

Research on Tourism Talent Cultivation Strategies of Colleges and Universities in the Context of Culture and Tourism Integration

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Abstract: China's tourism has entered a new era, which requires a large number of high-quality tourism management talents. However, the current training mode of tourism talents in colleges and universities is not adapted to the needs of the tourism industry under the new mode, resulting in a mismatch between the quality of talent training and the transformation and development of the tourism industry. Therefore, colleges and universities must reform the ideas and policies of talent training, reconstruct the training concept, reshape the cultivation model and deepen the cooperation between schools and enterprises to meet the quality requirements of talents in the context of cultural and tourism integration.

Keywords: Tourism talent cultivation;Integration of culture and tourism;Optimization and upgrading of the tourism industry

Introduction

As the integration of culture and tourism enters a new era, China's tourism industry is rapidly developing into a "tourism economic powerhouse". Culture and tourism integration is an important form of industrial integration and development, with the following conditions and characteristics: mutual penetration, cross convergence or integration and reorganization of culture, tourism industry and related elements; breakthrough of the original industrial boundaries or elements of the field; and intermingling with each other to form a new symbiosis.

1. Iterature and tourism integration is new challenge to training tourism talents

1.1 Tourism "big industry" challenges "small education"

The integration of cultural industry and tourism industry not only brings new opportunities for the tourism industry, but also brings new opportunities and challenges to the education of talents in colleges and universities, mainly reflected in the following aspects:

1.1.1 Widening talent gap

At present, there is a problem of too low and too narrow positioning of talent training in colleges and universities, focusing too much on training front-line service personnel, and the employment target is mainly concentrated in traditional tourism enterprises. This positioning has been out of touch with the current culture and tourism integration of the development pattern of tourism, resulting in a lack of talent reserves, and a serious shortage of talent in the tourism industry.

1.1.2 Unreasonable teaching structure

Colleges and universities face challenges in providing practical guidance and keeping up with industry developments. Teachers' lack of practical experience affects students' practical and innovation abilities. Additionally, the teaching methods and content may be outdated, hindering students' learning.

1.1.3 The students quality needs to be promoted

At present, the training of cultural and tourism integration talents in various universities is still in the exploratory stage and has not formed a complete cultivation system. The educational process still focuses too much on the explanation of basic knowledge and relatively little on the introduction of new skills needed and improve overall quality in the context of cultural and tourism development.

1.2 Literature and tourism integration challenges to traditional tourism

The cultural and tourism integration trend boosts employment and expands new format employment scales. It challenges traditional tourism in various aspects. The main areas include the following.

1.2.1 Culture and tourism integration challenge to traditional tourism industry

The integration of culture and tourism has led to the emergence of new business types in the modern tourism industry, such as the online tour guide. This model utilizes internet platforms to foster innovation and entrepreneurship in rural tourism, combining leisure, entertainment, cultural creativity, folk culture, and modern agriculture.^[1]

1.2.2 Development of digital economy challenges the traditional tourism curriculum system

It is important to fully explain the concept of “Internet + tourism” in the teaching process of tourism courses to ensure effective training of students’ professional skills and innovative ability. Additionally, under the trend of “Internet plus,” exploring the teaching mode of tourism courses in colleges and universities will help students understand the integration of Internet and tourism, and enable them to use information technology and mobile Internet technology to innovate and develop the industry.

1.2.3 Predicament of the compound talents training under the integration of literature and tourism

To realize the connotative development of “shaping tourism with culture and manifesting culture with tourism,” the tourism industry needs to integrate culture and tourism more deeply. Colleges and universities can expand the vision of dual teacher training and build a systematic skill training system for “culture + tourism” to improve the quality of composite culture and tourism talents.^[2]

1.2.4 Challenge to the integration path of culture and travel under the goal of new business type

The industry of cultural and tourism integration is much richer, including the combination of ecology, production, life, business and other elements. In addition, the integration of culture and tourism requires cross-industry resource allocation and spatial arrangement, which is more challenging than the scale of traditional tourism.

2. Exploration of supply-side reform path of tourism talent training under the background of cultural and tourism integration

2.1 Strengthen the construction of tourism discipline

2.1.1 Innovating teaching mode and improving practical teaching ability

At present, the colleges and universities vigorously strengthen the construction of tourism disciplines, focusing on the cultivation of culture + tourism high-quality composite professionals to adapt to the changes of the times. Explore new teaching models, ignite students’ interest in learning, and enhance practical abilities.

2.1.2 Be good at drawing lessons from and absorbing mature experience

To strengthen the construction of tourism discipline, we should analyze and learn from relevant institutions at home and abroad. However, we must also consider the national, provincial, and institutional circumstances, as well as the specific needs of the tourism management profession, in order to create a unique mode of talent development that suits our context.

2.1.3 Starting from the practical needs of the local service

The primary function of tourism is to support local development. Universities should train tourism talents to highlight local cultural heritage. By closely aligning with the local economy and society, universities can build an application-oriented talent training framework that serves regional development effectively.

2.1.4 The process of academic construction is concerned with practical results

To enhance tourism management disciplines and curriculum construction, it is important to adopt new educational thinking and concepts. It is also necessary to optimize teaching conditions, strengthen supervision and evaluation, and achieve practical outcomes.

2.2 Integrating culture and tourism boosts talent development Innovation

With the gradual improvement of living standards, there is an increasing demand for cultural tourism. This poses a new challenge for the industry’s development, but it also highlights the need for tourism talents to drive this new growth.^[3]

2.2.1 Reform the concept of educating people

In order to promote the integration of culture and tourism and to meet the ever-developing needs of the industry, universities should update the concept of education and focus on cultivating talents with professional skills, innovative spirit and entrepreneurial ability. In the process of training, it is not only necessary to cultivate students’ innovative ability, but also their “craftsmanship” and their pursuit of excellence in the field of tourism.^[4]

2.2.2 Optimize professional settings

To align with industry trends, universities should update tourism management programs to focus on practicality and feasibility. Programs should offer traditional and emerging specializations, such as hotel management, convention and exhibition economics, and

tourism management and service education, to provide a comprehensive understanding of industry development and the convergence of culture and tourism.

2.2.3 Reshaping the curriculum system

Based on the tourism industry's needs and the national development strategy, optimize the teaching system of tourism management courses to meet the industry's demand for versatile talents. Develop industry-integrated professional courses in collaboration with experts and businesses. Offer more elective courses to broaden students' professional horizons and adapt to the culture-tourism integration.^[5]

2.2.4 Reform the teaching model

By integrating culture and tourism, the trends of socializing professionals, diversifying teacher roles, and digitalize teaching methods are inevitable. Additionally, using discipline competitions can strengthen teamwork and innovation abilities and create a value-centric platform that integrates students, teachers, institutions, and enterprises.^[6]

2.3 Deepening school-business cooperation, strengthening cultural and tourism integration

2.3.1 Enterprises participate in the formulation of talent training programs in colleges and universities

Universities and enterprises collaborate to extend talent training on professional industry platforms. They jointly develop effective program objectives and cultivate backbone talents and strategic reserves.

2.3.2 Conduct "vocational competency-oriented" curriculum development

The talent demand of cultural and tourism enterprises is based on the collaboration between colleges and enterprises. They incorporate enterprise standards into the curriculum, establishing a vocational competence-oriented system in colleges and universities.

2.3.3 Establish a long-term cooperation mechanism between universities and enterprises

Universities and companies collaborate through various mechanisms for co-development. Companies provide practical opportunities for students through work experience and internships, allowing them to gain experience in different positions within the tourism industry.

2.3.4 Enterprises set up order training naming classes

To meet the demand of tourism enterprises, schools collaborate to create enterprise strengthening classes and personalized courses. Teachers from both the school and the enterprise teach the courses, utilizing apprenticeship to cultivate students. This cooperative talent cultivation base aims to nurture professional talents in the tourism business field.^[7]

2.4 To construct the development path of literature and tourism integration industry

Culture and tourism integration improves tour quality, builds a complete tourism industry chain, and promotes regional growth. This shift towards open "tourism+" models deepens cultural and tourism integration at a regional level.

3. Conclusion

China's culture and tourism integration demands more skilled tourism management professionals. This includes changing teaching methods, establishing an education system that develops students' general competence, and improving talent cultivation in tourism management to enhance students' humanistic qualities and comprehensive abilities.

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