

# The exploration on the path of foreign language talent cultivation from the perspective of rural revitalization --a case study of Chengjiang Fossil Site History Museum

Xin NING, Mei ZUO, Xiaoyan MO\*

School of Foreign languages, Yuxi Normal University, Yuxi 653100, China

\*Corresponding author

Email address: [mxy@yxnu.edu.cn](mailto:mxy@yxnu.edu.cn)

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**Abstract:** Under the background of rural revitalization, it is particularly important to cultivate foreign language talents. Based on the analysis of the current situation of foreign language talents training in China and the needs of local rural revitalization, this paper explores an effective way for colleges and villages to cooperate in training foreign language composite talents.

**Key words:** rural revitalization; foreign language talent cultivation; path analysis

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## 1 Introduction

In the rural revitalization strategy, the role of foreign language talents can not be ignored. Foreign language talents can play an important role in promoting rural economic development, cultural exchanges and tourism development. First of all, foreign language talents can help rural economic development. Under the background of globalization, foreign language ability plays an important role in promoting rural economic communication and development. Foreign language talents can use their language advantages to open up a broader market for rural characteristic products, and introduce foreign capital and advanced technology to promote the upgrading and transformation of rural industries [1]. Secondly, foreign language talents also play an important role in the inheritance and innovation of rural culture. Through communication with the outside world, foreign language talents can further spread traditional rural culture and enhance the international influence of rural culture. At the same time, they can also introduce international advanced ideas and resources to promote the innovative development of rural culture. In addition, foreign language talents play a key role in the development of export-oriented rural tourism. They can provide high-quality translation and tour guide services for rural tourism, improve tourist satisfaction, and help the village to build a more international tourism brand image. In a word, foreign language talents play an important role in rural revitalization. Only by fully recognizing the importance of foreign language talents and taking effective measures to cultivate and utilize them can we better promote the implementation of rural revitalization strategy.

## **2 The background of training foreign language talents in Chengjiang Fossil Site History**

### **Museum**

The policy of comprehensively promoting rural revitalization proposed at the 20th National Congress of the Communist Party of China aims to achieve coordinated development between urban and rural areas, comprehensive progress in rural areas, and the construction of modern agriculture and a beautiful and livable countryside. Under this policy background, all localities are formulating corresponding plans to promote rural revitalization. In Yunnan province, this concept has been further emphasized and implemented, especially in the "14th Five-Year Plan for Cultural and Tourism Development of Yunnan Province". The cultural and tourism development plan of Yunnan province relies on the core elements of the province's tourism resources, brands, formats, products, transportation system, public facilities and service management, aiming to build a number of world-class tourist attractions with rich cultural heritage. Chengjiang Fossil Land is the first fossil world heritage site in China and the only one in Asia, which preserves precious fossils of the Cambrian life explosion and is known as an important site of the evolution of early life on Earth. The museum focuses on the fossils of its rich biota, explaining the origin of life, the evolution of life and biodiversity. In the development plan of the Yunnan provincial government, the Chengjiang Fossil Site History Museum is clearly listed as one of the "10 national 5A-level tourist attractions to be created". Its importance lies not only in its world-class scientific value, but also in becoming a tourist attraction attracting tourists from all over the world. As a world-class tourist resource, Chengjiang Fossil Site History Museum attracts tourists from all over the world. Training foreign language talents can better meet the language needs of tourists from different countries and enhance the global appeal of museums. At the same time, the training of foreign language talents will promote cultural exchanges with international tourists. Through cross-language communication, visitors have a deeper understanding and appreciation of the natural culture of Chengjiang Fossil Land, providing a platform for promoting mutual learning among civilizations. This plan complements the rural revitalization policy and promotes the full implementation of the rural revitalization strategy by promoting rural tourism. Chengjiang Fossil Site History Museum, as a part of world-class tourism resources, has become a key node of rural revitalization in Yunnan Province.

Under the background of rural revitalization strategy, Chengjiang Fossil Site History Museum is positioned as one of the pillar industries of rural revitalization. As one of the representative projects of rural revitalization, the construction and development of the museum will provide strong support for the prosperity of the local rural economy and the improvement of people's living standards. In the context of Yuxi Municipal government building a new pattern of all-regional tourism and taking multiple measures to promote all-round rural revitalization, the development of Chengjiang fossil land is of strategic significance. With museums becoming an important part of rural revitalization, it is imperative to cultivate high-quality foreign language talents. The author's school is the only local university in the region. In order to serve the development of local economy, the School of Foreign Languages plays an active role in training foreign language talents for Chengjiang Fossil Land Museum [2].

### **3 An analysis of the path of cultivating foreign language talents under the strategy of rural revitalization**

With the background of rural revitalization, the cultivation of foreign language talents has been paid more and more attention. To better meet the needs of rural revitalization, we should closely combine the training of foreign language talents with rural revitalization, improve the efficiency and quality of foreign language talents serving local areas, and promote the vigorous development of local tourism. So how can universities cultivate foreign language talents to meet the needs of rural revitalization?

### 3.1 Deeply understand the requirements of rural revitalization policy and cultivate compound foreign language talents

The rural revitalization policy is the specific requirements and guidelines put forward by the national level for rural revitalization. In the cultivation of foreign language talents, we should fully integrate the requirements of the rural revitalization policy and match the cultivated foreign language talents with the rural revitalization policy. It means that the training program of foreign language talents should be connected with the rural revitalization policy, and the school should make corresponding adjustments to the curriculum and teaching staff to ensure that the training of foreign language talents can serve the actual needs of rural revitalization.

### 3.2 Expand the field of rural revitalization practice

The cultivation of foreign language talents should shift from the traditional urbanization perspective to the rural perspective and expand the field of practice. It means that foreign language talents need to know more about and participate in rural revitalization practice, and deeply understand the current situation and needs of rural revitalization through field practice. The combination mode can effectively improve the actual combat ability of foreign language talents and make them better serve the rural revitalization.

### 3.3 Establish a deep integration cooperation model in production-study-research

Under the mode of combining rural revitalization with foreign language talents training, we should establish a cooperative mode of deep integration of production-study-research. The industry, academia and research institutions should strengthen cooperation, jointly explore the demand and training mode of foreign language talents for rural revitalization and promote the deep integration of theory and practice. This cooperation mode can promote the effective combination of foreign language talent training and rural revitalization practice and provide more foreign language talent support for rural revitalization.

### 3.4 Introduce practical projects in rural areas

Practice and application are important links in the cultivation of foreign language talents. Schools can establish cooperative relations with rural areas and introduce rural revitalization practice projects. Through these projects, students can apply their foreign language knowledge to practical work and improve their practical ability and application level. For example, students can participate in rural tourism resources promotion, agricultural products export and other activities to exercise their foreign language application ability.

### 3.5 Improve the evaluation and feedback mechanism to promote the sustainable development of personnel training

Schools should establish a perfect evaluation and feedback mechanism for the cultivation of foreign language talents, and regularly evaluate and feedback foreign language teaching. Meanwhile, we should also pay attention to the development trend of foreign language education and changes in market demand, and constantly adjust and optimize the training mechanism of foreign language talents. Through collecting opinions and suggestions from students and rural areas, the school can find and solve problems in time, optimize the training scheme of foreign language talents, and ensure that the trained talents can better serve the cause of rural revitalization.

## **4 Conclusion**

The Chengjiang Fossil Land Natural Museum bears the rich natural local culture and history of Yunnan. It is not only an important scientific research base, but also an important position for education and popular science. It is also an important window to display Yunnan's culture and natural scenery, which has a positive impact on promoting Yunnan's economic, cultural and social development. By cultivating foreign language talents, these cultures and history can be better disseminated to the international stage, attracting more foreign tourists and scholars to visit and exchange ideas, thus promoting the cultural revitalization of rural areas. By strengthening policy support, optimizing curriculum and improving

teacher qualifications, the quality of foreign language talents training in rural areas can be effectively improved. By focusing on and solving the existing problems, we can constantly improve the foreign language level in rural areas, thus injecting new vitality into local economic development and improvement of people's livelihood. In the end, what we expect to see is a team of rural foreign language talents with international vision and communication skills, making greater contributions to rural revitalization. This is not only a key factor to promote regional economic development, but also the only way for the region to better integrate into the globalization process.

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### **Conflicts of interest**

The author declares no conflicts of interest regarding the publication of this paper.

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