

Study on How to Improve Tourism English Major Students' English Communicative Ability in Higher Vocational College

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Tourism English Major students' English communicative ability is very important for students' to promote professional skills. It is necessary for students to improve the communicative ability and It is one of the teachers' main tasks to cultivate students' communicative ability.

Keywords: communicative ability, professional skills, cultivate

The communicative ability is quite important for students promoting their job hunting ability. As for improving tourism English major students' communicative ability, the core task is to improve their tourism English listening and speaking ability. How to cultivate students' listening and speaking ability well, the author will put forward four aspects to solve the problem.

Firstly, it is Important to Cultivate Students' Study Interests

Teachers require students establish correct study values. Let students understand the importance of study. It is to require students to set their study goals according to their own study basis and ability. They should have short term and long term study goals. They should have specific study plans in every day, week, month and semester. They should have the positive motivation for study. They should know why they should study hard. Students should be cultivated to be outgoing, talkative, patient, efficient, hospitality and capable in dealing with future work problems. The major knowledge and personal qualities are the solid foundation for students to promote communicative ability. How do teachers impart students' the tourism knowledge successfully? Teachers should be familiar with the major knowledge. Teachers should treat every student equally, respect every student and be good at looking for students' merits. Teachers create many opportunities for students to practice their communicative abilities. The teacher may adopt Situational Teaching Method. The teacher should be good at selecting and organizing the teaching contents. The teaching contents should be proper for students' real study ability and considering students' acceptabilities. The listening and speaking is based on memorizing. The most basic study is to study tourism English words and expressions. Students must be to memorize the words and expressions. As for building words and expressions, the process may be dull, so the teacher in tourism English major courses should focus on helping the students' building words and expressions. In the teaching process, teachers try his or her own best make the teaching and studying process becoming interesting. Maybe teachers

can design some activities for students to take part in. The teaching contents should cultivate students to be patriotic and establish students' responsibilities and patience toward their future work. The teacher should cultivate students' cross culture communication abilities. The teacher should guide them to study and the most important thing is that they can study actively. The teacher can divide students in the class into several groups. Every group should have a group leader who is good at studying and can help classmates studying. In a word, the teaching contents should be interesting, which can stimulate students' study curiosity. In the class teaching, teachers try their best to bring vivid teaching contents to students, which can attract students' attention.

Secondly, Listening is the First Step for Language Study

It is important to promote students' English listening ability concerning tourism. The teacher should help them to memorize tourism English words and expressions. The vocabulary is the foundation for promoting listening ability. Students should catch every opportunity to practice listening ability. In the listening class, the teaching contents should be task-oriented. The specific listening material should contain the specific situation about tourism. Students should have some background information about the listening material. During the listening process, the teacher requires students to take notes, write down the main words or expression or sentences and try to get the main idea of the listening material. The teacher should put forward some questions about the listening material. Maybe the students will feel difficult to answer the questions, the teacher tries to explain the content and guide students to find out the main idea of the listening material. Having good listening ability is one of the key factors to be a better tour guide. As for promoting students' listening ability, there are several ways to practice English listening, such as watch English movies, listening to radios. A piece of material, the students can repeat to listen after class. Listening is also built upon on reading. Therefore, students should have good reading habit, especially out of the class. Because the teaching time in class is limited.

Thirdly, Speaking is Built upon the Basis of Listening

In this part, students should be cultivated to be brave, not to be afraid of making mistakes. If students make mistakes in their speaking, teachers encourage them to rectify. Before the class teaching, the teacher gives the topic to students, ask them to prepare something about the topic before the class. In the class, the teacher can ask students to talk about something about the topic. The teacher should give every student the opportunity to speak, and the teacher should try to find out every student's merits and encourage them. The teaching contents can be task-oriented. "Promoting workers' English communicative ability in the hotel industry, focus on cultivating students' cross culture communicative ability, pay attention to develop new knowledge in situation" (Chang, 2022, p. 1). The author will take Hotel English as an example. The task is to serve in Chinese restaurant. How to serve the foreign guests in the Chinese restaurant. May be the normal work process is to be like this: Greet the guest, seat the guest, introduce the specialties for the guest, confirm the dishes for guests, serve the dishes, settle the bills, say goodbye to the guests and look forward to coming again. In the whole service process, the waiter or waitress' communicative ability is quite important and good communicative ability can give the guests good impression. During the serving process, maybe there are some problems may occur. Maybe there are guests who can not satisfy with service. How to deal with complaints? Dealing with complaints well is quite important for the hotel to survive in the industry. This part of work needs lots of strategies and discussion and communication.

If students want to do this part of work well. He or she should master many words and expressions, sentences about dealing with complaints, and have communicative skills in handling complaints. To get good communicative effects, the students should be familiar with the common procedures of the work. Students should be patient, good attitude, discreet, careful in dealing with guests' complaints and understand guests' psychology. Maybe some guests want material compensation while other guests just want apologies. Therefore, it is important to study guests' psychology during dealing with complaints. The working procedures of dealing with the complaint: greet the guests, listening to the guests' complaint carefully and patiently, make apologies to guests, looking into the matter, tell guests how to solve the problems, make compensation if necessary and make good wishes to guests. Students should practice the situational dialogue. The teacher requires students to imitate the dialogue according to the sound recording. Then, the teacher can give a similar situation and ask students to make a dialogue according to the given situation. The requirement is about how to imitate the intonation, stress, body language, the facial expressions and try one's best to give vivid situational performance. The teacher gives enough time to students to discuss the roles with their partners. Students prepare for the situational dialogue and give performance in the front of the whole class. And then the teacher and other students can evaluate their performance. Their merits and shortcoming should be pointed out. Teachers are aiming at encouraging students to show their creativity. Students can study from each other. They can appreciate and adopt others' merits. Through this kind cooperative study, students know how to cooperate with others and how to express his or her own views. By more practice, students will be more and more active in class. They will see their own progress in study and they will be more confident in study. In the process of helping the guests obtaining items, the worker should communicate the guests exactly, efficiently. This part of procedures is to greet the guest, understand guests' demands, explain the rules of borrowing items clearly and tell guests should return the items on time. If the condition can be realized, we should take our students into five star hotel to see and experience in the real working situation. The workers should have basic hotel service etiquette. Student can intimate the working staff work. Students can use the theory into the real work. Students should be familiar with the real working affairs. Students can practice the working affairs in real situation. The workers who have enough working experience should give students much guidance about the work. The teacher should cultivate students to be diligent, responsible and smart during their practices. The real practices will help students to be capable in dealing with their relevant work in future.

Fourthly, Students Should Have Plentyful of Knowledges about Being a Tour Guide

The students should master Basic Knowledge of Being a Tour Guide. The basic knowledge contains lots of aspects: such as the destination's weather condition, geographic location, social customs, scenery, specialties, transportation, economic condition and so on. The teacher can ask students to read China Daily and some Tourism Magazine to enlarge their knowledges and accumulate background information. The teacher can ask students to share their information accumulated outside of the class and encourage students to talk about the information in their own words. By this method, students can study from each other. The teacher should pay much attention to cultivate students' cross culture communication ability. In the teaching process, the teaching contents should contain some information about Eastern and Western culture. Let students understand the differences between Eastern and Western culture. Eastern people and Western people have different social

customs, social values, eating habits and ways of living. Students should be familiar with Eastern culture and Western culture. "It will look for the aesthetic resonance in the cultural difference" (Hu, 2007, p. 133). The teacher requires students to respect the guests and try to meet guests' proper requirements. During serving the guests, the workers' language should be polite and being good at oral expressions. "The requirement of the principle of mode is that: Avoid obscure words, avoid ambiguity, being concise, avoid tautology, being orderly" (Tan & Hu, 2013, p. 293). Therefore, to be good at communication is really necessary for tourism English major students, which will make their work being wonderful and attractive.

Conclusion

Communicative ability is really important for tourism English major students. Students's future work is to work with people. They need to communicate with tourists well in their most of working time. Good communicative ability is one of the most important professional skills for them. Therefore, the teaching contents must be focused on how to promote students' professional skills in order to make great contribution for tourism development.

References

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