A Study on the Driving Force of College Foreign Language Education on the Foreign Language Ability of Employees in Characteristic Industries: Based on the Construction of Hainan Free Trade Port

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Abstract: This paper mainly discusses the current situation of foreign language competence of Hainan specialty industry practitioners, and finds out the common problems and analyzes the reasons according to the main elements and existing forms. On this basis, the author explores the responsibilities and responsibilities of foreign language education in the promotion of foreign language ability of employees in characteristic industries, and tries to give the way to improve the foreign language ability of Hainan specialty industry practitioners, so as to promote the improvement of foreign language ability of Hainan citizens and the development of Hainan characteristic industry, and then promote the construction of Hainan free trade port.

Keywords: Hainan free trade port; Foreign language education in Colleges and Universities; Characteristic industry Improvement of foreign language ability of employees

DOI: 10.47297/wspiedWSP2516-250012.20200410

With the rapid development of economic globalization, more and more citizens are aware of the importance of learning foreign languages, which leads to the phenomenon of “foreign language fever”. In the process of the construction of Hainan free trade port in full swing, the problem of foreign language ability of employees in Hainan characteristic industries has come into view. Taking Hainan Province as an example, in order to meet the needs of the construction of Hainan

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Funded project: Hainan Free Trade Port construction research project of Hainan College of Foreign Studies. Research on Foreign language helps Hainan characteristic Service Industry under the background of Hainan Free Trade Port (Hwyftp2020-22).
pilot free trade zone and pilot free trade port with Chinese characteristics, cultivate citizens’ awareness of openness, improve the foreign language cultural literacy and cross-cultural communication ability of employees in Hainan characteristic industries, better solve the problems existing in foreign language learning of employees in characteristic industries, and point out a forward-looking way for their foreign language learning, which has far-reaching significance.

1. The Current Situation of Foreign Language Competence of Employees in Hainan’s Characteristic Industries

In recent years, Hainan’s tourism hotel industry has developed rapidly. Hainan once became a tourist attraction for people all over the world, and the number of tourists to Hainan continues to rise every year. This is good for Hainan’s tourism hotel industry. Therefore, tourism hotel industry has become a characteristic industry of Hainan. With more and more foreigners coming to Hainan, foreign language has become the biggest difficulty for the reception staff in the process of reception service. Due to the misunderstanding of people’s ideological understanding, the tourism hotel industry is not an ideal choice for employment. According to the author’s previous research, at present, the foreigners who come to Hainan for tourism and business activities are mostly from Russia and English speaking countries. Therefore, Hainan tourism hotel employees are required to have certain English and Russian communication skills. But at present, few practitioners can communicate with foreign guests in English or Russian. This seriously affects the employees’ active service output and foreign guests’ sense of leisure experience. As mentioned above, it is urgent to improve the foreign language ability of employees in Hainan’s characteristic industries.

2. The Relationship between Foreign Language Competence and Native Language Competence

The author thinks that native language ability restricts foreign language ability to a certain extent. For example, during my college translation class, the teacher often prepared a speech of a national leader for us, organized us to translate in class, and then explained it to us. This leader is used to using Chinese allusions, idioms, poems and so on in his speech, which makes it very difficult for us to translate. In order to complete the translation, we must first understand the meaning of those words and the use of the meaning in the text. Therefore, it puts forward requirements for our mother tongue learning. If we can’t understand the meaning of mother tongue well, we can’t translate it smoothly or properly. Therefore, after that, we consciously look for relevant Chinese books to read and continue our mother tongue learning. In fact, this can reflect a problem worthy of attention. When we
learn English, less listening practice and less reading will directly affect our output. The lack of listening and reading directly affects the cultivation of our language sense in learning English. Even if we try to memorize some words, it is difficult to use them in writing or oral English.

3. The Effect of Foreign Language Education in Colleges and Universities on the Improvement of Foreign Language Ability of Employees in Hainan’s Characteristic Industries

(1) Dare to take responsibility, enhance employees’ awareness of foreign language learning and improve their foreign language ability

When the construction of pilot free trade zone and pilot free trade port with Chinese characteristics is in full swing, Hainan universities should take the initiative to undertake the responsibility of foreign language education and training for employees of Hainan characteristic industries. To cultivate employees of Hainan characteristic industries, they should consciously enhance their awareness of foreign language learning, learn foreign languages purposefully, planned and strategically, keep up with the pace of development, and strive to improve their foreign language proficiency Cultural literacy and cross-cultural communication ability will contribute to the construction of free trade port.

(2) Constructing foreign language education system

Foreign language education system can be described as “three in one”, that is, the state, schools and Society (training institutions). At the national level, first of all, there should be relevant policy support and guidance to make citizens realize that learning foreign languages is the general trend and development needs; the development of foreign language education and learning policy planning at the national level mainly guides schools and social training institutions. In terms of schools, we should conscientiously implement the national and local foreign language education policies and regulations, actively innovate foreign language teaching, strive to improve the teaching level of foreign language teachers, and devote ourselves to foreign language teaching and practice. As an extension of school education, foreign language training institutions have rich resources, which can provide additional opportunities for students to learn foreign languages and practice oral English, and also provide a platform for social citizens to learn foreign languages. Under the influence of economic globalization, the demand for foreign languages is growing. It is necessary to establish a foreign language service system with government guidance, social participation and integration of various educational institutions as soon as possible.
(3) **Attach importance to mother tongue education and learning**

A person’s native language ability will determine their cognition of the world, and also affect their ability to absorb knowledge. Generally speaking, mother tongue is not only very important for cognitive development, but also one of the sources of a person’s sense of identity and belonging. Language education experts once said: from the perspective of children’s bilingual learning, when the environment is mainly monolingual, children should learn their mother tongue first, and then learn other languages when their mother tongue has a certain foundation and ability. Therefore, it is necessary to develop the habit of active learning and continuous learning of mother tongue, and develop the hobby of learning mother tongue, so as to better help individuals learn foreign languages. On the other hand, citizens can also tell Chinese stories well in foreign languages and inherit Chinese traditional culture.

(4) **Enrich foreign language practice**

Foreign language practice activities can promote the development of students’ comprehensive ability to use foreign language, enhance their autonomous learning ability, enhance team spirit, and improve their comprehensive cultural literacy. School activities include English vocabulary competition, English dubbing, English speech, English debate competition, English songs, English recitation, English drama performance and English micro film. National competitions, such as the “21st Century Cup” National English speech competition of China Daily The series of competitions, such as the “Century Cup” National English speech contest, “FLTRP Cup” National English speech contest, “FLTRP Cup” National English debate contest, etc., provide students with opportunities to show and exercise themselves, and the improvement of foreign language is also very helpful. We should give full play to the advantages of foreign language talents in Colleges and universities, encourage colleges and universities to actively undertake the task of foreign language training for personnel in various industries, and help improve their foreign language ability.

This paper analyzes and summarizes the current situation of foreign language competence of employees in Hainan’s characteristic industries, and holds it should be measured by certain standards, which can be divided into two kinds: one is the general foreign language competence standard for non foreign language professionals, and the other is the professional foreign language competence standard for professional foreign language personnel. At the same time, the path to improve the foreign language ability of employees in Hainan characteristic industries is not detailed, but it is worth noting that in the process of improving the foreign language ability of employees in Hainan characteristic industries, Hainan universities should take the initiative to play its role, dare to take responsibility, encourage people to adhere to the mother tongue learning, strive to learn the mother
tongue well, and make the mother tongue become the booster of foreign language learning.

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