

The Training Mode of English Majors in the Airport University Town Based on the Background of Integration of Production and Education

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The integration of production and education is a major trend in the cultivation of talents in colleges and universities in recent years. Under the background of the integration of production and education, how to cultivate applied talents is a problem that every college needs to face. However, in the training mode of English majors in China, there are problems such as unclear training objectives, unreasonable curriculum system, lack of practical teaching materials, and uneven levels of teaching staff. The English major of Guangxi Fusui Airport University Town is based on the demand for English talents in regional economic and social development and industrial development, to explore and construct a new model of “government led, enterprise participation, school led, and school enterprise collaboration”, in order to provide new ideas for cultivating applied English talents that meet the industrial structure and economic and social development needs of Guangxi Fusui Airport University Town.

Keywords: integration of industry and education, Airport University Town, English major

Introduction

The training mode of English majors under the integration of production and education refers to the orientation of serving social and economic development and students' career development, taking students' employment as the center, market demand as the standard, teaching content as the main line, and the integration of production and education as the path, to cultivate applied and compound high-level specialized talents who have a solid theoretical foundation and strong practical application abilities, as well as a certain level of cross-cultural communication ability, international perspective, and innovative spirit. There are some problems with the training mode of English majors in current higher education. For example, many schools still follow traditional teaching methods without considering the actual needs and abilities of students. This makes it difficult for students to apply the knowledge and skills they have learned in practical work. In this context, schools should fully utilize their own advantages and resources and actively explore new talent training models to meet market demand and economic development needs. At the same time, schools should also focus on the personalized development and comprehensive quality improvement of students, in order to improve their employment

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competitiveness and career development prospects.

Background Analysis

Basic Situation Analysis

Nowadays, with the rapid development of the times, the demand for talent is constantly increasing, which has had a huge impact on talent cultivation in universities. In the environment of industry education integration, how to better cultivate English applied talents has received widespread attention. This talent training model not only has a certain impact on the social talent training mechanism, but also puts forward higher requirements for the national economic development. In the context of the integration of industry and education, how to effectively cultivate English applied talents is a problem that current higher education institutions must face, so in-depth analysis is necessary. Under the background of the integration of production and education, strengthening school-enterprise cooperation to cultivate English application-oriented talents can achieve good results. Although there are some defects in the current domestic English application-oriented talent training measures, by analyzing the background of the integration of production and education, we can clarify the actual situation of schools, enterprises, and the government, so as to take effective ways to cooperate together, and then lay a solid foundation for the cultivation of application-oriented English talents. With the continuous advancement of globalization, it is very urgent to cultivate high-quality English applied talents. In order to improve the quality, basic knowledge, and practical application level of English applied talents, school-enterprise cooperation is needed. Therefore, cultivating English applied talents under the background of production and education integration is the main path of cultivating English applied talents. In addition, the efficient cultivation of English applied talents is also one of the strategic objectives of the CPC Central Committee and the State Council to create a world-class university and first-class discipline; it is also the basis for realizing mass innovation and entrepreneurship, and also the focus of completing the belt and road strategy. From these aspects, it can be seen that the integration of production and education can promote the cultivation of English application-oriented talents, and the school-enterprise cooperation talent training model can comprehensively increase the number of English application-oriented talents. Under such a development situation, it is necessary to explore efficient English application-oriented talent training strategies, so as to effectively improve the efficiency of talent training, thereby promoting the national economic development, and providing creative conditions for economic transformation. In 2015, the Ministry of Education issued a series of guidelines, which clearly stated that higher education should change from general education to application, and under such requirements, the number and quality of applied talents should be gradually improved. As the transformation of talent training direction meets the national development needs, it needs to be further studied.

Analysis of Domestic Training Mode

First of all, the analysis of English application-oriented talents training under the foreign school-enterprise cooperation mode. At present, there are three main models for the cultivation of English application-oriented talents under the cooperation between foreign schools and enterprises. The first is the “dual system” model represented by Germany. This model takes the enterprise as the core in the process of cultivating English applied talents, and carries out talent cultivation through the joint formulation of training strategies by colleges and universities and enterprises. However, in the specific implementation process, the enterprise is the core, and the relevant costs and funds are paid by the government and enterprises. This training strategy reflects the spirit of

the government, so it requires high support from the government, and relies on the development scale and status of the enterprise, so there are many factors that need to be considered in this training mode. The second is the “cooperative education model”, which is mainly represented by the United States. This model is mainly based on schools, and enterprise training can play a supporting role, so school learning and enterprise practice can integrate and influence each other, so as to comprehensively improve the application of English, but this training strategy has higher requirements for students’ self-consciousness and subjective initiative. The third is the “TAFE” model, mainly represented by Australia. This model is highly targeted and practical, and requires full-time teachers to maintain close contact with the industry, as well as the improvement and optimization of learning conditions, the construction of laboratories, practice workshops, and advanced equipment. Secondly, the domestic school-enterprise cooperation English application-oriented talent training strategy analysis. There are three main ways of school-enterprise cooperation in China. The collaborative training mode is widely used, which is the most typical “3 + 1” training mode. Students spend three years in school to complete professional basic and theoretical courses, and in the last year to practice in enterprises. The commonly used model is school-enterprise cooperation training, and the most typical is “order training”. This talent mode is a process in which schools and enterprises jointly complete the teaching plan, training objectives and assessment. Another cooperation mode is industrial training, which fully integrates schools and enterprises.

Under the Background of the Integration of Industry and Education, Build a Distinctive Talent Training Model

Guangxi Fusui Airport University Town is located in the core area of China ASEAN International Tourism City. It has the first airport in Guangxi—Wuxu Airport. It is one of the five transportation hubs in the Beibu Gulf Economic Zone and an important part of China ASEAN International Tourism City. With the in-depth promotion of China ASEAN Free Trade Area and Pan-Beibu Gulf economic cooperation, Guangxi Fusui Airport University Town will usher in a period of high-speed development and become the bridgehead for Guangxi to undertake industrial transfer in the East, and the booster for the upgrading and transformation of regional industrial structure. According to the demand of regional economic and social development and industrial development for English talents, the English major in Guangxi Fusui Airport University Town has constructed a new talent training mode of “government led, enterprise-participation, school-leadership and school-enterprise cooperation” with the guiding ideology of “student-centered, employment-oriented and ability-based” talent training mode. This model mainly includes: the school-enterprise cooperative training mode led by the government, the school-enterprise cooperative training mode under the participation of enterprises, the school-enterprise cooperative training mode under the guidance of the school, and the school-enterprise cooperative training mode under the school-enterprise collaboration.

Serve the Regional Economic and Social Development as the Guidance and Clarify the Talent Training Objectives

In the context of the integration of production and education, the talent training objectives of high education must not only match the needs of local economic and social development, but also be able to adapt to the needs of local economic and social development. The English major in Guangxi Fusui Airport University Town has fully considered the talent demand of regional economic and social development when defining the talent training objectives. For example, in terms of serving the local economic and social development, the major has defined

the cultivation of high-quality applied talents who are oriented to modern service industry, international business logistics, cross-border e-commerce, and other fields, have strong business English application ability and cross-cultural communication ability, and can be engaged in business services, logistics transportation, tourism management, and other industries. In terms of serving the regional economic and social development, the major defines the cultivation of high-quality applied talents with solid basic knowledge of English language and strong English application ability, who can engage in foreign-related business activities or translation in enterprises and institutions. The major also actively explores the model of industry-university-research cooperation in running schools, and has jointly built practical teaching bases such as language training centers and cross-border e-commerce training bases with related companies, providing students with a good practice environment.

Strengthen International Education

Internationalized education running means that the school introduces excellent educational resources from all over the world to the campus, providing students with diversified learning opportunities and an international educational environment. For English majors, internationalized schooling refers to taking English as the main subject language, integrating other subject knowledge, cultivating students' cross-cultural communication skills, global vision, and international perspective, and paying attention to the cultivation of students' practical ability and innovation ability. International education requires schools to pay attention to the construction of teachers' team, introduce overseas excellent teachers, and improve teachers' language application ability, teaching methods, and innovation ability. At the same time, the school also needs to strengthen students' international exchange and practice opportunities, so that students can better understand the trends of global cultural and social development. In the process of internationalization, schools should pay attention to the integration of disciplines and the reform of curriculum, and provide students with diversified and flexible international learning experience and practice opportunities. The schools can cooperate with overseas universities to help students better understand global culture and social development trends. At the same time, the school can also strengthen the cultivation of students' innovative ability and practical ability, and provide them with more opportunities to participate in international affairs, international cooperation, international competitions, and other activities.

Deepen the Reform of Professional Teaching and Build a Curriculum System

In the process of personnel training, the English major of Fusui Airport University Town in Guangxi has reformed the professional teaching content and teaching methods, and is employment-oriented to build a curriculum system of "ability + quality + skills". It combines theory with practice, optimizes curriculum, integrates curriculum content, and makes curriculum content more practical and operable. In the practical teaching link, in addition to the comprehensive training of basics English, practical teaching projects such as aviation English, aviation business English, and civil aviation service skills training are also set up. In addition, in the teaching process, it also pays attention to cultivating students' independent learning ability and innovation consciousness. Through the setting of elective courses, project-based teaching, online and offline hybrid teaching, etc., while optimizing the course structure, it highlights the professionalism of the course and focuses on cultivating students' comprehensive quality and practical ability. For example, the course of "Civil Aviation Service Skills" is composed of "Civil Aviation English" and "Civil Aviation Business English".

Strengthen School-Enterprise Cooperation and Build a High-Level Teacher Team

First of all, the English major in Fusui Airport University Town is oriented by the needs of enterprises, because there will be some limitations in the practice base in the school. Although it is useful for students' entrepreneurship education, but it cannot meet the standards required by the society for talents. Therefore, through the school enterprise cooperation to build a practical teaching base, the front-line personnel of enterprises are invited to the school to give students practical lessons, so that students can really participate in the practical teaching. Secondly, invite industry experts or backbone of industry enterprises to participate in the professional construction, and invite off campus English experts as members of the professional construction Steering Committee. Finally, establish long-term cooperative relations with enterprises actively. Through regular or irregular professional exchanges, academic lectures, teacher-student exchanges, and other ways, constantly update teachers' teaching ideas, enrich teaching methods, and improve teachers' professional ability and comprehensive quality. At the same time, teachers should also be encouraged to work in enterprises for temporary training, job rotation exchange, and other works, improve their ability by participating in enterprise project development, technical services, etc., and build a high-level teaching team with reasonable structure, high quality, and combination of specialization and part-time work.

Establish a High-Level Practical Teaching System and Create a "Double-Qualified" Teacher Team

In the context of the integration of production and education, the improvement of the quality of personnel training and the sustainable development of schools need to rely on a high-level practical teaching system. The English major of Fusui Airport University Town in Guangxi has actively carried out school enterprise cooperation, established a practice teaching center, made full use of the advantages of Fusui Airport University Town in terms of location, environment, and industry, cooperated with Guangxi zhongtianxing Science and Technology Development Co., Ltd., Guangxi Bosco Biotechnology Co., Ltd., and other enterprises, established the student training base and a reasonably structured double qualification team. School invites industry experts and enterprise personnel to attend classes for students, so that the teaching team can master the latest industry development trends. At the same time, enterprise experts and technicians with rich practical experience are employed as visiting professors or part-time professors, who regularly go to the school to teach students or guide students to practice. The university has also formulated the administrative measures for practical teaching of English majors in Guangxi Fusui Airport University Town to further standardize the links and contents of practical teaching. In the talent training program, the practice teaching links, practice teaching conditions, and other aspects are clearly defined.

Strengthen Practical Teaching

The practical teaching of English majors refers to the integration of theoretical teaching and practical teaching in the university stage; after completing the relevant courses, the students are allowed to carry out language practice activities in the school training base to improve the students' practical application of English through operation training. Practical teaching is an important way to cultivate students' language application ability and practical innovation ability, which is of great significance to enhance students' comprehensive quality and improve their employment competitiveness. In the cultivation of English majors, in addition to offering basic language skills training courses, our school also combines English professional skills training with professional

practice courses, and take full advantage of resources such as on campus training bases, off campus practice bases, and international cooperative projects to strengthen the practical teaching of English majors. For example, our school cooperates with well-known star hotels in China to study the theory and practice of hotel service in the school for one year; in cooperation with an international travel agency in Nanning to conduct a one-year comprehensive training course for English Majors in the school; cooperates with a civil aviation company in Guangxi to carry out a one-year internship course for English Majors in the school. The cultivation of English applied talents in the environment of production and education integration in China needs to be combined with the current actual situation. Because China has a large land area and there is a gap between the north and the south in terms of culture, we should effectively use different regions and cultures. That is to say, different regions should implement different talent training strategies in order to build a talent training mode in line with the region. For example, the universities in the north of China can cultivate English applied talents according to the local culture with characteristics such as energy, chemical industry, and ecological agriculture, while colleges and universities in the south can cultivate English applied talents around safety engineering, new energy, power engineering, tourism, and other aspects.

Conclusion

To sum up, the training mode for English majors in universities has entered a new stage of development. To cultivate applied talents that meet the needs of industrial structure and economic and social development, a school philosophy of “service oriented and employment oriented” should be established. It is adapt to the requirements of social and economic development and industrial structure adjustment for the cultivation of applied talents, based on regional economic and social development, and construct a demand-oriented training model for applied English professionals. Under the background of the integration of production and education, the construction of the English major training model in Guangxi Fusui Airport University Town aims to solve the problems existing in traditional teaching models and establish a new model of applied English talent training that meets the needs of regional economic and social development and industrial structure adjustment, and enable students to effectively use the knowledge they have learned, thereby better serving the Guangxi Fusui Airport University Town. Hope this study can provide useful reference and inspiration for the cultivation of English majors in other universities.

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