

# On Building of Hainan Translation Services Development Based on Construction of International Tourism Island

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**Keywords:** International tourism island; Hainan translation; Service industry development; Norm mode

**Abstract.** Construction of Hainan International Tourism Island results in imbalance between the supply and demand of tourism talents. Thus, to carry out innovation of talent system construction, accelerate tourism human resource planning of Hainan and cultivate inter-disciplinary translation talents becomes a key emphasis in the work of government. Therefore, it is significant to analyze construction status of Hainan International Tourism Island and talent reserve. This paper mainly discusses development norms of translation service industry and factors restricting development of translation service industry in Hainan and explores the strategies of development norm mode of Hainan translation service industry based on international tourism island construction.

## Introduction

As the state further implements international tourism island construction policy, Hainan has gained amazing development in terms of traffic, trade and energy development. Especially, the development of tourism-related industry drives industrial structure upgrade of the whole province. Thus, tourism gradually becomes a pillar industry of Hainan economic development. In the construction process of Hainan International Tourism Island, the demand for foreign language translation talents is expanding. To better construct development blueprint of Hainan International Tourism Island, personnel training mode of colleges should actively connect with the market, enhance training of translation skills, and gradually make students cultivate cross-cultural communication awareness so as to lay a favorable foundation for construction of Hainan International Tourism Island.

## Overview of development norm of translation service industry

The norm of translation service industry is one of important adjustment factors in social interaction. It is classified into the category of sociology. The norm can reduce uncertainty and uncertainty of thing development and promote social harmonious development. Translation language as an important communication tool in Hainan must operate under certain norm mode. Translation service language of Hainan comes from practice, but is above practice. In recent years, China's translation service industry has obtained remarkable development. Expectancy norm and professional norm become two categories of translation activity. Expectancy norm mainly refers to readers' expectation value for the translation, including style acceptance and grammar. Professional norm mainly refers to translation activity process of professional translators. It owns typical clear authenticity. In one word, norm is a restraint for human and also a behavioral attitude which is forcibly executed. Restraint of translators is a prominent performance of translation level.

## Factors restricting development of modern translation service industry in Hainan

International tourism island construction is an important embodiment of sustainable development idea of Hainan. Hence, to promote continuous and rapid development of Hainan Island, development in protection and protection in development, stick to setup of ecological provinces and facilitate construction of resource-saving and environment-friendly society becomes a key content during

construction of Hainan International Tourism Island. Implementation of such sustainable development idea contributes to exploring the foothold of harmonious coexistence between human and nature and driving future development of Hainan. But, a series of problems occur during development of modern service industry in Hainan. These problems are mainly reflected in the following aspects: lack of policy support, poor industrial foundation, insufficient provincial household consumption, imbalanced regional distribution of service industry. Since 2006, service industry has become the largest industry in Hainan, but relevant policy support is rare. There are just laws and regulations aiming at tourism development. Explicit policy support fails to form. Development experience of numerous countries proves the importance of industry in modern service industry development. Industry degree of Hainan is generally low. Agriculture occupies the main status. Thus, obstacles are caused to material supply and technical supply for modern service industry, involving imperfect modern service industry including cultural education and scientific information. For example, till 2007, the first software park started to be built in Hainan. In addition, intellectual support index of modern service industry is low. Both the income of urban residents and peasants' per-capita income are significantly lower than the average level nationwide. According to relevant statistic data, Engel's Coefficient (it refers to the proportion of household food expenditure to total expenditure) of urban residents in Hainan was 42.8% in 2013, among the top ones nationwide. This forms a barrier for entertainment and medical consumption demand for residents in Hainan and restricts development of contemporary translation service industry. Educational level in Hainan generally lags behind, which is also an important reason for this phenomenon. From the perspective of service industry appreciation, Haikou, Sanya and Wenchang accounted for 53.48%, 10.07% and 4.5% respectively in 2006. It is thus known that regional distribution of Hainan service industry is very imbalanced. The counties and cities with developed economy are the main gathering places.

### **Construction strategy of development norm of Hainan translation service industry**

On December 11, 2014, University Of Hainan invited Prof. Mu Lei (doctoral supervisor in translation) from Guangdong University of Foreign Studies to hold a lecture with the theme of "language service and professional translation education". Prof. Mu Lei discussed the problem of discussion between domestic translation education and the market through analyzing current situation of China's language service industry. With overall development of social economy, Hainan translation service industry has more development opportunities. All walks of life are closely related to language service. The exchange made in allusion to global economic integration fully displays wide development prospect of Hainan's foreign services. In the lecture, Prof. Mu Lei attaches great importance to disconnection between translation service talents and the market demand, and made explicit instructions in allusion to professional demand of current translation education. To be more specific, it is necessary to set up translation doctorate and DIT education aiming at translation education so as to provide more professional talents for development of translation service industry in Hainan.

### **Create more vigorous modern service industry system**

To actively introduce private capital to participate in market competition is the precondition of establishing modern service industry system. It is required to eliminate institutional barriers restricting translation service industry development in Hainan, completely eradicate monopoly, accelerate urban water supply and gas supply as well as public facility construction, drive reasonable resource allocation course of non-basic service industry, and gradually be partial to market leading from government leading. To further open operation market, privileged mode can be adopted to make non-publicly owned enterprises participate in reform of Hainan service industry and bring convenience for upgrading structure of translation industry. The standards for the good and the bad should be set. The enterprises which comply with conditions can enter service industry for competitions through a series of favorable measures. Meanwhile, it is required to enhance market

supervision, overall arrange total industrial planning, thoroughly clear up service industry system involving administrative charge and optimize market service industry mechanism.

### **Give priority to developing tourism and mainly drive development of social service industry**

According to relevant statistic data, if tourism consumption amount increases 10000 Yuan, GDP can increase 22000 Yuan and two employment posts can increase. Hainan owns advantaged tourism resources, which plays a key role for development of social service industry. Since reform of agricultural reclamation and forest rights, a large quantity of surplus labor has been generated in Hainan. Tourism development plays a significant role in providing employment posts. Besides, after Boao Forum for Asia and other conventions and exhibitions started, in order to further excavate diversified travelling varieties, pulling effect of tourism is valued by the industry. The statistical data show convention and exhibition income of Hainan in 2014 occupied about 16% of total tourism income. Besides, with official implementation of international tourism island strategy, tourism service industry of Hainan enjoys unprecedented development opportunity. It is increasingly significant to formulate development planning of corresponding logistics industry, carry out innovation of financial institutions based on rural credit cooperative and cultivate local information and leading industry of social service technology.

### **Formulate action plan for construction of Hainan International Tourism Island**

Construction of international tourism island is the ultimate aim of development of tourism service industry in Hainan. In order to better drive and guide tourism development of Hainan, it is very necessary to accurately analyze basic connotation of Hainan International Tourism Island construction and lay down corresponding action plan. Goal setting contributes to constructing Hainan island relaxation resort. The new system is beneficial to tourism development and tallies with international conventions. The implementation of new policies such as visa free for foreigners and navigation privilege drives deep opening of Hainan tourism. Meanwhile, stage goal of Hainan International Tourism Island construction is also established, i.e. to basically complete construction of international tourism island. The establishment of brand image such as tropical island and oriental vacation paradise basically controls tourism foreign exchange within about 30% of total tourism income. The number of people entering Hainan is controlled within 20% of total people travelling in Hainan. It is expected that by 2028, development of first-class international tourism island will tend to be mature, and public infrastructure construction of Hainan will tend to be perfect; modern service industry is integrated with world development trend. The rise in the number of tourists in Hainan and foreign exchange income from tourism is about 30% and 40% respectively.

### **Set up translation talent cultivation platform through school-enterprise cooperation**

To better adapt construction demand of Hainan International Tourism Island, it is necessary to enhance school-enterprise cooperation and set up translation service talent cultivation platform. In this way, resource sharing and complementary advantages can be realized. Meanwhile, talent cultivation course and professional construction mode can be optimized. 2+1 teaching mode reform further advances. Colleges formulate characteristic teaching mode according to market demand. Reform may be made in allusion to teaching of tourist management department. Double degree graduation system of professional skills, foreign language listening and speaking skills may be carried out. It is also necessary to integrate core courses and auxiliary courses, delete repeated and crossed courses and improve teaching quality. Students should be required to carry out one-year internship after completing basic school work. Long-term cooperative relationship with hotels or traveling agencies should be established, and training bases shall be set up. This can not just increase employment posts and improve employees' quality, but also boost overall level of Hainan translation service industry.

### **Construct tourism culture elements which comply with international requirements**

Three major elements for constructing international tourism culture in Hainan include: creating international tourism language environment, manifesting national customs and characteristics of Hainan and developing tourism culture. Standard construction of tourism culture and public information symbols, road construction for scenic spots and online simultaneous interpretation system are key working directions for creating international tourism language environment. Development of tourist routes and products with profound national deposits of Hainan is an advantage of the Miao nationality and the Li nationality in Hainan. Encouraging development of large-scale tourist projects and various competitions is the working direction of development of tourism cultural entertainment industry in Hainan.

### **Establish tourism management system harmonious with international tourism island by referring to foreign experience**

To establish traveling and traffic administrative control system which complies with international conventions is the major work of this standard mode. It is necessary to set up overall tourism management department tallying with international management, enhance publicity of domestic and overseas tourism market, found relevant tourism industry associations and gradually form self-discipline mechanism of Hainan tourism industry development. Hainan gained the second development opportunity in 2010. Now, five years has passed. The state more urgently needs translation service talents while implementing construction of Hainan International Tourism Island. China needs to refer to successful experience and standardized education mechanism of foreign advanced travelling countries in terms of talent cultivation, regard international tourism island construction as the fundamental starting point, coordinate with regional economic integration, promote deep cooperation with all industries and gradually establish tourism management system suitable for international tourism island.

### **Accelerate promotion of international reform of tourism elements**

Standard mode construction of Hainan translation service industry development needs to carry out international reform in time in accordance with construction standards of international tourism island. To enhance international tourism market development and actively introduce foreign travel agencies with high popularity is of great significance. To increase tourist propaganda investment, participate in large-scale international tourism exhibition, consolidate tourism market of Hong Kong, Macao and Taiwan and develop new international regional air line is the key work. In future five years, more travel agencies with tourist source and air line will be introduced based on tourist sources of Japan, Korea and Russia. Publicity function of Travel Channel shall be fully exerted while basic tourism translation image packaging is done well. Besides, it is necessary to further develop tourism market of North America and Australia, speed up international reform of tourism elements while improving our own translation service level, encourage some overseas travel agencies to found joint venture travel agencies and issue local foreign capital travel agency management method.

### **Standardize tourism market environment and create favorable social environment for tourism**

An effective move to standardize tourism market is as follows: “receive complaints if any, investigate complaints and give investigation result”. Based on optimizing organization structure of tourism, it is required to enhance brand influence, drive market standard, form some tourism groups with international competition conditions. The government should issue related tourism standard system, bring standards of tourism affairs (including translation service industry) into standardization schedule, let all participate in international tourism island construction, improve quality of the whole people and conduct public publicity on domestic and foreign famous media under good public opinions and general social background.

## Conclusions

To sum up, with the development of Hainan famous, Hainan provincial government and people increasingly value the function of tourism on Hainan island. Rapid development of Hainan service industry makes Hainan achieve modern service industry system led by tourism. However, since Hainan translation service industry has numerous problems, industrial base and industrial base are insufficient, it is significant to improve modern service industry system of Hainan, enhance national policy support and facilitate Hainan economy to walk the way of expanding domestic demand changing structure and growing rapidly so as to further perfect construction blueprint of development norm mode of Hainan translation service industry.

## Acknowledgments

This paper is one of the research results produced from the 2015 Planned Research Project of Hainan Provincial Philosophy and Social Sciences Titled as *The Countermeasure Research on Development of Hainan Translation & Interpretation Services Based on Construction of International Tourism Island*, Project No.: HNSK(Z)12-53.

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