

# Research on the Status Quo of Demand for Japanese Talents and Talent Training Model in Shaanxi Province\*

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**Abstract**—With the development of the times and the increasing exchanges between China and Japan in terms of economy and culture, the market demand for Japanese talents is also changing. From the past, single Japanese language and cultural requirements are gradually changed to a diversified application type. On the one hand, the employment situation of graduates is severe; on the other hand, employers can't recruit the right talents they need. Located in the core region of the west, Shaanxi has always had frequent friendly cooperation with Japan, and is one of the regions to set up a Japanese major earlier. Over the years, it has cultivated a large number of Japanese talents for the society. Under the new situation, how to reposition, develop majors, improve the talent training mode, and cultivate the compound application-oriented Japanese talents guided by the market demand that truly meet the needs of society is a new challenge the colleges and universities face at this stage.

**Keywords**—Shaanxi; demand for Japanese talent; talent training model

## I. INTRODUCTION

With the establishment of New China, the Japanese language major of colleges and universities has developed over 60 years, and the scale and quality have been improved greatly. According to the data of "China Higher Education Student Information and Career Center" (CHESICC), as of December 30, 2017, there were 512 colleges with Japanese language majors and 22,000-24,000 graduates. At the same time, in the past ten years, with the development of the times and the increasingly frequent exchanges between China and Japan in the economic and cultural fields, the market demand for Japanese talents has also changed. Single Japanese language and cultural requirements in the past are gradually changed to a diversified application type. There are two aspects needing the attention: the employment situation of graduates is severe; employers can't recruit the right talents

they need. Shaanxi is located in the core region of the west, has always had frequent friendly cooperation with Japan, and is one of the regions to set up Japanese major earlier. Over the years, it has cultivated a large number of Japanese talents for the society. Under the new situation, how to reposition, develop majors, improve the talent training mode, and cultivate the compound application-oriented Japanese talents guided by the market demand that truly meet the needs of society is a new challenge the colleges and universities face at this stage.

## II. RESEARCH ON THE DEMAND FOR JAPANESE PROFESSIONALS IN SHAANXI

As an important hub of "the Belt and Road" strategy, a strategic frontier of "opening to the west", and the important province of the Silk Road Economic Belt, the degree and level of Shaanxi's opening up to the outside world need to be further improved. At the same time, Shaanxi will certainly attract more investment and resources, and carry out foreign economic and trade activities. The study of the demand for Japanese professionals in Shaanxi is of positive significance for the cultivation of Japanese talents oriented to the employment.

### A. Status of Job Requirements

By analyzing the recruitment information of Japanese talents on the Chinese recruitment website, it is convenient to visually examine the demand for Japanese professionals in Shaanxi. This paper selects 51Job used by many people and Xi'an International Studies University Employment Network (hereinafter referred to as XISU Employment Network), which has a large number of foreigner talent recruitment information, selects "Shaanxi" as the working place, takes "Japanese" as job keywords, and screens the full-time job information from January 1, 2019 to July 31, 2019 for statistical analysis. The statistics are as follows: 355 valid jobs are searched in 51Job, and 15 jobs are searched in XISU Employment Network. Through statistics, the demand for talents are mainly concentrated in six types, namely, Japanese engineers (such as software, testing, LCD technology, java, etc.), Japanese sales (including shopping guides, course consultants and online sales such as Amazon operations, etc.), Japanese translator, Japanese language

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teachers, administrative secretaries and other categories (such as Japanese customer service, waiters, dubbing hosts,

patent attorneys, etc.). The demand information of various Japanese talents is shown in "Table I":

TABLE I. THE JOB REQUIREMENTS OF JAPANESE TALENTS IN SHAANXI

	Various types of engineers	Japanese sales	Japanese translator	Japanese teacher	Administrative secretary	other
<i>51Job</i>	91 (25.6%)	109 (30.7%)	72 (20.3%)	16 (4.5%)	34 (9.6%)	33 (9.3%)
<i>XISU Employment Network</i>	7 (46.6%)	3 (20%)	1 (6.7%)	3 (20%)	1 (6.7%)	0 (0%)

In "Table I", the position with the greatest demand in social recruitment is sales. This shows that there are many trades between Shaanxi and Japan, and they need a lot of Japanese sales talents. It is worth noting that a large part of sales positions involve cross-border e-commerce operations such as Amazon, indicating that the online cross-border e-commerce industry has a large demand for Japanese talents. Such positions usually require candidates to obtain relevant language qualification certificates, have a high level of Japanese language proficiency, and have a certain grasp of marketing and trade knowledge. Engineers rank in the second. Japan's technological strength ranks the top in the world. At the same time, because of the high cost of local users, companies are turning their eyes overseas, resulting in a very large demand for Japanese-speaking engineers. Such jobs generally require more professional knowledge and application background of science and engineering, as well as certain Japanese language ability. In addition, the demand for professional translation talents in social recruitment is still relatively large. Such positions require candidates with solid Japanese knowledge and relevant knowledge in a certain professional field. In other positions, the position of patent agent has emerged. This position requires strong professionalism, and a higher level of education, which is above a master's degree.

In the recruitment of fresh graduates, the top positions are engineers, sales and teachers. And the demand for translators is relatively small, which has something to do with the fact that translation usually requires experience.

#### B. The Survey on Employer's Satisfaction for Japanese Talents in Shaanxi Province

Through the survey, it can find out the gap between the talents required by the employer and graduates, in order to find out the inadequacies of the training of Japanese professionals and make recommendations. On January 30, 2018, the Ministry of Education issued the "National Standards for Undergraduate Teaching Quality of Japanese Majors in Higher Education Institute" (hereinafter referred to as the National Standard), which clearly stipulated that the Japanese major aimed to cultivate "international and diversified foreign language talents with international vision and humanistic quality, mastery of Japanese language and literature and cultural knowledge, language application ability, intercultural communication ability, critical thinking and innovation ability, ability to engage in foreign affairs, language service and Japanese education and certain research ability". Based on the national standard, the questionnaire was designed from four aspects: language application ability,

cross-cultural communication ability, and speculation and innovation ability, individual comprehensive quality (including anti-pressure ability, self-learning ability, problem-solving ability, work responsibility, etc.), and was distributed to ten units that recruit Japanese talents in the region. A total of 50 valid questionnaires were collected from the survey. The results are shown in "Table II":

TABLE II. SURVEY ON EMPLOYER'S SATISFACTION FOR JAPANESE TALENTS IN SHAANXI PROVINCE

	Average satisfaction (full mark 10)
Language application ability	8.8
Cross-cultural communication ability	6.6
Speculation and innovation ability	6.3
Individual comprehensive quality	8.6

It can be seen from the survey that the employer is basically satisfied with the language application ability and individual comprehensive quality of the graduates, and there is great gap in cross-cultural communication and speculation and innovation ability between the employers' requirements for graduates and the graduates' qualities. The construction of the Japanese professional curriculum system and the talent training model are directly related to the quality of Japanese talent training. The gap between talent training and employer demand reflects the shortcomings of colleges in terms of training objectives, curriculum setting, practical teaching, and talent training mode.

### III. THE STATUS QUO OF JAPANESE TALENT TRAINING MODE OF COLLEGES AND UNIVERSITIES IN SHAANXI PROVINCE

#### A. Curriculum Setting

According to the statistics of Xuexin.com as of December 30, 2017, there are 21 colleges and universities offering Japanese majors in Shaanxi, and a large number of students graduate each year. Among them, there are 16 colleges and universities in Xi'an, 5 colleges and universities in surrounding provinces and municipalities, 15 state-running colleges and universities, and 6 private and independent colleges. These colleges and universities set up Japanese courses according to their own positioning and school characteristics. For example, Xi'an International Studies University, which firstly set up Japanese major in Shaanxi, mainly sets up elementary courses such as elementary Japanese, intermediate Japanese, advanced Japanese, Japanese conversation, Japanese audio-visual lectures, etc. Shaanxi Normal University mainly has basic

Japanese and advanced Japanese, Japanese speaking, Japanese writing, Japanese-Chinese translation, Japanese grammar, Japanese communication and Japanese literature history. However, due to various reasons such as teachers, teaching resources and teaching methods, there are unreasonable curriculum settings, and on the other hand; and there are cases where implementation is not in place. In 2018, the "National Standard" also detailed the core courses for Japanese language. The core courses should include 14 courses including basic Japanese, advanced Japanese, Japanese speaking and debate, and cross-cultural communication. In the future, colleges and universities will further set up and improve the curriculum according to the school positioning, regional and industry development on the basis of national standards.

### B. Talent Training Mode

At present, there are two main types of Japanese talent training models in Shaanxi colleges and universities:

1) "*Japanese +*" mode: "Japanese + professional or special class" mode is the mainstream mode adopted by most universities, mainly for Japanese students. For example, undergraduate Japanese major of Xi'an International Studies University is divided into three directions: translation, Japanese and English, and economics and trade, in order to meet different talent needs. Chang'an University relies on the superior subject resources to include automotive Japanese, science and technology Japanese courses in the talent training program. Xidian University determines the professional training styles for both academic and employment innovations, and develops

selective training programs and trainings based on students' interests and development directions. The two specifications have corresponding courses.

2) "*+ Japanese*" mode: "+ Japanese" mode refers to the training mode of "other majors + Japanese". Some colleges and universities make full use of the resources of other departments of the university, strengthen cross-disciplinary and inter-college cooperation, and strive to explore a professional dual-disciplinary talent training model with Japanese. For example, since March 2015, Xi'an International Studies University has started to enroll students from the English College, Chinese College, Han College, and English Education College, other professional and non-Japanese majors. Colleges and universities promote Japanese courses throughout the school. For example, Xi'an Fanyi University offers Japanese public elective courses throughout the university, and each major is optional.

### C. Quality of Japanese Professional Graduates

According to the 2018 annual report on employment quality of Shaanxi college graduates compiled by the student affairs office of Shaanxi provincial education department, western China higher education evaluation center of Xi'an Jiaotong University and Shaanxi provincial higher education data center, the number of Japanese undergraduates graduated in 2018 was 701, with an employment rate of 89.73%. In addition, Western China Higher Education Evaluation Center of Xi'an Jiaotong University released the "2019 Evaluation Report on Shaanxi University and Professional Graduates Employment Quality Index", which surveyed the quality of graduates. The Japanese professional results are shown in "Table III":

TABLE III. EVALUATION RESULTS OF EMPLOYMENT QUALITY INDEX OF UNDERGRADUATES IN SHAANXI UNIVERSITIES

Undergraduate title	Ranking	Order	Standardized employment quality index	Employment quality index	Employment rate	Average monthly income	Professional matching	Employment satisfaction	Employment retention rate
<i>Japanese</i>	53	B	76.20	103.64	86.49	5624.47	2.98	3.34	84.85

It can be seen from the results that the employment rate is lower than that in 2018. In terms of the value of 1-6 points, the jobs and professional matching and employment satisfaction of graduates are only at a medium level.

## IV. SUGGESTIONS AND REFLECTIONS ON THE REFORM OF TALENT TRAINING MODEL IN THE FUTURE

From the above survey results, it can find that on the one hand, colleges and universities are trying to adapt to market demand, and hope to cultivate the compound application-oriented Japanese talents; at the same time, the market needs the demand for compound Japanese talents. On the other hand, there is a certain gap between the ability of Japanese majors and the requirements of employers. The new national standard also clearly stated that Japanese majors in universities should cultivate Japanese professionals and compound foreign language talents that meet the needs of national and local economic and social development for foreign exchange, foreign industries, foreign language

education and academic research. The goal should be adjusted and improved in a timely manner according to the needs of society, economy and culture. The colleges and universities should reform the talent training model, narrow the gap between the requirements of employers and the quality of graduates, and effectively cultivate professional talents that meet the needs of the economy and the market.

### A. Optimizing the Curriculum Setting and Improving the Talent Training Program

Through consulting the Japanese talent training programs in various universities in Shaanxi, it is found that colleges and universities have been working hard to adjust the curriculum and improve the talent training program. However, there are still many problems. Most universities implement the "Japanese+" training mode. The lower grades mainly focus on language skills training. The senior grades add a lot of directions or professional courses. However, due to limited class time, it is easy to flow on the surface. Some

important courses are only offered for one semester, and the theoretical knowledge accounts for a large proportion. The students' mastery effect is not good and they can't reach the level required by the market. The Japanese major should further optimize the curriculum setting, deepen the curriculum reform, and improve the talent training program. The curriculum should be arranged reasonably, highlight the practice. It is necessary to pay more attention to cultivating students' practical ability to solve problems. For example, the colleges and universities should fully integrate the resources inside and outside the school, share and help each other, and cross-integrate with professional schools with large market demand such as economy, trade, education, computer and mediation to cultivate Japanese compound talents. Teachers can introduce relevant theories and practices of Japanese pedagogy. The colleges and universities also should refer to the experience of other universities, revise and improve the personnel training program, promote the curriculum reform, increase the proportion of practice examinations in the curriculum, and dynamically monitor the mastery of students in teaching. In recent years, Xi'an Fanyi University has vigorously promoted the reform of process examinations and improved the proportion of daily performance. Teachers have conducted a comprehensive examination of their ability in daily teaching according to the students' situation, and cultivated students' ability to solve problems, coordination and cooperation, and achieved good results.

#### B. Strengthening the Construction of the Teaching Staff

To train Japanese talents to adapt to the market, it is necessary to have a team of teachers who can satisfy Japanese language teaching, cross-cultural knowledge teaching, professional practice teaching and innovative talent training. At present, the full-time teachers of colleges and universities are mostly graduated from domestic and foreign universities, and their master's degree is still Japanese linguistics. They are not good at some professional courses and education, and need to continue to learn. In order to improve the overall quality of Japanese teachers, it is convenient to further improve the training mechanism of full-time teachers, adopt various methods, such as establishing a teacher development center corresponding to the discipline, etc., formulating practical training directions and training plans, providing and creating the opportunity to study abroad, have enterprise training and post-employment training, and actively cultivating dual-teachers. Through learning, Japanese teachers can implement the latest cutting-edge teaching methods into practical teaching, and carry out student-centered practical teaching methods to improve students' practical ability. At the same time, for some courses with strong professional practice, colleges and universities can recruit excellent personnel from enterprises as visiting teachers. At the same time, colleges and universities can also make full use of the convenience of science and technology, and hire famous teachers across the schools to conduct online teaching.

#### C. Strengthening Cooperation Between Schools and Enterprises, and Promoting the Construction of Practice Bases

At present, colleges and universities attach great importance to school-enterprise cooperation and the construction of practice base. However, due to various reasons, the school-enterprise integration is not high, the practice base type is relatively single, or the practice content flows through the process, which can't meet the specific demand of each profession. Colleges and universities should further strengthen the industry-university cooperation with enterprises, and actively seek targeted delivery units to provide students with domestic and foreign practice and internship opportunities with diverse forms and high professional fit. Through the construction of the Japanese internship base, colleges and universities will cultivate Japanese-speaking specialized talent with solid foundation in Japanese language, comprehensive knowledge, and strong professional competence, clear professional direction, strong adaptability and broad vision. At the same time, it is convenient to use the information feedback from the practice base to promote the reform of Japanese classroom teaching, and form a benign interactive teaching model that combines the teaching of the school with the practice of the off-campus base. Students can go to the internship practice base to participate in the internship and combine the knowledge learned in the classroom with the work practice, which comprehensively improve the students' language ability. They will be familiar with the work business and exercise the social interaction ability, laying the foundation for the future entry into enterprises and institutions.

### V. CONCLUSION

In short, the economic development of Shaanxi Province has put forward new requirements for the training of Japanese talents. The demand for talents is also constantly changing. The talent training programs of universities should be based on factors such as geographical location, academic advantages, student level, and teacher characteristics. It is necessary to keep with the times and constantly to be improved. The training should pay attention to the changes in regional market demand, continuously optimize the curriculum, improve the training mode, actively explore the appropriate talent training model, and cultivate the compound Japanese talents that meet the market demand from the current situation of demand for the talents.

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