

Research on the Cultivation of Interdisciplinary and Complex Talents for the Cultural Tourism Integration in the New Era

Xiaoguang Li^{1*}, Haiyue Zhu²

¹Xiangshan Film and Television College, Ningbo University of Finance and Economics, Ningbo, Zhejiang Province, China

²Ningbo City College of Vocational Technology, Ningbo, Zhejiang Province, China

*Corresponding Author.

Abstract:

The integration of culture and tourism is the choice of China entering a new period of historical development. It has put forward new requirements for tourism higher schooling that the cultivation of senior talents who understand both culture and tourism is the most urgent task. This essay will analyze the current situation of the research on the cultivation of interdisciplinary and complex talents in domestic and international. It will then go on to explain the significance of the cultivation of cultural tourism complex talents. In addition, this essay will propose the research contents and ideas which should be focused on the cultivation of cultural tourism interdisciplinary and complex talents. Finally, this essay will analyze the new requirements faced by tourism talents and the mode of constructing interdisciplinary composite talents training for cultural and tourism integration in the context of the current cultural and tourism integration, including from the aspects of concept, objective, direction, faculty, mechanism, route, method, assessment and evaluation.

Keywords: *Cultural tourism integration, Inter-disciplinary, Complex, Talent cultivation.*

I. INTRODUCTION

Based on the background of the integration of cultural and tourism industries, the support of intelligent tourism, the development of all-area tourism, and the integration of learning, research and production, a consensus has been formed to cultivate interdisciplinary and complex talents for cultural and tourism integration that are in demand by industries.

This dissertation will analyze how to crack the difficulties on the problem of interdisciplinary talents cultivation of cultural tourism integration in the new era, including the integration of cultural and tourism industry, interdisciplinary cultural tourism, complex cultural tourism talents, and scientific cultural tourism talents cultivation mode. It is dedicated to effectively prompting the reform and innovation of interdisciplinary talents cultivation mode of cultural tourism integration in universities, exploring the way out of cultural tourism integration interdisciplinary talents cultivation, enhancing the higher education level

of cultural tourism talents and improving the quality of cultural tourism talents cultivation.

II. ANALYSIS OF THE CURRENT STATE OF RESEARCH

2.1 Current Status of Domestic and International Research

Overseas research on the cultivation of interdisciplinary talents has been conducted earlier and is mostly integrated with specific educational practices. Domestic research system on interdisciplinary talent cultivation is not mature enough, and the research mostly focuses on the cultivation of postgraduates, lacking interdisciplinary research on other stages such as undergraduates [1].

Both domestic and foreign scholars have discussed the current situation, methods and cases of interdisciplinary talent cultivation, with equal emphasis on theory and cases. However, the focus of domestic and foreign scholars on the model of interdisciplinary talent cultivation is different, with domestic scholars focusing on the macro level and foreign scholars on the micro level.

2.1.1 Highlight research in the areas of “professions, curriculum, projects, mechanisms and measures”

Jacobs considered the content of interdisciplinary courses in terms of students' disciplinary background; Klein summarized the existence of four types of interdisciplinary courses in universities; Wagner, Helene H. et al. proposed to provide interdisciplinary learning and research opportunities for students and teachers; Latif M. Jiji et al. proposed to set up interdisciplinary courses and teams to enhance students' abilities; Wuhan University declared the "Theory and Practice of Interdisciplinary Talent Cultivation" project in 2000; Hu Jiagang et al. proposed the establishment of interdisciplinary majors, the implementation of major and minor, dual-degree system and other proposals for interdisciplinary talent cultivation; Lou Yanchang proposed an interdisciplinary model to cultivate high-quality complex talents; Yu Suizhen proposed measures such as setting up interdisciplinary faculties and other organizational bodies, and innovating the interdisciplinary application system; Yang Wei et al. analyzed the countermeasures for the cultivation of complex talents from double-specialty majors; Lu Xiaodong proposed the objectives, teaching and the interdisciplinary scope for the cultivation of interdisciplinary talents.

2.1.2 Research focusing on “courses, degrees, projects” and other talent cultivation

Ye Quyuan et al. illustrate that interdisciplinary models mainly include interdisciplinary courses and degrees; Lou Yanchang divide interdisciplinary talent cultivation models into five types, which includes "major and minor complex, binary complex, multiple complex, general education, and interdisciplinary"; Liu Jianhua suggests single-cross and multi-cross education models; Hua Quan divides the interdisciplinary talent cultivation models in foreign universities into four types; Li Peifeng et al. analyze diverse interdisciplinary talent cultivation models by comparing the cultivation of interdisciplinary talents in Nanjing University and others; Radek emphasizes four ways of interdisciplinary teaching; Steven G. Brint refers to interdisciplinary degree programs focused on nine areas. Latif M. Jiji et al. mentions the

establishment of interdisciplinary sustainability courses and the creation of interdisciplinary research teams; Wuhan University propose "three creative education". Peking University sets the goal of cultivating complex talents with "thick foundation, broad caliber and high quality"; Nanjing University takes "three integrations" as the principle of cultivating talents, etc.

2.1.3 Focus on the research of “philosophy, principles, directions and mechanisms” and other cultivation models

Ji Peiling et al. propose a hierarchical personalized tourism talent cultivation model; Bao Jigang et al. point out the contradiction between tourism talent demand and cultivation model; Xie Chunshan emphasizes the contradiction between diversification of tourism talent demand and homogenization of talent cultivation; Mao Jinfeng constructs a model of applied tourism undergraduate talent cultivation from the perspective of multiple intelligences; Sun Aimin refers to a model of industry-education integration of cultural and tourism talents training; Zhou Liu suggests a model for cultivating innovative and entrepreneurial talents in cultural tourism integration in higher vocational education; Cui Yingfang proposes the cultivation mode of higher vocational talents for cultural tourism integration, based on analyzing from the aspects of curriculum system, faculty construction, practice platform and students quality cultivation.

2.2 Review of the Current Status of Domestic and International Research

2.2.1 Less widely accepted and promoted

Domestic and international scholars have conducted certain researches on the theory and practice of interdisciplinary talent cultivation model and achieved certain results. However, the existing studies have classified the models of interdisciplinary talent cultivation in various ways, and most of these theories have been implemented only in certain region or certain university and have not been promoted.

2.2.2 There are few researches on this subject

Theoretical and practical research by domestic and international scholars on the integration of cultural and tourism industries, interdisciplinary cultural tourism, and the cultivation of cultural and tourism talents is relatively lacking. Research on the cultivation of interdisciplinary talents for cultural tourism integration is relatively rare. In addition, there is a lack of in-depth research and unified understanding on the standard connotation, discipline construction and cultivation mode of interdisciplinary talents for cultural tourism integration [2].

2.2.3 This subject lacks in-depth research

At present, there is an urgent need for academics to conduct in-depth and systematic research on important issues such as the demand for cultural and tourism talents and their characteristics, the main

body of the industry's talent cultivation and the construction of its training network, the generation of a collaborative mechanism, and the innovative model and overall strategy of talent cultivation.

2.3 Significance of Cultivating Interdisciplinary and Complex Talents for Cultural Tourism Integration

2.3.1 Theoretical implications

With the goal of cultivating interdisciplinary composite talents for cultural tourism integration, this research is centered on the knowledge, ability, quality structure and cultivation method of their talents. At the same time, it conducts research on ideas and concepts of education, resources, environment, methods and means of teaching, cultivation objectives, curriculum system, management mechanisms and other educational activities to provide theoretical support for the development of tourism higher education and the cultivation of cultural tourism talents [3].

Based on the current situation of tourism talents cultivation, combined with the curriculum content of culture, art, information technology and service management and other specialized fields, this essay makes an in-depth research on the connotation, confusion, reform and innovation of interdisciplinary talents cultivation mode of culture and tourism integration. The objective of the study is to provide a theoretical basis for education, culture and tourism authorities to develop macro policies on complex talents for the cultural tourism integration.

2.3.2 Practical implications

In the new era of cultural and tourism integration background, tourism industry and products are constantly innovating. Therefore, the tourism industry is more in need of composite high-quality talents with professional background in tourism, cultural creativity, wisdom and information technology capabilities. At the meantime, relevant contents need to be adjusted, including the objectives, specifications, teaching contents, curriculum system, management system, assessment methods, and the process of teaching for the cultivation of complex talents with culture and tourism integration.

Based on the existing mode of tourism talents cultivation in colleges and universities, this research analyzes the structure of "knowledge, ability and quality" of interdisciplinary talents in tourism under the integration of culture and tourism. Through the above analysis, this paper puts forward the basic ideas of interdisciplinary talent cultivation, which plays an important role in guiding talent cultivation, and resolving the difficulties in such aspects as ideology, cultivation goal, management mechanism, professional setting, teaching resources, curriculum system, teaching organization, faculty team, education evaluation, and non-teaching pathways. Meanwhile, it makes exploratory contribution to cultivate interdisciplinary talents of cultural and tourism integration in multiple ways.

III. BASIC IDEAS AND MAIN CONTENTS

3.1 Basic Ideas

This study is guided by the thought of socialism with Chinese characteristics in the new era. In addition, it is based on the Ministry of Education's "Further improving the second bachelor's degree education" and the State Council Academic Degrees Committee's "new category of 'cross-discipline' to become the 14th discipline in China". The research idea is "what kind of people to cultivate" and "how to cultivate people". Furthermore, the principle is to build a scientific and standardized, flexible and efficient, demand-adapted discipline system that is conducive to the cultivation of innovative [4], complex and application-oriented talents. At the end, this essay illustrates the industrial development characteristics of cultural and tourism integration in the new era, and analyzes the industrial talent connotation of cultural and tourism integration in the new era by combining the talent demand caused by the internal and external changes of cultural and tourism industry integration.

3.1.1 Research framework

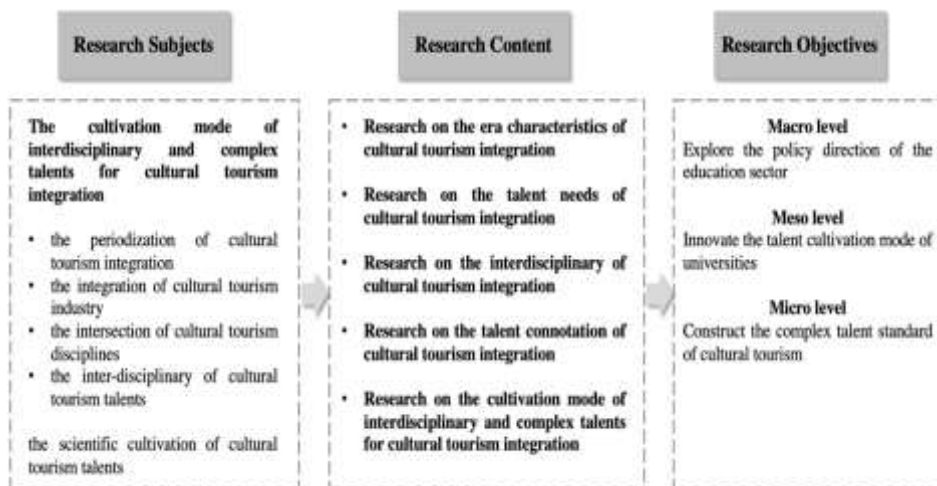


Fig 1: Research Frame work

3.1.2 Logic diagram

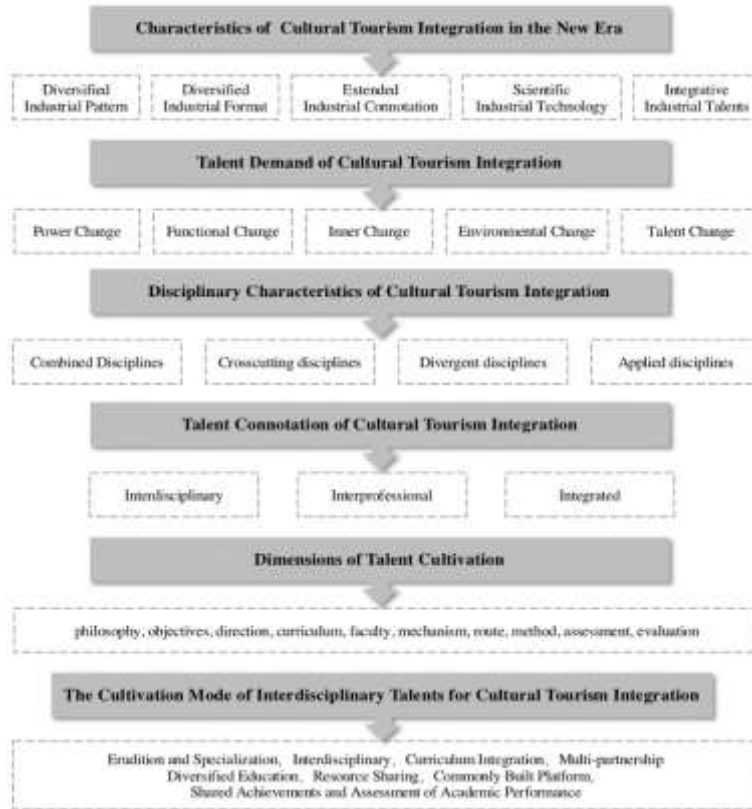


Fig 2: Research Logic Diagram

3.2 Key Elements of the Research

3.2.1 Research on the new era characteristics of cultural tourism integration

The development of cultural tourism industry is in a diversified pattern. For example, the official merger of the National Tourism Administration and the Ministry of National Culture marks the cultural tourism industry as an important direction to promote China's economic development. In the future, the tourism industry will show a diversified pattern of development [5].

The development of cultural tourism industry is a diversified format. The integration of culture and tourism is a new “tourism +” industry model based on traditional tourism, which will promote the rapid development of new tourism models such as “tourism + technology, culture, agriculture, sports and recreation”.

The connotation of cultural tourism industry development is extended. The Ministry of Culture and Tourism was formed to enhance cultural confidence, as well as co-ordinate the development of cultural undertakings, cultural industries and tourism resources. This initiative can also improve the national

cultural soft power and Chinese cultural influence, and promote the integration of cultural undertakings, cultural industries and tourism, in order to achieve culture to promote tourism, tourism to spread culture.

Technology plays an important role in the development of culture and tourism industry. The advancement of technology is the driving force behind the promotion of integration between culture and tourism. The development of technology has given rise to more cross-border operations. There are endless combinations of tourism and external markets, such as cultural tourism product creation, production, dissemination and consumption, all of which require the support of science and technology [6].

Integrative talents are in demand by the cultural tourism industry. The deep integration of culture and tourism at both the national strategic and industrial levels has led to many new directions and practices, posing new challenges and new demands on the cultivation of industry talent.

3.2.2 Research on the talent demand of cultural tourism integration

The demand for industry talent from the intrinsic dynamics of industrial integration. The development of high-quality integration of culture and tourism ultimately depends on talent, of which talent cultivation is a key driver and fundamental guarantee.

The demand for industry talent as a result of changes in the connotations of the industry. Culture and tourism have their own connotations, characteristics and values, and the connotations of the original single industry will change and expand systematically. Therefore, the industry talent cultivation necessarily needs to break through the one-way thinking and industry barriers.

The demand for industry talent as the industrial environment changes. With the popularization of culture and tourism, and the demand trends of consumer subjects in the new era, including personalization, quality, emotion and experience, emerging technologies will continue to deepen the application of innovative markets, which include Internet, mobile payment, AI, VR, AR, etc. All these will be transmitted to the system of industry talent training.

The demand for industry talents as a result of changes in industry functions. As the best carrier for enhancing and spreading China's cultural confidence, the culture and tourism industry will gradually expand its industrial functions from a single promotion of economic and social development to comprehensive functions, such as helping great nation diplomacy, promoting a new global cultural order and the formation of a community of human destiny.

3.2.3 Research on the connotation of talent in the integration of cultural tourism

The breadth of talent connotation. The typical practice of integrating culture and tourism requires industry and government agencies to continue to grow in demand for creative creation, professional skills, management, government management and public services, operations management, operational services

and other types of talent. Moreover, the requirements for talent quality and ability tend to be more cross-disciplinary, cross-professional, complex and innovative, among other directions [7].

The thickness of talent connotation. Changes in the market environment and technological environment will have a huge impact on the entire cultural tourism industry structure and industrial chain. The demand for innovative talents in planning, design, product and marketing, and technological talents in the industry will gradually expand, which will change the current talent cultivation mode, content, form and knowledge structure.

The height of talent connotation. The changes in the function of the cultural and tourism industries are transmitted to the field of talent training, which makes it possible that the future orientation of talent training in the industry should go beyond individual or national units of reflection and rise to new heights of future development of the global and human society as a whole.

3.3 Interdisciplinary Research on the Integration of Cultural Tourism

The combination of culture and tourism disciplines. Tourism has formed a very large community of tourism and cultural knowledge. Tourism in the development process presents a typical "combined" discipline system, so that tourism presents a significant interdisciplinary research characteristic.

The cross-cutting nature of cultural tourism disciplines. In its development, the tourism discipline is no longer simply a discipline, but forms a discipline group with significant interdisciplinary characteristics, such as literature, art, geography, psychology, history, ecology, anthropology and other disciplines involved in tourism, constituting a cross-discipline of tourism.

The divergence of cultural tourism disciplines. Tourism forms a number of sub-disciplines within its field, which constitute sub-disciplines of the discipline. Besides, the development of tourism sub-disciplines is the endogenous driving force behind the evolution of the discipline.

The applicability of cultural tourism disciplines. Tourism discipline can reserve inter-professional sticky cultural and tourism talent resources for the strong development of cultural and tourism industry. At the same time, it strengthens the social application value of realizing the intersection of cultural tourism disciplines.

3.4 Research on Talent Cultivation for the Integration of Cultural Tourism

3.4.1 Talent cultivation concept of cultural tourism integration

In the background of industrial demand and talent supply of cultural tourism integration, talent cultivation needs to establish a new vision and pattern, such as the unification of "erudition and specialization", the unification of "global view, technical view and system view", and the unification of

"humanistic, vocational and professional". It is also necessary to develop a comprehensive and integrated education concept that combines macro and micro, depth and breadth, theory and practice, quality and ability [8].

3.4.2 Talent cultivation objectives for cultural tourism integration

The objective of cultivating talents for the integration of cultural tourism industries is facing new requirements in the context of cultural tourism integration. It is not a single knowledge-based, academic and technical talent cultivation goal, but a typical composite talent with "humanistic, technical, vocational, complex and comprehensive".

3.4.3 Curriculum system for the cultivation of talents in the integration of cultural tourism

In the design of talent cultivation program, it should integrate the "humanistic, technical, vocational, composite and comprehensive" characteristics of talents with cultural tourism integration. The curriculum system should reflect the characteristics of "interdisciplinary, interprofessional and inter-industry", develop modular, personalized and extended courses, meet the needs of "new industries, new technologies and new trends", and develop industry-education integration courses with "new disciplines, new courses, new teaching materials and new specialties" that can meet the needs of talents in cultural tourism integration.

3.4.4 Talent cultivation route for cultural tourism integration

An integrated route that reflects the integration of culture and tourism, industry and education, and industry and academia. From my point of view, any content that can reflect the demand for talent integration of cultural tourism should be used as a channel and element for talent cultivation. The areas where the cultural industry and tourism industry intersect, the parts of the industry chain and block chain that complement each other, and the parts where products and industries support each other and coordinate with each other, should all be integrated into talent cultivation. For example, the use of engineering combination to innovate the classroom teaching mode, the use of joint training to innovate the industry mentor cultivation mode, the use of credit replacement mode to innovate the curriculum system integration mode, etc.

3.4.5 Talent cultivation mechanism for cultural tourism integration

Talent development is a systematic, thorough, long-term, scientific, professional and lifelong process, in which multiple forces and resources need to be utilized in concert. This process could reflect the integrated and diversified cultivation mechanism, and cooperative system of "government, enterprise, academia and research", such as school-enterprise cooperation mechanism, faculty collaboration mechanism, practical internship mechanism, joint cultivation mechanism, government guidance mechanism, financial investment mechanism, curriculum exchange mechanism, credit replacement mechanism, etc.

3.4.6 Talent cultivation faculty for cultural tourism integration

The faculty is the core of talent cultivation. For instance, the disciplinary characteristics, professional composition, industry background and comprehensive strength of the faculty all determine the quality of talent cultivation. Therefore, the selection and construction of a “triple qualified teacher” faculty team with theoretical, practical and comprehensive skills, and the integration of a "triple qualified teacher" team with interdisciplinary, complex and diversified skills, are of decisive significance to the quality of talent cultivation for cultural tourism integration.

3.4.7 Talent cultivation methods for cultural tourism integration

With the development of science and technology, teaching equipment, instruments, facilities and other teaching conditions have been greatly improved. As a result, teaching methods, teaching effectiveness, and teaching ability are greatly enhanced. From the perspective of optimising the cultivation methods and educational effects, composite talent cultivation can be adopted in the following ways. First of all, carry out an open and flexible all-round education method that combines on-campus and off-campus [9], inside and outside the classroom, online and offline. Secondly, the "three-way" cultivation system of education, teaching and training of talents is effectively integrated to further optimize the ways and methods of talent cultivation.

3.4.8 Direction of talent cultivation for cultural tourism integration

The direction of talent cultivation is always consistent with its goal. The relation between the two is complementary, the cultivation goal determines the cultivation direction, while the direction reflects the goal. The connotation of talents in the integration of culture and tourism consists of humanistic, technical, vocational, composite and comprehensive. Moreover, its talent cultivation carries the multiple missions of "public value, industrial value, social value, cultural value and cultivating value", which is ultimately to cultivate new-age successors with socialist core values for social directors.

3.4.9 Assessment of talent cultivation for cultural tourism integration

The assessment of the curriculum and the quality of talent cultivation in the integration of culture and tourism is no longer a single approach. The evaluation subjects of talent cultivation tend to be diversified, and the assessment methods are more flexible. Therefore, the evaluation system should be systematic, which follows the principles of unify, including “process and result assessment, theoretical and practical assessment, in-class and out-of-class assessment”. For instance, setting assessment indicators and establishing a scientific assessment and evaluation system that integrates “humanistic qualities, professional qualities and technical abilities” [10].

3.4.10 Talent cultivation model for cultural tourism integration

The construction of talent cultivation mode generally includes elements such as philosophy, objectives, direction, curriculum, faculty, mechanism, route, method, assessment and evaluation. To create a talent cultivation model with certain characteristics is based on the organic combination of the above elements. First of all, talent cultivation needs to rely on industrial needs, combined with their own characteristics, in order to achieve some focus on the outstanding, and some general application. In addition, talent cultivation should be guided by the educational concept and the needs of industrial development, focusing on specific goals, choosing the direction of training, formulating the curriculum system and designing the training route. Finally, the faculty team should be optimized, the cultivation mechanism should be strengthened, and effective methods of scientific evaluation and assessment should be adopted, so as to finally realize the improvement of talent quality.

IV. FEATURES AND INNOVATIONS OF THE RESEARCH

4.1 Distinctiveness and Innovation at the Theoretical Level

4.1.1 Academic thought is theoretically instructive.

The guiding ideology of talent cultivation for the integration of culture and tourism should take the content of disciplines such as cultural planning, art and aesthetics, service and business management, intelligent communication and information technology as the core components of the connotation and standards of composite talent for cultural tourism integration. The knowledge structure and theoretical practice system of composite cultural tourism talents are reconstructed from multiple dimensions such as “culture”, “tourism”, “technology”, “art” and “ability”, which can be used to guide the cultivation of interdisciplinary composite talents.

4.1.2 The academic perspective is theoretically innovative.

This research proposes to establish a “global, industrial, technological and systemic” perspective. The education concept is based on the unification of the knowledge structure of “erudition and specialization”, the connotation of “humanistic, vocational and professional”, the theoretical level of “depth and breadth”, the knowledge background of “interdisciplinary and interprofessional”, and the practical level of “factory and classroom”.

4.1.3 The route method is theoretically groundbreaking.

The research line method of talent cultivation is proposed with the characteristics of the times as the guide, market demand as the direction, general education as the foundation, interdisciplinary vision, professional interoperability as the means, curriculum integration as the characteristics, and composite talent cultivation as the goal.

4.2 Distinctiveness and Innovation at the Practical Level

4.2.1 Innovative academic ideas with practice

Based on the development background of culture and tourism industry and the industrial characteristics of the deep integration of culture and tourism, this research puts forward the practical innovation ideas by analyzing the urgent requirements of the talent demand of culture and tourism industry, and the conditions of universities talent cultivation. It recommends the construction of an innovative talent cultivation model of cultural tourism integration in terms of concept, goal, direction, curriculum, faculty, mechanism, route, method, assessment and evaluation, etc., which is "unified in erudition and specialization, cross-disciplinary, professional interchange, curriculum integration, multi-party collaboration, diversified co-education, resource sharing, platform co-construction, result sharing and academic performance evaluation".

4.2.2. Contemporary view of Academic Practice

The programme highlights the characteristics of humanistic, technical, vocational, complex and comprehensive talents. It emphasizes the cultivation of cultural and tourism talents who carry multiple innovative missions of "public value, industrial value, nurturing value and cultural value".

V. CONCLUSIONS

Guided by the goal of building a socialist cultural power in China, talents in the cultural tourism industry face new requirements in the context of cultural tourism integration. In conclusion, the breadth, thickness and height of cultural tourism talents determine the connotation of talent standards and indicate the direction for talent cultivation goals. Firstly, the deep integration of culture and tourism at the national strategic level and at the industry level has generated many new directions and practices. It provides policy, institutional and financial support for the development of top-level design by cultural, tourism and education authorities, and plays a leading role at the macro level. Additionally, colleges and universities bear the heavy responsibility of cultivating the complex talents needed for the integration of cultural tourism. It is significant for colleges and universities to grasp the development trend of cultural tourism integration and investigate the development rules, as they play the leading role at the meso level. Colleges and universities should explore the interdisciplinary and complex talent cultivation model required for the integration of culture and tourism from various aspects, such as education philosophy, cultivation objectives, curriculum system, faculty and operation mechanism.

REFERENCES

- [1] Public Information from Website of Tourism and Development Committee of Fujian Province.
- [2] Depict from Director of Nation Tourism Administration, Li Jinzao, in the Collective Interview of the Two Sessions (National People's Congress & Chinese People's Political Consultative Conference), on March 12th, 2017.

- [3] Notice on 2017 National Medium and Advanced Tour Guide Test, published by Ministry of Culture and Tourism of PRC.
- [4] Jinglan Y. A Study of "Gap" and "Patching" of Intercultural Communication Competence of Foreign Language Teachers, *Journal of Shanghai Normal University (Philosophy & Social Sciences Edition)*, Vol. 43, pp. 138-140, 2014.
- [5] Xinyang Z. Research on the cultivation mode of innovative talents in tourism management in colleges and universities. *China Management Informatization*, 2019(8).
- [6] Xiaofen H. Research on the cultural integration of tourism management professional teaching in the context of cultural tourism integration. *China Rural Education*, 2018(6).
- [7] Xulong B. The relationship between culture and tourism from the perspective of talent cultivation. *Journal of Tourism*, 2019(4).
- [8] Jing Z. A preliminary study on tourism education in the context of "One Belt and One Road". *Career*, 2017(14).
- [9] Deqiong H. The cultural role of tour guides in the context of cultural tourism integration. *China Tourism News*, 2019-05-28(A01).
- [10] Jing Z. The use of regional culture in the cultivation mode of characteristic talents in higher vocational tourism management. *China New Communication*, 2019(1).