

# Research on Training Methods and Strategies of Digital Cultural Travel Talents under the Background of New Liberal Arts

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**Abstract:** With the continuous application of digital technology in culture and tourism industry, digital cultural tourism industry has become an important force to promote economic development and promote cultural exchanges. However, the development of digital culture and tourism industry cannot be separated from the support of professionals. Under the background of new liberal arts, digital cultural tourism talents not only need to master traditional culture and tourism knowledge, but also need to have the application ability of digital technology. Therefore, this paper aims to study the training methods and strategies of digital cultural tourism talents, so as to improve the development level and talent quality of digital cultural tourism industry.

**Keywords:** New liberal arts; Digital literary travel; Personnel training

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## 1. Development status of digital literature and tourism industry

Digital culture and tourism industry refers to the organic integration of culture and tourism industry on the basis of digital technology. With the continuous development and application of digital technology, digital literature and tourism industry has become a new field of culture and tourism industry, which is of great significance to promote the development of culture and tourism industry. At present, the digital literature and tourism industry has formed a relatively mature development model in the global scope. Digital cultural tourism industry mainly includes digital cultural heritage, digital museums, digital art galleries, digital music, digital reading, digital publishing, digital tourism and so on. In digital tourism industry, digital tourism is one of the important fields. Digital tourism refers to the digitalization of tourism experience through virtual reality, augmented reality, multimedia and other means with the help of digital technology, so that users can experience the real feeling of tourism in a virtual environment without leaving home. Digital tourism is an important part of digital tourism industry and an important application of digital technology in the field of tourism. In addition, the digital literature and tourism industry is also constantly innovating and developing. For example, in the aspect of digital cultural heritage, digital protection and inheritance of cultural heritage can be carried out through the application of digital technology. In the aspect of digital museum, the construction and development of digital museum has also become an important direction of digital cultural tourism industry. In short, the digital literature and tourism industry has formed a relatively mature development model worldwide, and is also constantly innovating and developing. The application and development of digital technology has provided new development space and opportunity for digital culture and tourism industry.

## 2. Problems in the training of digital cultural tourism talents under the background of new liberal arts

## **2.1 Difficulty of integration of traditional culture and digital technology**

First, the complexity and diversity of traditional culture. Traditional culture has a complex historical and cultural background, and there are differences and diversity between different regions and different cultures. In the process of integrating traditional culture with digital technology, these differences and diversity need to be taken into account, as well as the characteristics and application scenarios of digital technology, which increases the difficulty of integration. Second, the rapid development and update of digital technology. With the rapid development of digital technology, new technologies emerge in an endless stream and need to be constantly updated and applied. However, traditional culture has relatively fixed cultural elements and inheritance methods, which requires organic integration of traditional culture and digital technology, rather than simple digitalization. Third, the application scenarios of traditional culture and digital technology are different. Traditional culture is characterized by history, culture and art, while digital technology is mainly used in information processing and interactive experience. In the integration of traditional culture and digital technology, it is necessary to take into account their application scenarios and differences, which increases the difficulty of integration.

## **2.2 Lack of talent training model and methods**

First, the lack of systematic talent training mode. The development of digital cultural tourism industry is relatively new, and the training mode and methods of digital cultural tourism talents have not formed certain norms and standards. Different universities and enterprises have different training methods and standards, which brings difficulties to the cultivation of digital cultural travel talents. Second, there is a disconnect between education and industry. At present, there is a lack of close connection between educational institutions and the digital cultural tourism industry, and the educational content and training methods are not fully close to the needs of the industry, which leads to a certain disconnect between the cultivation of digital cultural tourism talents and their practical abilities. Third, the lack of cross-border integration of talent training methods. Digital cultural tourism talents need to master traditional culture and tourism knowledge, and also need to have the ability to apply digital technology. However, at present, there is a single mode of training between most universities and enterprises, which cannot effectively promote cross-border integration between different fields.

## **2.3 Shortage of digital cultural travel talents**

First, the gap between talent demand and supply. At present, the development speed of digital cultural tourism industry is fast, but the training of digital cultural tourism talents is relatively backward, leading to a certain gap between the supply of talents and the industry demand. Second, the mismatch of talent quality. The knowledge and skills of traditional culture, tourism and digital technology have their own characteristics. Digital cultural tourism talents need to have multi-disciplinary and comprehensive qualities. However, the current quality level of digital cultural travel talents is relatively low, which cannot meet the needs of the rapid development of the industry. Third, the cost of talent training is high. Digital cultural tourism talents need to have a high level of skills and practical ability, but it needs high-level teachers, high-quality teaching resources and practice platforms, which will increase the cost of talent training.

# **3. Training strategies for digital cultural tourism talents under the background of new liberal arts**

## **3.1 Explore diversified talent training modes**

First, the combination of production, university and research model. Establish close cooperative relations among the industry, universities and scientific research institutions, and improve the practical ability and cross-border integration ability of digital cultural travel talents through joint research and practical activities. Second, school-enterprise cooperation model. By establishing partnerships with enterprises in the digital cultural and travel industry and conducting internship, training and project cooperation activities, students can better understand the needs of the industry and gain practical experience and job opportunities. Third, social practice model. By organizing visits to tourist attractions, cultural sites and digital cultural tourism enterprises, students can have an in-depth understanding of the development and demand of digital cultural tourism industry and improve their understanding of the digital cultural tourism industry. Fourth, interdisciplinary integration mode. In the training process of digital cultural tourism talents, multi-disciplinary knowledge and skills should be introduced, such as traditional culture, tourism, digital technology, management, etc., and cross-border integration of digital cultural tourism talents should be promoted through curriculum setting and project practice. Fifth, independent innovation mode. By offering innovative courses and projects, students are encouraged to conduct independent exploration and practice, so as to promote the innovative thinking and practical ability of digital cultural travel talents.

## **3.2 Develop standards and norms for the cultivation of digital cultural tourism talents**

It is an important measure to improve the quality of digital cultural tourism personnel training to formulate standards and norms. The following are some possible standards and norms for the cultivation of digital cultural travel talents. First, educational objectives

and training requirements. Formulate educational objectives and training requirements for the cultivation of digital cultural tourism talents, and clarify the knowledge, skills and qualities that digital cultural tourism talents need to possess. Second, curriculum and teaching resources. Formulate curriculum and teaching resources for digital cultural tourism talents, ensure the closeness of curriculum to the needs of digital cultural tourism industry, and improve the practical ability and cross-border integration ability of digital cultural tourism talents. Third, teacher strength and training. To improve the level of digital cultural tourism personnel training teachers, establish a team of teachers with digital cultural tourism industry experience and practical ability, and provide teachers with digital cultural tourism knowledge and skills training. Fourth, practical teaching and practice training. Strengthen the practical teaching and practice training of digital cultural travel talents, and improve their practical ability and application ability through practical operation and practical experience. Fifth, evaluation and certification mechanism. The evaluation and certification mechanism for the cultivation of digital cultural tourism talents should be established to evaluate and certify the learning results and practical abilities of digital cultural tourism talents, so as to improve the quality and competitiveness of digital cultural tourism talents.

### **3.3 Strengthen industry-university-research cooperation**

First, the establishment of digital cultural travel talent training joint laboratory. Through the cooperation between enterprises and universities in the digital cultural tourism industry, a joint laboratory for the cultivation of digital cultural tourism talents should be established to provide advanced laboratory equipment and practice environment for digital cultural tourism talents and improve their practical and innovative ability. Second, carry out practical activities of digital cultural and tourism industry. Through cooperation with digital cultural tourism industry enterprises, practical activities such as internship, practical training and project cooperation are carried out, so that digital cultural tourism talents can better understand the development and demand of digital cultural tourism industry, and improve their practical and application ability. Third, the establishment of digital cultural tourism personnel training and research base. In cooperation with digital cultural tourism industry enterprises and universities, the establishment of digital cultural tourism personnel training and research base, to provide a platform for the practice and research of digital cultural tourism talents, improve the comprehensive quality and innovation ability of digital cultural tourism talents. Fourth, promote the cooperation between digital culture and tourism industry enterprises and universities. Strengthen the communication and cooperation between enterprises and universities in digital cultural tourism industry, and jointly promote the cultivation of digital cultural tourism talents and the development of digital cultural tourism industry. Fifth, the establishment of digital cultural tourism talent training special fund. The government, enterprises and universities jointly establish a special fund for the cultivation of digital cultural tourism talents to provide financial support for the cultivation of digital cultural tourism talents and improve the quality and quantity of digital cultural tourism talents training.

## **Conclusion**

With the continuous development of digital technology and cultural tourism, the digital cultural tourism industry has become one of the important fields of economic development, and the training of digital cultural tourism talents has attracted increasing attention from all walks of life. From the perspective of digital cultural tourism talent training under the background of new liberal arts, this paper analyzes the development status of digital cultural tourism industry and the problems faced by digital cultural tourism talent training. It also puts forward a series of digital cultural tourism talent training strategies, such as strengthening the cooperation between industry, university and research, exploring diversified talent training modes, guiding the cross-border integration of digital cultural tourism talents, and formulating the training standards and norms of digital cultural tourism talents. The implementation of these measures will help improve the practical ability and cross-border integration ability of digital cultural tourism talents, meet the talent demand of digital cultural tourism industry, promote the development of digital cultural tourism industry, and make contributions to the prosperity and development of cultural tourism.

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