

# Emergency Language Services in Hainan Free Trade Port: Implications for Emergency Language Service Construction

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**Abstract:** *Hainan free trade port is an important strategic region of the country, where emergency language services play an irreplaceable role in dealing with all kinds of emergencies. This paper adopts a questionnaire survey to probe into the status quo of emergency language services in Hainan, aiming to find out the existing problems, to put forward coping strategies and to explore the direction of future development. Findings indicate that the public in Hainan free trade port has a high awareness and demand for emergency language services, but the construction of emergency language service remains inadequate, regarding professional talents, coverage, innovative measures, international cooperation and exchange as well as the care for special populations. Implications and recommendations are discussed, with a view to providing reference for the further construction of emergency language services in Hainan free trade port.*

**Keywords:** Hainan free trade port; Emergency language service; Current situation; Strategies.

## 1. INTRODUCTION

Hainan is a multi-ethnic and multi-dialect region with a complex geographical environment and frequent natural disasters. With the advancement of the construction of the Hainan free trade port and the frequent flow of international population, Hainan is bound to become a high incidence area for public emergencies, and the demand for emergency language services will increase and diversify. In the event of a major natural disaster or public crisis, insecurity, instability, lack of understanding, stigmatization and other negative public opinion triggered by untimely rescue and poor information channels due to language barriers are bound to seriously affect the international reputation of Hainan FTP and the healthy, safe and stable development of Hainan, jeopardizing the implementation of the national strategy. On the other hand, as an important window of the country's opening up to the outside world, Hainan FTP undertakes the important task of leading the new open economy system and promoting the formation of a new pattern of comprehensive opening up. At the same time of rapid development, Hainan FTP also faces the challenges of various emergencies, such as natural disasters and public health events. In these events, emergency language services play a key role, which can effectively deliver information, coordinate resources and pacify the people. Therefore, it is of great significance to strengthen the emergency language service and its related construction in Hainan free trade port.

## 2. BACKGROUND AND METHODOLOGY OF THE STUDY

### 2.1 Background of the Study

As the construction of Hainan's free trade port continues to deepen, the importance of emergency language services is becoming increasingly prominent. However, the current construction of emergency language service system in Hainan free trade port is still in the initial stage, and there are many deficiencies. In order to comprehensively understand the current situation of emergency language services in Hainan free trade port, discover problems and propose solutions, the author conducted this study.

### 2.2 Research Methodology

The research utilized the questionnaire survey method, and a total of 17 questions were designed, covering four aspects: subjects' basic information, public perception of and demand for emergency language services, evaluation of current emergency language services, and suggestions for the future development of emergency language services. The research subjects were residents and tourists from different occupations. 122 questionnaires were

distributed and 122 valid questionnaires were recovered, with a valid recovery rate of 100%.

### **3. DATA ANALYSIS**

#### **3.1 Basic Information of Subjects**

##### 3.1.1 Gender distribution

Of the 122 subjects, 19.67% were male, 79.51% were female, and 0.82% were others. The higher percentage of female subjects may be related to the randomness of the research subjects, and may also reflect the higher participation of female residents and tourists in the Hainan free trade port.

##### 3.1.2 Age distribution

Among the subjects, 0.82% were under the age of 18, 96.72% were between the ages of 18 and 25, and 2.46% were over the age of 25. It can be seen that the subjects are mainly young people.

##### 3.1.3 Language usage

In daily life, the language most used by subjects is Mandarin, accounting for 82.79%; followed by dialects, accounting for 16.39%; no one uses English, and other languages account for 0.82%. This reflects that Mandarin has a high degree of popularity in Hainan FTP, but dialect use also occupies a certain proportion, so the dialect factor should be fully considered in emergency language services.

#### **3.2 Public Perception of and Demand for Emergency Language Services**

##### 3.2.1 Knowledge of emergency language services

Among the subjects, 39.34% knew about "emergency language services" while 60.66% not. This shows that although emergency language services are gradually gaining attention in Hainan FTP, a large proportion of the public still lacks basic or even necessary knowledge about them.

##### 3.2.2 Number of people studying or working in language service related fields

40.16% of subjects knew people around them engaged in language service-related studies or work in the field of translation or interpretation and 59.84% did not know any of those people. This indicates that although there is a certain number of language service talents in Hainan FTP, a scale effect has not yet been formed, and the reserve of emergency language service talents needs to be strengthened.

##### 3.2.3 Recognition of the need to build emergency language services

subjects generally believed that it is necessary to build emergency language services, accounting for 99.18%, while only 0.82% of the subjects did not think it is necessary. This fully demonstrates the strong public demand and expectation for the construction of emergency language services in Hainan FTP.

##### 3.2.4 Access to emergency language services in the context of the epidemic

During the epidemic, 27.87% of the subjects enjoyed emergency language-related services and 72.13% did not. This indicates that during the epidemic, emergency language services in Hainan FTP have not yet been widely used, and the coverage of services needs to be expanded.

#### **3.3 Evaluation of Current Emergency Language Services**

##### 3.3.1 Public perceptions of the role of emergency language services in major public health events

77.87% of the subjects believed that emergency language services were very helpful in resolving major public health incidents, 21.31%, somewhat helpful, and only 0.82%, not very helpful. This shows that the public generally believes that emergency language services play an important role in major public health incidents.

### 3.3.2 Perceptions of leading forces in the construction of emergency language services

Option	Frequency	Percentage
The government	49	40.16%
Enterprises	14	11.48%
Public welfare organizations and social groups	46	37.7%
Colleges and universities	13	10.66%

According to the survey, the government, public welfare organizations and social groups, enterprises, and colleges and universities should play a leading role in the construction of emergency language services, accounting for 40.16%, 37.7%, 11.48%, and 10.66% respectively. This shows that the public expects and recognizes the leading role of the government, public welfare organizations and social groups in the construction of emergency language services, and also expects the active participation of enterprises, universities and other forces.

### 3.4 Recommendations for the Future Development of Emergency Language Services

#### 3.4.1 On the effectiveness of emergency language service measures

Option	Frequency	Percentage
Publicity slogans	105	86.07%
Translating and interpreting talents	111	90.98%
Language service products such as Dialect Book	105	86.07%
Government prevention and control briefing	106	86.89%
Others	27	22.13%

Subjects considered emergency language service measures such as publicity slogans, translating and interpreting talents, language service products such as Dialect Book, and government prevention and control briefing effective, accounting for 86.07%, 90.98%, 86.07%, and 86.89%, respectively. In addition, 22.13% of the subjects suggested other effective emergency language service measures. This shows that the public has a high degree of recognition of the effectiveness of emergency language service measures, and at the same time expects more innovative service measures.

#### 3.4.2 On the current level of emergency language services construction

36.07% of the subjects believed that the current construction of emergency language services for major public health events in Hainan Province is good while 9.84% did not think so. The other 54.1% did not know anything about it. This indicates that there is a wide divergence in public opinion on the degree of perfection of the construction of emergency language services in Hainan Province, and also reflects that the publicity and promotion of the construction of emergency language services need to be strengthened.

#### 3.4.3 Willingness to learn about emergency language services

The percentage of subjects willing to learn about emergency language services is 96.72%, while only 3.28% are unwilling. This shows that the public has a high level of concern and willingness to learn about emergency language services.

#### 3.4.4 Perspectives on strengthening international exchange and cooperation in emergency language services

83.61% of the subjects believed that there is a need to strengthen international exchange and cooperation in emergency language services in the event of a major public health incident, 15.57% believed that there is some need, and only 0.82% believed that there is not much need and there is no need at all. This shows that the public generally believes that strengthening international exchange and cooperation in emergency language services is of great significance in responding to emergencies.

#### 3.4.5 Perspectives on strengthening media governance

98.36% of the subjects believed that media management needs to be strengthened in public health incidents, while only 1.64% did not. This indicates that the public generally believes that the media plays an important role in public health events and that strengthening media management is essential to ensure the accuracy and timeliness of information dissemination.

### 3.4.6 Perspectives on enhancing care for special populations such as persons with disabilities

The percentage of subjects thinking that there is a need to enhance the care for special groups such as the disabled in emergency language in major public health incidents is 90.16%, 8.2% are somewhat in need, and only 0.82% are not quite in need and not at all in need. This shows that the public is generally concerned about the needs of special groups such as the disabled in emergency language services and expects to receive more attention and care.

### 3.4.7 Confidence in the prospects for building emergency language services

87.7% of the subjects are confident in the future of the construction of emergency language services, 11.48% are uncertain, and only 0.82% are not confident. This shows that the public is full of expectations and confidence in the future development of emergency language services.

### 3.4.8 On emergency language services that are most in need of strengthening

There are 11 options in this item. The answers are as follows:

Option	Frequency	Percentage
Emergency language management standards development	101	82.79%
Rapid response language products and language technology	106	86.89%
First aid language training (Chinese and foreign languages, minority languages, dialects, sign language), disaster communication	108	88.52%
Disaster relief language software development and application	92	75.41%
Disaster relief terminology management	94	77.05%
Disaster information dissemination	95	77.87%
Cross-language media opinion monitoring	85	69.67%
Disaster resilience language resource management	83	68.03%
Disaster corpus development	76	62.3%
Post-disaster linguistic therapy and rehabilitation	83	68.03%
Language counseling and crisis intervention	84	68.85%

According to the proportion analysis, the emergency language services that need to be strengthened the most in the main living areas include the development of standards for emergency language management, rapid rescue language products, language technology, and first aid language training (Chinese and foreign languages, minority languages, dialects, and sign language), and disaster communication. The high proportion of services selected in these areas indicates that there is a more urgent need for standardized management, rescue products and technologies, and language training and communication in emergency situations. The relatively low percentage of other options may indicate that there is relatively little need for these aspects.

## 4. DISCUSSION

### 4.1 Existing Problems

Based on the analysis of the above data, this paper finds that some urgent problems exist and should be solved in the construction of emergency language services in Hainan free trade port.

#### 4.1.1 Shortage of personnel for emergency language services

Although there are a certain number of language service talents in Hainan free trade port, the scale effect has not yet been formed, and the reserve of emergency language service talents is insufficient. Especially in the event of emergencies, emergency language service personnel who can quickly respond and provide professional services are even more scarce.

#### 4.1.2 Limited coverage of emergency language services

During the epidemic, the emergency language services in Hainan FTP have not been widely used and the coverage of the services is limited. This resulted in some members of the public being unable to access timely and accurate information and effective assistance during emergencies.

#### 4.1.3 Lack of innovation in emergency language service measures

At present, the emergency language service measures in Hainan free trade port mainly focus on traditional areas such as publicity slogans and translation talents while lacking innovative service measures. This limits the application effect and influence of emergency language services in emergencies.

#### 4.1.4 Insufficient international exchanges and cooperation in emergency language service construction

Although the public generally agrees that strengthening international exchange and cooperation in emergency language services is of great significance in responding to emergencies, there are still deficiencies in international exchange and cooperation in emergency language services in Hainan FTP, which limits the ability and influence of Hainan FTP in responding to global emergencies in the process of internationalization.

#### 4.1.5 Insufficient care for special populations such as the disabled

The public is generally concerned about the needs of special groups such as the disabled in emergency language services, but the current emergency language services in Hainan FTP are still inadequate in taking care of the disabled and other special groups. This has led to some special groups not being able to obtain timely and effective help and protection during emergencies.

### **4.2 Implications and Recommendations**

#### 4.2.1 Strengthening the emergency language service workforce

In view of the shortage of emergency language service talents, Hainan free trade port should strengthen the construction of emergency language service talents. On the one hand, more excellent talents should be attracted to join the emergency language service industry through policy guidance and market mechanism; on the other hand, the training and education of full-time and part-time talents in the emergency language service should be strengthened to improve their professionalism and service capability.

#### 4.2.2 Expanding the coverage of emergency language services

In order to improve the coverage and influence of emergency language services, Hainan FTP should strengthen the publicity and promotion of emergency language services, popularize the importance and role of emergency language services to the public through various channels and means, and increase public awareness and participation. At the same time, cooperation and coordination with relevant departments should be strengthened to promote the wide application of language services in emergencies.

#### 4.2.3 Innovating measures for emergency language services

In response to the lack of innovation in emergency language service measures, Hainan FTP should actively explore and innovate emergency language service measures. It is possible to draw on advanced experiences and practices at home and abroad, and develop emergency language service products and service models with local characteristics, taking into account the actual regional situation and needs. Meanwhile, cooperation and exchanges with scientific research institutions and universities can be strengthened to promote the research, development and application of emergency language service technologies.

In addition, the construction of Hainan's regional emergency language service system should also be accelerated, with multi-dimensional and multi-angle construction from the emergency language governance strategy, emergency language service capacity building and emergency language service paths, in order to ensure that the emergency language service plays a full and positive role in the construction of the Free Trade Port.

## 5. CONCLUSION

In this study, a questionnaire survey on emergency language services in Hainan was conducted among 122 subjects. According to data analysis, the current situation of emergency language services was explored; furthermore, existing problems and implications as well as recommendations were discussed. It is suggested that the talents training, service coverage and measure innovation should be enhanced for the future construction of emergency language services in Hainan free trade port.

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