

Research on the Employment of Students Majoring in Tourism Management in Higher Vocational Colleges in Shandong Province under the Background of Cultural and Tourism Integration

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Abstract: In the context of cultural and tourism integration, the tourism industry in Shandong Province has presented a more diversified, market-oriented and distinct tourism form, which requires that tourism management professionals should have professional knowledge and skills as well as higher professional quality. Based on this, this paper expounds the market demand for tourism management professionals, the current situation of the training of tourism management professionals in colleges and universities, and the suggestions on the training of tourism management professionals in the context of cultural and tourism integration.

Keywords: Cultural and tourism integration; Tourism management; Talent training; Employment advice

In the context of cultural and tourism integration, travelers have put forward higher requirements for the tourism industry, and pay more attention to the experience effect of tourism, the destination of tourism, and the way of tourism. The traditional tourism model cannot meet the current market demand, and should continue to innovate the tourism form. Therefore, based on the changes in the tourism industry, colleges and universities have to improve and innovate the way of training tourism management talents. This paper takes the employment of tourism management graduates in higher vocational colleges in Shandong Province as an example.

1. Development of cultural and tourism integration in Shandong Province

Although the cultural and tourism integration industry in Shandong Province has shown a good momentum, it still faces many obvious problems and difficulties, which can no longer meet the needs of China's prosperous and developed advanced cultural industry and the need to promote the development of cultural industries in a large province, so it needs further attention.

Only the tourism performances that are full of vitality and vitality can have the opportunity for high-quality growth and the space for further growth in the future. To improve the sustainability of the tourism industry system, it is necessary not only to establish a scientific management orientation and avoid the three customs, but also to have a deep understanding and judgment of the market changes, develop the goods and services that tourists like, and at the same time, grasp the management cost and efficiency. It must be noted that the sustainable development of the tourism industry is based on the careful selection and in-depth exploration of the traditional Chinese culture. The goal is to play the Chinese story well and transmit the Chinese music well. The main goal is to transmit the spirit of the traditional Chinese culture well. Red refers to the excellent national culture of socialism. This traditional culture has both ancient and fine traditions and distinctive characteristics, as well as certain social requirements and market foundation. With the help of modern performance and communication methods, it is easy to produce social resonance.

In recent years, after actively promoting the construction of the local tourism system and reforming the tourism market management system, the main body of the tourism market in Shandong Province has also undergone substantial changes. The tourism investment