

Exploration and Practice of Business English Majors to Help Tea Export Trade in the Context of "One Belt, One Road"

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Abstract: Under the background of "One Belt, One Road", business English is playing an increasingly important role in tea export trade, which is not only helpful to boost tea export trade, but also good for promoting tea culture exchange and greatly enhancing cultural confidence. However, the organic integration of business English and tea export trade still has some urgent problems that need to be solved. In the future tea export trade, we can help tea enterprises and boost tea export trade by attaching importance to the status of business English professionals in the construction of tea enterprises, strengthening cooperation between schools and enterprises, and letting tea culture enter the classroom.

Keywords: "One Belt, One Road", Business English, Tea, Export Trade.

1. Introduction

On May 14, 2017, General Secretary Xi Jinping pointed out in his keynote speech at the Belt and Road Summit Forum that "the Silk Road witnessed the prosperity of 'messengers looking at each other on the road and merchants travelling incessantly' on land, as well as the The Silk Road witnessed the prosperity of 'ships crossing the sea in unknown numbers' on the sea, and produced a great role for the political, cultural and trade exchanges between the East and the West [1]." China is the origin of tea, and through the Silk Road and the Road of Tea, Chinese tea is spreading and promoting to the world, with far-reaching influence on many countries and regions including Japan, Korea, India, and the United Kingdom, and each country has gradually nurtured a tea cultural background in line with its own characteristics, such as the Korean "tea ceremony", the Japanese "tea ceremony" in Korea and "tea ceremony" in Japan [2]. The "One Belt and One Road" initiative has provided an effective platform for China to carry out tea trade and tea culture dissemination with countries along the route. How to make use of the current "One Belt and One Road" interconnection and interaction platform, give full play to the role of business English, and use tea as a link to strengthen the friendly trade with countries along the route and increase cultural identity is still the current theme of the great rejuvenation of the Chinese nation.

2. Business English Majors Are Playing an Increasingly Important Role in The Tea Export Trade

2.1. Business English Majors Are Conducive to Enabling Foreign Trade in Tea

At present, the global tea export competition is fierce, business English professional teaching system and training program can adapt to the fully competitive tea market environment situation, help tea enterprises to find countermeasures to cope with market changes, which is conducive to China's tea enterprises to market tea abroad and stand firm in the international market sales position. First of all, the business English major attaches importance to the

cultivation of foreign language skills. The first-level discipline of business English major is foreign language and literature, and the establishment of English courses includes in-depth training for four aspects of listening, reading and writing, and students are required to pass the English skills test of English professional level 4 and professional level 8 before graduation[1]. The requirements for English in the training program for business English majors lay a solid foundation for students to master business English skills. For this reason, business English majors with excellent foreign language skills can adapt well to the needs of cross-cultural communication and are not restricted by language in the process of export trade field. In international trade negotiations, correspondence and other communication contexts, they can choose expressions that are suitable for each other's cultural backgrounds and thus better facilitate the conclusion of transactions.

Secondly, business English majors focus on business competence training. The core courses of business English theory mainly include marketing, introduction to economics, international trade and practice, and business negotiation. Multidisciplinary diversified curriculum, greatly cultivate the business English students' market analysis, international trade, business negotiations and other aspects of the ability to enhance the practical application of students' business knowledge. Tea companies in the process of carrying out business activities, often need to negotiate, correspondence and other business activities, the two sides from different cultural backgrounds, business activities need to be flexible, otherwise it is easy to generate friction and conflict. Business English majors can use their business knowledge reserves to choose the appropriate way to carry out business activities. Therefore, business English majors can adapt to the needs of foreign trade under the "Belt and Road" environment, which is conducive to the foreign trade of tea[2].

2.2. Business English Majors Are Conducive to Promoting the Rapid Development of Tea Enterprises

Currently, with the rise of tea culture in the world, international tea export trade competition has intensified.

Countries and regions such as India, Sri Lanka, Japan and the United Kingdom are vigorously investing in developing the international market and focusing on penetrating their own national characteristics of tea culture, developing rapidly in the international market and taking the lead later[3]. Chinese tea enterprises' single mode of operation has led to their failure to truly enter the international market and form market benefits and market influence in the international market, especially compared to the internationally renowned brand of British "Lipton" black tea, Chinese tea enterprises lack the brand image that can support the international market. In the face of increasingly fierce international competition, foreign tea trade can no longer be a single enterprise business behavior. Tea enterprises need to continuously absorb new technologies and knowledge to enhance the core competitiveness of their own products[4], and at the same time learn from the management experience of overseas internationally renowned tea enterprises to continuously improve themselves and ensure long-term development. Business English major can play a significant role in this process and promote the rapid growth of tea enterprises. First of all, business English helps the exchange of management experience among international tea enterprises. In foreign trade transactions, business English professionals need to make use of cross-cultural knowledge reserves and business knowledge reserves to conduct a large number of business activities, in the process of business transactions, business English professionals will effectively transfer information with international tea enterprises, exchange experience, absorb international cutting-edge theoretical experience, feed tea enterprises, thus prompting domestic tea enterprises to learn from, and further improve the management of tea enterprises. Secondly, business English professionals in the process of trade interaction can also always pay attention to the latest changes in the international tea trade and the development of the market, to understand the most popular tea products in the current market, and help tea enterprises to find adaptive measures[5]. Third, business English can help promote the introduction of new technologies and new standards. At present, domestic tea enterprises often face problems such as lagging behind in the construction of production standards system and thus have difficulties in exporting. Business English professionals with professional translation skills can use good translation skills to introduce the advantages of foreign cutting-edge tea production standard system[6], the latest production and processing technology, etc. into the country, so that tea enterprises can improve their technology, grasp foreign advanced technical achievements, upgrade and ensure sustainable development.

2.3. Business English Major Is A Favorable Tool to Promote Tea Culture Exchange

The restriction of tea culture dissemination to the outside world and the production mode of domestic tea enterprises in China have led to Chinese tea being exported to other countries, but it is still in the status of "lost language", and the shadow of Chinese tea is rarely seen in international famous tea brands. The countries along the "Belt and Road" are also unable to understand the richness of Chinese tea culture due to the differences in economy, geographical environment, religious beliefs and other background conditions, and are unable to develop a sense of cultural identity, thus weakening the consumption of tea and the identification of tea culture, making it difficult for tea to enter their daily consumption market. Business English majors can

help promote the foreign dissemination of Chinese tea stories and create well-known international brands to facilitate the penetration of tea markets in other countries[7]. First of all, Chinese tea culture is mainly faced with the dilemma of inaccurate translation and difficulty in conveying the connotation of tea culture to the outside world. Chinese tea is rich in varieties and long-established, and its name covers the place and way of tea picking, which is mostly transmitted from ancient times to today, and the Chinese name is often understood with the help of allusions, and the efficacy, origin and historical connotation behind it is even more difficult to accurately convey to friends in other countries. Business English majors can use what they have learned to find a form of translation that fits the culture of the target language country and make accurate translations of tea names and historical connotations[8]. At the same time, combining with business knowledge, they can emphasize the efficacy of Chinese tea and carry out product brand image packaging in order to attract foreign friends and better expand export volume. Among the tea categories exported to foreign countries, black tea accounts for the largest proportion, but the proportion of domestic consumption of green tea is higher in China, one of the reasons is that foreign countries do not understand the efficacy of green tea for the body, but prefer to consume the black tea that the West is accustomed to drink. Business English majors can use their professional knowledge to emphasize the benefits of green tea to foreigners and promote the export of green tea. Secondly, the proficiency and application of marketing knowledge of business English students can help to build the international brand of Chinese tea enterprises. On the basis of telling the Chinese story of tea culture, they can make use of cross-cultural knowledge to build a well-known tea brand that meets Chinese characteristics and adapts to the international environment.

3. Business English Majors to Help Promote the Problems of Tea Export Trade

3.1. Tea Enterprises Lack of Business English High Quality Personnel

In the current "One Belt, One Road" context, tea enterprises going to the international market will inevitably need a large pool of business English professionals, which can bring an irreplaceable impact on the sustainable operation of tea enterprises and the expansion of overseas markets. These include: the use of translation skills to accurately translate tea products, enhance the overseas visibility of tea products, and help tea export; the introduction of new technology and experience of foreign tea enterprises, which can be applied to the operation of tea enterprises; the use of cross-cultural knowledge reserves and the use of business skills to facilitate the effective conclusion of trade[9]. But at present, because domestic tea enterprises have been accustomed to the family-oriented business mode, they do not put forward high requirements for the entry staff, and fail to introduce high-quality business English talents, resulting in talent vacancies, the existing main staff of tea enterprises, whether in terms of language ability or business knowledge application ability, have insufficient ability to play a role in the process of cross-cultural communication and foreign trade, resulting in obstacles to tea trade. Secondly, the leadership of tea enterprises does not pay sufficient attention to the importance of business English. The awareness and concept of the leadership determines the structure of the entire internal organization of tea

enterprises. Nowadays, in the new situation of the era of accelerated tea export trade, the leadership of some tea enterprises still do not pay attention to its urgency, stagnant, unwilling to pay high salaries to attract talents in order to save costs, ignore the importance of introducing business English professionals, do not take the initiative to enhance the competitiveness of enterprises, will eventually lag behind the market, eliminated by the market. Again, the tea enterprises lack of appropriate talent introduction, selection system and standardized human resources structure. At present, tea enterprises still have not set up a professional business English department for targeted overseas trade, unable to provide unified guidance to various departments of the enterprise, resulting in the enterprise resources can not be effectively allocated[10]. At the same time, the tea enterprises' talent introduction policy advantage and welfare treatment is not obvious, can not attract a large number of high-quality business English talents, business English talents prefer to choose the welfare treatment are better than other enterprises such as foreign enterprises. In addition, tea enterprises to recruit talent, did not carry out business and foreign language skills assessment, resulting in uneven quality of talent, it is difficult to help the efficient operation of tea enterprises. Thus, the lack of business English professionals has become one of the reasons why the development of tea enterprises is hindered.

3.2. Business English Theory Is Not Fully Applied to The Practice of Tea Export Trade

The major of Business English was officially approved by the Ministry of Education of the People's Republic of China in March 2007 to train complex English talents. It is designed to meet the needs of China's international development and the smooth implementation of the "One Belt, One Road" initiative, and to cultivate complex, application-oriented professionals with solid basic English skills, broad international vision, specialized international business knowledge and skills, and proficient theoretical knowledge of law, economics, management, linguistics and other related interdisciplinary disciplines, as well as a high level of intercultural communication skills. The Department of Business English is a complex, application-oriented professional talent with high intercultural communication skills. Although the major of Business English has gone through fifteen years, it is still a new and young discipline, and the way forward still needs further exploration. The current business English major attaches importance to interdisciplinary training, and the training program covers many disciplines, contributing to the cultivation of cross-cultural composite professionals. However, it has many cross-disciplinary disciplines and complicated required courses, and students need to master foreign language + business skills at the same time, which is a great academic pressure. After completing the theoretical studies required by the school, students tend to slack off on the implementation of practice, such as extra-curricular internships and "second classroom" practical studies, which may result in the inability to effectively apply theory to practice. In addition, the extra-curricular practice bases of business English majors are mostly multinational hotels, trading companies, cross-border e-commerce companies, etc. Fewer schools choose to cooperate with tea enterprises, resulting in business English majors have a mature theoretical basis for foreign trade, but can not play their role in the practice of tea export trade[11].

3.3. Lack of Tea Culture Integration in Business English Teaching

China is the homeland of tea, is the origin of tea in the world, Chinese tea culture was born early, rich in heritage, is the crystallization of the wisdom of the Chinese people for thousands of years. As early as the Western Zhou Dynasty, China's tea culture has taken shape, and the tea drinking method has been quite elaborate. Since the Tang Dynasty, the art of drinking and cooking tea has been further developed, giving rise to such skills as "boiling tea" and "frying tea". The tea ceremony is a masterpiece of the tea sage Lu Yu is the history of tea production, the origin, status, production technology and tea drinking techniques compiled into the "Tea Book". The teaching of tea culture can not be fully summarized in just a few words, but the teaching of business English is often lacking in the organic integration of tea culture in teaching due to the limitation of class time. First of all, business English professional training program because of the focus on the cultivation of cross-cultural communication skills, most of the emphasis on the introduction of Western culture, quoting the original Western textbooks for teaching, and weakened the teaching of traditional Chinese culture, tea culture. Courses that focus on business theory, such as "Introduction to Economics", "Marketing" and other courses emphasize an international perspective, and all use Western cases, and the market background is mostly established in the West, but less combined with local Chinese characteristics. Although the students understand Western culture, they are not yet inspired on how to better promote local culture. Secondly, the teaching of tea culture lacks depth and breadth. Although tea culture is mentioned in the courses of business English majors such as "Introduction to Chinese and Foreign Culture" and "Business Etiquette", there is no deeper digging into the theory and practice of tea culture, and it is only limited to the level of general talk without systematic teaching. At the same time, the application level of tea art demonstration, tea cooking, etc. is not covered, so that students cannot form a complete and systematic tea culture knowledge system, and it is difficult to link the practical operation with their business theories, so that they can hardly put into the practice of tea export trade.

4. Business English Majors to Help Promote the Tea Export Trade Countermeasures and Suggestions

4.1. Pay Attention to The Status of Business English Professionals in The Construction of Tea Enterprises

In order to make the business English professional in the tea export trade to play the maximum value, tea enterprises should pay attention to the introduction of business English talents, cultivate and improve the talent structure of tea enterprises. First of all, the leadership should change its thinking and establish business English awareness. The leadership should abandon the idea of stagnation, not only pay attention to the domestic sales of tea, but also recognize the prospects and huge potential of tea export trade, focus on the urgency of the demand for business English professionals in the international market environment, so as to carry out effective organizational construction and management, and develop a relatively attractive talent introduction strategy. Secondly, tea enterprises should set up and standardize the business English department, so as to improve its

competitiveness. An efficient business English department can coordinate all departments of tea enterprises according to the changes and needs of the international market, and make professional and reasonable allocation of enterprise resources, which can help tea enterprises achieve efficient operation of tea export in the future. In addition, tea enterprises should regulate the introduction and training of talents. Tea enterprises should emphasize the introduction of business English professionals, directly docking with universities to recruit talents in the school recruitment, and provide welfare benefits and talent introduction policies that can match the quality of talent, in order to attract high-quality talent. In addition, tea enterprises also need to build a standardized talent selection mechanism, from the foreign language and business ability of the two aspects of comprehensive assessment of talent quality, in order to select the most effective staff for tea enterprises. At the same time, in addition to the introduction of talent selection, the appropriate assessment can enhance the overall competitiveness of the staff. Tea enterprises should be external business English experts in each quarter to staff skills training and skills assessment, thus ensuring that the quality of talent in the long run to maintain a high level, to promote the steady progress of tea enterprises.

4.2. Strengthen Cooperation Between Schools and Enterprises to Cultivate Business English Professionals

The smooth development of tea merchants tea enterprises foreign sales will benefit from the strong support of the economic and trade talent resource base. First of all, tea enterprises should reach long-term cooperation with colleges and universities offering business English, tea enterprises set up as a practical cultivation base or internship base for colleges and universities, in order to provide a continuous supply of talent reserves. At the same time, tea enterprises should regularly to universities to carry out job fairs, through the two-way selection of school recruitment, tea enterprises can directly recruit both foreign language skills, business knowledge, tea cultural heritage of high-quality labor into tea enterprises, strengthen the construction of enterprises, boost tea export trade, and promote the overall sustainable development of China's tea industry. In addition, the cooperation between universities and tea enterprises also provides more employment opportunities and employment channels for graduates, which is conducive to alleviating the employment pressure of business English graduates and enhancing the employability of business English graduates. Secondly, colleges and universities can co-organize with tea enterprises about tea knowledge, tea art competition, tea marketing and other competitions to promote learning and practice, mobilize students' enthusiasm and enhance students' knowledge and skill reserves about tea industry. Business English students will also be able to exercise their practical application skills through competitions and off-course practice, professional internships and other opportunities to apply the interdisciplinary knowledge of foreign language + business in practice, and learn from the experience to lay the foundation for future practice, to better promote the tea export trade.

4.3. Let Tea Culture into The Classroom and Strengthen Professional Skills Training

In order to make business English majors effectively

contribute to the foreign dissemination of Chinese tea culture, deeply understand the tea cultural heritage and connotation, and help tea export, universities should introduce tea culture into the classroom at both theoretical and practical levels, and infiltrate tea culture into the training program of business English majors. Theoretically, the basic knowledge of tea, Lu Yu's "Tea Classic" and ancient tea books, Chinese and foreign tea drinking customs and other tea culture knowledge system into the teaching materials, and tea selection, tea demonstration, tea cooking and other operations for classroom demonstration, cultivate students' strong interest in tea culture, understand the roots of tea culture, so as to establish cultural confidence, more professional help tea exports. At the same time, universities can open up discipline training programs in line with the "One Belt, One Road" initiative to strengthen the professional skills training involving tea export trade. For example, consider offering in-depth courses on tea terminology translation, tea export trade operation, tea culture communication to the outside world, so that students can continuously broaden and enrich their professional knowledge around the main ideas of tea culture. In this way, business English students can enhance their understanding of tea culture and English expressions related to tea culture while involving in a wide range of subjects, enhance the comprehensive literacy of business English students, and open the way for business English students to engage in tea industry-related work and lay a good foundation. In addition, in practice, colleges and universities should lead business English students to go deep into the tea fields and visit tea enterprises to understand the tea production process and be familiar with the business model of tea enterprises, so that students can understand the tea export process in practice, thus achieving integration and exploring a new path for Chinese tea to adapt to foreign cultural backgrounds. Thus, as China's tea industry continues to go abroad, a large number of graduates with good language skills and tea industry quality can undoubtedly greatly promote the process of China's tea industry "going abroad" and enhance the quality and popularity of China's tea. It is believed that with more business English students working in the tea industry, China's tea industry will further accelerate the internationalization, increase its visibility and rapidly boost the tea export trade

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