

# Culture and tourism industry in the context of "smart tourism" on the cultivation of high quality talents

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**Abstract.** As a celebrated tourism country, China attracts both domestic and foreign tourists, with its long history, splendid culture, and unique charm. Since the reform and opening up, China has introduced modern commercial management ideas for cultural tourism from abroad, and cultural tourism resources have been fully developed and utilized, greatly enriching the material and cultural life of the people. The author of this paper is passionate in touring and Chinese history and culture. After visiting many tourist attractions in China, it was found that there are some "flaws" in the development and utilization of the domestic cultural and tourism industry. Firstly, the development of cultural and tourism resources is overly commercialized, emphasizing the hardware construction of scenic spots, and neglecting the deep exploration of historical and cultural connotations, resulting in a serious phenomenon of homogenization of scenic spots throughout the country. Only a glimpse can reveal the whole picture. Secondly, there is a serious decoupling between hardware construction and software construction, and there is still significant distance for improvement in the service level of scenic spots. The comprehensive quality of practitioners is not well enough, and they are older in age; Finally, there is a serious talent gap in cultural and tourism related fields, and the development of cultural and tourism professional talents does not match the actual needs. This paper proposes a solution to the problem of decoupling cultural and tourism talent cultivation from actual needs: optimizing the curriculum system, strengthening practical teaching, and promoting the integration of industry, academia, and research.

## 1 Introduction

In 2021, the "14th Five Year Plan for the Development of Culture and Tourism" was officially released, which proposed to "adhere to shaping tourism with culture, highlighting tourism with culture, promoting deep integration and innovative development of culture and tourism, continuously consolidating the good situation of overlapping advantages and

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win-win cooperation." The "Plan" proposed three main aspects to promote the integration and development of culture and tourism, including enhancing the cultural connotation of the tourism industry Promote cultural dissemination through tourism, cultivate new forms of integrated development between culture and tourism. In October 2023, the Department of Resource Development of the Ministry of Culture and Tourism issued a notice on the release of the first batch of the top ten and excellent solutions for "cloud based, digital, and intelligent" smart tourism in China. This marks that "smart tourism" is no longer just an imaginative concept, but has entered this innovative era with a graceful and graceful posture, bringing "smart tourism" one step closer to us. It is worth noting that in addition to some cultural and tourism institutions, there are Baidu, Tencent and other Internet companies in the list of winners. This shows that Internet companies are also interested in "smart cultural tourism" and recognize its potential commercial value. Internet companies have begun to lay out "smart cultural tourism" at this stage in order to take the first mover advantage in the future industrial competition. The arrival of these cross-border players will undoubtedly bring greater disruptive changes to the future cultural and tourism industry.

Currently, the cultural and tourism industry itself is also undergoing painful development and transformation. On the one hand, after nearly three years of silence, the suppressed consumption impulse has been fully released during several holidays this year. Various scenic spots are crowded and exceptionally popular, with the total number of domestic tourists and the total expenditure of residents on trips achieving a year-on-year increase of over 100%. On the other hand, after three years of self elimination within the industry, tourism enterprises that have survived have their own unique advantages. In this disruptive era, it is often cross-border competitors that lead the industry change. Now the traditional industry is also facing this situation. The Internet industry is actively acting based on the national trend of "smart culture and tourism". The "short, smooth and fast" organizational model of Internet companies and the "prototype building, rapid iteration" approach are bound to impact and restructure the traditional formats of the cultural tourism market.

As the most important participant in the cultural and tourism industry, consumers have increasingly diversified and personalized demands for cultural and tourism products. With the improvement of people's living standards and the increasing abundance of cultural goods, traditional cultural and tourism products that are flat and lack interactive experiences, such as expressing emotions for mountains and rivers, sitting on mountains and observing flowers, can no longer meet the multi-level material and spiritual needs of tourists. They have transformed from "passing the stage" to "quality experience". Cultural and tourism industry units are also keeping up with the times and launching various new types of cultural and tourism products. With the introduction of technological elements such as VR (Virtual Reality), AR (Augmented Reality), and human-computer interaction, many cultural enterprises and institutions in various scenic spots in China are also exploring "Smart Culture and Tourism" projects. Taking Shandong as an example, in the past few years, Qilu Dadi has launched a variety of high-tech cultural and tourism products with local characteristics, such as "naked 3D waterless ocean immersive experience", "smart Shandong museum intelligent management service platform", with the supply side structural reform as the main line, scientific and technological innovation application as the support, "Internet plus" as the means, relying on its own geographical advantages of mountain and sea integration. In this context, how to grasp the trend of technological development, integrate and apply high-tech, promote innovation in content, formats, technologies, models, and scenarios in various fields of cultural and tourism, promote digital, networked, and intelligent transformation and upgrading, and achieve quality, efficiency, and power transformation is a question that every cultural and tourism practitioner must consider. As frontline educators, how to combine their own work, rely on

their own profession, reconstruct teaching methods and means, improve the scientific and technological literacy of cultural and tourism talents, cultivate high-quality applied cultural and tourism talents with broad caliber, solid foundation, strong ability, and international perspective, and cultivate them for the new era of cultural and tourism industry, is a question that we university educators should consider.

## **2 Overemphasizing hardware construction and neglecting investment in software**

Since entering the 21st century, with China's accession to the WTO, China has begun to integrate more deeply into the world economic and trade system. With the exchange between our country and foreign investment, as well as the deeper entry of foreign investment into our country, the development of cultural and tourism resources in our country has also entered a fast lane, and the traditional development model can no longer meet the needs of rapid development. Thanks to nearly 30 years of housing reform, local governments have expanded the development methods of cultural and tourism projects, and have begun to try the model of using platform companies as financing channels, land as collateral, and overall packaging development of cultural and tourism projects. The Kuanzhai Alley in Chengdu is a standard model for this model. At the same time, with the advancement of urbanization in our country, the scenic spots have undergone earth shaking changes. Whether it is the scenic spots embedded in the city or the natural scenic resorts in the suburbs, they are beginning to appear in front of tourists with a brand new appearance. Corresponding to the magnificent hardware construction, there is a serious backwardness in the supporting software of the scenic area. Firstly, some cultural and tourism practitioners are older and have lower cultural levels, which cannot meet the talent requirements for the development of scenic spots. Secondly, the commercialization of cultural and tourism development focuses only on commercialization and neglects the spiritual exploration of related historical heritage. The absorption of humanistic spirit is limited to a superficial experience, and the understanding of the connotation of scenic spots is only demonstrated through the construction of various artificial antique landscapes. This also leads to the homogenization of domestic scenic spots to some extent.

## **3 There is a mismatch between talent demand and graduate abilities, and there is a disconnect between education and production**

This problem is a common problem in higher education in China, not only in cultural and tourism majors. In the era of "smart cultural tourism", the high-quality development of the cultural tourism industry requires comprehensive and composite talents from multiple fields and broad perspectives. Including innovative planning talents, digital media technology talents, and operational talents with a historical and humanistic foundation. These talents not only need to be proficient in the professional knowledge of their own industry, love the cultural and tourism industry, have rich historical and cultural accumulation, but also have a keen insight into the application of modern technology and an open spirit to accept new things. These are all the requirements of the smart cultural and tourism era for talents.

## **4 Suggestions for countermeasures**

### **4.1 Optimize the curriculum system**

Due to the fact that one of the courses I teach is a mandatory course for all college students, College Computer. The purpose of this course is to cultivate the computer application ability of college students, and it tends to be a general education, only mechanically teaching students how to use computers as production tools. This course was offered 20 years ago. In an era when computers were not yet widespread and computers were still a rare commodity, it was necessary to master the production tools that computers could bring some workplace advantages. However, in the Internet age where almost all students have a laptop and primary school students can use smart phones, it is not meaningful to carry out such literacy education again. On the contrary, what we should teach students is an open and interconnected mindset. Let students realize that in this era of interconnection of all things, computers are not something irrelevant to themselves. Every major can use computers and the Internet to do many things that could not be achieved before. Similarly, computers can deeply integrate with the profession of tourism, creating more application scenarios, business models, and bringing more innovation. For the tourism major, in order to adapt to the development of "smart culture and tourism", I think colleges and universities should adjust and improve the talent training system, and set up relevant courses in the culture and tourism major, such as big data analysis, artificial intelligence, the Internet of Things, to cultivate students' Internet thinking and cultivation, and deepen the application of the Internet in the culture and tourism industry. At the same time, it is necessary to strengthen the linkage between schools and cultural and tourism units, take "smart tourism" as the entry point, integrate industry, academia and research, and drive teaching progress based on demand and application. At the same time, it is also necessary to strengthen the cultivation of comprehensive qualities for students majoring in culture and tourism. Culture and tourism are inseparable, and culture is the essence of tourism. Tourism is the display of culture. Culture can enhance the quality and connotation of tourism, while tourism can promote and disseminate culture, and promote cultural exchange. As a practitioner in the cultural and tourism industry, it is difficult to master the concept of "smart cultural and tourism" without being proficient in culture and history and possessing necessary accumulation.

### **4.2 Strengthening practical teaching**

The concept of "smart tourism" emphasizes its applicability, with practice over theory. It has rich connotations, diverse forms of expression, and changes rapidly. It is difficult to capture the rapid changes in textbooks that have been revised over several years. Therefore, instead of constantly learning various outdated theoretical knowledge, it is advisable to increase the proportion of practical teaching in student teaching and training. Each school can tailor measures to local conditions and use the local cultural and tourism industry as a fulcrum to build practical training bases for tourism students, or cooperate with cultural and tourism related enterprises to provide students with more practical opportunities, allowing them to learn various skills in practical operations, master the latest technological application scenarios in the market, and reverse think about theoretical knowledge from the perspective of practical application, constructing a knowledge system from the perspective of practical application.

### **4.3 Promote the integration of industry, academia, and research**

The integration of industry, academia, and research is an important way to cultivate high-quality talents. Universities and training institutions should strengthen cooperation with enterprises, jointly carry out scientific research projects, practical teaching and other activities, in order to improve the pertinence and practicality of talent cultivation. Meanwhile, through the integration of industry, academia, and research, it can promote the transformation and application of scientific and technological achievements, and promote the innovative development of the industry.

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