

Research on the "Compound" Talents Training Model for Ceramic Culture-Related Foreign Tourism

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Abstract: With the continuous development of tourism industry in China, compound talents for ceramic culture-related foreign tourism have a huge market gap. In order to ensure the better development of colleges and universities in the future, this paper studies the training model, and formulates a distinctive training model to help students improve their employment competitiveness according to situations of colleges and universities and market demands.

Keywords: Ceramics; Cultural Exchange; Foreign Tourism; Compound; Talent Training Model

1. Introduction

With the development of the world economy in recent years, tourism has become one of the most important leisure ways in people's lives today. According to the statistics of the World Tourism Organization, the total tourism revenue of all countries has been increasing year by year, the number of outbound and inbound tourists has been continuing to rise, and tourism has become the fastest growing industry in the world economy. According to the sample survey of tourism in China, in 2017, the number of tourists in China was 5.01 billion, which was an increase of 12.8% over the same period of last year. [1] Among them, there were 3.677 billion urban residents, which was an increase of 15.1%, and 1.324 billion rural residents, which was an increase of 6.8%. The tourism revenue in China was 4.57 trillion yuan, which was an increase of 15.9% over the same period of last year. Among them, urban residents spent 3.77 trillion yuan, which was an increase of 16.8%; rural residents spent 0.80 trillion yuan, which was an increase of 11.8%. In 2017, international tourism revenue was US\$123.4 billion, which was an increase of 2.9% over the same period of the previous year. [2] Among them: foreigners spent US\$ 69.5 billion in China, which was an increase of 4.1%. It is predicted that by 2020, China will become the world's fourth-largest source country and the largest tourist destination country, with total tourism revenue accounting for 8% of national GDP. With the continuous development of the tourism market, there is a shortage of compound talents who are both understand foreign languages and familiar with business in order to carry forward unique Chinese culture. [3] In order to increase the employment competitiveness of graduates, this study is

conducted on the "compound" talents training model for ceramic culture-related foreign tourism.

2. The Connotation of the "Compound" Talents Training Model for Ceramic Culture-Related Foreign Tourism

China has a long history, and achievements in ceramic technology and arts are of special significance. After the history of thousands of years, the Chinese ceramics has become representative of China in modern times. The inheritance and development of ceramic culture is closely related to Chinese culture. How to find a better developmental way in nowadays becomes an important issue of research and practical significance. Nowadays, with the continuous development of the tourism industry, Chinese and Western cultures have been constantly exchanged, and modern ceramic culture in China has been greatly developed. Many places that are famous for ceramic culture actively cultivate ceramic cultural and creative industries and build cultural and ecological tourism cities with distinctive features. With the strategic development of eco-economy, in order to better integrate Chinese ceramic history and culture into the world, it is important and necessary to cultivate a group of highly qualified talents who are both familiar with foreign languages and familiar with business, familiar with domestic and foreign laws and trade, and familiar with international rules and ceramic history and culture. [4] This is not only the demand for the development of foreign tourism talents, but also the demand for social and economic reforms. In order to adapt to the current social development, many colleges and universities have reformed the program of English major. The curriculums have changed from the single type in the past to the linguistic and cultural curri-

culums, and have also established the basic curriculum model for other disciplines. More than 80% of the universities in China offer English major, and the number of students enrolled in English is gradually increasing. However, at present, the demand for foreign linguistics and literary talents in Chinese society is far less than that of college graduates. Therefore, interdisciplinary development has become the only way for graduates. The cultivation of compound talents is mainly based on students' language ability and application skills. It emphasizes the practicability and immediacy of students' skills, and is driven by innovation ability to help students develop multi-dimensional thinking. [5] The cultivation of foreign tourism talents is an inevitable result of the development of the times. In the cultivation, the language comprehensive ability is the main factor, but the cultivation of other abilities of students cannot be ignored. China has a long history of ceramics production, abundant resources, and a large number of precious ceramics, constituting a unique ceramic culture. The compound talents of ceramic culture-related foreign tourism are important outputs of Chinese ceramic culture that develop into the world. In the process of training plans and goals, it is necessary to combine advantages and characteristics, combine with market demand and its own advantages for compound talents of ceramic culture-related foreign tourism.

3. "Compound" Talents Training Model for Ceramic Culture-Related Foreign Tourism

From the perspective of enrollment situation of colleges and universities in recent years, the enrollment of foreign tourism majors in universities and colleges is decreasing year by year. The main reasons for this phenomenon are inconsistent curriculum setting and training objectives, teaching methods and assessment methods are old-fashioned, "skills-based" training is not outstanding, talents cultivated cannot immediately adapt to job requirements, and unemployment rates of graduates have increased year by year. In the past, the training mode was mainly based on the teacher-centered training mode. Students' enthusiasm was not high and professional skills could not be practiced. The relationship between the

compound talents cultivation model and the employment ability is shown in Figure 1.

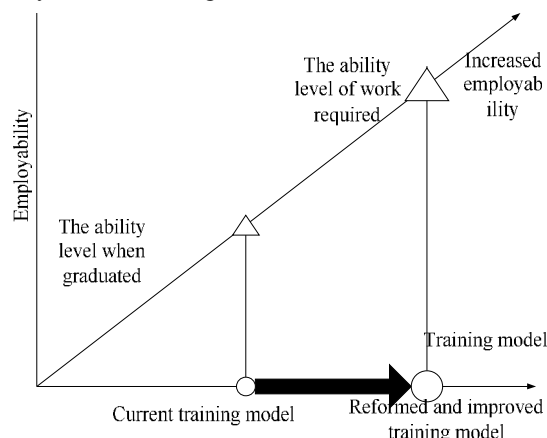


Figure 1. The relationship between compound talents cultivation model and employment ability

The ceramic culture in China is being accepted by more and more foreigners. In order to increase the exchange of economic and trade culture in China, the compound talents of ceramic culture-related foreign tourism should have good comprehensive English application skills, master ceramic technology knowledge, have basic knowledge of other disciplines and good translation skills. The English comprehensive ability of the compound talents of foreign tourism is the basis for learning other disciplines. However, the current training model has neglected the training of basic English knowledge, which has led to an imperfect English basic knowledge system and lack of practical application skills. The students' knowledge of ceramic technology is also a very important part. As the inheritor of ceramic culture, students should master the traditional ceramic process flow. Students not only need to master the relevant knowledge of ceramic culture, but also need to explain on the spot to help students better communicate with ceramic enterprises in the future. [6] The basic abilities of compound talents training model for foreign tourism are shown in Table 1.

Table 1. The Basic Abilities of Compound Talents Training Model for Foreign Tourism

Basic Ability	Computer Application Ability
	Driving Ability
	Public Relations Ability
	Office Ability
English Communication Ability	Listening Ability
	Speaking Ability
	Reading Ability
	Writing Ability
Tourist Business Ability	Computer Application Ability
	Tourism Marketing Ability
	Tourism Activity Organization Ability
	Travel Agency Management Ability
	Travel Regulations Application Ability

3.1. Course design

In the study of the compound talents training model for ceramic culture-related foreign tourism, the problems existing in the previous curriculum design should be firstly solved, and the proportion of students' English professional courses and ceramic culture courses in class hours should be paid attention. Lower grade students should specialize in English language skills and courses such as getting started in ceramic culture should be set. When designing the proportion of courses, foreign languages should be ensured as the main language to help students develop a solid foundation of English. While mastering the ceramic culture, students should also develop modern office and professional application skills.

3.2. Optimizing teachers

The cultivation compound talents of ceramic culture-related foreign tourism under the influence of the traditional teaching model, most of the college English teachers are in a single structure. English major teachers have rich teaching experience and theoretical knowledge, but they do not have professional knowledge of ceramic culture. [7] Therefore, in the process of cultivating compound talents, teachers are required to conduct regular ceramic cultural education.

3.3. School-enterprise cooperation

With the increasing employment pressure of graduates, colleges and universities not only should cultivate the compound talents of ceramic culture-related foreign tourism, but also should take the graduates' employment direction in the future into consideration. Therefore, school-enterprise cooperation is an inevitable trend in the development of universities in the future. The cultivation of compound talents of ceramic culture-related foreign tourism cannot be separated from the market demands. Therefore, colleges and universities should analyze the market demands in advance and then formulate a talent cultivation plan. Such a training model can greatly reduce the current employment competition pressure. Colleges and universities should make full use of their own advantages and actively carry out school-enterprise cooperation. Students can familiarize themselves with the ceramic tourism special line through internships in the enterprise, and enrich their knowledge of ceramic cultural tourist attractions. Students can also become familiar with modern ceramic production techniques by participating in ceramic production. [8] As a very important part of the entire training program, school-enterprise cooperation can help us to find out the shortcomings and deficiencies in the training process. Through the improvement of

problems in the training plan, the plan is adjusted to form a virtuous circle.

4. Conclusion

The cultivation of compound talents of ceramic culture-related foreign tourism is an inevitable outcome of the development of the times. In the training process, colleges and universities should formulate a distinctive training model based on their own situation and market demand. Adhere to the English major and knowledge of ceramic culture as the core to ensure that students have better advantages in the future social competition.

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