

Research on Strategies for Introducing and Cultivating High Quality Young Talents in Culture and Tourism in Jiangxi Province

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Abstract: With the rapid development of China's tourism industry, the integration of culture and tourism has become an important way to promote industrial upgrading. The development of cultural and tourism industries cannot be separated from the support of high-quality talents. This article takes Jiangxi Province as an example to explore the strategies for introducing top-notch young talents in culture and tourism and cultivating high-quality cultural and tourism talents on basis of the research of previous literature review and the existing successful examples in and abroad. After thorough analysis on the current situation and problems in Jiangxi's cultural and tourism industries, it puts forward some practical suggestions for introducing and cultivating the talents. In terms of talent attraction, it is necessary to improve the talent introduction mechanism, implement diversified recruitment strategies, and enhance local attractiveness; in terms of talent cultivation, it is necessary to build a multilevel training system, strengthen practical education, and encourage cooperation between industry and academia.

1. Introduction

Jiangxi Province has rich cultural and tourism resources, such as red culture, landscape culture, ancient culture, etc. However, due to talent shortages and brain drain, the development of the cultural and tourism industry in Jiangxi Province has been constrained to a certain extent, and the demand for high-quality and specialized cultural and tourism talents is becoming increasingly urgent. Therefore, introducing and cultivating top-notch young and middle-aged talent and high-quality cultural and tourism talent has become a key issue for the development of the cultural and tourism industry in Jiangxi Province. On the basis of exploring previous research literature and innovative examples, this article explores the current situation and countermeasures of introducing top-notch young talents and cultivating high-quality cultural and tourism talents in Jiangxi Province.

2. Research Status

In recent years, domestic and foreign scholars have conducted extensive research on the

cultivation and introduction of cultural and tourism talents. In China, the 20th National Congress also pointed out the need to deeply implement the strategy of building a strong country through talent. Comprehensively improving the level and efficiency of talent cultivation is an important task, which requires strengthening research on active introduction policies and optimizing cultivation models [1]. China's research fully emphasizes the strategic issue of talent development. Wu Kaijun [2] pointed out in the article "Research on the Connotation and Path of Chinese path to modernization Leading the High-Quality Development of China's Tourism Industry" that the high-quality development of China's tourism industry needs the support of high-quality tourism talents, and proposed the path to strengthen the training of tourism talents. Liang and Cai [3] proposed a development path for the tourism industry based on the integration of culture and tourism; Shang [4] studied the training model of composite tourism English talent in coastal cities under the background of globalization; Zheng [5] proposed countermeasures and suggestions for the development of cultural tourism in Fujian Province based on SWOT analysis; Hu Xiacong [6] discussed the training mode of tourism talents under the background of "Internet plus"; Huang Zhenfang et al. [7] proposed the reform of undergraduate courses and the construction of "golden courses" in tourism management majors under the background of new liberal arts; Wen Jinhai et al. [8] analyzed the development path of cultural talents in historical and cultural cities; Zhang Jing et al. [9] constructed a conceptual framework for cultural leadership and a model for cultivating cultural leaders in China. These studies provide useful references for the introduction of top-notch young talent and the cultivation of high-quality cultural and tourism talents in Jiangxi Province.

The development of cultural and tourism industries cannot be separated from the support of high-quality talents. Many countries have implemented targeted policies and programs to introduce top young talents in the fields of culture and tourism. The United States utilizes diverse visa systems such as work visas and green cards to attract global talent; Canada is launching an immigration wave to retain international graduates in the cultural industry; Temporary skills short-term visas in Australia incentivize youth exchange; The EU is exploring the development of cross-border mobility plans for youth in these industries; South Korea offers many scholarship programs to attract overseas students.

Many foreign higher education institutions have developed practical courses in cultivating high-quality cultural and tourism talents. For example, British universities offer industry-focused degrees in areas such as museum research and event management; German technical schools adopt a dual track model, combining campus learning with corporate apprenticeship; New Zealand encourages industry and research institutes to establish partnerships and cultivate graduates who are prepared for employment. In addition, some countries have established mobility plans for young professionals in these departments. For example, the EU provides funding for regional exchange projects for cultural managers and entrepreneurs. The innovative methods of recruiting international talents and cultivating qualified local labor in specific fields of culture and tourism abroad, as well as their targeted policies and application-oriented education models, have provided valuable experience for China.

However, most existing research has focused on discussing the construction of talent cultivation systems and frameworks. The existing research on how to transform frameworks into localized, market-oriented, and systemic management is still in the discussion stage. There is still room for improvement in transforming the results into practical systems that meet local needs. In terms of introducing young talents, China has made efforts, but still lacks systematic and targeted policies. Some local governments have initiated short-term exchange plans, but lack long-term retention plans. Compared with foreign countries, China lacks systematic policies, supporting measures, and long-term mechanisms. In terms of cultivating high-quality talents, China has made progress in the construction of cultural and tourism-related majors and disciplines. However, the integration of

industry demands and educational curriculum is still insufficient. The on-the-job training system for professionals also needs improvement. At the policy level, China has introduced guidelines and development plans to promote the development of culture and tourism. However, compared to the foreign systems that are of particular concern, China's talent policy lacks sufficient specificity and implementation mechanisms.

3. The Current Situation and Problems

According to statistics from the Jiangxi Provincial Department of Culture and Tourism [10], 2012 to 2019 witnessed a steady growth in both travelers and revenue, 6.006 billion travelers and 5725.1 billion Yuan at the top, but a sharp decrease from the end of 2019 owing to the global pandemic. 2021 got a little recovery, but it dropped again in 2022 with 2.53 billion travelers and a revenue of 2044.4 billion Yuan as shown in Figure 1.

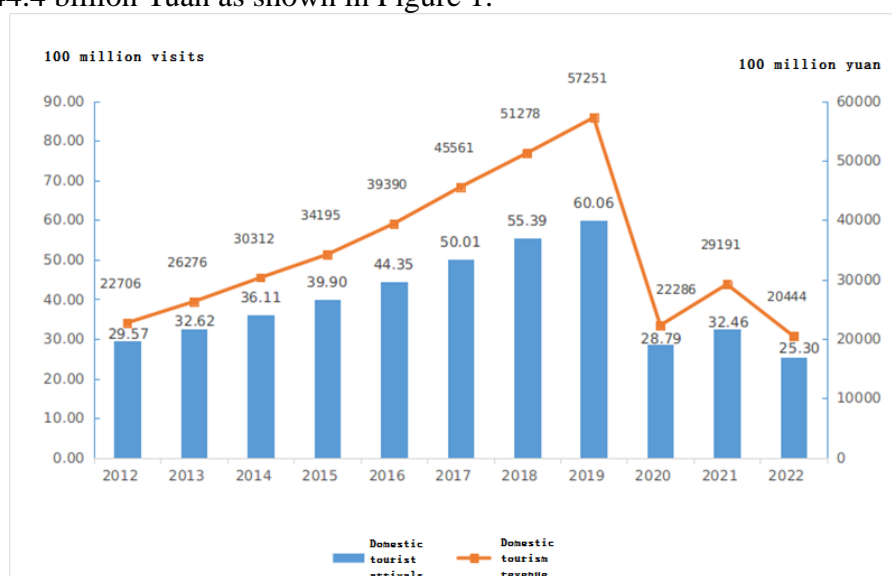


Figure 1: Statistical Communique on the Development of Culture and Tourism in 2022

Yet, 2023 witnessed a complete recovery of travelling. In the first half of 2023, the tourism revenue of Jiangxi Province reached 27.612 billion yuan, recovering to 115.39% in the same period in 2019. The number of tourists and revenue both reached historical highs. Jiangxi Province received 470 million tourists throughout the year, with a revenue of 499.329 billion yuan. So tourism in Jiangxi has been recovering, which requires more talents contributing to cultural and tourism industry, is shown in Table 1.

The rapid development of the cultural and tourism industry in Jiangxi Province has exposed problems such as talent shortage and lack of innovation, especially the shortage of high-quality English tour guides who can explore the unique tourism culture.

Table 1 shows the current situation and problems of introducing top young talents in culture and tourism in Jiangxi Province. From the table, it can be seen that Jiangxi Province has achieved certain results in attracting top-notch young talent in culture and tourism, but there are still some problems, such as insufficient policy support and serious talent loss. In terms of policy support, Jiangxi Province needs to formulate more favorable policies, such as providing a good working environment, housing security, children's education, etc., to attract more young and middle-aged top talents to come to Jiangxi Province. At the same time, it is necessary to establish a comprehensive talent loss response strategy and timely supplement and adjust the lost talents.

The current situation and problems of cultivating high-quality cultural and tourism talents in

Jiangxi Province.

Table 1: Status and issues of introducing talents in culture and tourism in Jiangxi Province

Item	Content
Introduction number	In recent five years, Jiangxi has introduced 17,000 talents at a high level.
Source of talents	The talents in culture and tourism in Jiangxi mainly come from well-known universities and research institutions at home and abroad, but the local talent training is still insufficient.
Policy support	Although some policies have been formulated to support talent introduction, the measures lack specific implementation rules and preferential treatment measures.
Brain drain	The phenomenon of brain drain is serious, and some talents choose to leave due to factors such as treatment and development.
Talent pool	There is no perfect talent pool in Jiangxi Province yet, so there is a lack of systematic and planned ways to find and cultivate potential talents.
Talent exchange and cooperation	Compared with other regions and countries, there is relatively little talent exchange and cooperation in the field of culture and tourism.

4. Countermeasures and Suggestions

In order to promote the sustainable development of the cultural and tourism industry in Jiangxi Province, it is necessary to introduce top-notch young and middle-aged talents and cultivate high-quality cultural and tourism talents [11].

4.1 Introduction Strategy for Top Young Talents in Culture and Tourism in Jiangxi Province

(1) Improve the talent introduction mechanism: By formulating preferential policies and providing a good working environment, we attract young and middle-aged top talents to work in Jiangxi. At the same time, establish a sound talent evaluation mechanism to ensure that the introduced talents have high professional quality and comprehensive ability.

(2) Implement diversified recruitment strategies: In addition to traditional recruitment methods, recruitment information can be widely promoted through channels such as the Internet and social media to attract more outstanding talents to pay attention to and join the tourism industry in Jiangxi Province.

(3) Enhance local attractiveness: By improving the level of local economic development, improving the living environment, and increasing salary and benefits we enhance the attractiveness of Jiangxi Province to young and middle-aged top talents. At the same time, actively promote local culture and tourism resources and attract more talents to work and live in Jiangxi.

4.2 Strategies for Cultivating High-quality Cultural and Tourism Talents in Jiangxi Province

1) Building a multilevel training system: Based on the talent needs of different levels, we

establish education systems at multiple levels such as vocational, undergraduate, and graduate levels. At the same time, strengthen continuing education and vocational training to improve the professional competence and skill level of practitioners.

2) Strengthen practical education: provide students with practical opportunities and venues through school enterprise cooperation, school local cooperation, and other means. At the same time, encourage experts and practitioners in the industry to participate in teaching activities to improve teaching quality and effectiveness.

3) Encourage cooperation between industry and academia: strengthen the connection and cooperation between industry and academia through academic exchange activities, joint research projects, and other means. This helps to improve teaching quality and research level, while also providing more talent support for the industry.

4) Strengthen international training: Carry out international training projects through cooperation with well-known foreign universities and tourism institutions. This helps to broaden students' international perspectives and improve their English proficiency, cultivating more outstanding talents with international competitiveness for the tourism industry in Jiangxi Province.

5) Establish a sound talent incentive mechanism: By establishing a reward system, providing promotion opportunities, and other means, stimulate the work enthusiasm and innovative spirit of practitioners. At the same time, encourage internal skill competitions and cultural exchange activities within the industry to promote the comprehensive development of talent.

6) Strengthen professional ethics education: In the process of cultivating high-quality cultural and tourism talents, emphasis should be placed on strengthening professional ethics and education. Cultivate students to establish correct professional concepts and a sense of industry responsibility. Strengthening professional ethics education can improve the comprehensive quality level of students, thereby enhancing their future work performance and sense of social responsibility.

7) Establish a talent information management system: By establishing a comprehensive talent information management system, the dynamic management of cultural and tourism talents can be achieved. Timely grasp of the latest information and needs of relevant talents can be achieved, and targeted policies and measures can be formulated to improve talent cultivation and utilization efficiency and promote sustainable development of the cultural and tourism industry

5. Conclusion

In terms of talent introduction, it is necessary to improve the talent introduction mechanism, implement diversified recruitment strategies, and enhance local attractiveness to attract more outstanding talents to work in Jiangxi Province, by studying, the strategies for attracting top-notch young talents and cultivating high-quality cultural and tourism talents in Jiangxi Province; in terms of talent cultivation, it is necessary to build a multi-level training system, strengthen practical education, encourage cooperation between the industry and academia, and strengthen international training. Measures such as establishing a sound talent incentive mechanism should be taken to improve the quality and efficiency of talent cultivation and promote the high-quality development of the tourism industry in Jiangxi Province. This is of great significance for strengthening the cultural and tourism talent system, especially attracting and cultivating top-notch young people in the field of cultural and tourism.

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