

# *Exploration of "Government, Industry, Academia, Research and Utilization" Cultural and Tourism Talent Cultivation Mode in Western China Universities under the New Liberal Arts Background*

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**Abstract:** The new liberal arts emphasizes the cross-fertilization of disciplines, which is reflected in the cultivation of talents, scientific research, social service, cultural heritage and innovation. Under the background of new liberal arts construction in China, the cultural and tourism talents cooperation system model of "government, industry, academia, research and utilization" was making full use of the diversified teaching environments and teaching resources of local governments, tourism enterprises, universities and scientific research teams. This model organically combined the education and scientific research with the production and scientific research practice of the local governments and tourism enterprises. It has realized three major breakthroughs of institutional mechanism, cooperation mode and innovative talents training to cultivate the applied talents. Nanning Normal University fully utilizes external forces such as the government, tourism enterprises and mobilize the internal forces to form the mode of "government, industry, academia, research and utilization". It is gradually exploring the new cultural and tourism talent model under the background of new liberal arts.

## 1. Introduction

In August 2018, the Central Committee of the Communist Party of China (CPC) proposed in a relevant document which points out, "Strengthen the construction of basic, emerging and cross-disciplines, and accelerate the construction of world-class universities with Chinese characteristics and superior disciplines." The new liberal arts takes inheritance and innovation, crossover and integration, synergy and sharing as the main ways to promote the transformation and upgrading of the liberal arts in the aspects of talent cultivation, scientific research, social service, cultural inheritance and innovation, in order to adapt to the needs of the liberal arts talents in the new technology, new business, new industry, and new mode. After the COVID-19, China's culture and tourism industry recovered, and the new industry represented by digital culture and tourism has rapidly risen. It combines "eating, living, traveling, touring, purchasing, entertainment" and

"business, learning, leisure, love, and curiosity", all of which skillfully applied the theory of "1+N". The theory of "1+N" has been skillfully applied to create more new dynamics of consumption. The integration of digital culture and tourism has activated the new kinetic energy of service consumption. The digital economy promotes the deep integration of new technology and tourism, and the culture and tourism industry has made great breakthroughs in capital, content and science and technology, which formed new digital culture and tourism products represented by 5G scenic spots, smart hotels, virtual museums and digital culture and tourism towns.

The cultural and tourism industry has shown the new momentum of consumption. Local governments, large tourism enterprises groups, small and medium-sized micro tourism enterprises are eager to new talents, which puts forward higher requirements for the cultivation of tourism management talents. It requires that universities should be fully docked to the development of tourism industry with the new technology and modes and to serve the new kinetic energy.

## **2. The dilemma of cultural and tourism talent cultivation in western China universities**

### **2.1 Serious talent loss and limited schooling conditions**

The integration of culture and tourism is a catalyst for economic development and a gas pedal for consumption transformation. The new tourism industry driven by the digital economy is becoming a new kinetic energy to promote high-quality development. According to data released by the China Tourism Research Institute, it is predicted that the annual domestic tourist trips will reach 5.407 billion in 2023, and the domestic tourism revenue will reach 5.2 trillion yuan, which will be recovered to 90% and 91% of the 2019 level. However, the culture and tourism industry, which has been hit hard by the epidemic, is facing a serious loss of talent, and the enrollment of tourism management majors in western universities is cold.

In order to cultivate the demand for talents adapted to the development of the digital economy, the distinguishing feature of the construction of new liberal arts is the compatibility of arts and sciences. However, the tourism major of the western China universities have limited resources of weak foundation, less funding for schooling and fewer practical training laboratories. All of these leads to students' professional identity is not high and the industry employment rate is low. How to reasonably respond to the industry which demand and the reality of the contradictory issue, it is also the most meaningful practical exploration in the new liberal arts background.

### **2.2 The immaturity of joint cultivation mechanism**

Firstly, because of the lack of close cooperation between schools and localities, local governments do not have much cooperation and consultation with local institutions when they formulate policies and plans, such as carrying out planning for new digital culture and tourism industry, major issues of digital culture and tourism, planning for key digital culture and tourism projects.

Secondly, school-enterprise cooperation is unstable because of the absence, lagging and unsoundness of the school-enterprise management mechanism. Because of the insufficient motivation for school-enterprise cooperation, enterprises are mostly shallow cooperation in receiving visits, course practical training and internships. As there is no in-depth joint cultivation between the two sides in terms of cultivation objectives, professional curriculum settings, curriculum development and talent training evaluation, it is difficult to match the employment expectations and needs of both sides. The faculty strength of the professional and technical job evaluation and post appointment system of the off-campus instructors is insufficient. The enterprise managers, although they have rich management experience, generally have low academic

qualifications and titles, which makes it difficult for them to meet the selection conditions.

Once again, the college team also failed to take the training direction of the college cultural and tourism talents, faculty strength, enrollment and employment to actively docking to follow up the development of the local tourism industry. The relevant majors integrate into the development of the local industry and promote the development of universities with the development of the city inactively.

School-land, school-enterprise joint training mechanism is immature, the two sides of them did not determine the fixed organizational structure and personnel. Because the implementation of the tasks is very complex, excessive workload, coupled with part-time staff, teaching and scientific research tasks, they have no flaws to take into account the joint training base of the further communication and liaison. They had not yet set up a regular system of school-enterprise cooperation and exchange of visits to cooperate for further research and consultation. It is difficult to form long-term cooperation.

### **2.3 Few results of university-government and university-enterprise cooperation**

Some western universities' faculty teams have taken the initiative to dock with local governments and enterprises, and formed a number of achievements. But they are limited to the transformation of university scientific research results, self-financed, and which can not be applied to the training of talents. The new tourism industry driven by the digital economy is developing towards cultural and tourism synergy, technological innovation and application, and wisdom integration, all of which is an urgent need for the transformation of innovative talent training resource. Transforming the latest research discoveries into teaching can make student understand the latest frontier and development dynamics of the industry, master the method of planning, develop innovative thinking and innovation to realize the inquiry-based learning. However, western universities have not made institutionalized regulations and implementation systems for the transformation of research results into talent training and teaching resources.

### **3. Theoretical basis and the mode exploration**

Western China Universities specializing in tourism management have less funding, the status quo of fewer practical training laboratories, and gradually explore the western local colleges and universities. With the new momentum of consumption presented by the cultural tourism industry, the government, industry, schools and other parties should form a common understanding of the training of new talents. The new talents can serve the development of the digital economy teaching reform as a breakthrough, achieve interdisciplinary cross-fertilization and provide full-time, full-process and full-range guidance and support for the innovation, creativity and entrepreneurship of the students<sup>[1]</sup>. The "government-industry-academia-research" collaborative education practice<sup>[2]</sup> (Sun Jianzhu, 2022) and the "government, industry, academia, research and use" multilevel synergistic linkage of talent cultivation mode<sup>[3]</sup> (Lou Juan, Yang Fan, 2013), can bring together the process of scientific and technological, production and business activities in the field to form a network of continuous systems, which is an open dynamic system<sup>[4]</sup> (Sun Hushan, 2014). The government-industry-university-research collaborative innovation can enhance the independent innovation ability of enterprises<sup>[5]</sup> (Yuan Changhong, Zhang Fen et al, 2015). The core of the talent mode is to take the demand of common problems as the guide, breaks the boundaries of the disciplines, sets up the organization of the talent cultivation and the innovation mechanism of the personnel system, and builds the distinctive and open collaborative innovation Center, which can achieve a one-two punch practical effect<sup>[6]</sup> (Chao Wang, 2015). In views of this, the cultural and tourism talent training model of "government, industry, academia, research and utilization" is shown

in the following:

### **3.1 Government policy**

The local government takes the lead in promoting the construction of an open innovation platform and introducing the relevant policies to promote integrated development. The government does good jobs of overarching, top-level planning, planning for key cultural and tourism industries, and fully cooperating with enterprises to carry out innovative research on cultural and tourism project planning with colleges and universities and institutes. It also provides guidance and support and strengthens policy incentives.

### **3.2 Industry production**

At present, the new cultural and tourism industry applies digital technologies such as 5G, Internet of Things, big data, artificial intelligence, etc., all of these strives to improve the service level and tour experience. Tourism industry is developing towards cultural and tourism synergy, technological innovation and application, and wisdom integration. But the industry also faces problems such as lack of new cultural and tourism talents, technology so that it can't keep up with the innovation. We should unite with the government, colleges and universities, scientific research institutes and tourism customers to carry out this collaborative innovation mode.

### **3.3 Academia**

From the school side, the industry-university-research cooperative education is making full use of the school and enterprises, scientific research units and other different teaching resources as well as in the cultivation of talents in their respective strengths. It is the organic forms of education that we combine the classroom teaching knowledge-based school education and direct access with practical experience, practical skills based on the production, scientific research and practice.

### **3.4 Research**

The government, enterprises and universities can jointly set up scientific research bases, research centers and research think tanks, which play the role of technology leadership and management innovation. They can do some applied research to serve the local community, and put the scientific research results into practice to guide the development of the local cultural and tourism industry.

### **3.5 Utilization**

Under the new liberal arts, the systematic model of talents cooperation has been gradually formed. It makes full use of the diversified teaching environments and resources of the local government, tourism enterprises, schools and scientific research teams, and organically combines the education and scientific research of the schools and teachers with the production and scientific research practices of the local government and tourism enterprises. It realizes three major breakthroughs in institutional mechanism, cooperation mode and training of innovative talents, and cultivates innovative and applied talents.

## **4. Case Practice: the talent cultivation mode of Nanning Normal University**

The College of Tourism and Culture of Nanning Normal University is in Guangxi Zhuang Autonomous Region, China. It has been practised talent cultivation mode of the "government,

industry, academia, research and utilization". The College of Tourism and Culture breaks through the traditional liberal arts thinking mode, combines the national policy, the industry's development and the local conditions, relies on the multidisciplinary strengths of universities in tourism, culture, geography, computers, big data, logistics management and other disciplines to explore the establishment of the interdisciplinary mode.

#### **4.1 Actively participate in the guidance of the whole region tourism, deepen the cooperation**

From 2013 to 2019, Nanning Normal University has established cooperation with local government culture and tourism departments. Relying on the advantages of Nanning's capital city location, it integrated the strength of related disciplines within the university and set up a tourism social service platform. It has participated in the guidance of nearly 80 counties and districts. Nanning Normal University has provided technical guidance to local governments, successfully created a number of tourism brands, including national A-grade scenic spots, rural tourism areas and farmhouses, undertaken more than 100 consulting and advisory studies for local governments. In the guidance work of the all-for-one tourism, the university takes the initiative to dock with local cultural and tourism bureaus, rural revitalization bureaus and the development and reform bureaus. All of these achieve cooperation between the government and the university. It focus on the current hot issues of the national and local governments' governance. In order to enhance the students' professional identity, it provides the students with the latest information of the government policies. The college gives full play to the characteristics and advantages of academic disciplines, boost local rural and tourism development. At the same time, the college provides convenience for students to participate in social practice and carry out subject research, guides the relevant majors integrated into the local tourism industry actively. It really promotes the co-prosperity of universities with the city, talents and industries.

#### **4.2 Establish joint training bases with digital cultural tourism enterprises**

In 2012, Nanning Normal University cooperated with Beijing Guanghui Jintong Education Group to set up a new major in aviation service art and management. In 2019, it set up a new exploration of school-enterprise cooperation. In 2023, this case was selected as a typical case of "Double Hundred Plan of School-Enterprise Cooperation" by China Society of Higher Education. At the same time, the college organized students to participate in enterprise internships of famous enterprises in China, such as Hangzhou Moganshan Kaiyuan Senpu Resort Park and Shanghai Disneyland. All of these fully exercise their practical ability and cultivate their innovative thinking ability. The college appointed the managers of Guangxi Tourism Development Group and Guangzhou R&F Grand Hyatt Hotel as the teachers who are in charge of the guidance and training of the students in the base. They give lectures, hold lectures, supervise dissertations and participate in the dissertation opening, evaluation, defense and other aspects of student training. They combine the employing standards of enterprises with the cultivation standards of university students to meet the demand of enterprises for talents. They link the effectiveness of student guidance with the system of title evaluation and promotion.

#### **4.3 Focus on the new trend of digital tourism and set up a research center**

Relying on the platforms of "National Water Resources Scenic Area Development Research Center", "Tourism Planning and Cultural Industry Research Institute", "Tourism and Culture Training Center", "Tourism Innovation and Entrepreneurship Workshop", "Tourism Planning and Planning Professor's Studio", "Tourism Innovation and Entrepreneurship Workshop", "Tourism

Planning and Planning Professor's Workshop" ,the college realize the sustainable development of government, industry, academia, research and application.Through these research platforms, cross-fertilization of arts and science disciplines will be realized.The strengthening forward-looking technology research led the development of new tourism.It established a communication mechanism to ensure smooth information exchange channels.In order to ensure effective promotion of base construction work, it established a regular communication system of academic seminars with teachers; held symposiums from time to time, in which will invite teachers and students from both sides to participate.It also improved the management system and mechanism constantly.

#### **4.4 Transform scientific research into educational and teaching resources**

The college promoted students' learning by combining teaching with social service and practice. In order to adapt to the new technology, new business, new industry, and new modes, it offered a series of courses in arts and sciences that are needed by the tourism industry,all of which focus on the planning of water conservancy scenic areas, special tourism consulting services, tea art, tourism handicrafts development, convention and exhibition planning, tourism publicity and promotion, etc. It encouraged students to participate in new course learning and practice actively, such as studying the craft of jasmine tea, learning about intelligent beekeeping and industry development, participating in the application of new technology and market research and development promotion of the Maritime Silk Road Project, etc. All of these provided students with opportunities to understand the needs of the society and to cultivate students' knowledge and skills. The college led the students to participate in the National Red Tourism Competition, College Students' Innovation and Entrepreneurship Competition, etc.All of these contributed to the integration of local tourism and help agricultural products online sales.

#### **4.5 Utilize digital technology for innovation**

Through the training of the "government, industry, academia, research and utilization" model, students have greatly improved their skills in information and digitization, mastered new knowledge, new technologies and new methods, demonstrated their ability to innovate with digital technologies. In 2022, the students won the third prize in the first national "Wentu cup" hotel digital marketing skills competition. In 2023, it was selected as the second and third prizes in the undergraduate group of the 10th national college elite challenge digital (short video). In 2023, the work won the gold medal in the selection contest of the 8th China International "Internet+" College Students' Innovation and Entrepreneurship Competition in Guangxi, it also won the bronze medal in the national finals.

### **5. Conclusions**

Western China universities should promote the updating and upgrading of traditional liberal arts in the context of new liberal arts, shift from discipline-oriented to demand-oriented, shift from professional division to cross-fertilization. We should make full use of external forces such as the government, large tourism enterprises, and mobilize the internal scientific research and teaching forces of the university.The integrated mode of "government, industry, academia, research and utilization"cultivate new cultural and tourism talents who can serve the new kinetic energy.

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