

# Implementation Strategies and Methods of Experiential English Teaching for Tourism under the Background of the Free Trade Port

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**Abstract:** *With the continuous deepening and development of the free trade port policy, the tourism industry in free trade port areas has rapidly risen, attracting a large number of international tourists. In this context, tourism English, serving as a bridge for communication, becomes particularly important. Traditional language teaching models often focus too much on the instillation of grammatical knowledge, neglecting the cultivation of students' practical language application abilities. Therefore, how to explore a tourism English teaching model that is more in line with actual needs, considering the characteristics of the free trade port context, has become an urgent issue for the educational community. This paper will focus on the research of experiential English teaching for tourism under the background of the free trade port, discussing implementation strategies and methods, in order to provide useful references for the sustainable development of the tourism industry in free trade ports.*

**Keywords:** *Tourism English; Free Trade Port; Experiential Teaching; Strategies; Methods*

## 1. Introduction

With the rapid development of the global economy, free trade ports have gradually become an important engine for economic development in various countries. Free trade ports not only have unique geographical and policy advantages but also attract a large amount of international investment and international trade activities. Among these, the tourism industry, as an important sector, has also become a focus in the development of free trade ports. Therefore, under the background of free trade ports, it is particularly important to cultivate tourism English talents with international vision and cross-cultural communication abilities. Experiential teaching, as a new type of teaching method that focuses on students' practice and experience, plays a positive role in improving the quality of tourism English teaching.

## 2. The Significance of Experiential English Teaching for Tourism

### 2.1 Improving English Oral Expression Ability

Experiential English teaching for tourism, through simulating real tourism scenarios, allows students to learn and use English in actual operations, thereby improving their English oral expression skills. In this teaching mode, students are required to communicate with peers or teachers, which encourages them to use English for expression, thus enhancing their oral proficiency. Additionally, students can practice speaking through role-playing and situational dialogues, enhancing fluency and accuracy in language. Teachers can provide real-time feedback and corrections, helping students improve pronunciation, grammar, and vocabulary usage. Through continuous practice and repeated drills, students' English oral expression skills will be significantly enhanced.

### 2.2 Cultivating Cross-Cultural Communication Skills

Experiential English teaching for tourism, by involving students in tourism activities, helps them understand tourism habits and customs in different cultural backgrounds, thus cultivating their cross-cultural communication skills. In these activities, students need to communicate with people from various cultural backgrounds, aiding in better understanding and respecting different cultures and

improving their cross-cultural communication abilities. For instance, students can learn how to inquire and respond appropriately, express opinions and needs politely, and handle misunderstandings and conflicts arising from cultural differences. Interaction with students from diverse countries and cultures also broadens their perspectives and increases their understanding of global diversity.<sup>[1]</sup>

### ***2.3 Enhancing Tourism Service Skills***

Experiential English teaching for tourism, by simulating real tourism scenarios, teaches students tourism service skills, thus enhancing their abilities in this area. In experiential teaching, students take on the roles of tourism practitioners or tourists, which helps them better understand and master tourism service skills, improving their service level and quality. For example, students can learn how to receive tourists, answer questions, provide advice and recommend attractions. By simulating real situations, students can exercise their communication, problem-solving, and adaptability skills. Additionally, they can learn to handle customer complaints and disputes, enhancing their customer service awareness and professionalism.<sup>[2]</sup>

### ***2.4 Promoting Cultural Exchange***

Experiential English teaching for tourism, by involving students in tourism activities, promotes exchange and understanding between different cultures. In this teaching method, students engage in communication with people from various countries and cultural backgrounds, aiding in better understanding and appreciation of different cultures and promoting intercultural exchange and understanding. For example, students can learn appropriate ways to inquire and respond, politely express their opinions and needs, and handle cultural misunderstandings and conflicts. Interactions with students from different nations and cultures also expand their horizons and increase their awareness and understanding of global diversity. This cross-cultural exchange experience not only improves students' English oral expression skills but also cultivates their cross-cultural communication abilities and global awareness.<sup>[3]</sup>

## **3. The Application Advantages of Experiential English Teaching for Tourism in the Context of the Free Trade Port**

### ***3.1 Cultivating High-Quality Tourism Talent***

Under the free trade port context, a key advantage of experiential English teaching for tourism is its focus on cultivating high-quality tourism talent. This teaching mode emphasizes not only students' mastery of English knowledge but also their improvement in cross-cultural communication skills. Through authentic language environments and practical opportunities, students can comprehensively master the professional knowledge and skills of tourism English, laying a solid foundation for their future careers in the tourism industry. This teaching mode also helps students better adapt to the evolving demands of the free trade port, cultivating high-quality tourism professionals with international perspectives and cross-cultural communication abilities. Additionally, experiential English teaching for tourism emphasizes the cultivation of students' practical abilities. By involving them in tourism activities and actual language exchanges, students can apply their learned English knowledge in real environments, enhancing their practical language application abilities.

### ***3.2 Enhancing Students' Cross-Cultural Communication Abilities***

With the development of the free trade port, tourism is increasingly internationalized, making communication and cooperation with tourists from different countries and regions especially important. Through experiential English teaching for tourism, students are exposed to real language environments and cultural backgrounds, learning how to communicate effectively with people of different cultural backgrounds. This teaching mode focuses on cultivating students' cross-cultural awareness and sensitivity, enabling them to better understand and respect cultural differences and improve their cross-cultural communication abilities.<sup>[4]</sup> Moreover, experiential English teaching for tourism also emphasizes cultivating students' teamwork and problem-solving abilities. In the tourism industry, teamwork is very important, and students need to closely collaborate with team members to complete tourism activities and services. By participating in real team activities, students learn how to cooperate, coordinate, and solve problems with others. This teaching method helps students develop good

teamwork spirit and problem-solving abilities, laying a solid foundation for their future work in the tourism industry.

### ***3.3 Promoting the International Development of the Tourism Industry***

As an important part of the service industry, the international development of tourism is crucial. Experiential English teaching for tourism, by simulating real tourism scenarios and providing practical opportunities, enables students to better understand the needs and trends of the international tourism market and master international tourism service skills, laying a solid foundation for future work in international tourism services. This teaching mode helps students familiarize with and adapt to the rules and standards of the international tourism market, improving their cross-cultural communication abilities, enabling them to provide high-quality services to foreign tourists. Simultaneously, through communication and cooperation with international tourists, students can better understand tourism habits and etiquette standards in different cultural backgrounds, thus better meeting tourists' needs. The implementation of experiential English teaching for tourism also promotes the international development of Hainan's free trade port.<sup>[5]</sup> By cultivating high-quality tourism professionals with international vision and cross-cultural communication abilities, the free trade port can attract more international tourists and investment, driving the international development of Hainan's tourism industry.

### ***3.4 Enhancing Students' Practical Language Application Abilities***

By simulating real tourism scenarios and providing practical opportunities, students can apply their learned language knowledge in practice, enhancing their practical language application abilities. This teaching mode helps students better adapt to future professional demands, improving their employability. In experiential English teaching for tourism, students need to use their learned English knowledge in real language environments for actual language exchanges and service operations, enhancing their practical language application abilities. Additionally, through communication and cooperation with tourists from different backgrounds, students can broaden their perspectives and thinking methods, improving their cross-cultural communication abilities. This teaching method is not limited to classroom teaching but can also extend to extracurricular activities and social practice.<sup>[6]</sup>

## **4. Analysis of Tourism Development and Demand under the Free Trade Port Context**

### ***4.1 Policy Support Boosts Tourism Development***

The introduction of the free trade port policy has brought unprecedented development opportunities to the tourism industry. The government, leveraging precise and powerful support measures, has effectively stimulated the intrinsic vitality of the tourism industry. Addressing the pain points and difficulties in tourism development, the government has focused on simplifying visa processes to attract more overseas tourists with more convenient and efficient visa services. Additionally, optimizing tax policies not only eases the burden on tourism enterprises but also motivates them to invest more in improving product and service quality. Furthermore, the government has focused on providing comprehensive infrastructure support, including transportation, communication, hotels, etc., laying a solid foundation for the development of tourism within the free trade port. The introduction of these policies has opened up more development space and opportunities for the tourism industry, effectively promoting the rapid development of tourism in the free trade port.<sup>[7]</sup>

### ***4.2 Tourism Industry Transformation and Upgrading Enhance Visitor Experience***

Under the free trade port context, the transformation and upgrading of the tourism industry have become key drivers for sustainable development. Various tourism sites and attractions have intensified efforts to improve service levels, creating a more comfortable and convenient tourism environment through high-quality services. Additionally, the application of digital and intelligent technologies has provided tourists with more convenient and efficient travel experiences. For instance, with the application of smart guide systems and online booking platforms, tourists can easily access travel information and plan more personalized itineraries. Moreover, the tourism industry focuses on developing diverse tourism products to meet the varied demands of different tourist groups, providing richer travel options and further enhancing tourism's attractiveness and competitiveness.

### ***4.3 Upgraded Tourism Consumption Drives Market Development***

As the free trade port policy continues to evolve, there has been a noticeable upgrade and change in tourists' consumption needs. While seeking sightseeing experiences, tourists are increasingly focusing on cultural experiences, leisure vacations, and shopping consumption. The tourism industry closely follows this trend of consumption upgrade, continuously improving product quality and service levels to meet the growing consumption demands of tourists. Various cultural and creative products, specialty goods are finding broader market space within the free trade port, injecting new vitality into the development of the tourism industry. Through continuous innovation and improvement, the tourism industry has successfully promoted the prosperity of the free trade port's tourism market, laying a solid foundation for the sustainable development of the entire industry.<sup>[8]</sup>

### ***4.4 Local Cultural Exploration Enhances Tourism Attractiveness***

Under the impetus of the free trade port policy, the tourism industry in various regions actively explores local cultural resources to enhance tourism's attractiveness and uniqueness. Local culture is one of the key factors attracting tourists. The tourism industry focuses on exploring and protecting local unique history, customs, and regional characteristics. By engaging in cultural heritage protection and inheritance, tourism destinations with rich local characteristics have been successfully shaped, attracting numerous tourists to explore the unique local cultural charm. Additionally, local cuisine is an important part of local culture. Various regions actively promote local specialty cuisines, attracting more food enthusiasts to taste local delicacies, further enhancing tourism's attractiveness and influence.

## **5. Implementation Strategies and Methods of Experiential English Teaching for Tourism under the Free Trade Port Context**

### ***5.1 Integrating Resources, Establishing Cooperation***

To promote the implementation of experiential English teaching for tourism, it's essential first to integrate various resources and establish a cross-departmental cooperation mechanism. Relevant tourist attractions, educational institutions, and training organizations can join hands to develop teaching plans and integrate teaching resources, ensuring the diversity and quality of teaching content. Moreover, cooperation with local governments can be sought to secure policy support and funding, providing necessary backing for experiential English teaching for tourism. In terms of resource integration, forming alliances or associations for experiential English teaching for tourism can effectively consolidate resources. Such alliances or associations, consisting of tourist attractions, educational institutions, training organizations, government departments, etc., can collectively set teaching goals and standards and coordinate teaching resources. Tourist attractions can provide rich tourism resources and scenarios, educational institutions can offer professional teachers and facilities, and training organizations can supply specialized courses and materials. Through collaborative efforts, resource sharing and complementarity can be achieved, enhancing the practicality and specificity of teaching. Additionally, governments can provide policy support and funding, creating favorable conditions for experiential English teaching for tourism. Governments can issue relevant policy documents, clarifying the status and role of experiential English teaching for tourism, encouraging participation and support from all parties.

### ***5.2 Innovating Teaching Models, Enhancing Experience***

In the process of implementing experiential English teaching for tourism, it's crucial to continually innovate teaching models and enhance students' participation and experiential learning. Advanced technological methods such as virtual reality technology and immersive experience devices can be used to create realistic contextual environments, immersing students in the fusion of language and culture. Diverse teaching activities, such as role-playing and outdoor field investigations, can be designed to stimulate students' learning interest and enthusiasm, improving teaching effectiveness. Traditional teaching models often center around the teacher, with students passively receiving knowledge. In contrast, experiential English teaching for tourism emphasizes active student participation and practical operations. By simulating real tourism scenarios and situations, students learn and apply English in practice. Furthermore, virtual reality technology and immersive experience devices can provide students with a realistic language environment and cultural atmosphere, immersing them in the charm

of language and cultural differences. Through the application of these technologies, students can engage in language exchanges and interactions in virtual scenarios, enhancing their language expression and communication abilities.

### ***5.3 Enhancing Teacher Quality, Strengthening Training***

Teachers should possess a wealth of tourism knowledge and cross-cultural communication skills, as well as be proficient in modern teaching technologies and educational theories, capable of flexibly applying various teaching methods and means to improve the pertinence and effectiveness of teaching. Enhancing the quality of the teaching staff is the foundation for ensuring the quality of experiential English teaching for tourism. Teachers, as the main body of teaching, directly impact the effectiveness of teaching and students' learning outcomes. Therefore, professional training and capability enhancement for teachers are needed to improve their tourism knowledge and cross-cultural communication skills. Teachers can participate in training classes, seminars, and other learning activities to continuously upgrade their professional knowledge and teaching skills. In the current era, with the development of technology and societal progress, the field of education is also constantly evolving. Teachers need to understand and master the latest developments in modern educational technologies and theories, able to flexibly use various teaching methods and means, enhancing the pertinence and effectiveness of teaching. Through studying and researching educational theories and methods, teachers can better guide students' learning and development.

### ***5.4 Strengthening Evaluation Mechanisms, Promoting Continuous Improvement***

Establishing a scientific and rational evaluation mechanism involves comprehensively using various evaluation methods to ensure a thorough and systematic assessment of students' language proficiency, cultural literacy, and practical application abilities. Oral expression ability tests, for instance, can simulate real tourism communication scenarios to examine students' fluency, accuracy, and pragmatic ability in actual applications. For cultural background understanding tests, content such as cultural customs, local traditions, and festive styles can be designed to deeply assess students' understanding of different cultures. Additionally, real-life communication scenario simulations provide students with a genuine exchange environment, assessing their adaptability and cultural awareness in cross-cultural communication. To ensure the objectivity and accuracy of evaluation results, evaluators with rich cross-cultural communication experience are needed for more accurate assessment of students' language and cultural levels. Moreover, the standardization and calibration of evaluation standards are necessary to ensure the comparability and stability of evaluation results, providing accurate bases for teaching improvements.

### ***5.5 Strengthening International Exchanges, Broadening Teaching Perspectives***

To enhance the international level of experiential English teaching for tourism, international quality educational resources can be introduced through strengthening international exchanges and cooperation. Cooperation with renowned overseas tourism English education institutions can be established to jointly develop teaching resources and curricula, offering students richer and more in-depth internationalized teaching content. Additionally, active participation in international exchange programs, inviting foreign experts and scholars for lectures and teaching guidance, not only broadens students' international perspectives but also provides teachers with a broader range of teaching concepts and methods. In terms of international exchange activities, students can be encouraged to participate in various international academic conferences, lectures, and cultural exchange activities to deepen their understanding of different cultures and enhance their cross-cultural communication skills. Moreover, schools can encourage students to participate in overseas exchange programs, such as summer study tours and exchange student programs, allowing them to experience different countries' and cultures' lifestyles and education systems firsthand, enhancing their international competitiveness and global perspectives.

## **6. Conclusion**

In the context of globalization, the development of the tourism industry in the free trade port cannot be separated from international exchange and cooperation. By optimizing the tourism English teaching model and strengthening students' language skills to promote cultural exchange and understanding, we

can make a positive contribution to creating a more inclusive and open international tourism environment in the free trade port area. In the future, it is possible to further explore the diversification of teaching models and fully utilize advanced technological means to enhance teaching effectiveness. Additionally, focusing on cultivating students' cross-cultural communication abilities and innovative thinking is also key to improving the quality of teaching. It is hoped that this study can provide useful references for relevant educational practices and policy formulation, promoting the deep integration and development of the free trade port's tourism industry with the international community.

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