

# Research on the Integration Path of Improving the Comprehensive Qualities of English Tour Guides' Talents and Intangible Cultural Heritage

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**Abstract:** With the development of international tourism, English tour guides play a crucial role in cross-cultural tourism exchanges. This paper, from the perspective of ideological and political education, deeply analyzes the connotations of the comprehensive talent quality of English tour guides, discusses the existing problems in this regard, and proposes corresponding improvement paths. The aim is to cultivate a high-quality team of English tour guides who can not only demonstrate excellent talents and provide quality services but also effectively disseminate Chinese culture and ideological and political concepts.

**Keywords:** Ideological and political education; English tour guides; Comprehensive talent quality; Improvement paths

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## 1. Introduction

In the era of accelerating globalization, international tourism exchanges have become increasingly frequent. English tour guides, as the bridges of communication between Chinese and foreign tourists, have a direct impact on tourists' travel experiences and the dissemination effect of Chinese culture in the international arena. Guided by the concept of ideological and political education in nurturing people, it is of great significance to enhance the comprehensive talents and qualities of English tour guides<sup>[1]</sup> and integrate elements of intangible cultural heritage, which will help strengthen cultural confidence<sup>[2]</sup> and spread the Chinese voice<sup>[3]</sup>.

## 2. The connotations of the comprehensive talent quality of English tour guides from the perspective of ideological and political education

### 2.1. Profound English language proficiency and cross-cultural communication competence

English tour guides should possess proficient and authentic English language expression abilities to accurately convey various tourism-related information to foreign tourists, including scenic spot introductions, itinerary

arrangements, and cultural explanations. Meanwhile, cross-cultural communication competence is indispensable. They need to understand the cultural backgrounds, customs, and ways of thinking of tourists from different countries and regions to avoid misunderstandings caused by cultural differences and achieve effective cross-cultural communication. From the perspective of ideological and political education, through excellent English communication, positive energy content such as the achievements of socialism with Chinese characteristics and the excellent values in Chinese culture can be disseminated to foreign tourists, presenting a real, three-dimensional, and comprehensive image of China.

## **2.2. Diverse and distinctive talent skills and profound cultural dissemination and understanding competence**

The talent skills of English tour guides should cover multiple aspects. For example, they can perform English songs, English short plays, recite English poems, and other artistic talents, which can be appropriately demonstrated during tourism activities to create a relaxed and pleasant atmosphere and shorten the distance with foreign tourists. More importantly, it is necessary to incorporate relevant talents and skills related to intangible cultural heritage with Chinese characteristics<sup>[4]</sup>. Talents and skills are not only means of entertainment but also can convey the essence of Chinese culture and the national spirit during the display process. English tour guides are required to have a deep understanding and research of Chinese history, culture, folk customs, etc., and be able to vividly and accurately convey this knowledge to foreign tourists in English.

## **3. Existing problems in the comprehensive talent quality of English tour guides**

### **3.1. Inadequate mastery of talent skills and lack of characteristics**

Some English tour guides possess certain talent skills, but the degree of mastery varies, and most of their talents are ordinary and common, lacking unique talents that can highlight Chinese characteristics. For example, when singing English songs, they are mostly limited to popular songs, and the demonstration of English adaptations of songs with Chinese cultural connotations or traditional Chinese talents is insufficient, making it difficult to leave a deep and unique impression on foreign tourists.

### **3.2. Insufficient depth of cultural dissemination and weak connection with ideological and political education**

When English tour guides explain Chinese culture, they often only superficially introduce some historical and cultural phenomena, lacking in-depth exploration of cultural connotations and failing to effectively combine cultural dissemination with ideological and political education. For example, when introducing traditional Chinese festivals, they only simply mention the time and customs of the festivals, without elaborating on the national spirit, values behind them, and their connections with the development of contemporary Chinese society, making it impossible for foreign tourists to truly understand the essence and contemporary value of Chinese culture.

## **4. Integration path of improving the comprehensive qualities of English tour guides talents and intangible cultural heritage**

### **4.1. Strengthening the construction of the ideological and political education system**

#### **4.1.1. At the level of tourism colleges**

Tourism colleges should deeply integrate ideological and political courses with English tour guide major courses.

For example, in English intensive reading courses, select English articles related to Chinese culture and social development for analysis <sup>[5]</sup> and explanation to guide students to establish correct cultural outlooks and a sense of national pride <sup>[6]</sup>. Meanwhile, regularly organize ideological and political special topic lectures and invite experts and scholars to deeply interpret the importance and specific applications of ideological and political education in English tour guide work.

#### **4.1.2. At the level of tourism enterprises**

Tourism enterprises should include ideological and political education as an important part of the training for English tour guides. Regularly organize tour guides to participate in ideological and political training courses, the content of which can include the interpretation of the theoretical system of socialism with Chinese characteristics, the impact of international situations on the tourism industry, etc. Establish a corresponding assessment mechanism to link the assessment results of ideological and political education with the performance and promotion of English tour guides, prompting tour guides to attach importance to ideological and political education and actively integrate ideological and political education elements into their daily work <sup>[7]</sup>.

### **4.2. Enriching the content and ways of talent skills training**

#### **4.2.1. Diversifying the content of talent skills training**

In addition to the regular English talent training such as singing English songs and performing English short plays, more training projects related to traditional Chinese talents with Chinese characteristics should be added. For example, training in Chinese calligraphy, paper-cutting, martial arts, Beijing opera facial makeup painting, etc. For these traditional talents, tour guides should be trained not only to be able to demonstrate but also can give English explanations, elaborating on their cultural connotations, historical origins, and the national spirit they embody <sup>[8]</sup>. At the same time, it is important to encourage tour guides to innovate the forms of talent demonstration according to their characteristics and the differences between tourism destinations. For example, combine Chinese martial arts with English poem recitation to create a unique form of talent performance.

#### **4.2.2. Innovating the ways of talent training**

Adopt a combination of online and offline training methods. Online, utilize video tutorials, live webcasts, etc. to enable English tour guides to learn talent skills anytime and anywhere and practice repeatedly. While offline, organize centralized training, invite professional artists, cultural experts, etc. to provide on-site guidance, and through practical operations and interactive exchanges, improve the mastery of talent skills by tour guides. In addition, organize talent exchange activities among tour guides to promote mutual learning and complementarity.

### **4.3. Deepening the exploration of the connotations of cultural dissemination**

#### **4.3.1. Strengthening the learning of cultural knowledge**

English tour guides should continuously strengthen their learning of Chinese history, culture, folklore, etc., and deeply study their connotations and values. They can do this through reading professional books, attending cultural lectures, conducting on-site investigations, etc. At the same time, they should deeply study the knowledge related to intangible cultural heritage to make it an important entry point for disseminating Chinese culture <sup>[9]</sup>.

#### **4.3.2. Focusing on the excavation of the value of cultural education**

When explaining Chinese culture, English tour guides should be guided by the concept of ideological and

political education, deeply excavate the positive energy elements in the culture, combine them with contemporary Chinese values, and transform them into ideological and educational tools that can be disseminated. For example, when introducing traditional Chinese buildings, combine the “harmony” concept in the core socialist values to elaborate on how Chinese traditional buildings reflect the harmonious relationship between man and nature and between people, guiding foreign tourists to correctly understand the connotations of Chinese culture and the development concepts of Chinese society.

### **4.3.3. Improving the application ability of the English language**

Tourism colleges and tourism enterprises should continuously strengthen the English language training for English tour guides to improve their comprehensive abilities<sup>[10]</sup>. Systematic training enables English tour guides to use English for communication more accurately and flexibly<sup>[11]</sup>. For the Chinese characteristic cultural concepts and ideological and political terms involved in the process of cultural dissemination and ideological and political education, organize experts, scholars and English tour guides to jointly study and formulate standardized translation schemes. For example, for terms such as “core socialist values” and “the Belt and Road Initiative,” ensure that their English translations are accurate, standard, and easy to understand, to better disseminate Chinese culture and ideological and political concepts to foreign tourists<sup>[12]</sup>.

## **4.4. Promoting the deep integration of talent skills and intangible cultural heritage**

### **4.4.1. Popularizing and training knowledge**

Tourism colleges and tourism enterprises should strengthen the popularization and training of knowledge about intangible cultural heritage for English tour guides, enabling them to have an in-depth understanding of the types, characteristics, protection status, and cultural values of intangible cultural heritage. Through lectures, courses, etc., make tour guides familiar with the knowledge related to intangible cultural heritage, laying the foundation for the subsequent integration of talent skills and intangible cultural heritage.

### **4.4.2. Practical operations and innovative demonstrations**

Encourage English tour guides to conduct practical operations and innovative demonstrations of intangible cultural heritage-related talents in actual tourism activities. For example, on a tourist bus, the tour guide can demonstrate the process of paper-cutting on the spot and combine it with an English explanation of the spread of paper-cutting art in Chinese folk, the beautiful meanings it embodies, etc. In a scenic area, the tour guide can organize tourists to participate in simple shadow puppet play activities and provide English explanations, allowing tourists to experience the charm of intangible cultural heritage in person. At the same time, guide tour guides innovate the forms of demonstration of intangible cultural heritage talents according to different tourism scenarios and tourist demands. For example, combine embroidery patterns with English poems to create unique display items, further enhancing the tourist experience.

## **5. Conclusion**

Improving the comprehensive talent quality of English tour guides from the perspective of ideological and political education is a long-term and systematic project that requires the joint efforts of tourism colleges, tourism enterprises, and English tour guides themselves. A high-quality team of English tour guides<sup>[13]</sup> who possess solid English language abilities, rich talent skills, and can effectively disseminate Chinese culture and ideological

and political concepts can be cultivated through strengthening the construction of the ideological and political education system, enriching the content and ways of talent skills training<sup>[14]</sup>, deepening the exploration of the connotations of cultural dissemination, improving the application ability of English language, and promoting the deep integration of talent skills and intangible cultural heritage. It can make greater contributions to international tourism exchanges and the international dissemination of Chinese culture<sup>[15,16]</sup>.

## Disclosure statement

The author declares no conflict of interest.

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