STATE OF TOURISM ENGLISH COURSE

2.1 *Brief introduction of course*

Tour Guide English, 3 credits, total 48 class hours (Theory: 24, Experiment: 24). Discipline specialized compulsory course is a significant way to improve English professional skills for students completing systematic learning in college English. Through learning this course, students may apply tour English in a more expert manner and deeply understand culture of all main scenic spots in Beijing. The teaching material chosen therein is Beijing English Tour, namely the prescribed textbook for English oral test in Beijing Tour Qualification Test. According to learning this course, on the one hand, students can know Beijing tourism culture around, and practice English through thinking, understanding and explaining. Meanwhile, one of the teaching purposes of it is that students may be capable to pass an entrance examination of English Tour License after studying the course and become a new blood of the scarce English tour guides in Beijing.

Tourism English, 3 credits, total 48 class hours (Theory: 24, Experiment: 24), discipline Compulsory Courses. In terms of teaching purpose, this course is different from tour English which lays particular stress on skill training. This course mainly aims to teaching students of Travel Management Major in learning reading and writing of tourism major technology paper, studying and interpreting

hot issues of domestic and overseas tourism, comprehending writing skills of thesis, and building up a solid basis for graduation thesis in the senior year. Through learning, students can fairly master and apply professional English, and strengthen the study about foreign language related development hot issues concerning tourism major.

2.2 Teaching methods

Teaching method of tourism English has gone through reforms time after time. Initially, we had only one course of English for 32 class hours. In order to increase teaching efficiency and help students to master English listening and speaking abilities in a short time, we specially invited a teacher who had studied in Britain before to teach the Only-English classes. This teacher positively prepared lessons, roundly reformed the old teaching ways, and adopted discussion-based teaching method which is normal in UK University. However, through practice survey, it indicated that most students failed to follow up the teacher and communication in classes was not smooth frequently.

After preparation of 2007 Grade Outline, we further strengthened English teaching by changing it into two courses, adding class hours to 64, arranging university foreign language teachers to give lessons and adjusting teaching methods according to students' English ability, and basically following teaching mode of university English. As indicated in investigations, most students were able to catch up with teaching progress of teachers. Nevertheless, university English teachers were barely familiar with deep tourism knowledge. They focused more on language training other than introduced learning of Tourism Management Major.

In the process of laying down 2011 Grade Outline, we further improved courses of tour English again and added class hours to 96. Additionally, school draw more attention on teaching reformation of tour English, especially sparing no effort to train qualified teachers for bilingual teaching. Since 2006, our school has sent a group of teachers to attend bilingual teacher qualification training for each year. In Sep. 2007, I was sent to Harper Adams for 3-month studying. After coming back to China, I have engaged in bilingual teaching work of tour English. As for teaching method, I chose small classes and group discussion, and divided students into classes based on their English level. Through years of teaching works, our faculty's English course has achieved a remarkable progress.

3 PROBLEMS OF TOURISM FOREIGN LANGUAGE

3.1 Tight recourse of qualified teachers

At present, we ceaselessly attach importance to and strengthen construction of tourism English courses and promote bilingual courses. However, development of bilingual courses requires more teachers who not only knows specialized theories but also can expertly give lessons in English. For instance, our Travel Management Major has only one teacher being competent in English teaching. Arrangement of small classes was still available in a fashion for courses of 32 class hours in a term. However, there are 48 class hours in each course with small classes, which means a course needs 4 lessons in each week, so it is apparently under great burden, not mentioning other major courses requires teachers.

3.2 Shortage of updating information in teaching material

Popularization development of bilingual courses merely has a short history in our country, so the whole major's construction in bilingual teaching is out-dated. Currently, we can only access to some English teaching books. It is obviously still far from application of bilingual teaching, so teachers have to prepare a lot of materials. Meanwhile, applicability of teaching books is another issue.

3.3 Irregularity of students' English level

On one hand, the State emphasizes foreign language teaching and encourages bilingual teaching. On the other, in order to reduce burden of students, the State cancels the necessity of the College English Test Band 4 for diploma. This contradiction decreases students' burden and interest in learning English. A few of them have been wearied of studying English and needs the right guidance.

4 COUNTERMEASURES TO TOURISM FOREIGN LANGUAGE TEACHING REFORM AND DEVELOPMENT

4.1 Amply mobilize learning interest of students

Develop professional English teaching in Tourism Management Major and require both teachers and students taking part in it. Interaction and communication is extremely important in education.

Based on changes of English language ability of students, application of English shall be increased in teaching activities so that scenes for English practice is created and students may learn in participation. Students who are not good at spoken English are nervous in classes and unwilling to talk in English. Teachers shall constantly mobilize subjective initiative of students because a teacher's encouragement and guidance is significant in creation of relaxed and joyful language environment. I suggest teachers to learn some valuable teaching modes of foreign countries, such as small group learning and dialogue practice in intimate scenes, so as to mobilize participation and enthusiasm of students.

4.2 *Training for teams of qualified teachers shall be strengthened*

Currently, our school lacks persistence in training qualified teachers for bilingual teaching. The program of sending teachers to study abroad has been stopped. Teaching work amount had been increased double for development of bilingual teaching in the past, but it restored two years later. These encouragement systems, due to shortage of persistence, seriously influence teachers' enthusiasm in carrying out bilingual teaching.

As for bilingual teaching, I suggest school to constantly make efforts in it and keep encouragement and awarding policy in a long-term persistence. Meantime, school may precede intensive training for basic skills in building up the team of qualified teachers and adopt such methods as "invite valuable teachers, and send teachers to foreign countries for learning". In the next place, school may hire some compound type part-time teachers who are proficient in both English and subject knowledge, implement special and part-time forms for teachers. For example: School may hire some spoken English experts from tourism and restaurant industry as school's part-time teachers. They have accumulated a lot of theories and practices in handling actual business and definitely have their advantages in bilingual teaching.

4.3 *School may improve and perfect English teaching recourses*

At the present time, English teaching books of Tourism

Major basically take English of knowledge structure and language ability as the principal task, and barely give deep exploration in Tourism information. To solve problems about teaching materials, in my view, it is necessary to organize a group of course experts, tourism specialists, foreign language experts and teachers working in frontline to jointly prepare appropriate teaching materials as per tasks, purposes and current conditions of tourism English teaching.

Complete teaching facilities will be a strong back for smooth implementation of tourism English teaching. School may enhance investment on such newly-developing majors as Tourism Management Major, emphasize introduction and accumulation of intuitional instruction media, increase use frequency and range of seeing and hearing teaching materials such as video tapes and record to reduce the difficulty in understanding language for students. School shall also insist on maintaining and supervising teaching facilities at all times.

5 CONCLUSION

Reformation of tour English courses conforms to actual development of Tour Management Major and demand of elites market. In spite of numerous difficulties on the way, we may carry out works in such aspects as construction of qualified teachers' team, preparation of teaching materials and mobilization of interest of students. Though its reformation is a long-term task, we must understand that investment on education needs a long time to prove its effect in most cases.

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