Analysis on the Optimization of Spanish Talent Training System in Colleges and Universities under the Background of Cross-Border e-Commerce

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Abstract: The rapid development of the Internet has brought about the vigorous development of cross-border e-commerce. Under the trend of the new era, it has brought both opportunities and challenges for Spanish-speaking talents. In this paper, the author firstly analyzes the development trend of my country's cross-border e-commerce, and then enumerates some of the deficiencies in the training system of Spanish-speaking talents in colleges and universities.

1. Introduction

1.1 The Development Status of Cross-Border e-Commerce in My Country

Cross-border e-commerce has different definitions in the eyes of different people. Cross-border e-commerce generally understood by the public is to achieve transactions through online platform shopping, and buyers and sellers belong to different customs. Logistics to complete the delivery of goods, different from the ordinary domestic e-commerce model, cross-border e-commerce generally involves related national policy issues such as tariffs. From a practical point of view, cross-border e-commerce is to transform scattered international shopping transactions into a market integration of customers through online platforms, and establish a fast trade and customs clearance system.

Since the outbreak of the epidemic in late 2019, it has brought both opportunities and challenges to the cross-border e-commerce industry. In view of the needs of epidemic prevention and control, consumers are more inclined to online shopping. According to preliminary statistics from the customs, from January to June 2021, my country's cross-border e-commerce import and export transactions maintained a good momentum of development, with a total cross-border e-commerce import and export value of 886.7 billion. Yuan, an increase of 28.6% compared to the same period in 2020. Among them, the export value was 603.6 billion yuan, and the import value was 283.1 billion yuan, an increase of 44.1% and 4.6% respectively. [1] At the same time, among the cross-border e-commerce rookies that have emerged in my country in recent years, Xiaohongshu has emerged from the siege. In the early stage, users shared their shopping notes in the APP through a new UGC operation model. The authentic 'buyer show' has attracted a large number of users, which has also laid a foundation for Xiaohongshu's customers. After customers have watched the shopping notes and have the desire to buy, Xiaohongshu has launched a special overseas shopping platform. Forming a closed-loop industry chain, just through this APP, you can realize the idea of shopping and a complete shopping experience of purchasing goods, and firmly attract customers. The success of Xiaohongshu is worthy of most people who intend to develop cross-border E-commerce business learning and reference.

1.2 Impact of Cross-Border e-Commerce Related Policies

In order to promote the rapid development of cross-border e-commerce, my country has issued Caishui [2018 No. 103 (hereinafter referred to as "Circular 103") and State Administration of Taxation Announcement 2019 No. 36 (hereinafter referred to as "Announcement 36") respectively, which are comprehensive The cross-border e-commerce goods in the pilot area have tailor-made the exclusive "value-added tax, consumption tax exemption" system and "enterprise income tax

verification and collection" system. [2] The purpose of these two policies is to solve the problem of today's cross-border e-commerce. The acute problems faced by the commercial industry, reducing import taxes and fees and ensuring the profits of enterprises, accumulatively approved or restored many cross-border e-commerce comprehensive experimental zones, it can be seen that the state still vigorously supports this field of cross-border e-commerce Yes, although the current policies cannot guarantee absolute applicability, it is believed that effective relevant policies and laws will be introduced in succession in the future[3].

1.3 The Development Trend of My Country's Cross-Border e-Commerce

Based on the previous data and analysis, it is not difficult to see that there are three development trends in my country's cross-border e-commerce[4].

1) The scale of cross-border e-commerce transactions continues to expand, accounting for an increasing proportion of my country's import and export trade. Since the outbreak of the epidemic, the cross-border e-commerce industry has been unique, and despite the influence of the epidemic prevention policy, its development momentum cannot be stopped. Everyone is more inclined to shop on mobile terminals such as mobile phones.

2) The proportion of cross-border e-commerce import business has increased. The B2B operation model that once dominated world trade is gradually declining. At the same time, the direct-to-consumer operation model like B2C has attracted the attention of global companies. Most companies pay more attention to customer needs and customer ideas. There are also various operating modes such as C2C, C2B, M2C, and I2C gradually emerging. The operating mode of the cross-border e-commerce industry is no longer thriving, but is developing towards diversification.

3) The demand for high-value and small-batch foreign trade orders is constantly increasing. Under the background of "Internet +", the transaction form is quietly changing, and the traditional retail industry is quietly expanding its trade territory. Among them, Wal-Mart has continued to expand online in recent years. It has become the second largest e-commerce platform in the United States, and he is also an e-commerce company that is expected to compete with Amazon in the future. The 5G big data era has created favorable conditions for cross-border e-commerce. Although the global economy has been affected due to the epidemic, personal purchasing power has not declined. On the contrary, due to epidemic prevention measures and other reasons, e-commerce has been promoted to a certain extent. industry development.

2. The Inadequacies of the Traditional Spanish Language Talent Training Model

2.1 Insufficiency of Practical Ability Training

If you want to cultivate Spanish-speaking talents under the background of cross-border e-commerce, the work required is very practical. It requires not only solid basic skills, but also a perfect understanding and application of new things. The traditional training of Spanish-speaking talents is not targeted, and it is easy to ignore the training of practical ability. Different from other disciplines, the training system of Spanish-speaking talents has long been the problem of emphasizing theory and ignoring practice. In the early days, colleges and universities that opened Spanish majors generally attached great importance to the cultivation of theoretical literacy in the teaching process, but obviously insufficient attention was paid to the practical link, and this phenomenon continues to this day. Many people enter the society after completing their studies, and they will obviously feel the lack of practical experience, which leads to a gap between their learning career and work. After realizing this problem, they will pay more attention to practical teaching in the cultivation of Spanish-speaking talents. The link is mainly reflected in the tilt of class hours and credits, but it has little effect. The obvious reason is that the school only stops at allowing students to acquire practical ability, but does not care whether it really has an effective and positive impact on the development of students' ability. For example, although the school has increased the proportion of class hours, the goals and requirements for the practical teaching link are still low, and the internship unit has low expectations for students' ability. In addition, in the real cross-border

e-commerce business, there are many links and the process is very complicated, and the practical teaching can only be imitation rather than truth-seeking, only involving a few steps or links of limited practical operation, which is seriously lack of systematicness. Furthermore, many or all aspects of practical teaching are carried out in this school, and the whole process uses and relies too much on training software, which is not authentic. From its practical point of view, cross-border e-commerce needs the practical ability of professionals. If the talents trained by the school lack the experience of the actual battlefield, it will cause the bad consequences that the students cannot adapt to the whole working environment in a short period of time. Even though some colleges and universities are aware of these problems and intend to create opportunities for students to learn together with enterprises, the focus of schools is on the development of students' abilities, while the focus of enterprises is on the input and output and the benefits brought by training. The fundamental purpose is different, and it is difficult to form a deep communication. What enterprises do more in school-enterprise cooperation is to build training platforms and training rooms, or to give students the opportunity to practice on the job. It is difficult or impossible for students who enter the internship position for the first time to accurately understand in a relatively short period of time. Enterprise needs and creates benefits for the enterprise. If the school unilaterally invests funds in the form of projects, and the enterprise does not have a long-term benefit drive, it will weigh the pros and cons with a cautious attitude and consider the input and output. Compared with investing in the cultivation of talents who cannot see the benefits immediately, compared with investing in the precise marketing of products and obtaining benefits, it is believed that 90% of enterprises are more inclined to choose the former, even if they have signed a project agreement with the school, and arrange for personnel to go to the school for development or for students. Most of the internship opportunities provided are only a mere formality, and it is difficult to form a long-term and effective cooperation mechanism.

2.2 There is a Lag in the Formulation and Implementation of the Training System

In most cases, the talent training plans of each institution will be prepared in advance, and the teaching will be conducted in strict accordance with the talent training plan during the teaching period. The training of Spanish-speaking talents in the context of cross-border e-commerce should pay the most attention. The most important thing is applicability. In recent years, the international situation has been full of phenomena, new things have emerged one after another, and new concepts and new practices have also emerged. As a result, the implementation of the established training system will inevitably lag behind. Today's era is no longer the era in which the concept of constant change should be regarded as the truth. On the contrary, if people want to maintain a position in such a society, people believe in the word "innovation" more, and only by constantly changing themselves to adapt. Only in external competition can you be a long-term winner. The same is true for teaching. Even in special circumstances, the training system can be adjusted to a certain extent. However, whether the temporary adjustment is acceptable to students, and the various practical problems faced by the temporary adjustment, such as whether it is possible to find suitable students in a short period of time. Internship companies, etc., these issues cannot be ignored. The problems caused by the time difference in the formulation and implementation of the training system for Spanish-speaking talents under the background of cross-border e-commerce should not be underestimated. processing solution. In addition, in the process of the rapid development of cross-border e-commerce in my country, the policies and laws related to foreign trade have undergone significant changes, and the policies and laws in the simulation system of colleges and universities are often difficult to be effectively updated and utilized, resulting in students in the follow-up. Many difficulties at the political level have been encountered in the social practice activities of China, which limit the comprehensive development of the training of cross-border e-commerce Spanish-speaking talents in colleges and universities.

2.3 The Curriculum is Not Scientific

If you want to cultivate application-oriented talents, then talent cultivation and industry needs must be consistent, but now the two are dislocated, not guided by the practical characteristics

required by cross-border e-commerce and the actual needs of enterprises, and large Some courses ignore the industrial system of cross-border e-commerce. The disciplines only focus on superficial and basic knowledge, and do not guarantee the practicality of professional skills and meet the needs of students for cross-border e-commerce entrepreneurship. The knowledge, skills, and literacy required by language talents have great deficiencies. In the current situation of global economic integration, Spanish-speaking talents who intend to develop into cross-border e-commerce should not only focus on cultivating their own e-commerce skills and theoretical knowledge system, but also fully grasp and make full use of their own acquired professional skills and knowledge. In addition, due to the particularity of cross-border e-commerce, the relevant laws and regulations of the two countries are different, and talents in this field are required to understand the cultural differences and laws and regulations. The consequences of neglecting any aspect are very serious. . However, the current curriculum system of colleges and universities in my country only focuses on cultivating talents theoretically, which is not in line with the current situation of cross-border e-commerce education. Another teaching situation is that most of the current practical training programs are in practical training courses or graduation internships, and do not run through the entire process of the entire talent training system. And most language majors focus more on language training. Only one or two courses in a semester are related to foreign trade knowledge. The proportion of such courses is important for those who want to cultivate cross-border e-commerce. The goal of Spanish-speaking talents is far from enough, which also reflects the reason why most students have not formed a complete knowledge system. However, if the cross-border e-commerce major exists independently of the Spanish major, it obviously does not have sufficient social practice foundation, and as a curriculum system, it is difficult to systematically support education in this field from the perspective of theoretical structure, resulting in two Those who combine a dilemma.

3. The Way of Training Spanish-Speaking Talents in the Context of Cross-Border e-Commerce

3.1 The Innovation of Curriculum System for Spanish Majors

The traditional Spanish major has a classic curriculum system. The vigorous development of cross-border e-commerce can be regarded as an innovation in the historical foreign trade mode, and it has a trend of breaking the bamboo, so we cannot ignore it or ignore it. The Internet has turned the earth into a "global village". "Every one of us grows and reforms under the impetus of the big environment. The vigorous development of cross-border e-commerce is bound to bring more opportunities for innovation, entrepreneurship and employment. All colleges and universities should seize this opportunity to diversify the development of Spanish-speaking talents and avoid the embarrassing situation of "graduation is unemployment". On the world map of e-commerce, Latin America's development speed is second only to that of China. For ambitious overseas e-commerce companies, Latin America, with its huge population, is undoubtedly an attractive "blue ocean". Therefore, the curriculum of Spanish majors must be adjusted and innovated, and the curriculum and teaching content should be increased or decreased in a targeted manner, so as to conform to the trend of the times and apply what they have learned. The adjusted teaching courses should include cross-border logistics, online payment platforms and third-party payment platforms, etc., try to allow students to develop in various aspects while completing their studies in school, prepare for various uncertainties in the future, and minimize new situations. Next, students' knowledge blind spots in the field of cross-border e-commerce.

3.2 Establish School-Enterprise Cooperation to Cultivate Talents

School-enterprise cooperation can be reflected in the way of talent training, school-enterprise cooperation to develop courses, joint development of training materials and so on. Colleges and universities can sign a school-enterprise cooperation base agreement with fixed cooperative units, and students and enterprises can make two-way choices to form courses similar to exchange

students for one or two years of intensive teaching. On the basis of maintaining the original fixed training plan, more corporate tutors will come to the school to teach theoretical courses. In this way, students can not only truly learn the theoretical knowledge needed in the workplace, but also broaden their contacts and increase their understanding of corporate leaders. chance. Secondly, students who have passed such cooperative courses can have priority to work in school-enterprise cooperation units upon graduation. Employees are familiar with the positioning and goals of the entire company during their student days. Such career planning is not lacking in science. Students can not only learn the skills required by the enterprise at school, which is highly compatible with the needs of the enterprise, saves the training cost of the enterprise, and effectively shortens the period of incompatibility of the students after graduation; but also effectively solves the employment problem of the students. Employment Loyalty. Such courses can be preached to students during their freshman year, planting a seed in their hearts. After a year of professional knowledge learning, they basically have the ability to judge their future development direction. If you are interested in the course class, you can carry out targeted training after registration. After graduation, you will be given priority to directly enter the company to work, forming a win-win situation for the school, the student and the company. And this way of directional training of talents is also a potential investment of the enterprise, avoiding the situation that the enterprise invests in training talents but eventually loses to other companies. In this way, the cooperation goals of the school and the enterprise are unified, and they are all for the common goal of training. Talents, the two can also better communicate and unify, avoiding the problem of in-depth communication caused by the different fundamental purposes mentioned above. Schools are no longer just stuck in the status quo of teaching according to the script and on paper, and enterprises are no longer just to deal with the hasty crossover and formalism of cooperation with schools. On the basis of such exchanges and cooperation, enterprises can orientately cultivate professional counterparts for the positions they need, and schools can also improve the teaching status in cooperation and create unique counterparts that meet the needs of economic development. After seeing such a future, the enterprise also gave up the mentality of rushing for success and focused on the long-term and stable cooperation and investment relationship with the school.

3.3 Build an Open Learning Platform

Today's society is an open society. Advances in technology, such as the development of 5G, have provided great convenience for our open learning. Such new learning methods require schools, teachers and students to actively participate and participate in it. In the field of open learning, there have been many new learning methods and platforms such as MOOCs, and these courses can be used or referenced by us to build an open learning platform in the field of cross-border e-commerce. Many language schools have strong foreign language teachers, but cross-border e-commerce teachers are slightly inferior. Such an open platform can better meet the development needs of students. Teachers of related majors can mine and integrate resources to conduct relevant courses. Careful design and secondary development guide students to think deeply and practice diligently, and enhance their ability to discover and solve problems. If we go further, we can sign long-term cooperation agreements between colleges and universities, and teachers of related majors can exchange and study regularly, share teaching achievements and methods, and jointly solve problems encountered in the teaching process, so as to learn from each other's strengths and mutual benefit. To be a true "good university without walls."

4. Conclusion

In the rapid development of today's society, the teaching style cannot be static. Education is the beginning of everything possible. Teachers lead the way, students move forward, and the reform and practice of the education system. Everyone who participates in educational activities has their own responsibilities. The education system not only affects the academic level of students, but also subtly affects the way students perceive and think. Good singers make people follow their voices, good teachers make people follow their aspirations, the talent training system is influenced by the

development of the times, and the reform of the talent training system is the epitome of the general trend of the times, conforming to the reform of the times and holding up hope for the future.

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