

The Development and Strategy Analysis of China and Russia Tourism Cooperation under the Background of “One Belt One Road”

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Abstract: In order to comply with the development trend of Sino-Russian tourism industry, the talent training mechanism of Russian + tourism in universities in Russia has been adjusted for the training mode of Russian language professionals, and at the same time, it has been explored in depth. The talent training mechanism in this direction improves the education level of colleges and universities, accelerates social and economic development, and ensures the smooth employment of students in the future. It is the key to gather the connotation of education and an important means to accumulate innovation advantages.

1. Introduction

The rapid development of the modern economy has prompted the reform of college education into a golden stage, changing the direction of education and teaching, and moving it closer to service and employment. Government departments have proposed several plans in the field of college education: college education must be proactive, further deepen reform and innovation, focus on connotative development, keep college education closely following the pace of social and economic development, continuously involve new technical skills, and focus on the quality of talent training. In order to better fulfill the task of the great rejuvenation of the Chinese nation, and to clarify the path of talent training mechanism in colleges and universities. The Sino-Russian tourism industry has gradually entered the public. Its Russian language level is relatively high, and it has a good understanding of tourism knowledge, culture, and standards. It is a model for high-quality tourism personnel to study, and it innovates the purpose of cultivating Russian professional tourism in universities.

2. Importance of “Russian + Tourism Orientation” Talent Training Mechanism for Russian Majors in Universities

2.1 Keep Up with Economic Development Trends and Control Service Development Paths

Combined with the current “Russian + Tourism Orientation” talent training trend, the current domestic standards for Russian language talents are gradually increasing. There are many students of Russian majors in the job market. Their theoretical knowledge and professional skills do not

meet the standards of the job market. The school regards the cultivation of professional language skills as a teaching priority, which is already out of touch with social needs. The talents to be cultivated must not only master the language skills of the Russian major, but also be familiar with and understand the skills and knowledge of other majors. This is the predicament faced by the current Russian major talent training mechanism. “Russian + Tourism Orientation” talent training mechanism is a key factor to promote the development of Russian majors in universities [1].

During 2015, a survey was conducted on the demand for Russian professionals in an international tourism company. The Russian tourism companies were interviewed to investigate the demand for specialized Russian students and their comprehensive quality standards. Responsible persons of the company explained the demand for excellent Russian professionals in the tourism industry, and hoped that the junior colleges could train more excellent talents for enterprises. Their moral literacy should be high, and the foundation of Russian and the qualifications of tour guides should be at the same time.

The “Russian + Tourism Orientation” talent training mechanism was created. It first appeared in colleges and universities in Hainan Province. The school combined the development of local international tourist islands and increased the number of Russian professional aviation tourism directions according to the demand for Russian talents. Depending on the geographical characteristics of tourist islands in the region, the demand for Russian language talents continues to grow. Taking other provinces and cities as examples, more than 40 universities have been built, and only a few schools have added Russian majors. Obviously, “Russian + Tourism Orientation” talent training does not meet the development requirements of the Russian tourism industry.

At this stage, Sino-Russian tourism projects mainly include seaside vacation tourism, urban sightseeing tourism, and border city weekend tours. The tourist cities are Sanya, Beijing, Shanghai, Moscow, St. Petersburg and other first-tier cities. There are other cities and landscape projects with research and development potential that have not yet been added with attractive sights and Chinese-Russian translation materials. Advertising investment and Internet promotion efforts are still lacking. Further explore and develop inbound business, medical and cultural tourism projects; rational planning of outbound tourism routes; unique folkloric experience projects; in-depth exploitation of convenient transportation conditions and unique geographical advantages; China and Russia organize business and cultural exchanges and develop sports activities Such as tourism scale; research and development of tourism products that meet market standards, the development of such projects in the tourism industry is very considerable, and needs to be further expanded and extended.

The tourism science and technology talents cultivated by Russian exhibition industry in colleges and universities must have a high comprehensive quality. Take the “Russian + Tourism Orientation” talent training mechanism as an example. The clarity of this mechanism not only meets the social development situation, but also meets the needs of market development and fully reflects The unique advantages of colleges and universities promote the employment development of Russian majors in colleges and universities and establish a high-quality communication platform.

2.2 Meet the Employment Standards of Students and Improve the Stability of Employment

The purpose of “Russian + Tourism” talent training is the same as that of college-level students. For Russian majors in colleges and universities, they have studied tourism Russian knowledge and system theory in two years, which has met the language communication standards for tourism professionals. Russian The amount of knowledge stored can largely depend on the language requirements of Russian tourist staff. From the time of enrollment, he began to study subjects related to the comprehensive quality of the tourism profession. Through his unremitting efforts, he

obtained a tour guide qualification certificate within a specified time, arranged professional literacy courses, and learned the professional ethics and technical functions that tourism workers must have. Incorporate appropriate teaching ideas during talent training, coupled with the very professional education received by college students, speed up the development of good personal temperament, improve team cooperation capabilities, enterprises organize students to participate in job placement training and pre-job training tasks, and ultimately meet the Russian Tourism job requirements, to adapt to Russian tourism job positions in advance.

The “Russian + Tourism Orientation” talent training direction coincides with the employment demands of Russian majors in colleges and universities. With the rapid development of China's tourism industry, the number of hired tourism employees will gradually increase [2]. After a series of training and selection, the Russian majors in colleges and universities have certain basic conditions in terms of moral literacy, knowledge storage, and job functions. After completing internships and pre-post training tasks, they can participate in guided tour exams and be awarded the leader qualifications in a short period of time, take the group out of the country and entertain Russian tourists, can adapt to the job at the fastest speed, so the employment direction and prospects are very good. Although there is irrationality in the salary system for the current tourism industry, especially those who work as tour guides, through their unremitting efforts, economic income can meet the standards of graduate students.

The finalization of the training direction of Russian professional tourism talents is the best channel for college Russian students to quickly enter the society, and they can get better exercise and progress on the tourism industry platform. Higher education is the main advantage of the Russian major's slowly developing from the tour guide position to the tourism industry, which occupies a certain position in the group of tour guides without education or low education. The cultural knowledge, social experience, improvement and communication skills accumulated in the tour guide profession are the prerequisites for entering higher positions.

With the establishment of the “Russian + Tourism Orientation” talent training mechanism, meeting the employment standards of this professional class of students can better show the professional characteristics of the students and their own value, and provide a developable student platform.

2.3 Provide Talent Guarantee for the Development of Russian Tourism

For the tourism industry, it has become a window and platform for spreading Chinese civilization, and the staff engaged in this work are groups that represent the image of the window and platform. It is an important goal of many tourism companies to vigorously introduce high-quality and high-level employees and regulate the Russian tourism talent market. Employees engaged in the tourism industry in terms of their Russian communication skills, professional ethics, cultural heritage, spiritual appearance, and sound and smile not only represent the corporate image, but also the image of a country.

At the current stage, China is also vigorously promoting the tourism industry. The overall level of joining the tourism project team is relatively backward compared with the development of the tourism industry, the level of comprehensive quality of staff is different, and the outstanding talents in the middle-level tourism and high-level tourism are relatively scarce. Based on the allocation of tour guides in a certain tourism enterprise, the number of tour guides is relatively small, and the number of relatively professional Russian tour guides is even smaller. There are still some people who don't speak Russian. Russian majors don't know much about tourism vocational technology. The employees who are engaged in this job are not professional and stable enough, which limits the

enhancement of service quality to a large extent, reduces corporate economic income, and reduces The stability of tourists restricts the expansion and innovation of the tourism industry [3].

3. Status of Talent Training in “Russian + Tourism”

3.1 Scarce Number of “Dual Teachers”

For “dual teacher” teachers, not only have strong teaching skills, but also relatively high project operation skills, they are a kind of compound education talents. In the domestic teaching system, students of Russian majors are more rigorous in employment choices. First, it is difficult to enter the education level when working in an enterprise; instead, they are moving towards the boundaries of education. However, it is difficult to enhance their coping ability in teaching courses. The Russian major in colleges and universities focuses on developing students' coping skills, so the teaching mode of the integration mechanism is relatively scarce, which directly affects the talent training policy in this field [4].

3.2 Disconnection between Professional Teaching and Practical Application

A few college Russian majors are difficult to complete in terms of teaching and practical application. The fundamental factor is that colleges and universities cannot provide students with relatively comprehensive practical teaching. The domestic Russian application atmosphere is relatively poor, and some cities rarely have Russian tourism and play. In this environment, Russian practical teaching is difficult to continue to implement. In terms of language ability, it must be continuously honed in the communication process. In a relatively lonely and closed teaching atmosphere, it has increased the difficulty of developing students' applied skills.

3.3 Inappropriate Instructional Design

For instructional design, some Russian courses still face some difficulties. For example, some teachers pay too much attention to class discipline, lack of emphasis on students' pronunciation and dialogue practice, and give less time. In addition, it is difficult to penetrate extra-curricular teaching content in the classroom. “Russian + Tourism Orientation” talents should fully understand and be familiar with the basic news of the culture and social environment of other countries. The teaching content is too narrow and directly restricts the development of students' applied skills. In addition, teachers still use the recitation teaching mode in teaching classrooms, and it is difficult to fully demonstrate students' observation skills.

3.4 Low Learning Effectiveness after Class

Based on the traditional teaching concept, students are young teams with independent learning ability, and teachers rarely join students' learning activities. However, driven by the examination-oriented education, students' autonomous learning ability gradually declines, and it is difficult to make full use of spare time. On the other hand, during the study of Russian, the particularity is more obvious. When practicing speaking and pronunciation, students and students must cooperate with each other. Due to the different learning needs and pronunciation of each student, it is difficult for students to find practice in the spare time friend

3.5 The Foundation of Universities and Training Institutions is Weak

During 1990, Russia's influence declined sharply compared with previous years, and our country continued to shrink in terms of Russian language teaching. At present, Russian has gradually moved closer to minor languages, and has almost become extinct in other educational links. At the same time, the rate of application of Russian is relatively low, and there are fewer groups interested in learning Russian. Due to the limitations of this environment, the ability of Russian professional training institutions is limited. This problem not only restricts the training process, but also affects college education progress.

4. “Russian + Tourism Orientation” Talent Training Method

4.1 Construction of “Double Teachers” Teaching Mechanism

Under the dual conditions of history and reality, it is difficult for colleges and universities to cultivate “dual-teacher” Russian professionals in a short period of time, so the dual-teaching teaching mechanism can be divided into two links to gradually enhance the quality of teaching. In the first part, the “double-teacher” teaching mechanism was established in advance. Under the “double teacher” teaching mechanism, college teachers can shoulder the teaching mission together with off-campus applied talents. For example, college teachers use their spare time to plan teaching content and arrange standardized Russian teaching tasks for students. In addition, through the weekends, professional Russian tour guides can be hired to give lectures on campus, and this form can be used to improve students' speaking and application skills. In the second part, colleges and universities can choose several excellent Russian teachers to internship in the company through vacations. After training and learning, they can fundamentally improve the teachers' practical skills and have the ability of “double teachers”. When hiring teachers in colleges and universities, the assessment standards drawn up should be sharply oriented and strengthen the overall skills of teachers.

4.2 Add Practical Teaching and Project Teaching Content

At the current stage, the teaching application and promotion of “Russian + Tourism Orientation” is relatively low, which increases the difficulty in developing students' applied skills. For such problems, universities need to add practical teaching content, such as selecting higher-qualified tourism companies in the region, supplying office space for a fee or acquiring some shares, and cooperating with tourism companies. In the process of cooperation, tourism companies must provide a certain number of internship positions to universities. Based on the number of positions, students can provide high-quality auxiliary services for visiting visitors. Through several days of exercise and learning, students' ability to apply spoken language has been significantly strengthened [5]. In addition, colleges and universities can also complete docking projects with enterprises and shoulder a part of the workload. For example, schools use school buses to carry short-distance transportation from the airport to the urban area. At this stage, teachers can lead some students to receive visiting tourism. Visiting the site to observe, tourism can be more directly familiar with Russian life habits and broaden their knowledge.

4.3 Innovative Classroom Teaching Content

Some Russian professional teaching classrooms lack rationality in content planning, making teaching more effective and difficult. For such problems, teachers use multimedia teaching tools to innovate teaching methods and provide guarantee for the comprehensive output of Russian knowledge. For example, the teacher compiles Russian texts into teaching videos before class, and

the Russian landscape is fully displayed in the video content. The teacher can combine the perspective and meaning of the text to adjust the corresponding scene vision and scene music. Finally, the teacher plays the video during the reading process. By using such teaching methods, students can grasp the drawn landscape more clearly and improve their writing skills. In addition, teachers can use vacation time to travel to Russia to record cultural landscapes during the trip, and then use the recorded content as teaching materials to help students master the cultural knowledge of other countries.

4.4 Construction of Talent Training Mechanism

Learning foreign languages is a long process, so college education needs to be seen as a prerequisite for the application of Russian teaching. The increase in the scope of Russian teaching in China has been greatly reduced, and problems have arisen in the docking work between universities and other schools. Based on this, relevant departments can refer to other provinces and cities' teaching models to provide extra points for Russian major college entrance examination students and finally solve the reduce problems of Russian teaching. Universities can use their own teaching characteristics to provide teaching support for non-school personnel [6]. For example, to increase the teaching of Russian majors, and gather a group of students in the society who want to learn Russian and a good foundation of Russian. Through this advantage, Russian language learning courses are invited to invite students to join in and communicate with each other, which will fundamentally improve the students' overall skills. For the lack of talent training, universities can use policies to encourage teachers of Russian majors to build a talent training mechanism and provide support to social training institutions on the premise of completing the teaching content.

5. Conclusion

In summary, the establishment of a “Russian + tourism orientation” talent training mechanism for Russian majors in colleges and universities has trained a large number of highly-educated, highly-skilled, highly-qualified professional talents. These talents are familiar with the history and culture of China and Russia, and national habits, improve the quality of tourism services in China and Russia, and make it move in the direction of a virtuous circle.

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