



Research on the Construction of Talent Team to Promote the Development of Cultural and Tourism Industry in Shandong

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Abstract

Shandong Province has a rich cultural heritage and abundant tourism resources. However, the overall comprehensive quality of personnel engaged in the cultural tourism industry in the province is not high, the structure is unreasonable, and there are problems such as talent loss, which can be said to be a shortage of professional talents in cultural tourism. The core of the development of culture and tourism industry is human resources. Based on Shandong Province, this article studies and analyzes the current situation of the cultural and tourism industry talent team in the province, and proposes reasonable countermeasures and suggestions to provide reference for further development of the cultural tourism industry.

Subject Areas

Culture

Keywords

Talent Team Construction, Dual Circulation Development, Joint Training Mechanism, Shandong Province

1. Introduction

In April 2022, the Department of Culture and Tourism of Shandong Province, the Publicity Department of the Provincial Party Committee, the Organization Department of the Provincial Party Committee, the Provincial Finance Department, the Provincial Education Department, and the Provincial Human Re-

sources and Social Security Department jointly issued the “Several Measures for the Construction of Talent Team in the Cultural and Tourism Field of Shandong Province”. These measures include 21 initiatives to strengthen the construction of talent teams in the cultural and tourism sector throughout the province. The “Several Measures” mainly propose a series of measures in terms of cultivating high-level cultural and tourism talents, establishing platforms for cultural and tourism talents, nurturing young backbone talents in the cultural and tourism industry, activating the institutional mechanisms of the cultural and tourism industry, and creating a favorable talent environment.

To promote the gathering of high-end talents in the cultural and tourism industry, provide intellectual support and decision-making reference for high-quality development in the cultural and tourism fields, and promote high-quality development of cultural and tourism industry in the province; a series of special projects in the cultural and tourism industry will be implemented, such as the Shandong Provincial Youth Elite Talent Project, Youth Cultural and Relics Talent Training Project, Youth Industry Talent Training Project, Rural Cultural and Tourism Talents Support Project, and Youth Literary and Artistic Talent Creation Support Project, to cultivate and support professional talents in relevant fields, conduct multi-level cultural and tourism talent training, and enhance the training of backbone talents in the cultural and tourism industry.

Efforts will be made to strengthen the construction of relevant disciplines and optimize the professional settings and curriculum systems, establish cultural and tourism talent training bases and a number of education service platforms for the cultural and tourism industry, and enhance the construction of cultural and tourism talent platforms. The evaluation standards for professional titles in the cultural and tourism industry will be improved, and the integration of professional qualifications and professional titles will be promoted to form a scientific and reasonable talent evaluation system. Further efforts will be made to cultivate high-quality compound technical and skilled talents, regularly hold vocational skills competitions in the cultural and tourism fields to promote the improvement of professional skills of cultural and tourism personnel, and further activate the institutional mechanisms of cultural and tourism talents. A long-term mechanism for talent services will be established to effectively solve the difficult problems that restrict talent development, attract talents, and create a good talent environment.

In April 2022, the “Cultural and Tourism Talent Development Plan for the 14th Five-Year Plan Period in Shandong Province” was issued, proposing that by 2025, the categories of cultural and tourism talents in our province will be more complete, the talent pool will further expand, the age and expertise will continue to be optimized, and the distribution of talents in different regions will be more reasonable. Efforts will be made to create a number of well-known and influential training programs and support plans, gather a group of high-end cultural and tourism talents, continuously improve the mechanisms for talent introduction, cultivation, and evaluation, and create a favorable atmosphere that actively sup-

ports the innovative development of cultural and tourism talents [1]. The “Key Talent Policy List for Shandong Province—Talent Project in the Cultural Field” also emphasizes strengthening policy support and introduction for high-level experts such as renowned cultural figures in Shandong, cultural talents in Shandong, cultural stars in Shandong, theoretical talents in the “Hundred Talents Project,” contracted literary critics, contracted writers, and Shandong Provincial Opera Masters Studios [2].

Build a high-level cultural and tourism talent team. Relying on key talent projects in Shandong Province to cultivate and introduce leading figures in the cultural and tourism fields, while also increasing support for local high-level talents. Actively establish a new type of high-end think tank for cultural and tourism in the province. Focus on key cultural and tourism industries in the province, cultivate and introduce compound talents, and increase the training of young backbone talents. The construction of the cultural and tourism talent team in the province should be coordinated, including cultural exchange and promotion, market operation and management, cultural and tourism professionals, cultural and tourism science and technology talents, cultural and tourism industry talents, public service talents, and rural revitalization talents. Early planning and reserve backup talents.

The province should focus on promoting key projects for cultural and tourism talents. Implement a series of support projects such as rural cultural and tourism leaders in the province, outstanding young talents in culture and tourism in the province, etc., to provide support for cultural and tourism talents in terms of project approval, research funding, financial resources, promotion and publicity, etc. Encourage local universities to optimize the curriculum system and professional settings for cultural and tourism majors, enhance in-depth cooperation between research institutes, schools, and the cultural and tourism industry, provide internship and practical training positions for cultural and tourism students, and cultivate practical and compound cultural and tourism professionals. Actively integrate resources, build a number of cultural and tourism talent training bases, and undertake special training tasks and talent cultivation tasks.

Some of the latest domestic and international research achievements on cultural and tourism research are referred to in the literature [3] [4] [5] [6] [7], and the latest theoretical achievements provide an important reference value for studying the construction of cultural and tourism talents in our province and the high-quality development of the cultural and tourism industry.

2. The Problems in the Construction of Cultural and Tourism Talent Teams in Shandong Province

To promote the high-quality development of the cultural and tourism industry, it is crucial to strengthen the construction of the talent team. In order to cultivate high-quality cultural and tourism talents, it is necessary to firmly establish the core idea that talents are the primary resource. Since the reform and opening up, Shandong Province has made great progress in the construction of the cul-

tural and tourism talent team, but there are still many problems and contradictions to be addressed. This article summarizes the following four main aspects.

1) The employment mechanism for cultural and tourism talents in relevant enterprises and departments is not sound, resulting in a certain degree of talent loss and hindering the selection of top talents. The policy support and guarantee for cultural and tourism professionals are insufficient, which is not conducive to the long-term development of cultural and tourism talents.

2) The structure of cultural and tourism professional education is unreasonable, and the cultivation of professional talents does not match market demand. There is a large gap in comprehensive cultural and tourism talents, which has become one of the bottlenecks for the high-quality development of the cultural and tourism industry.

3) The overall quality of practitioners in the cultural and tourism industry in the province is not high. Professional ethics, cultural literacy, and work style all need to be improved. The infrastructure for cultural and tourism training is insufficient, and there is a lack of standardized training institutions and bases. Opportunities for cultural and tourism talents to further their studies are limited.

4) Higher education institutions and vocational schools in the province have outdated and lack innovative education systems for the cultural and tourism industry. The academic status of the cultural and tourism industry does not match its market status. The training model for professionals is single and cannot better adapt to the objective needs of the development of the cultural and tourism industry.

5) The issue of talent loss in the cultural and tourism industry is prominent. There is a high degree of mobility among industry personnel, and phenomena such as talent poaching are common, which prevents cultural and tourism talents from exerting their maximum value. The distribution of cultural and tourism talents is unreasonable, with most talents concentrated in large cities and hotspots, while some remote areas are severely lacking.

In order to accelerate the cultivation and introduction of cultural and tourism talents in our province, promote the high-quality development of the cultural and tourism industry, and build a high-quality comprehensive talent team in the cultural and tourism field, we need to continuously improve the level and quality of cultural and tourism services in the province. Our province actively plans talent work, focusing on both cultivation and introduction, realizing the dual-cycle development of cultural and tourism talents, and actively exploring and innovating methods and models for the development of the cultural and tourism industry.

The development of the cultural and tourism industry cannot be separated from the enrichment and improvement of formats. Our province should rely on the unique resource endowment of Shandong, continuously transform resource advantages into industrial advantages and economic advantages, enhance the vitality of the cultural and tourism industry, and strive to achieve high-quality de-

velopment of the cultural and tourism industry [8]. To solve the problems faced by the cultural and tourism industry, we must firmly adhere to the guidance of the scientific development concept, continuously reform and innovate, take multiple measures, and coordinate promotion. In order to strengthen the planning of tourism promotion, expand promotion channels, innovate promotion models, and support the high-quality development of the cultural and tourism industry in the province, Shandong Province has selected 10 cases, including the creation of the “Thousand-Mile Mountain and Sea Self-Driving Tourism Highway” IP and destination brand marketing and promotion in Weihai, as excellent cases of tourism promotion in Shandong Province [9].

3. Measures to Promote the Construction of Talent Teams in the Tourism Industry of Shandong Province

To improve the construction of the talent team and promote the sustainable and high-quality development of the cultural and tourism industry in our province, the following five aspects can be improved.

1) Explore and establish a mechanism for joint training of professional talents. Relying on enterprises, industries, and sectors, integrate resources from research institutions, schools, enterprises, industries, and government departments, and establish a collaborative development channel for enterprises, academia, and research. Provide solid intellectual support and talent guarantee for the development of cultural and tourism professions and related professions.

2) Develop training plans for professional personnel based on the actual needs of the cultural and tourism industry and the market. Cooperate with relevant associations, practice bases, and higher education institutions to regularly organize professional training, capacity building, and learning exchanges for cultural and tourism talents. Develop plans to enhance the quality of cultural and tourism talents, improve their professional abilities, and play a leading and exemplary role in the cultural and tourism field. Strive to build a high-quality professional talent team.

3) Innovate the educational concept of cultural and tourism schools, actively learn from successful experiences in cultural and tourism development in other regions, adopt the concept of “going out and inviting in,” and cooperate with cultural and tourism teaching and research institutions in and outside the province. Long-term employment of renowned experts from other regions as researchers or consultants to broaden the horizons and perspectives of cultural and tourism talents. Select schools with strong strength and distinctive characteristics in cultural and tourism specialties for key support in the development of cultural and tourism professions. Build a vocational education system for cultural and tourism professions and cultivate high-level cultural and tourism professionals. Improve the specific business capabilities of administrative management personnel in cultural and tourism through various forms of learning of cultural and tourism knowledge, and enhance the theoretical quality, professional level,

and administrative management capabilities of cultural and tourism talents [10].

4) Reform the mechanism of personnel selection and employment. Strengthen the training and introduction of high-level cultural and tourism talents. Through precise docking and policy attraction, continuously release the policies and preferential policies for the introduction of high-level cultural and tourism talents in Shandong Province. Attract highly educated cultural and tourism talents, well-known experts, and scholars from top universities in the country to enrich the talent team in Shandong Province and promote the development of the cultural and tourism industry. Focus on cultivating professional talents in marketing, economic management, cultural creativity, and other fields. Deepen the reform of the mechanism for selecting and employing personnel, enhance the incentive system and evaluation system. Innovate the talent cultivation and incentive mechanism in cultural tourism, improve the social status and treatment of cultural and tourism practitioners, gradually establish a development system conducive to the development of outstanding cultural and tourism talents, and achieve rapid development of the cultural and tourism industry [11].

5) Strengthen organizational leadership and improve positioning. Resolutely implement the development concept that cultural and tourism talents are the primary resource. Strictly implement the system of main leadership responsibility, division of responsibilities, and joint management by divisional leaders and main responsible persons. Strengthen the comprehensive leadership of the cultural and tourism talent team. Make overall arrangements for the construction of the talent team, clarify the division of responsibilities of each functional department, and form a systematic working pattern for cultural and tourism talent work in the province.

4. The New Requirements of Smart Cultural and Tourism Industry for Talent Team

In recent years, the smart cultural and tourism industry has developed rapidly, driven by technologies such as artificial intelligence, cloud computing, and big data. It has shown new characteristics of personalization, precision, and customization. How to effectively utilize big data technology to mine tourism data and build a smart tourism model requires cultural and tourism talents who not only serve the development needs of the cultural and tourism industry but also master emerging technologies as means to provide new cultural tourism services. The development of smart cultural and tourism industry in our province also faces problems such as narrow development channels, weak service capabilities, unreasonable structure, and insufficient new attraction. Cultural and tourism talents need to analyze the demand and mine data using the level analysis method based on the actual situation of our province, and carry out the smart construction of the cultural and tourism industry [12].

Cultural and tourism talents should use new technologies to empower the cultural and tourism industry, organically integrate intelligent systems with existing platforms based on different needs, and establish an interconnected cul-

tural and tourism network, thereby building a smart cultural and tourism development model empowered by new technologies. Utilizing the predictive features of big data technology and multidimensional and multi-form analysis, it provides internal driving force for the development of smart cultural and tourism. Cultural and tourism talents need to integrate cultural and tourism resources across the province to establish a comprehensive smart cultural and tourism service system as the guidance, enhance the development space of the cultural and tourism industry in our province.

The reforms that cultural and tourism talents need to consider under the new situation can be summarized as follows: first, reform the digital public cultural and tourism service system and build a more intelligent and widely covered integrated service model; second, improve the digital cultural and tourism industry system and build a more efficient management and operation mechanism; third, further develop and improve the digital government service system with digitization as the core, and use new technologies such as big data to empower new models of cultural and tourism departments' work; fourth, optimize the digital early warning mechanism, build a comprehensive collaboration and coordinated management mechanism for cultural and tourism departments, and efficiently respond to various risks. Cultural and tourism talents use big data technology and other means to collect process data, establish a smart cultural and tourism development evaluation model, mine, model, analyze, and visualize the data, and build precise push and selective access modules.

5. Summary

The construction of cultural and tourism talent team is an important task in our province. The issuance of "Several Measures" shows the importance our province attaches to cultural and tourism talents. It has intensified efforts to introduce, promote, and publicize cultural and tourism talents. To achieve high-quality development of the cultural and tourism industry, it is necessary to address the shortage of professional talents. On the one hand, efforts should be made to enhance the comprehensive qualities of existing cultural and tourism personnel. On the other hand, social forces should continuously cultivate and introduce cultural and tourism talents, and build a high-level talent team. With the continuous development of our province's contemporary tourism industry, traditional cultural and tourism forms can no longer fully meet the needs of tourists for novelty and diversity.

The occurrence of the COVID-19 pandemic has greatly affected the development of smart cultural and tourism, but it has also played a role in promoting the development of innovative models. The cross-integration of new technologies and the cultural and tourism industry is the trend. The multi-level smart cultural and tourism development model formed based on new technologies has had an impact on traditional cultural and tourism development models, concepts, and even traditional cultural and tourism projects and practice models. Under the background of smart cultural and tourism, various participatory and

dynamic cultural and tourism industries have quietly emerged [3] [4] [13].

Consumers' various demands and autonomy have new characteristics. How to realize service and management, and how to promote the interaction between technology and people are issues worthy of attention. The next focus will be on how to cultivate new types of cultural and tourism talents, how to create a good development atmosphere for the cultural and tourism industry, and how to play the exemplary role of cultural and tourism talents, making professional cultural and tourism talents the "locomotive" driving the high-quality and rapid development of the cultural and tourism industry in our province. This article analyzes the problems existing in the cultural and tourism field in our province, and puts forward reasonable countermeasures and suggestions, which will help the high-quality development of the cultural and tourism industry in our province and provide reference for the formulation of cultural and tourism industry policies [5] [6] [7] [14].

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Conflicts of Interest

The authors declare no conflicts of interest.

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