

Research on College Tourism English Teaching Reform under the Background of Big Data

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Abstract: In recent years, China is increasingly open to the outside world, the international cultural exchange activities are more and more extensive, the frequency of Chinese people traveling abroad or foreign friends in China is increasing, so our demand for tourism English talents is also higher and higher. In the context of big data, network information technology has a profound impact on all walks of life. With the support of big data technology, college English teaching for tourism has made new breakthroughs and progress. Based on the background of big data, this paper analyzes and studies the current college tourism English teaching, points out the existing problems, and puts forward effective solutions to these problems.

Keywords: Big data; Colleges and universities; Tourism English; The teaching reform

Modern information technology and the Internet have been widely used in all aspects of our work and life, and have brought new opportunities and challenges to the reform of college tourism English teaching. With the improvement of living standards, people's demand for tourism is increasing. Tourism industries at home and abroad have developed vigorously, and higher requirements have been put forward for tourism-related services. With the development of international tourism and more and more foreign tourists coming to our country, we need more and more excellent English talents to provide corresponding language services. Therefore, in addition to excellent oral English ability, English talents of tourism majors in universities should also have a certain level of tourism English. In the context of big data, new teaching methods have been spawned. With the support of big data technology, tourism English teaching in colleges and universities has been innovated and reformed, and some achievements have been made. However, there are still many problems that need to be studied and solved.

1. General characteristics of tourism English teaching in colleges and universities

1.1 Strong practicality and application

On the one hand, the purpose of tourism English teaching in colleges and universities is to enable students to master a certain amount of English vocabulary, so that they have a more thorough understanding of grammar and sentence patterns, and can skillfully use; On the other hand, students should be helped to master the practical use of English, so that they can use the English language to communicate and communicate with tourists from all over the world, such as providing tourism services, or introducing the scenery and customs of tourist destinations, so as to enhance the tourism experience of tourists and help the further development of China's tourism industry. Both the teaching objectives of the school and the learning objectives of the students should be guided by the needs of the society for talents. From social Angle to analyze the actual demand, marketization of tourism English is more apparent, along with the social development, international communication is more and more frequent, the travel industry higher demand for applied English comprehensive talents, college students in addition to tourism should have rich professional knowledge, also should have good practical English communication ability, to meet the market demand, Promote the development of the industry.

1.2 Profound cultural heritage

Tourism industry is a kind of comprehensive industry, the tourism industry should meet people's needs for tourism, travel services, cultural customs transmission, so we have high requirements on the cultural heritage of tourism professionals. Historical and cultural heritage is an important part of the tourism industry, so we should also pay attention to the teaching of history and humanities in college tourism English teaching, including tourist attractions, classical garden architecture, historical allusions, culture and art, specialties, history and other content; Secondly, the content of tourism English teaching should also include the general knowledge related to tourism, such as currency, traffic, hot topics, legal knowledge and so on. In addition, the teaching content of tourism English should also include rich professional knowledge of tourism, such as the general situation of the tourism destination, local economy, culture, politics, folk customs, ways of thinking and habits of expression, etc. Different countries have different cultures and beliefs, and there are great cultural differences at home and abroad. Only with rich basic knowledge of tourism English and excellent cultural literacy, can tourists give full play to their advantages in practical work and do a good job in tourism services.

2. Problems existing in college Tourism English teaching under the background of big data

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2.1 Teaching content lags behind the development of tourism

Tourism English is a professional English course. Its teaching purpose is mainly to meet the needs of English talents in the tourism industry. It has strong practicability and special uses. In order to realize the practical teaching purpose, it is required that the teaching materials for tourism English major or auxiliary teaching materials can meet the teaching needs. However, from the actual situation, the current teaching materials for tourism major in universities lag behind the development of tourism. Part of the textbook used in colleges and universities in the actual teaching both the original teaching material, also have the new teaching material, but the new textbooks still cannot with the rapid development of tourism also synchronized, also focus on English teaching theory in the teaching content, and more attention to written English ability, teaching lack of innovative and targeted, lead to the disconnect between the teaching and social needs, As a result, students' English oral expression ability is insufficient and their practical ability is not strong enough to meet social needs.

2.2 The teaching method is too old-fashioned

At present, most universities in China still have the problem of old-fashioned teaching methods, teaching location is limited to the classroom, teaching methods are limited to the theory of preaching, lack of practice and innovation. Although most colleges and universities in China have used electronic courseware and other new teaching tools in tourism English teaching, the teaching method is still based on preaching. Compared with traditional teaching, it is difficult to play a substantial effect. On the one hand, it is difficult to attract students' interest in learning, and on the other hand, it is not conducive to the improvement of teaching effectiveness. China's colleges and universities have basically set up online teaching platforms, but due to the limitation of the network, the frequency of use of online teaching platforms is not high, resulting in online teaching superficial is difficult to play a substantial effect, resulting in the waste of teaching resources and hardware facilities.

3. Big data under the university tourism English teaching reform effective ways

3.1 Use big data to enrich English teaching content

Tourism English major is a applied very strong professional, its goal is to foster high level professional technical talents. in the traditional tourism English teaching in colleges and universities, teachers set the teaching content is mainly based on teaching materials, now the big background knowledge information of the data is very convenient, the teacher can through the network to obtain the latest English knowledge related to tourism, And integrate it into English teaching content to solve the problem that English teaching materials can not keep up with the development of tourism industry. In terms of tourism teaching in colleges and universities, we can learn from the teaching methods in Europe and The United States. In Europe and the United States, there are often no teaching materials in tourism teaching. Teachers search for relevant materials from other books and the Internet according to the actual needs of each class, sort out and integrate them as teaching contents for classroom teaching. On the basis of meeting the requirements of the syllabus, tourism English majors in Universities in China can also increase the relevant materials obtained from the outside according to the actual needs of each class, so as to enrich the teaching content and better meet the learning needs of students.

3.2 Use big data to enrich teaching methods

In the teaching of tourism English teaching in colleges and universities is relatively old problem, so can't attract students' interest, cannot meet the demand of teaching, now we can use big data era and all kinds of new teaching techniques and ways to carry out diversified, hierarchical teaching, make teaching more colorful. The era of big data, the network technology more mature, teachers can use the network technology in teaching, for example, teachers can make use of the network BBS, micro, scene in tourism English teaching in a variety of ways, such as in the offline teaching primarily on the basis of online teaching, between the online teaching complement each other, promote each other, so that the students can be more comprehensive education, To make more comprehensive progress. Teachers can also use network technology to set classroom situations and classroom games, strengthen the teaching interaction, so that students can not only feel the fun of tourism English learning, but also in a relaxed and pleasant teaching environment to achieve greater progress.

4. Conclusion

Tourism English is a relatively young subject in college teaching. The teaching of this subject is under exploration and progress. In the era of big data, information technology is developed.

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