

# *Research on the Combination Strategies of Higher Vocational English Education and Regional Economic Development in the Demand of Intercultural Exchange Talents*

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**Abstract:** English education in higher vocational colleges plays an important role in promoting regional economic development and construction. In order to better play the role of English education in higher vocational colleges, it is necessary to establish an English education model that can support regional economic development in line with the needs of local economic construction talents. The development of regional economy depends on the quality of talents. The cultivation of English majors' intercultural communicative competence plays an important role in promoting regional export-oriented economic development. The supply of talents provides intellectual support for regional economy, while the development of regional economy provides a platform for the cultivation of English education talents.

## **1. Introduction**

With the development and influence of economic globalization, the economic cooperation between domestic enterprises and Western countries has been strengthened day by day. Higher vocational colleges, as the main educational places for training business English talents, should not only strengthen the training of students' business English professional skills, but also attach importance to the cultivation of cross-cultural communicative competence in business English, so as to comprehensively improve students' comprehensive quality. With the continuous improvement of the quality of economic development, more and more professional talents are needed for economic development. In the regional economy, English professionals have become a link between enterprises and the outside world. Through the work of English education, enterprises can understand the degree of economic development of English-speaking countries and the related discussions in the frontier of technology. Enterprises can change their development strategies at any time according to the situation. Whether vocational colleges want to make their English education majors more competitive in employment, or the regional economy wants to recruit the talents needed, they need to combine the English education of colleges and universities closely with the regional economic construction. Only in this way can higher vocational colleges provide excellent English talents with intercultural communicative competence for regional economy and achieve better demand docking.

## **2. The role of higher vocational English education in regional economic development**

At present, with the increasing degree of economic globalization, regional economic development has been more and more integrated into the global economic development, which has become one of the driving forces to promote regional economic development. With the increasing number of foreign enterprises, foreign enterprises have become an important part of regional economic development. Therefore, high-quality English talents with cross-cultural communication skills will be welcomed by enterprises. Considering such factors as regional economic development, it is necessary for higher vocational schools to train such English talents to support regional economic development. This not only helps to improve the social status of Higher Vocational colleges, but also helps graduates to complete their employment. English majors in higher vocational colleges should scientifically set training objectives according to the needs of regional economic development for talents, cultivate high-quality English talents with cross-cultural communication ability, and better serve the local regional economic development.

### **2.1 Creating economic value**

As an international common language, English is a tool for people to communicate across cultures. Its implied economic value far exceeds the added value of means of production. Firstly, regional economic development needs market information, and the source of market information needs language to convey. The accuracy of language has a great influence on the judgment of economic situation, the estimation of economic aggregate and the evaluation of economic grade difference. Secondly, in the process of enterprise sales, specific groups have a fixed culture. If there is a big gap between products and culture, it will affect the sales of products. Especially for the sales of some heterogeneous language groups, cultural differences should be taken into account to maximize the economic value of English in cross-cultural communication.

### **2.2 Promoting the integration of English and regional economic development**

The trend of economic development is global integration. The whole economic space is infinitely narrowed into a closely linked whole. The sharing of goods, information and technology can speed up the pace of economic links. Economic development needs to improve the coordination of the real market. Both products and culture are forced to seek consensus by economic development. Cultural consensus is mutual understanding. This understanding requires language to avoid contradictions and conflicts, especially in areas with large differences, and to seek communication between languages. English education in higher vocational colleges is to promote the integration of English language and regional economic development.

## **3. The main problems of higher vocational English education serving regional economic development**

At present, the English teaching in Higher Vocational Colleges pays too much attention to the basic knowledge of language, and pays less attention to the requirement of serving the talents' quality of regional economic development, which will easily lead to the lack of quality of graduates, and the English graduates in higher vocational colleges cannot promote the development of regional economy well. Therefore, Higher Vocational Colleges in training English graduates should combine local regional economic development. Because of the low degree of cooperation between Higher Vocational Colleges and enterprises in the course of curriculum setting and training program setting, enterprises will not provide the frontier information of foreign trade and internship opportunities to

college graduates, which greatly limits the development level of English majors in Higher Vocational colleges, and ultimately leads to the goal of cross-cultural construction to promote regional economic development cannot be realized smoothly.

### **3.1 The objectives of English education and teaching are not clear**

Higher vocational English education should first define the teaching objectives and train the direction of students' development under the guidance of teaching objectives. However, in practice, English teaching often neglects the cultivation of students' ability of language application required by regional economic development. Students receive grammar and reading training from teachers in class. Once the information cannot be accurately conveyed in English in real life communication, regional and external communication cannot be normalized. At the same time, in English education, the lack of professional teachers leads to poor oral communication among students.

### **3.2 Higher vocational English textbooks deviate from regional enterprise demand**

In the process of regional economic development, regional enterprises are involved in cross-cultural communication when communicating with foreign enterprises and negotiating trade. This is often overlooked in the existing textbooks of English education. Current higher vocational English education pays more attention to cultivating students' reading ability rather than improving their comprehensive quality. The deviation of book knowledge from practice will make more students who are engaged in relevant communication feel pressure, because they cannot accurately translate the semantics of communication dialogue without understanding the language and cultural psychology of a region, and cannot skillfully display the regional characteristics to the outside without a comprehensive grasp of the culture of the region. The relationship between language and economy is whether to realize the symmetrical exchange of information. Without accurate information symmetry, there will be no successful trade.

## **4. The combination strategy of English education in higher vocational colleges and talents demand for regional economic development**

Language and economy are interrelated as a whole. One is the tool and the other is the purpose of value. The demands of both sides come from the needs of each other's development. In the context of increasingly close global economic exchanges, strengthening the education of English majors is the inevitable result of the future trend of regional economic development.

### **4.1 English talents training should be guided by the actual needs of regional economic development**

English majors in higher vocational colleges should be guided by the actual needs of the local regional economic development. Only in this way can the qualified students show their professional knowledge and the quality of cross-cultural communication in their later work, so as to realize their own value and make contributions to the local economy. Higher vocational colleges should deepen the cooperation between schools and regional enterprises in terms of curriculum setting, training approaches and training objectives of English majors. The training mode of talents in higher vocational colleges should be adjusted according to the needs of regional enterprises, and an English education system supporting regional economic development should be established.

## 4.2 Participate in the construction of regional cross-cultural exchanges actively

With the trend of popularization of higher education, college culture should not only meet the cultural needs of teachers and students, but also face the society. Higher vocational education should be a part of social and cultural construction, so as to benefit more people. Emphasis should be placed on linking with local governments and seeking institutional support. English majors in higher vocational colleges can cooperate with regional cultural departments to lay a foundation for a multi-cultural exchange atmosphere.

## 5. Conclusions

English majors in higher vocational colleges should cultivate high-quality applied talents to serve the local regional economy. Higher vocational colleges should attach importance to the cultivation of cross-cultural communication talents, and innovates teaching modes, improve students' business English communicative competence, combine it with regional economic development, take corresponding improvement measures according to practical problems, and achieve common progress between the two sides. Only in this way can we realize the perfect combination of English education in Higher Vocational Colleges and the demand for talents in regional economic construction.

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