

Research on Talent Cultivation Mode of Tourism Management Specialties in Colleges and Universities under the Background of Culture and Tourism Integration

Yan Ji¹, Hong Liu^{2,*}

¹School of Applied Technology, University of Science and Technology Liaoning, Anshan, 114051, China;

²School of Business Administration, University of Science and Technology Liaoning, Anshan, 114051, China.

* Corresponding Author

Abstract

The in-depth integration of the culture and tourism industries has become a new driving force for rapid economic development in the new era, and it is important to emphasize the play of the comprehensive effects of culture and tourism. However, in terms of the current situation of the cultivation mode of tourism management professionals in colleges and universities under the background of the integration of culture and tourism in the new era, there are still some problems, especially the lack of tourism talents, which is not conducive to the development of the tourism industry under the background of the integration of culture and tourism in the new era. Therefore, this paper first analyzes the demand for tourism management professionals in the tourism market at this stage, then analyzes the problems in the training program of colleges and universities, and finally puts forward the innovative tourism management professional talent training mode method..

Keywords

Culture and Tourism Integration; Tourism Market; Talent Training Model.

1. Introduction

The integration of culture and tourism refers to the phenomenon and process of mutual penetration, cross-fertilization or integration and reorganization of culture, tourism industry and related elements, gradually breaking through the original industrial boundaries or elemental fields, and intermingling with each other to form a new symbiotic relationship [1]. The Guiding Opinions on Promoting the Combined Development of Culture and Tourism released in August 2009 also put forward the soul carrier of the relationship between culture and tourism. The integration of the Ministry of Culture and the National Tourism Administration to form the Ministry of Culture and Tourism in March 2018 marked the integration of the development of China's culture and tourism to enter a new stage. A new stage. In 2020, the Proposal of the CPC Central Committee on the Formulation of the Fourteenth Five-Year Plan for National Economic and Social Development and the Visionary Goals for the 23rd Five-Year Plan, adopted at the Fifth Plenary Session of the 19th CPC Central Committee. In 2022, the report of the 20th CPC National Congress put forward the proposal of insisting on shaping the tourism by culture and manifesting the culture by the tourism. Therefore, it is important to explore the model of cultivating tourism management professionals under the background of culture and tourism integration, so as to provide new ideas for the integration of moral education and skill cultivation in the cultivation of talents.

2. Analysis of the demand for tourism management professionals in the tourism market

With the arrival of the era of mass tourism, the tourism market has undergone radical changes, the public demand for high-quality tourism is increasing, and new forms of tourism continue to emerge. The traditional tourism jobs talent demand is limited, relatively saturated; and the tourism market demand for tourism talent has also appeared new changes.

2.1. Requirements for Composite Abilities

Prosperous development of cultural and tourism integration, the gradual blurring of the boundaries between cultural and tourism industries, the industry talent training and supply of higher requirements, cultural and tourism industry and various government agencies for creative creation, digital tourism, new media operations, intelligent tourism and other types of composite talent demand continues to grow, the quality of cultural and tourism talent and ability requirements more tend to cross-field, cross-specialty, composite and innovative direction, mastery of the Composite ability of tourism management graduates will be more and more welcomed by the market [2]. From the conditions required by the well-known recruitment platform can be seen that the tourism market is in urgent need of talents with composite ability.

2.2. Comprehensive quality requirements

The comprehensive quality of cultural and tourism talents has a direct impact on the formation of the core competitiveness of the cultural and tourism industry and the improvement of service quality. The integration of culture and tourism is an important part of the promotion of Chinese culture and the comprehensive revival of traditional culture, the quality of cultural and tourism personnel cultivation also puts forward correspondingly higher requirements. Culture and tourism practitioners not only need to have a good work ethic and high knowledge literacy, but also need to have a healthy body and mind and good ability literacy. In the context of the integration of culture and tourism, the culture and tourism industry of tourism-related practitioners of higher quality requirements, and more comprehensive and comprehensive.

2.3. T-type knowledge structure requirements

With the gradual promotion of the integration of culture and tourism, especially some of the new ideas and new technologies in the culture and tourism industry in a wide range of applications, employers of cultural and tourism personnel familiar with the dynamics of the new industry, mastery of the application of the new technology requirements are also correspondingly high. Therefore, the single-type tourism graduates in the past have not been able to adapt well to the requirements of today's society on the knowledge structure, but also need to have the culture, tourism, foreign languages, art, computers, new media and other related professional knowledge, as well as with the big data, cloud computing, AR, VR, 5G, blockchain and other related professional industry knowledge to adapt to the development trend of the deep integration of the culture and tourism industry. the trend and requirements of the deep integration development of the culture and tourism industry [3].

3. Status quo of talent cultivation mode for tourism management majors

3.1. Lack of rationality in the teaching curriculum and weak teaching force

At this stage, most of the teachers' teaching level is limited, and many of them lack relevant practical experience, and their teaching ideas are relatively backward, which is contradictory to the development of the actual tourism industry. At the same time, there are also some problems in the teaching of tourism management specialties, the relevant knowledge is not

broken down enough; teachers pay more attention to the theoretical knowledge of the classroom, resulting in students in the actual operation. For tourism management majors, the overall teaching mode and system has not been formed, and the teaching content is relatively imperfect, the teaching effect will be directly affected. Few opportunities to participate in related learning and training, resulting in the concept of teaching and the times have a certain degree of derailment phenomenon.

3.2. Traditional teaching mode, single teaching resources

At this stage, many teachers in China's teaching mode and methods are relatively old, the teaching content is based on the content of the textbook, mainly through the oral explanation to the students to pass knowledge, teaching methods are too single. Due to the teacher's practice for a long time, resulting in the solidification of thinking, such teaching classroom will rarely carry out related extracurricular activities and practical exercises, resulting in many students in the classroom learning interest is not high. At this stage, tourism management professional education is still teacher-oriented, this teaching method will limit the students' thinking, can not allow students to improve the professionalism of tourism management, to achieve the goal of all-round development, will make the students feel that the learning of this knowledge is not very useful, resulting in learning enthusiasm is not high.

3.3. Relative weakness of professional emotional education and professional ethics education

Tourism professional management course teaching process, pay attention to the teaching of students' course theory and course results, emphasize the teaching of students' vocational knowledge and skills training, but the relative lack of moral education and vocational education, is not conducive to the cultivation of the students' personal view of the profession, is not conducive to the cultivation of the students' personality and the mind of the education of the students, so that students' own understanding of the development of the community and the development of the career in the future is not enough, and in the study of life is not quite able to feel the feelings of the students. In their study life, they are not able to feel the beauty and charm of the profession, which to some extent is not conducive to the cultivation of students' professional emotions.

4. Suggestions for reforming the talent training model for tourism management majors

4.1. Optimize the construction of tourism curriculum system and change the concept of teaching management

Curriculum content is the core of the training of tourism management professionals, but also the most important, in the context of cultural and tourism integration, tourism management professional teaching needs to be adjusted from the perspective of the curriculum system, management concepts, and scientifically set up the content to adapt to the industry's changes in the demand for talents. One side, it is necessary to clarify the development idea of the curriculum, colleges and universities need to further deepen the reform of teaching and improve the quality of human trainin. The core layer focuses on the cultivation of students' professional literacy and vocational ability; the enhancement layer is the expansion of the above content [4]. The other side, in the concept of teaching management can make certain innovations to effectively improve the professional ability of students, increase the diversity of teaching, enrich the teaching means to improve the comprehensive ability of students, so that the development of students can meet the needs of society.

4.2. Improve the existing faculty, focus on cultivating teachers' teaching ability

The strength and overall comprehensive quality of college teachers will directly affect the construction of college tourism management professional courses and student development. First, "invite in". Invite elites or experts in the tourism industry to enter the university lectures, so that students through actual cases to understand the real situation of the tourism industry, and professional practice courses to guide, and then realize the "teaching and doing", so as to produce a superimposed effect. Second, "go out". Let college teachers regularly go to tourism enterprises to carry out professional skills training, to the cooperative practice base for attachment learning, to carry out practical work, in order to improve teachers' professional ability and quality [5]. At the same time, guide college teachers to conduct internship research, understand the students' internship situation, and continuously improve the teaching process, so that students can have a preliminary understanding of tourism enterprises during their study in school, and improve the comprehensive ability of students, so that they can adapt to the development of the tourism industry and take on the reality of responsibility.

4.3. Emphasize students' professional moral education and emotional education

With the development of social economy and the continuous improvement of the national living standard, the people have put forward higher requirements for tourism services in the context of the integration of culture and tourism in the new era. First of all, colleges and universities tourism management can set up courses that are conducive to improving the quality of students' professional ethics, such as social etiquette, tea, landscape appreciation and tour guide style and other elective courses, so that students are fully aware of as a tourism industry service personnel need to have a professional ethical qualities and basic qualities, Secondly, the tourism management majors of higher vocational colleges and universities can carry out vocational ethics education for students through catechism, NetEase Open Class, Vocational Education Cloud, etc., spreading the positive energy of the tourism industry, and improving the quality of students' vocational ethics.

5. Conclusions

The key to the integration of culture and tourism lies in talents. Under the background of the integration of culture and tourism, the cultivation of tourism management professionals should reflect the positioning of the cultivation of application-oriented talents of "thick foundation, broad vision, good at research, strong expertise, and able to practice". In conclusion, in the context of the integration of culture and tourism on the cultivation of tourism management professionals or need a period of time to change and improve, to analyze the problem from the perspective of tourism market demand, to explore the tourism management professionals needed in the context of the integration of culture and tourism, according to the needs of the industry for the cultivation of talents, the use of diversified cultivation methods for the cultivation of talents in order to improve the competitiveness of talents and comprehensive qualities. In the training of talents to try to increase some of the social practice links, which will help the talents can contact the industry as early as possible and understand the development of the industry to promote the comprehensive quality of students to improve.

References

- [1] Zhang Chaozhi, Zhu Minmin. Integration of Culture and Tourism:The Connotation, Challenges and Practical Paths of Multi-Level Relationship[J]. Journal of Tourism,2020,35(3):62-71.
- [2] Zhao Scepter. Analysis of the Employment Situation of Tourism Management Students in Colleges and Universities and Suggestions[J]. Shanghai Business,2022(3):26-238.

- [3] ZHANG Chaozhi,HU Ting. Influence of the development trend of culture and tourism integration on the demand characteristics of tourism talents[J]. Tourism Forum,2021,14(5):26-33.
- [4] Wan Wen. Research on Talent Cultivation Mode of Higher Vocational Tourism Management Under the Background of Culture and Tourism Integration[J]. Tourism Overview (the second half of the month),2019(24).
- [5] MA Yunchi,XU Yanhong. Research on the cultivation of dual creative talents in tourism specialty under the background of culture and tourism fusion[J]. Border Economy and Culture,2021(5).