

# Exploring the Prospects of English in the Tourism Economy

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**Abstract:** As an ancient civilization with a world-renowned reputation, China has rich cultural and historical tourism resources. In recent years, with the continuous improvement of China's economy and comprehensive national strength, China's tourism economy has also achieved unprecedented development. With the rapid development of China's tourism economy, the tourism economy for international tourists urgently needs to be further expanded, and for that, English plays an important role in the development of China's tourism economy in the new era. This paper mainly analyzes the current status of China's tourism economy and the impact of English on the development and prospects of tourism economy, and discusses and studies how to use English to promote the development of tourism economy.

**Keywords:** English; Tourism economy; Talent training; Effect of development

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## 1 Introduction

On the basis of economic globalization and the continuous improvement of China's comprehensive national strength, the development of the tourism industry has been highly valued by the country in recent years. In order to bring significant revenues to some regional economies, the tourism economy has gradually become one of China's important focuses for economic growth, not to say the benefits it produces are becoming increasingly apparent. With the economic globalization and the fact that China is gradually stepping on the path of globalization, the development of China's tourism economy is inseparable from the support brought by English and the talents who are proficient in English

language. How to use English to better promote the development of the tourism economy is a question that needs to be considered at present.

## 2 Overview of China's Tourism Economy

### 2.1 Concept of Tourism Economy

The tourism economy refers to an economic connection between travel enterprises, travel units, and tourists on the basis of tourism activities and the commodity economy. This also refers to the expenses or expenditure such as accommodation, services, transportation, etc. by the tourists during their visits and travels in China<sup>[1]</sup>. These expenditures constitute a huge large economic connection. As an important part of the national economy, the tourism economy industry is one of the rising industries. With the improvement of people's living standards and economic growth and cultural exchanges throughout the country and globally, its development will continue to develop.

### 2.2 Development Status of China's Tourism Economy and Tourism Industry

With the continuous intensification of reform and the continuous enhancement of China's economic strength, China has achieved good performance in the development of tourism and tourism economy in recent years<sup>[2]</sup>. On the one hand, Chinese culture has a high reputation in the eye of the world which attracts increasing number of foreign tourists to China for travel purposes, which has stimulated the development of China's tourism economy. In addition, Chinese tourism services are also optimized and developed in a more personalized and enriching manner. However, the overall tourism industry service quality and marketing management are still less than satisfactory. Especially, the training of the tourism service talents who are

proficient in English language and the number of tourism service talents who are proficient in English language are lacking and imperfect<sup>[3]</sup>.

### **3 The impact and significance of English on the development of tourism economy**

#### **3.1 Impact of English on Tourism Economic Development**

The reason why China's tourism industry can achieve a rapid development is because of its strong dependence on the steady development of tourism English. According to the data survey, in the coming 2020, the number of domestic and foreign tourists in China will continue to grow at a rate of about 8% per year, gradually surpassing the United States, and becoming the world's largest tourist destination<sup>[4]</sup>. In this process, English will become an important language to communicate and promote the development of tourism economy, and is one of the important factors restricting the long-term development of tourism economy in China.

#### **3.2 The significance of tourism English talents to the development of tourism economy**

During the rapid development of China's tourism economy, the cultivation of tourism English talents is of great significance to the development of China's tourism economy. In the development of tourism economy, professional tourism management talents with good language communication skills are essential. In order for China's tourism industry to steadily improve towards the direction of international and sustainable development, it is necessary to have the support of advanced tourism English talents so that the Chinese and English languages can be seamlessly used in communications and cooperation of overseas tourism. Good English communication skills can improve service quality and efficiency, and reduce the rate of tourism complaints. In view of this, tourism English talents are of great significance in the development of China's tourism economy<sup>[5]</sup>.

### **4 Prospects for the Development of Tourism Economy from the Perspective of Tourism English**

In the future development of China's tourism economy, the development goals are mainly as follows: first, to expand the attractiveness of Chinese tourism and

attract more international alliances to involve in China's tourism; second, to provide good-quality service-oriented experiences to the tourists during the development of the tourism economy by optimizing China's tourism environment from the comprehensive aspects of food and beverage, shopping, marketing, etc. to achieve good tourism economic growth; third, to focus on the promotion and publicity of the ethnic, historical, and folk cultures in Chinese tourism in the development of the tourism economy, and utilize the growth and development of the tourism industry and economy to promote the culture with Chinese characteristics to the world<sup>[6]</sup>. Based on the development goal of the tourism economy, it is foreseeable that the number of domestic and foreign tourists that the tourism industry will welcome to in our country will increase sharply in the future. Along with the tourism growth, in order to promote a more high-quality development of the tourism economy, it is necessary to vigorously develop tourism English in combination with the actual situation of tourism reception, and to cultivate tourism English talents. The main purpose of tourism English talent training is to provide reliable talent support for the development of China's tourism economy. In this process, tourism English talents are required to have a strong language foundation first, and then have a professional knowledge and experiences of the tourism services. Thus, the talents should be equipped with the theoretical and practical ability to administer tourism English service so that they can apply what they have learned to promote the efficient development of China's tourism economy. On the road of internationalization and optimal development of China's tourism economy, English and tourism English talents play an important role which can greatly promote the stable and sustainable development of our tourism economy<sup>[7]</sup>.

### **5 The ways English promotes the development of tourism economy**

In regard to the important role of English and tourism English talents in the development of China's tourism economy, we can analyze the promotion of tourism development from the perspective of the cultivation and reserve of tourism English talents and the stable development of tourism economy in the process of promoting the development of tourism economy by English. Based on the industry experience, the author summarizes the three methods of English language and English talent training to promote the development of

tourism economy, as shown in the following.

### **5.1 Optimization of Tourism English Courses Based on Theory and Practice**

The key to steady improvement of the tourism economy is to be more personalized when providing services related to tourism English, and to fully understand the needs of consumers in the tourism market. In the current development of China's tourism economy, the number of foreign tourists has increased year by year, and more English professionals need to be more adaptable and performing well. Based on this situation, it is necessary to carry out a theoretical and practical tourism English curriculum reform to promote a better and faster development of the tourism economy. First of all, based on the current demand for talents in the tourism market, the goal of training English talents is formulated. In addition to improving English language in teaching, it is also necessary to build a training system of talent knowledge framework with tourism services, tourism communication, tourism economy, and tourism management as important content to eradicate the disadvantages of language singularity in the teaching of tourism English courses so that the training can produce excellent talents who are market-oriented and strengthen talents in terms of theoretical and practical skills<sup>[8]</sup>.

### **5.2 Setting professional training goals in accordance with the development needs of tourism enterprises**

In the development of China's tourism economy, many tourism enterprises are in urgent need of professional tourism English talents, and these tourism talents can meet the requirements of tourists at different levels for tourism services, especially English tourism services. In the training of tourism English talents, we can formulate professional talent training goals that are suitable for tourism enterprises, and include tourism English research, English expression ability, English service awareness and service skills in the curriculum. At the same time, we should learn from the international advanced tourism English education and the method of combining tourism English and tourism economic development to conduct teaching. We should also establish an international communication and teaching model for the internationalization of languages and regional economies, and include the interactive classroom model in traditional English and tourism knowledge teaching, so that tourism English learners

can learn more through autonomous learning, as well as explore and work out the problems in tourism enterprises to learn tourism English<sup>[9]</sup>. At the same time, we should pay attention to the scenario development of tourism English language while training the tourism English talents. The training also relies on industry resources in the development of tourism economy, requires building a professional newcomer training model with clear goals and incorporating the international perspective and high-quality tourism services in the design of the training target of tourism English talents. This would enable English teaching to promote the development of tourism education towards innovation and human culture.

### **5.3 Development of Tourism English Education with Industry-University Integration**

In the development of tourism economy in the new era of China, it is very important to attract more international friends to understand China's cultural history through the development of tourism economy. In this process, the application of English and the training of tourism English professionals should be conducted on the basis of culture, and the industry should be integrated with education, so that tourism English learners can carry out work-study interchange and practice based on the current development needs in the tourism economy while training. Moreover, in the training and educating the tourism English talents, explanations and services regarding the regional tourism culture and special services in English language should be added to allow our local tourism to gradually become popularized and attract more foreign friends to understand our local culture, scenery and history. This would help open up the tourism economic market and accelerate the expansion and development of China's tourism industry<sup>[10]</sup>. For example, in the development of tourism English education, it is possible to build Nanyang Jade culture tourism and develop a corresponding education center in collaboration with the school, so that tourism English learners can use English to introduce Nanyang Jade culture and related tourism services. This can provide a spot where the trainees can practice their tourism English while promoting the development of Nanyang Jade culture tourism industry.

## **6 Conclusion**

Taken together, English has brought a broader prospect to the development of China's tourism economy. In

the new era of economic globalization and the rise of China's tourism economy, cultivating more tourism English talents and allowing services conducted in English to play a more important role in the tourism economy will continue to promote China's tourism economy.

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