

# Exploration and Optimization of the Talent Cultivation Path for Outbound Tourism in Hainan under the Background of Free Trade Port

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**Abstract:** *With the development of the Hainan Free Trade Port, there is an urgent demand for high-quality talents in outbound tourism. This study focuses on the policy background of the Hainan Free Trade Port to explore the talent cultivation path for outbound tourism. The article first analyzes the demand for talents, then points out the current deficiencies in talent cultivation, such as issues in curriculum design, practical teaching, and faculty development. Corresponding optimization strategies are proposed. The research indicates that measures such as industry-education integration and internationalization of the curriculum can effectively enhance the quality of talent cultivation, promoting the development of the tourism industry in the Hainan Free Trade Port.*

**Keywords:** *Hainan Free Trade Port; Outbound Tourism; Talent Cultivation; Path Exploration; Education Optimization*

## 1. Introduction

As a significant measure to deepen China's reform and opening-up, the Hainan Free Trade Port provides a broad stage for the construction of an international tourism island. As one of the pillar industries in Hainan, the development of the tourism industry continually expands the demand for talents in outbound tourism. However, various issues in the current cultivation of outbound tourism talents in Hainan constrain the improvement of talent cultivation quality and the sustainable development of the industry. This paper aims to explore how to optimize the cultivation path of outbound tourism talents in Hainan under the background of the Free Trade Port, providing talent support for the international development of the Hainan tourism industry.

## 2. Analysis of Hainan Free Trade Port Policies and Demand for Outbound Tourism Talents

The policy environment of the Hainan Free Trade Port has laid the framework for the development of the tourism industry. In the following, we will delve into the impact of this framework on the demand for outbound tourism talents.

### 2.1 Overview of the Hainan Free Trade Port Policy Environment

The Hainan Free Trade Port policy is a landmark practice of China's new strategy for an open economy. Its core objective is to create a hub for the liberalization and facilitation of international trade, investment, and transportation. The policy covers various aspects such as tax incentives, optimization of land use, simplification of administrative procedures, and expansion of open areas, providing a broad development space for domestic and international enterprises. In addition, the establishment of the Hainan Free Trade Port has accelerated the internationalization of the service industry, especially the tourism industry, attracting numerous international tourism enterprises and tourists. Faced with this transformation, the cultivation of outbound tourism talents needs to keep pace with policy changes, requiring not only solid language communication skills but also an international perspective and a high degree of cultural adaptability to establish a foothold in the increasingly competitive international tourism market. The policy environment of the Hainan Free Trade Port poses new challenges to talent development, imposing updated and higher-level reform requirements on the tourism education system.<sup>[1]</sup>

## **2.2 Characteristics of the Outbound Tourism Industry**

Under the impetus of the Hainan Free Trade Port policy, the outbound tourism industry presents unique development characteristics, setting new standards for talent demand and cultivation.

Firstly, the outbound tourism industry exhibits a distinct internationalization feature. With the deepening of globalization, Hainan, as an international tourism island, has seen a continuous increase in the number of foreign tourists. This requires tourism service personnel not only to possess basic foreign language communication skills but also to understand the cultural backgrounds of different countries to provide more considerate services. Additionally, the design of outbound tourism products and marketing strategies needs to consider compatibility and integration with diverse cultures.<sup>[2]</sup>

Secondly, the outbound tourism industry demands high service requirements. Tourism is a consumer-oriented service industry, especially outbound tourism, often requiring practitioners to have higher service awareness and professional capabilities to handle complex cross-cultural communication and cope with unexpected events. Furthermore, to meet the needs of tourists from different countries and regions, outbound tourism products and services need to have higher levels of personalization and differentiation.

Thirdly, the outbound tourism industry has high relevance. Hainan's outbound tourism not only covers traditional tourism services such as accommodation, catering, and transportation but also extends widely to retail, cultural entertainment, sports, and leisure. Moreover, this interconnection is evident in the close ties between the tourism industry and local economic, cultural, and educational activities, playing a significant role in promoting the overall development of the local economy.

Lastly, the outbound tourism industry places increasing demands on innovation capabilities. Faced with intense international competition, Hainan's outbound tourism industry requires continuous innovation in tourism products, service methods, and marketing strategies to attract global tourists. This innovation involves not only product and service innovation but also extends to various aspects such as management concepts, business models, and technological applications.<sup>[3]</sup>

## **2.3 Types and Demands of Outbound Tourism Talents**

With the implementation of the Hainan Free Trade Port policy, the demand for outbound tourism talents is becoming increasingly prominent. In terms of cultivating outbound tourism talents, the following types of demand can be identified:

Firstly, there is a need for professional outbound tourism management talents. These talents should not only possess traditional tourism management knowledge but also be familiar with international tourism regulations, international trade conventions, and specific policies of the free trade zone. They are a key link connecting Hainan's tourism with the international market and should have outstanding international perspectives and strategic planning capabilities.

Secondly, high-quality frontline service personnel are crucial. They directly face tourists from different cultural backgrounds, and their service attitude and professional competence directly impact the tourist experience. In addition to basic language communication skills, they need to have a good understanding of cross-cultural issues and the ability to handle diverse service demands effectively.

The third type is talents for tourism product development. The tourism products of the Hainan Free Trade Port need to satisfy not only the domestic market but also attract international tourists. This requires talents with the ability to innovatively design tourism products, consider international tourism trends, and develop characteristic products such as marine tourism, ecological tourism, and health tourism.<sup>[4]</sup>

Furthermore, with the progress of technology and the trend towards digitization, there is a rapidly growing demand for marketing talents in the outbound tourism market. They need to master digital tools and effectively promote Hainan's tourism resources through channels such as social media and online platforms, attracting more international tourists.

In summary, the demand for outbound tourism talent cultivation in the context of the Hainan Free Trade Port is characterized by diversity and high-level requirements. This necessitates close cooperation between tourism education institutions and industry entities to construct a talent cultivation system that meets practical needs and provides solid talent support for the construction of Hainan's international tourism island.

### 3. Current Status Analysis of Outbound Tourism Talent Development in Hainan

Against the backdrop of the Hainan Free Trade Port, the cultivation of outbound tourism talents has become crucial for enhancing tourism competitiveness. Currently, there is a certain foundation in Hainan for the training of outbound tourism talents in terms of curriculum design, practical teaching, and faculty construction. However, there are still several challenges and issues.

#### 3.1 Current Status of Curriculum Design

As a forefront in China's openness to the outside world, Hainan's curriculum design in tourism education is the foundation for constructing a system for cultivating outbound tourism talents. Presently, major tourism institutions in Hainan have established a certain system and scale for outbound tourism education courses, including courses such as tourism management, hotel management, tourism English, international tourism culture, and tourism marketing. These courses aim to meet the basic requirements of the outbound tourism industry for professional knowledge and skills, fostering students' international perspectives and foundational professional capabilities.

However, there are challenges in the current state of curriculum design. Firstly, the speed of updating course content is not sufficient to keep up with the latest trends in the international tourism market. For example, with the widespread application of digital technology in the tourism industry, related courses on tourism information technology are relatively lacking, failing to provide students with adequate technical support and forward-looking knowledge. Secondly, the current curriculum overly emphasizes theoretical teaching, with insufficient emphasis on practical training and vocational skill development, hindering students from quickly adapting to job requirements upon graduation. Additionally, the alignment of curriculum design with international tourism education standards is insufficient; for instance, courses on international tourism regulations and cross-cultural communication skills are not comprehensive enough, potentially leading to issues of mismatched capabilities for students on the international stage.<sup>[5]</sup>

To address the existing issues in curriculum design, tourism institutions in Hainan should enhance the internationalization and modernization of their curriculum systems. This involves updating course content by introducing the latest trends and cutting-edge knowledge from the international tourism industry. Emphasis should be placed on strengthening practical teaching through diverse methods such as simulation training, case analysis, internships, and practical training to enhance students' practical skills. Furthermore, active collaboration with internationally renowned tourism education institutions should be pursued to introduce standardized international courses, thereby enhancing the international competitiveness of the curriculum. These measures will better meet the high-quality training demands for outbound tourism talents in the Hainan Free Trade Port.

#### 3.2 Current Status of Practical Teaching

Practical teaching, as a crucial component of tourism education, directly influences the cultivation of students' capabilities and the degree of alignment with industry needs. Recognizing this, various tourism institutions in Hainan have actively collaborated with tourism enterprises to establish multiple internship and practical training bases. Students, by entering these enterprises, gain insights into the latest industry trends and have the opportunity to enhance their professional skills in a real working environment.<sup>[6]</sup>

Despite these efforts, the current state of practical teaching in Hainan's tourism institutions faces several challenges. Firstly, there is an issue of uneven internship quality. Differences in the scale, management, and training capabilities of enterprises receiving interns lead to significant disparities in students' internship experiences and guidance. Secondly, the alignment between internship positions and students' majors is not always high. Some students are assigned to positions less relevant to their majors, limiting their opportunities to apply classroom knowledge to practical situations.

Moreover, the lack of a comprehensive internship guidance and evaluation system is a pain point in the current state of practical teaching. Effective communication mechanisms between schools and enterprises are lacking to ensure that students receive necessary guidance and support. In terms of internship evaluation, the absence of quantitative and standardized assessment criteria makes it challenging to measure the effectiveness of internships.

To improve this situation, tourism institutions in Hainan need to take the following measures: firstly,

establish closer and more systematic cooperation relationships with enterprises to ensure the quality of internships. Secondly, optimize the matching mechanism for internship positions to ensure that students can intern in positions aligned with their professional knowledge and skills. Lastly, establish and improve the internship guidance and evaluation system, increase the frequency of interaction between schools and enterprises, and ensure that interns receive effective supervision and guidance.

By enhancing the quality of practical teaching, tourism institutions in Hainan can better provide students with real and in-depth work experiences, laying a solid foundation for their future career development.

#### Current Status of Faculty

As an important tourism destination and free trade port in China, Hainan's growing demand for tourism talents imposes higher requirements on the faculty of tourism education. Currently, tourism institutions in Hainan have made progress in both the quantity and quality of their faculty, but challenges still exist.

Firstly, in terms of quantity, although there is a certain-sized teaching team, there is still a gap, particularly in the number of faculty with advanced titles and those with overseas backgrounds, compared to the increasing scale of education and the demand for improved education quality. The cultivation of outbound tourism talents requires not only teachers with solid theoretical knowledge but also those with rich practical experience and international perspectives.

Secondly, in terms of quality, although there are teachers with profound professional knowledge, there is room for improvement in the overall level of the faculty, especially in practical teaching capabilities, particularly in practical operations related to outbound tourism. Additionally, teachers in outbound tourism education need to possess multilingual abilities, knowledge of international tourism regulations, and cross-cultural communication skills. These areas are currently lacking and require strengthening in the faculty of tourism in Hainan.

Furthermore, the internationalization level of the faculty needs improvement. While some teachers have studied or worked overseas, there is an overall lack of frequency and depth in international exchanges and cooperation. The absence of long-term and stable international cooperation projects hinders the speed of updating teachers in areas such as international tourism education concepts and teaching methods.

To enhance the overall quality of the faculty, tourism institutions in Hainan should implement the following measures: firstly, increase the training and recruitment efforts for teachers, especially those with international backgrounds and practical experience in outbound tourism. Secondly, strengthen cooperation with international tourism education institutions, organize teacher participation in international exchanges and seminars to learn advanced international tourism education concepts and methods. Lastly, incentivize teachers to engage in practical activities in the tourism industry, such as through advisory services and project collaboration, continuously enhancing their practical teaching capabilities.

In conclusion, the construction of the faculty in Hainan's tourism education is a systematic project that requires the joint efforts of policy support, school management, industry cooperation, and individual teacher efforts. This collaborative approach ensures the cultivation of high-quality outbound tourism talents capable of meeting the demands of the international tourism market.

## 4. Exploration and Optimization of Talent Development Path for Outbound Tourism in Hainan

To align with the development needs of the Free Trade Port, the optimization of the curriculum system becomes crucial. The following will elaborate on how to reform this aspect.

### 4.1 Optimization of the Curriculum System

In the context of globalization and the Free Trade Port policy, Hainan's tourism education curriculum system needs to keep pace with the international tourism market. It should not only provide knowledge but also focus on cultivating skills and shaping innovative qualities. The primary goal of optimizing the curriculum system is to establish a comprehensive teaching system that is internationally aligned, emphasizes practicality, and balances theory with application. The following are specific strategies for optimizing the curriculum system:

Firstly, achieving internationalization and diversification of the curriculum is the foundation for optimization. This requires integrating the latest trends, standards, and practical cases from the international tourism industry into teaching. For example, offering courses such as international tourism market analysis, international tourism regulations, and international hotel and tourism enterprise management, covering multiple language instructions to ensure students can communicate fluently in a multilingual environment, meeting the standards for internationalized talents.

Secondly, strengthening the practicality and foresight of the curriculum content, regularly updating course content, and introducing courses in emerging areas such as digital tourism, tourism e-commerce, and smart tourism. By establishing distinctive courses such as marine tourism, tropical island tourism development, and ecological tourism planning and management, the curriculum can highlight Hainan's regional characteristics and resource advantages.

Thirdly, enhancing interactivity and practicality in the curriculum. Using methods like case studies, simulation operations, workshops, and field visits to increase student participation and experiential learning. Particularly in the cultivation of practical skills in outbound tourism services, tourism planning and design, and international exhibition organization, enabling students to accumulate practical experience while learning theory.

Additionally, strengthening interdisciplinary integration, the curriculum system should incorporate knowledge from disciplines such as management, marketing, psychology, and cultural studies to cultivate students' comprehensive literacy and innovation abilities. Based on this, establishing an open course platform encourages students to choose courses according to their interests and career plans, achieving personalized learning paths.

Finally, establishing a continuous curriculum evaluation and feedback mechanism. Through multidimensional assessments such as student evaluations, peer reviews, and enterprise feedback, continuously optimize the curriculum to ensure the synchronous improvement of teaching quality and outcomes.

Through these measures, the curriculum system for outbound tourism talents in Hainan will better meet international requirements while showcasing local characteristics and forward-looking perspectives, laying a solid foundation for students to enter the international tourism stage.

#### ***4.2 Innovation in Teaching Methods and Practical Environment***

For the practical teaching of outbound tourism talents, innovation in teaching methods and practical environments under the Hainan Free Trade Port is crucial for enhancing students' practical capabilities. The following are several aspects of innovation in practical teaching:

Firstly, implementing project-based teaching. Through cooperation with tourism enterprises to conduct real projects, students can participate in the design, market research, and marketing promotion of tourism products. This not only hones their practical skills but also enhances their ability to solve real-world problems.

Secondly, innovation in teaching content. In the teaching, new media application, big data analysis, smart tourism and other modules can be added to guide students to master the new trends and new technologies of tourism, and keep pace to meet the market demand with The Times. This content updating can be achieved through short-term workshops, lectures, and online courses to efficiently impart knowledge to students.

Thirdly, strengthening on-site teaching and simulation training. By establishing simulated hotels, virtual tourist attractions, and other training bases, students can learn and apply their knowledge in a simulated working environment, deepening the integration of theory and practice. At the same time, the school should make full use of Hainan's unique tourism resources, arrange students to participate in on-site teaching regularly, deeply understand and analyze the tourism phenomenon, and cultivate their ability to deal with on-site problems.

Moreover, innovation in teaching evaluation methods is essential. Establishing a competency-based evaluation system that focuses more on students' practical operational skills, teamwork, and problem-solving abilities rather than just the mastery of theoretical knowledge. Implementing diversified evaluation methods such as peer reviews, evaluations from industry mentors, and customer feedback makes the assessment more comprehensive and objective.

Through such innovative teaching methods and practical environment improvements, Hainan can

supply the outbound tourism industry with more professional and adaptable talents in the context of the Free Trade Port.

### ***4.3 Localization and Internationalization of Talent Development Models***

Under the Free Trade Port background, the cultivation of outbound tourism talents in Hainan should focus on a talent development model that combines localization and internationalization to meet the dual demands of domestic and international markets. The following are key aspects of optimizing the talent development model:

Firstly, strengthening education on local culture. The construction of the Free Trade Port in Hainan not only aims to attract international tourists but also requires the promotion and dissemination of local culture. Educational institutions should incorporate elements of Hainan's local culture into the curriculum, such as Hainan's history, folklore, customs, etc., to help students understand and introduce the unique charm of local culture to international tourists.

Secondly, incorporating an international perspective into teaching content. Educational institutions should collaborate with international tourism education institutions, introduce internationally recognized tourism management standards and service norms, and help students establish an international perspective on tourism. Additionally, by bringing in foreign teachers, organizing international tourism seminars, and involving students in international exchange programs, the educational institutions can broaden students' international horizons.

Thirdly, advancing bilingual education. In the training of outbound tourism talents, the mastery of English or other internationally common languages is an essential skill. Tourism colleges in Hainan should strengthen bilingual education to ensure students can fluently use a second language for tourism services and management work, enhancing their competitiveness in the international tourism market.

Lastly, implementing personalized education. Schools can provide personalized educational path and career planning guidance according to different students' interests and specialties. Students can choose more specialized training in management, service, or marketing, making the talents cultivated more targeted and practical.

Through these measures, not only can the overall quality of outbound tourism talents be improved, but it can also ensure that the talent supply in the Hainan Free Trade Port matches the pace of the international development of the tourism industry, contributing a crucial force to the construction of an international tourism consumption center.

## **5. Conclusion**

According to the characteristics and needs of foreign tourism talent training under the background of Hainan Free trade Port, this paper puts forward specific training paths and optimization measures. Through the international reform of curriculum, the innovation of practice teaching mode combining industry, university and research, the systematic construction of practice base and the international training of teachers, the adaptability and innovation of talent training can be effectively improved. The study also pointed out that the government, educational institutions and industry should strengthen cooperation to jointly promote the improvement of the quality of foreign tourism talents in Hainan, and cultivate key human resources for the long-term development of Hainan Free trade Port.

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