

A Study on the Language Standardization Training Path of Modern Service Industry under the Background of Hainan Free Trade Port Construction

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Abstract: The Hainan Free Trade Port becoming a landmark project of China's new era of reform and opening up plays an important role in promoting reform and opening up in Hainan and building a new open economic system. This strategy has not only attracted the attention of numerous domestic and foreign investors but also brought unprecedented talent-gathering effects to Hainan. In this context, modern service industry practitioners must possess high-level language expression and communication skills to meet international service standards. This study aims to explore the problems faced by modern service industry language standardization training in the construction process of the Hainan Free Trade Port comprehensively, provide targeted guidance and strategies for policymakers and enterprise management, and optimize the training path. Specifically, this study will focus on identifying effective training mechanisms and models, aiming to enhance the language skills and comprehensive service capabilities of service industry talents, and thereby promote the international competitiveness of Hainan Free Trade Port's service industry.

Keywords: Language standardization; Training path; Modern service industry

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1. The existing problems in language training in the service industry

1.1. Insufficient understanding of language standardization

The most significant problem in the modern service industry is the general lack of understanding of language standardization. Language standardization helps to improve service quality, shape corporate image, and promote effective communication. Although its importance is self-evident, in practice, many enterprises and individuals do not attach enough importance to it, leading to the frequent use of non-standard language in service communication, which in turn negatively affects service quality and corporate reputation. As the most important communication tool in society, language should always have certain norms. The lack of clear and standardized language makes it difficult to fully utilize its functions of transmitting information, exchanging

ideas, and carrying culture ^[1].

1.2. Lack of corresponding teaching staff

In addition, the lack of professional teaching staff further affects the quality of training. High-quality training relies on teachers who possess both profound professional knowledge and rich practical experience. Currently, the construction of teaching staff in this field in China is still in its early stages, and the quantity and quality of professional teachers cannot meet the training needs. This situation seriously limits the improvement of training effectiveness.

1.3. Insufficient policy support

The insufficient support of policies and funds is also a key factor restricting the development of language standardization training. Although the government attaches great importance to the development of the modern service industry, the policy and financial support in language standardization training is still insufficient, making it difficult to fully utilize the original policy direction and stimulate market vitality. This has had a negative impact on the effective implementation and innovative progress of training projects.

Overall, under the background of the construction of the Hainan Free Trade Port, the challenges faced by modern service industry language standardization training are multifaceted and complex, including insufficient understanding, incomplete training system, weak teaching staff, and insufficient policy and financial support. To address these challenges, the government, enterprises, and educational institutions must collaborate and jointly promote the in-depth development of standardized language training in modern service industries ^[2].

2. Exploration of language standardization training paths in the modern service industry

2.1. Establish a sound language standardization training system

A training system refers to a standard style and theoretical training system that provides skill training or short-term re-education activities for trainees under certain objective conditions. The constituent elements of a training system include training objectives, training subjects, training methods, training content, training organization and management, training policy funding investment, and training evaluation system. The formation process of a training system is the process of optimizing the combination of various constituent elements. Establishing a sound language standardization training system is the key to enhancing the competitiveness of Hainan Free Trade Port's modern service industry and achieving high-quality development. The construction of this system needs to follow the principles of scientificity, systematicity, and sustainability, to form a comprehensive, multi-level, and efficient language training network. The following are several practical and feasible paths in the construction of a standardized language training system in the author's opinion ^[3].

2.1.1. Develop scientifically reasonable training courses

The course design should be based on an in-depth analysis of the development needs of Hainan Free Trade Port's modern service industry, clarify industry characteristics and job requirements, adopt modular course settings, and cover basic language knowledge, industry terminology, cross-cultural communication skills, and other aspects. In addition, the course should have flexibility and be able to adjust promptly according to market changes and industry development, ensuring the forward-looking and market adaptability of the training content.

2.1.2. Building diversified training models

Diversified training models can meet the needs of different learners, break the limitations of traditional learning models in time and space, and improve the popularity and effectiveness of training. In combination with traditional face-to-face teaching and modern distance online learning, the industry develops interactive and immersive learning platforms and applications by using the Internet, big data, artificial intelligence, and other technical means to improve the convenience and interactivity of learning.

2.1.3. Develop a comprehensive training management system and feedback mechanism

A comprehensive training management system can be established, including training needs analysis, course development, teaching implementation, effectiveness evaluation, and other full process management. The standardization and efficiency of training activities can be ensured through standardized and systematic management processes. In addition, regular training effectiveness evaluations should be conducted to collect feedback from trainees, analyze training effectiveness, and adjust training strategies and content promptly. The evaluation mechanism should cover multiple dimensions such as course satisfaction, learning effectiveness, and practical application to ensure the continuous optimization and upgrading of the training system ^[4].

By implementing the above measures, a language-standardized training system with wide coverage, reasonable structure, and complete functions can be effectively constructed. This not only benefits the overall service quality and international competitiveness of Hainan Free Trade Port's modern service industry but also provides strong talent and cultural support for the sustainable and healthy development of the regional economy ^[5].

2.2. Innovative training models and methods

In the process of language standardization training, innovative training models and methods can effectively enhance the language application ability of service industry employees and enhance their competitiveness in an international business environment. Therefore, this section aims to explore and propose a series of innovative training models and methods, aiming to provide solid support for the development of the modern service industry in Hainan Free Trade Port ^[6].

2.2.1. Hybrid training mode

Blended learning provides an effective teaching strategy between traditional face-to-face teaching and modern online learning. This model combines the richness of online resources with the effectiveness of offline interaction, allowing students to learn theoretical knowledge independently through online courses, and then engage in practical operations and exchange discussions in offline courses. In addition, utilizing big data and artificial intelligence technology for personalized design and feedback on the learning process can greatly improve learning efficiency and quality.

2.2.2. Scenario simulation training

Situational simulation training refers to training conducted in a simulated work environment, which creates near-real work scenarios and allows learners to learn and apply language knowledge in simulated situations. This method can not only improve the practical language application ability of students but also enhance their ability to solve practical problems. For example, customer service scenarios created through virtual reality technology can allow students to practice and improve their service communication skills in a risk-free environment ^[7].

2.2.3. Project-based learning

Project-based learning refers to the organization, guidance, and implementation of teaching activities by

teachers through questions, in which students cooperate with each other, use new learning techniques to participate in exploration, answer questions, and develop and represent the results presented by the problems. It is a learner-centered teaching method that requires students to complete a project with practical significance under the guidance of the teacher. In language standardization training, project tasks related to real work environments can be designed, such as writing business reports, planning international conferences, and so on. By completing these tasks, students can learn and apply language knowledge in practical operations, thereby improving their language proficiency ^[8].

2.2.4. Flipped classroom

Flipped classroom is a teaching strategy that reverses traditional teaching methods. Students learn new knowledge through online resources such as videos at home while using classroom time for discussion, questioning, and problem-solving. This model promotes active learning among students, increases opportunities for teacher-student interaction, and helps students to have a deeper understanding and mastery of language standardization knowledge ^[9].

By applying the innovative training models and methods mentioned above, the language standardization level of modern service industry employees in the Hainan Free Trade Port can be effectively improved, thereby enhancing service quality and international competitiveness. The continuous innovation and optimization of training modes will inject new vitality into the development of the modern service industry in the Hainan Free Trade Port and even the whole country, promoting high-quality economic development ^[10].

2.3. Strengthen the construction of teaching staff

Strengthening the construction of the teaching staff is the key to ensuring the quality of standardized language training in the modern service industry of the Hainan Free Trade Port. A professional, efficient, and internationally-minded teaching team can not only provide high-quality teaching content but also stimulate students' interest in learning and promote the comprehensive improvement of their language abilities. The following are specific strategies for strengthening the construction of teaching staff ^[11].

2.3.1. Improvement of professional abilities and teaching methods

Continuous education and training involves regularly providing professional knowledge and teaching methods training for teachers, including the latest language teaching theories, multicultural communication, and the application of digital technology in teaching, to ensure that teachers can keep up with the pace of the times.

By collaborating with international educational institutions, the industry aims to attract outstanding educational talents from overseas, while also actively exploring the teaching resources of domestic universities and research institutions, enriching the professional background and teaching experience of the teaching staff.

2.3.2. Incentive mechanisms and career development paths

To build an effective incentive mechanism and career development path, it is necessary to stimulate teachers' teaching enthusiasm and innovation ability through competitive compensation, professional title promotion bonuses, and support for scientific research projects.

In addition, establish a fair and transparent evaluation system to comprehensively evaluate the teaching, research, and community services of teachers, to ensure the quality of education and teaching while also fairly reflecting the efforts and achievements of teachers ^[12].

Encouraging teachers to participate in the school decision-making process and enhancing their sense of belonging and participation can improve the cohesion and innovation of the entire education team. Through

such a comprehensive incentive mechanism, it can effectively promote the professional growth of teachers, while improving the quality of education and the overall teaching level of schools.

Through the above measures, it is possible to effectively strengthen the construction of the teaching staff for standardized language training in the modern service industry of the Hainan Free Trade Port, laying a solid foundation for improving the quality and effectiveness of training ^[13].

2.4. Increase enterprise engagement

Improving enterprise participation is one of the key factors for achieving successful language standardization training in the modern service industry of Hainan Free Trade Port. The core of industry-university research cooperation should be guided by enterprise needs. As the main body of the service industry, enterprises directly face market demand and customers, and their demand for employee language ability is the most direct and urgent. Therefore, the active participation of enterprises can not only enhance the pertinence and effectiveness of training but also promote the rapid application and transformation of training results. The following strategies aim to increase enterprise participation, promote deep cooperation between enterprises and training institutions, and jointly promote the development of language standardization training ^[14].

2.5. Establish a demand-oriented training system for enterprises

2.5.1. Requirement research and analysis

Enterprises should regularly research the language training needs of enterprises, gain a deep understanding of the specific needs and challenges of language application in different industries and enterprises of different scales, and design training courses and content based on this ^[15].

2.5.2. Customized training plan

Provide customized training plans tailored to the specific needs of the enterprise, including course content, training methods, and scheduling, to ensure that the training can efficiently solve language application problems faced by the enterprise.

2.6. Motivate enterprises to actively participate in training activities

2.6.1. Policy incentives

The government can encourage enterprises to invest in employee training and improve their participation in training through policy measures such as financial subsidies and tax reductions.

2.6.2. Performance feedback

By showcasing training results, such as improving employee work efficiency and enhancing customer satisfaction, enterprises can intuitively feel the return on training investment and increase their willingness to continue investing in training.

2.6.3. Practical application project

Training institutions should establish a feedback mechanism after training, regularly collect evaluations of training effectiveness from enterprises and employees, and adjust and optimize training content and methods promptly.

2.6.4. Cooperation platform construction

Establishing a cooperation platform between enterprises and training institutions can promote information

exchange and resource sharing, including training resources, teaching outcomes, best practice cases, and so on.

Through continuous improvement of practice and feedback mechanisms, business operators can gain practical market benefits from language standardization, enhance their understanding of language standardization, and stimulate their subsequent participation. In the future, companies can be invited to participate in course development to ensure that the training content is close to practical work needs and improve the practicality and effectiveness of the training.

Enterprises are not only beneficiaries of training, but also an important force in promoting innovation and improvement in training. Through the above measures, it is possible to effectively increase the participation and investment of enterprises in language standardization training, form a good ecosystem for enterprises, training institutions, and the government to jointly promote the development of language standardization training, and contribute to the internationalization of the modern service industry in Hainan Free Trade Port.

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