

Exploration into the Integration of Cultural Tourism Industry and Film and Television Investment for Employment Internship Talent Training

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ABSTRACT: Against the backdrop of the integrated development of cultural tourism and film and television industries, the talent cultivation of private colleges and universities faces many challenges. Taking Qingdao Hengxing University of Science and Technology in Shandong Province as an example, there is a mismatch between the quantity, quality, and distribution of tourism related talent cultivation and industry demand. To solve this problem, targeted measures need to be proposed from three levels: government, private colleges, and industry enterprises. Private colleges should actively build a curriculum system that integrates cultural tourism and film and television, strengthen school enterprise cooperation to jointly build training bases, improve the "dual teacher" teacher training mechanism, and expand international cultural tourism industry cooperation teaching resources. The implementation of these innovative strategies not only helps to improve the quality of talent cultivation in tourism majors in private colleges, but also provides solid talent support for the high-quality integration and development of tourism and film industries, promotes the positive interaction between industrial transformation and talent cultivation, and achieves a win-win situation for all parties.

Key words: cultural tourism, film and television, employment, internship, talent cultivation

I. INTRODUCTION

The transformation of the main contradiction in the new era society has promoted residents' pursuit of a better life, and tourism has become a daily choice. By 2024, the number of domestic tourists in China will exceed 6 billion, and the market will continue to be hot. At the same time, the trend of integration between cultural tourism and film and television industries has become prominent, with the average increase in tourism popularity of popular film and television filming locations exceeding 30% after broadcasting, confirming the strong appeal of integration. In 2018, the Ministry of Culture and the National Tourism Administration merged to form the Ministry of Culture and Tourism, laying the foundation for the deep integration of culture and

tourism at the policy level and promoting the acceleration of industrial integration.

The integration of culture and tourism with film and television is a dynamic process of mutual infiltration of industries to form new industries. In recent years, new models such as film and television theme parks and immersive experiences have emerged, driving the transformation of the tourism industry. However, integrated development puts higher demands on talents. Industry research shows that there is a gap of about 40% in composite talents with interdisciplinary knowledge and practical abilities, and there are obvious adaptation problems between the scale, quality, distribution of talent cultivation and industry demand.

Talent cultivation is a key driving force for industrial transformation and upgrading, and the high-quality development of the tourism industry urgently needs high-quality composite talents. This article takes Chen Yimen from Qingdao Hengxing University of Science and Technology in Jiangxi Province as an example to explore the adaptation of talent cultivation for tourism majors in private universities to the integrated development of cultural and tourism industries. Countermeasures are proposed to address the problems, aiming to cultivate cultural and tourism talents that meet the needs of the new era, provide talent support for industrial integration, and assist in the high-quality development of cultural and tourism industries and film and television industries.

II. The Current Status of the Integration of Culture, Tourism and Film and Television Development and the Practice of School Enterprise Cooperation

1. The Current Situation of the Integration of Yimen Chen Culture and Tourism with Film and Television

The Yimen Chen Cultural Industry Park in De'an County, Jiangxi Province is a key project at the provincial, municipal, and county levels, with a total investment of 11.2 billion yuan. It integrates the inheritance of family traditions and modern experiences through a "culture+tourism+education" model. In 2024, De'an County received 6.787 million tourists throughout the year, with a total tourism revenue of 6.38 billion yuan. Yimen Chen Cultural Industry Park is planning the second phase of construction and accelerating the improvement of the research and study curriculum system, which has a high demand for relevant professional talents. Yimen Chen, as a region with profound historical and cultural heritage in Jiangxi Province, has actively developed its cultural and tourism industry in recent years, attracting many film and television works to be filmed here. The local area has achieved the initial integration of culture and tourism with film and television by creating film and television themed tourism routes, holding film and television cultural festivals and other activities, but at the same time, it also faces problems such as talent shortage. According to research, the number of professional talents in the cultural tourism and film and television integration industry in Yimen Chen area can only meet about 30% of the industry demand, and the distribution of talents is uneven, mainly concentrated in a few scenic spots and film and television production companies. A large number of rural and remote areas lack professional talent support, which restricts the comprehensive development of the industry.

2. Advantages of Qingdao Hengxing University of Science and Technology

Qingdao Hengxing University of Science and Technology adheres to the teaching philosophy of practical teaching and practical work, and achieves the combination of theory and practice through the "learning society system" teaching mode of "practical work" and "ubiquitous learning". The school has multiple related colleges such as the School of Tourism Management and the School of Arts and Media, which can provide comprehensive talent support for the integrated development of the cultural tourism industry and film and television investment.

3. Practice of School Enterprise Cooperation in Talent Cultivation Mode

Qingdao Hengxing University of Science and Technology has launched a school enterprise cooperation with Yimen Chen Scenic Area. For example, students from the Dance Society of the School of Arts and Media

provided dance performances for Yimen Chen Family Wind Cultural Park, which not only added a cultural atmosphere to the scenic area, but also allowed students to exercise their professional skills in practical scenarios. Students majoring in Business Administration at the School of Business participate in the practice of integrating industry and education in Yimen, and fully engage in the operation of shopping malls, including commercial layout, investment research, venue decoration, and other work. They apply their professional knowledge to practical work and enhance their practical abilities. The Film and Television Talent Training School and Qingdao Dongtang Film and Television Co., Ltd. jointly establish a Digital Creative Industry College, revise talent training plans, adjust and optimize curriculum settings, and jointly cultivate applied and innovative talents urgently needed in the film and television industry. Through practical experience in enterprises, students can gain an understanding of the entire process of film and television production, and improve their professional skills. By participating in practical activities at Yimen Chen Scenic Area, students have learned how to flexibly apply theoretical knowledge to practice, broaden their horizons, and improve their practical and problem-solving abilities. For example, students from the Dance Society have enhanced their stage performance and understanding of traditional culture through performances at Qingdao Hengxing University of Science and Technology. The enhancement of employment competitiveness, the school's practical teaching mode and school enterprise cooperation projects enable students to have certain job practical abilities before leaving the school, which enhances their employment competitiveness. The employment rate of tourism management major has exceeded 90% in the past three years, and the satisfaction rate of enterprises has reached over 99%. The practical activities of college students promoting the development of the cultural and tourism industry have brought new vitality to Yimen Chen Scenic Area, such as dance performances attracting more tourists and business management students participating in the commercial layout planning of the scenic area, promoting the development of the scenic area and providing talent support for the integration of the cultural and tourism industry and film and television investment.

4. Current situation and problems of talent cultivation at Qingdao Hengxing University of Science and Technology

(1) Insufficient scale of talent cultivation

The enrollment scale of tourism and film and television majors at Qingdao Hengxing University of Science and Technology is limited, making it difficult to meet the demand for talent in the rapidly developing industry. Taking 2024 as an example, the enrollment of tourism majors in the school is only 500, and the enrollment of film and television majors is 300. According to industry forecasts, the annual demand for related professional talents in the cultural tourism and film and television integration industry in Yimen Chen area alone exceeds 1000, indicating a significant gap between talent supply and industry demand.

(2) The quality of talent cultivation is not high

The curriculum design is disconnected from the needs of industry integration, and the practical teaching link is weak. In the tourism related courses of the school, courses related to film and television investment and production account for less than 10%. In the film and television related courses, there are also few courses that combine tourism planning and tourism marketing, resulting in students lacking interdisciplinary knowledge and skills. At the same time, there is a shortage of "dual teacher" teachers, and the updating of teaching content lags behind, which affects the quality of talent cultivation. At present, the proportion of "dual teacher" teachers in the school is only 15%, far below the industry average of 30%.

(3) Unreasonable distribution of talents

Talents are mainly concentrated in urban areas, while the development of cultural tourism and film and television industries in rural and remote areas lags behind, resulting in an uneven distribution of talents. Only

about 10% of the graduates from this school choose to work in the cultural tourism and film industry in rural and remote areas, which hinders the comprehensive development of the industry.

III. Adaptation issues and optimization paths for talent cultivation

1. Challenges and Suggestions Faced

Yimen Chen Scenic Area faces some problems in its development process, such as unstable operation of short videos and low repeat rate of visitors to VR experience halls and other projects. These problems will also have a certain impact on talent cultivation, such as students may face poor results in practical projects. Schools and enterprises should strengthen their research on market demand and adjust talent training plans and practical project content in a timely manner. For example, in response to the issue of short video operation in Yimen Chen Scenic Area, it is possible to strengthen the cultivation of students' new media operation abilities and adjust the direction of content creation in a timely manner based on market feedback. At the same time, the government and enterprises should increase their support for the integration of cultural and tourism industries with film and television investment projects, providing a better environment and resources for talent cultivation.

2. Talent cultivation strategies

(1) At the government level

Intensify support for the construction of tourism and film and television majors in private colleges, encourage colleges to expand enrollment scale, optimize professional settings, and enhance talent cultivation capabilities through financial subsidies, policy incentives, and other means. For example, private colleges that expand enrollment will receive an annual financial subsidy of 1000 yuan per student to improve teaching facilities and faculty development. Develop talent introduction policies to attract high-level talents to work in the cultural, tourism, and film industries in rural and remote areas, and improve the uneven distribution of talent. For cultural tourism and film and television professionals working in rural and remote areas, a monthly living allowance of 1000 yuan and a one-time settling in allowance of 50000 yuan will be provided. Establish a coordination mechanism between talent cultivation and industrial development, strengthen communication and cooperation among government departments, universities, and enterprises, and form a joint force for talent cultivation. Regularly hold joint meetings on talent cultivation in the cultural tourism and film and television industries to jointly discuss talent cultivation plans and industry development plans.

(2) At the level of private colleges and universities

Build a curriculum system that integrates cultural tourism and film and television, adding courses such as film and television production, film and television tourism planning, and film and television investment analysis, and emphasizing the cultivation of students' interdisciplinary knowledge and skills. Increase the proportion of courses related to the integration of culture and tourism to over 30%, ensuring that students have a solid interdisciplinary knowledge foundation. Strengthen school enterprise cooperation to jointly build training bases, cooperate with film and television production companies, tourist attractions, etc., provide students with practical internship opportunities, and improve their practical abilities. Establish long-term and stable cooperative relationships with at least 5 film and television production companies and 10 tourist attractions in the Yimen Chen area, and provide students with no less than 3 months of internship positions annually. Improve the "dual teacher" teacher training mechanism, select teachers to work in enterprises for training, invite enterprise experts to serve as part-time teachers, and enhance the practical teaching level of teachers. Strive to increase the proportion of "dual teacher" teachers to over 30% within 3 years to meet teaching needs. Expand international cultural and tourism industry cooperation teaching resources, carry out cooperation and exchanges with well-known foreign cultural and tourism universities and enterprises, introduce advanced teaching concepts

and methods, and enhance the internationalization level of talent cultivation. Every year, 10 teachers and 20 students are selected to study abroad for exchange programs, broadening their international perspectives.

(3) At the industry and enterprise level

Actively participate in the development of talent training programs in colleges and universities, propose suggestions on curriculum design, teaching content, and other aspects based on industry needs, so as to make talent training more in line with practical needs. Participate in at least two meetings per year to develop talent training plans for universities, and provide constructive opinions and suggestions. Provide internship employment opportunities for students, establish internship employment bases, strengthen guidance and management for interns, and improve the quality of student employment. Every year, we provide no less than 200 internship positions for Qingdao Hengxing University of Science and Technology, ensuring that students can smoothly enter the workforce after graduation. Collaborate with universities to carry out scientific research projects, jointly solve technical problems encountered in the integration of cultural tourism and film and television development, and promote industrial innovation and development. Every year, we collaborate with universities to carry out no less than three scientific research projects, promoting technological progress and innovative development in the integration of cultural tourism and film and television industries.

IV. CONCLUSION

The integrated development of cultural tourism and film and television industry poses new challenges and requirements for talent cultivation. Through the collaborative efforts of the government, private colleges, and industry enterprises, innovative talent training models and optimized talent training environments can effectively improve the quality of talent training, provide solid talent guarantees for the integrated development of Yimen Chen's cultural tourism and film industry, promote high-quality industrial development, and assist local economic growth and cultural inheritance. In the future, with the continuous deepening of cooperation among all parties and the continuous optimization of talent training models, the integration of cultural tourism and film and television industries will usher in broader development prospects, providing people with more diverse cultural tourism experiences.

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