

Analysis on the Application of Chinese Culture to Tourism English Course Teaching in Colleges and Universities

Hong Liu,

College of Foreign Languages, Yunnan Agricultural University, Kunming 650201, Yunnan

Linping Zhao

School of International Cooperation and Communication, Yunnan Jiaotong College, Kunming 650500, Yunnan

Abstract — English is a kind of cultural manifestation, so the integration of language with culture is of feasibility to some extent. The purpose of colleges and universities to offer tourism English course is to provide a better tourism service for foreign tourists and promote them to understand China's history and culture, and then carry forward the traditional culture of China. However, Chinese cultural elements are short in the tourism English teaching in Chinese colleges and universities currently, so that it is difficult to give full play to the real function of tourism English in the practical application, and students are unable to introduce Chinese culture to foreign tourists in English, and finally the cross-cultural communication barriers emerge. In order to improve the practicability of tourism English, it is necessary to exert the teaching of Chinese culture in the tourism English teaching in colleges and universities. In this paper, the application of Chinese culture to the tourism English teaching in colleges and universities is specifically analyzed.

Keywords- *Chinese Culture; College Tourism English; Application*

1. Introduction

The meaning of culture is very wide, including many elements such as beliefs, customs, art, and law. Tourism is an effective way of cultural transmission and communication, and culture is a need of tourism, and therefore, the two sides are in a complementary relationship. The development of tourism can promote the cultural communication and exchanges, while this type of communication is cross-regional and cross-

cultural. The historical and cultural inheritance has developed for thousands of years in China. The idea of the world tourism industry is in constant change—simple trips are converted to the cultural tourism targeted at culture and spiritual enjoyment, and tourists pay more attention to cultural factors in the travelling process. Therefore, the aim of tourism English teaching in colleges and universities is for transmitting the Chinese culture to the world and promoting the world people to get a comprehensive understanding of China, but no longer simply for the smooth communication and the exchange with foreign tourists. Therefore, it is obvious that exerting the teaching of the Chinese native culture in the tourism English teaching in colleges and universities has been necessary.

2. Analysis on the current situation of exerting Chinese culture in tourism English teaching

Along with the development of China's tourism, there are more and more foreign tourists to China. In this context, tourism English course is offered by many colleges and universities, and students are required to be capable of expressing themselves in specific tourism occasions in English because of the special characteristics of tourism English [1]. This capability requires students to possess a higher cultural literacy and convey this culture to others. In the conveying process, the expressive ways meeting the cultural conventions and characteristics of information

recipients are applied, so as to let them understanding what to convey. That is to say, tourism English teaching is not only the teaching of a language subject, but also the teaching of a cultural subject. At present, in China's tourism English teaching, many western countries' cultural knowledge is added into the course in order to better abide by the needs of foreign tourists, but the transmission of the local culture is absent so that there are obstacles between Chinese and western cultural exchanges. It is not hard to see that the absence of the local culture in the tourism English teaching in colleges and universities has resulted in the powerful invasion of the western culture, while the local culture is difficult to convey and Chinese cultural strength and competitiveness are limited. Beyond all doubts, this suggests the recognition on culture is too one-sided in the tourism English teaching of colleges and universities, the understanding of the common points between the two cultures is absent and so is the understanding of the importance of the local culture. As a result, the tourism English teaching in colleges and universities is difficult to form its effective Chinese characteristics. For this reason, it is necessary to exert the Chinese culture in the tourism English teaching of colleges and universities, aiming to promote students to interpret Chinese culture in English and then make an improvement to their cross-cultural communicative competence. This is the most important study subject in the tourism English teaching of China's colleges and universities [2]. In brief, in offering tourism English course, colleges and universities need to pay attention to the characteristics of the course: English courses related to Chinese culture are necessarily offered in a long time when English cultural course is available; special Chinese cultural units are set up, and the Chinese cultural teaching is used as a long-term study subject to play a role in tourism English tourism.

3. The significance of applying Chinese culture to tourism English teaching

3.1 Effectively inheriting the Chinese national culture

National culture is the characteristic of a nation different from other nations. China has five thousand years of civilization history and profound culture. The country's culture is mainly divided into the material culture and spiritual culture. The material culture includes the traditional products such as clothing, literature and art, architecture, and food. The spiritual culture includes the cultural inheritance at the spiritual level such as values and the way of thinking. At present, the one-way input of the western culture in the tourism English teaching is very serious in colleges and universities, while the output of the native culture seriously lacks. Many young people's lifestyle, behavior and value orientation are more inclined to the western culture; many students have the xenocentric thought and think everything in foreign countries is good, but the Chinese culture is backward, so that they have little knowledge about the traditional culture of the country, but are very familiar with foreign cultural knowledge [3]. This can be obviously reflected in some Chinese and western traditional festivals. Thus, concern about the decline and disappearance of the traditional Chinese culture is necessary. The teachers responsible for the tourism English teaching in colleges and universities have to shoulder the burden of carrying forward the Chinese culture and select the core value of the Chinese culture in the teaching into the tourism English teaching. For example, the contents such as China's Confucian thought and self-discipline and social commitment are fully explained to enhance the students' sense of national pride and cultural identity and train them to rationally know the culture. Thus, they are promoted to know the Chinese culture is an important part of the world culture.

3.2 Helping the cross-cultural exchanges

The main task of tourism English teaching is to effectively complete the international cross-cultural exchanges. Obviously, adding the Chinese culture into tourism English teaching is of great benefit to the international cross-cultural exchanges. In tourism English, the students' understanding of the western culture is deepened by establishing a systematic western culture course system, so as to promote them to get a more profound understanding of the western culture's origin, religion, and customs and so on. A powerful influence of Chinese culture is helpful to improve the students' understanding of the local culture and promote them to attach greater importance to the local culture. Ultimately, the students' cultural knowledge is promoted to be balanced and the cultural knowledge system is well-improved [4]. Generally speaking, adding Chinese culture into tourism English teaching in colleges and universities is a demand of the international cross-cultural exchanges. Along with China's reform and opening-up to the outside world and the economic development, China's position in the world is gradually improving, and its international influence on the world is increasingly greater, so that Chinese culture is focused by more and more people.

4. The ways of applying Chinese culture to tourism English teaching

The training objective of tourism English teaching in colleges and universities is necessarily clear—training the high technical personnel who have many skills while specializing in one is the school goal. In the teaching, the teaching ideas, teaching contents, and teaching objective are adjusted under the background of the global development and based on the international cross-cultural communication.

4.1 Regarding culture teaching as the basic idea

In tourism English teaching, culture teaching is also the key when English knowledge and tourism knowledge are regarded as the teaching targets. Cultural teaching means that the culture and local customs of the foreign language countries are integrated into the language teaching, so as to promote students to understand the cultural background in the process of language learning. The culture refers to the culture of the foreign language countries and also the native culture. Meanwhile, teachers must be aware of the beneficial effects of Chinese culture on English learning and also intentionally exert Chinese culture into tourism English teaching. Only with the effective combination of culture with tourism English, cultural teaching can really be implemented; the students' understanding of tourist culture will be improved only if tourism English teaching is guided by tourism English; the students will be aware of Chinese culture, take the initiative to convey the Chinese culture transmission, and effectively integrate the patriotism and national consciousness into learning.

4.2 Adding Chinese culture in teaching materials

Chinese culture is extensive and profound and occupies an important position in the structure of the world culture. Therefore, Chinese culture is necessarily added into the compilation of tourism English textbooks, and simultaneously the excellent culture reflecting Chinese culture is added into the textbooks, aiming to improve the students' capability to express Chinese culture in English [5]. In addition, in the practice of spoken English, it is better to choose some English materials with Chinese cultural background, for the goal of exercising the students' practical ability. If the conditions are available, teachers can compile textbooks according to the needs of teaching and improve the application of Chinese culture in tourism English teaching.

4.3 Playing the leading role of teachers

In tourism English teaching, teachers must give full play to their leading role and focus on students to strengthen the connection between Chinese culture and tourism English. Classroom teaching is the main form of tourism English learning, so teachers need to first improve their own understanding of the culture in tourism English teaching and make overall plan and optimization on the teaching contents, pay attention to the hierarchical teaching in the teaching process and improve the comprehensiveness and practicability of knowledge. In tourism English teaching, teachers are aware of their own leading role, dynamically combine culture with English, get rid of the traditional teaching model, provide sufficient chances for students to practice, and cultivate the students' capability to appreciate Chinese and western culture.

4.4 Applying multiple teaching methods

In the traditional teaching method, top priority is given to cramming education. This way of teaching is difficult to lift the students' interest in learning, and makes students very hard in learning in the dull and boring classroom environment and the backward teaching practice because a wide range of knowledge is involved in tourism English teaching.

5. Conclusion

To sum up, tourism English as a carrier of communication between Chinese and western culture has a very important role. But in the traditional tourism English teaching in colleges and universities, the input of western culture is overstressed in textbooks and the teaching process, but the learning and output of Chinese

culture are ignored; the soft power of Chinese culture is weakened; barriers emerge in the cultural communication. For this reason, it is very necessary to add Chinese culture into tourism English in colleges and universities. Teachers in colleges and universities must know well the significance of the combination of Chinese culture and tourism English and also make use of effective teaching methods to improve the application of Chinese culture in tourism English teaching, thus promoting the communication between Chinese and western culture.

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