

The Integration of Education, Research and Production between the Development of China's Tourism Industry and the Construction of Tourism English in Colleges and Universities

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Abstract: Based on the research perspective of industry, academia and research, the relationship between the development of China's tourism industry and the construction of tourism English major is explored. The research shows that the development of China's tourism industry has been accompanied by the process of gathering of industry, academia and research. With the significant positive correlation between production, education and research, and the formation of tourism economic activities in the eastern region, the development of tourism industry has a significant positive impact on the construction of tourism English major, and shows a strong spillover effect of production, study and research. However, this spillover effect is characterized by significant local characteristics, which leads to the imbalance of production, study and research in the construction of tourism English majors in Chinese universities.

1. Introduction

After China's accession to the WTO, the degree of social openness is further increased. Communication and exchanges with the world are increasing, and the demand for bilingual skill-based talents with high-quality tourism industry is becoming more and more urgent. There is a big contradiction between the cultivation of current technical talents and the traditional disciplinary-based training model. The new talent training model of capacity-based has gradually matured. As a kind of competency-based model, the industry-university-research training model has strong representative, but how to ensure that the curriculum and curriculum content truly achieve zero-connection with the development of the enterprise industry requires more detailed research and exploration. With the deepening of constructivism on situational cognition and informal learning in real life, the emphasis on the contextual application of knowledge and practical situational knowledge has guiding significance for improving the training model of production, education and research personnel, and enhancing curriculum provision and curriculum contents.

The construction of tourism English major in colleges and universities and the development of marine tourism industry are a process that is difficult to separate and accompany each other. The

development of marine tourism industry will not only affect the distribution of tourism economic activities or the factors of tourism industry, but also influence the universities of different geographical locations. The construction of tourism English has an important influence. However, whether the geographical location of tourism economic activities has triggered the construction of tourism English major in colleges and universities, and how the distribution of tourism industry factors affects the practical problems of college tourism English construction, but there are few scholars who are concerned about them. In fact, geographical factors will have a substantial impact on the construction of tourism English major in colleges and universities in various regions. Therefore, based on the research perspective of industry, academia and research economics, this paper tests the relationship between the development of marine tourism industry and the construction of tourism English majors in colleges and universities, and reveals the internal mechanisms of the two, and tries to explore the development of marine tourism industry and tourism English majors. Industry-university research between construction organization and role has important theoretical value, which can coordinate research for the tourism industry elements of the rational allocation of the new situation and can speed up economic coordination and rapid tourism development in China so as to provide decision-making.

2. Analysis on the Characteristics of Production, Education and Research in Tourism Industry

In recent years, the level of China's tourism economic development has increased significantly, and the average annual growth rate of per capita tourism revenue has been 19.85%. At the same time, the characteristics of industry, education and research in the regional tourism industry have become increasingly obvious. Here, the Gini coefficient is used to measure China from 2008 to 2018 in the concentration of per capita tourism income of 31 provinces in geography, production, research, and the overall trend of tourism economic development in geography, production and research. The Gini coefficient of the per capita tourism revenue of 31 provinces in China shows a relatively stable downward trend, but it still shows the high distribution of production, education and research.

Due to the influence of location conditions, resource endowment, social culture, economic development and other factors, the construction of tourism English major in Chinese universities shows significant characteristics of production, study and research. This paper takes 2008, 2013 and 2018 as the observation years, with per capita. The tourism income is a measure, and the four-part map of the production, study and research of the tourism English major construction in colleges and universities is drawn, and the trend of the development of tourism English major in China's colleges and universities is discussed. As shown in Figure 2, the color depth represents the tourism of provincial universities. During the construction of English major, the deeper the color, the greater the ability to build English major in colleges and universities, and vice versa. It can be seen that at the provincial level, the construction of tourism English major in universities is extremely uneven in geography, production and study. In general, the distribution pattern of the east-middle-west gradient is decreasing, and the economic indicators of the adjacent areas are basically similar, which has obvious characteristics of production, study and research. From the perspective of changes over the years, the construction of tourism English major in universities has maintained a relatively stable production. In the pattern of study and research, the eastern region maintains a high level of tourism English major construction in colleges and universities, and the tourism of Chinese and Western universities professional construction pattern of research shows some volatility, economic development. Tourism can be seen in eastern China, which is relatively mature, stable growth.

The differences in the construction of tourism English major between universities in China and

the differences in the production, education and research of tourism industry are increasingly evident, which are mainly in the rapid growth of tourism economy in the eastern region and the rapid accumulation of industry-university research and development in industrial factors, as well as the slow growth of the tourism economy in the central and western regions. The production, study and research of industrial factors are slowly gathering, and the development of tourism English major in colleges and universities is in line with the integration of tourism industry elements, production and research. Obviously, the level of regional tourism economic development depends to a large extent on the development of marine tourism industry. Based on the research and development model, the more developed regional tourism industry has strong characteristics of production, education and research. The underdeveloped regional tourism industry has weak or no characteristics of production, education and research. However, the location Gini coefficient only reflects the geographical concentration of regional tourism economic development. However, there is no clear explanation on the distribution of colleges and universities in the field of tourism English major in terms of production, education and research. Therefore, this paper further uses the theory of industry-university-research self-relationship to study the relevance of college tourism English major in production, education and research (Dependency) to analyze and reveal China's amusement economic development if there is the significant concentration characteristics and trends on the dynamic evolution of research.

3. Correlation Analysis of Production, Study and Research in Tourism English of Colleges and Universities

3.1. Auto-Correlation Analysis of Education, Research and Production

This part is used to test the existence of the production, study and research in tourism English of construction variables in colleges and universities, so as to reveal the correlation between industry, university and research in the construction of tourism English major.

This paper conducts a global test on the construction level of tourism English major in 31 provinces (autonomous regions and municipalities directly under the Central Government) in China. The results show that at the provincial level, there is a clear correlation between production, education and research in the development of China's tourism industry, which indicates that there is a positive correlation between the construction of tourism English major in colleges and universities. Affected by the growth of neighboring regions, the construction of tourism English major in adjacent areas has certain similarities, showing a trend of agglomeration distribution. The specific performance is that the areas with higher levels of tourism English major construction are adjacent to each other and the level of tourism economic development is lower. The areas of production, education and research are adjacent to each other.

3.2. Construction of the Training Model of Production, Study and Research in Tourism English

Since Chinese education has always focused on the basic theories, higher vocational education is also deeply influenced by this tradition. At present, the teaching of higher vocational colleges in China is strongly influenced by the subject standard of ordinary universities, but this kind of education model can not meet the diversity demand of talents in the development of the times. Therefore, a new talent training mode competency-based training model emerges as the times require. The competency-based training model requires universities and colleges to train talents according to the actual needs of the market. There are many forms of training for current high-level talents, such as order-based training, production, study and research. The production, study and

research training mode refers to the cooperation between the universities and the enterprises. The students receive the relevant knowledge in the universities, and the specific skills learning in the enterprises is a good example of the school-study spirit.

The talent training mode combining production, study and research is an application-oriented learning model integrating learning, production and scientific research. It is jointly guided by universities and enterprises to form a mechanism of combining industry and education and university enterprises, focusing on cultivating students' practical ability. The core of this model is the combination of universities and enterprises and complementary advantages. In order to achieve their own universities goals, colleges must run factories, cooperate with enterprises to establish school-run factories, or allow students to go to enterprises for internships, so that students can improve their professionalism and gain practical ability in the workplace environment. This coincides with the practical situational knowledge advocated by constructivism. According to the view of constructivism on social and cultural cognition, any learning activity needs to be supported by the corresponding social and cultural background. At the same time, the most fundamental source of knowledge is also in various social practice activities. The essence of wisdom is the knowledge acquired in the process of practice. On the other hand, social practice activities are also constantly developing. Many group practice activities make the social division of labor more refined, and the related work processes are also continuously subdivided, and the practical tools are continuously improved, which makes the practice environment to a certain extent. It was transformed and the efficiency of practice was further improved. At the same time, the knowledge contained in the practical situation has also been improved and developed. Therefore, the professional setting and teaching system of vocational colleges, especially the teaching content, should be consistent with the needs of enterprises. It is necessary to adjust the curriculum and teaching contents according to the changes of market and enterprise needs, so as to achieve the needs of schools and enterprises with zero docking.

The vocational ability and comprehensive quality of the students majoring in tourism English major in higher vocational colleges are consistent with the practical situational knowledge emphasized by constructivism. The vocational English major should first emphasize the cultivation of professional ability when ensuring students' mastery. With solid knowledge of English and the relevant knowledge of the tourism industry, the students should focus on cultivating students' English communication skills and tourism business ability, and integrate the knowledge and skills of tourism practitioners as defined in the professional qualification standards into professional courses, which can obtain the teaching objectives of the vocational qualification certificate and lay a solid foundation for the further improvement and development of the students in the workplace.

In terms of teaching contents, the industry, academia and research require universities and enterprises to work together to develop from the comprehensive capabilities and the related special abilities that are required for job work. It can determine the basic courses, professional theory courses and professional skills courses that need to be opened, so that the teaching contents focuses on application skills and training. The vocational ability required for tourism English major is divided into the basic ability, English communication ability and tourism business ability. The English communication ability is the cultivation of traditional listening, speaking, reading, writing and translating ability. The basic ability covers computer application ability, public relations ability and office ability. Due to the particularity of the tourism industry, the development of public relations capabilities is particularly important. Tourism business capabilities mainly include tour guide capacity, tourism activity organization ability, tourism marketing ability, travel agency management ability and tourism regulations application ability. In addition to the training of these abilities in the university training base, the actual practical training can enable students to master the vocational skills in the tourism industry. As constructivism puts it: learning is not simply a set of

knowledge and skills, and then it is applied in the relevant practical situations. On the contrary, learners need to learn how to make reasonable and effective in the practice environment by participating in social practice. Actions, and constantly rethinking in action can improve people's own knowledge, and enhance their own practical activities, thereby enhancing their practical ability. Therefore, the development and determination of the teaching content of the tourism English course requires the participation of the university and the enterprise staffs, and refines the professional skills required in the typical scene of the tourism industry work to the specific teaching contents, so that the students can truly have their future industry by their required professional qualities.

4. Conclusion

Based on the perspective of the production-study-research effect of the development of marine tourism industry, this paper incorporates the factors of production, study and research into the research framework of college tourism English construction, using the theory of industry-university research and the model of production-study research to examine the construction level of tourism English major of 31 provinces (autonomous regions and municipalities) in China. According to the characteristics of tourism industry development and the relationship and mechanism of tourism English major construction in colleges and universities, the research shows that the development of China's tourism industry has been accompanied by the process of agglomeration of production, education and research, which is characterized by the high distribution of production, education and research. China's tourism economy plays a leading role in the formation of the production-study-research structure, and causes the imbalance of production, education and research in the development of tourism economy, thus forming a pattern of differentiation of production, education and research in the eastern-middle-west gradient. The development of tourism economy in all provinces of China should rely on tourism resource endowment, development basis and competitive advantages, the formation of unique marine tourism industry development zones, full play of the agglomeration economy and the spillover effect of industry, academia and research, and promote the structural transformation of the tourism economy and industrial upgrading, thus achieving the growth of regional tourism economy.

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