

# Research on the Training Model of Tourism Cultural and Creative Talents with the Spirit of Intelligent Craftsmen Under the Background of New Liberal Arts

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## ABSTRACT

The proposal of new liberal arts is also a deepening educational reform of the existing liberal arts major, to break through the bottleneck of the liberal arts itself and to establish a first-class major in the liberal arts. With the rapid development of digital technology, including the promotion of the new ecology of Internet + tourism, the tourism industry has gradually undergone great changes. Under the impetus of digital wave, how to cultivate tourism innovation and entrepreneurship talents is especially important. Tourism major as a liberal arts major has certain limitations in itself, how to break the bottleneck of development, set up cultivation goals, enhance the practical ability and innovation ability of students, instead of being bound by the fact that it is a liberal arts major, the same can be cultivated in the era of digital intelligence with the spirit of craftsmanship of the tourism cultural and creative innovation talents, and in the context of the new liberal arts, there is a must to seize the opportunity of education reform in the context of the new liberal arts, focus on the construction of tourism professional cluster, combine with the demand of local culture and tourism industry, adjust the talent cultivation goal, and keep in line with the direction of the integration of mathematics and intelligence; the construction of inclusive course clusters can boost the professional upgrading, especially carrying out some practice courses with strong practicality, embodying the design of culture and creation, and constructing the structure of innovation and entrepreneurship talent cultivation system.

**Keywords:** Cultural tourism, Talents, New liberal arts.

## 1. INTRODUCTION

The new liberal arts, based on the existing traditional liberal arts foundation for the disciplines in the professional curriculum restructuring, the formation of the arts and sciences, that is, the integration of modern information technology into philosophy, literature, language and other such courses, to provide students with comprehensive interdisciplinary learning, to achieve the expansion of knowledge and the cultivation of innovative thinking. [1] New liberal arts is the sum of all majors in humanities and social sciences based on the basic knowledge system of traditional liberal arts majors, breaking the original liberal arts major boundaries through adjustments and innovations, integrating the knowledge of other majors, and

combining the contemporary new propositions, new needs, new technologies, new means, and so on. China's tourism undergraduate education as an important branch of the new liberal arts, its innovative development is imperative [2]. In recent years, China's Ministry of Culture and Tourism, the National Development and Reform Commission and other departments have issued a number of policy documents, aiming to deepen the "tourism +" model and promote the high-quality development of tourism. With the continuous development of digital technology and the rapid construction of intelligent scenic spots, the culture and tourism industry is gradually changing to the direction of intelligence, digitalisation and networking, which provides a new opportunity for the transformation and upgrading of the culture and

tourism industry [3]. Starting from the earliest new engineering, to the current construction of new liberal arts, it can be seen that the reform of disciplines are carried out in depth, especially the reform of new engineering from the early days to the present has made certain achievements, followed by the proposed new liberal arts and new business and so on is also to further deepen the reform of other major categories of disciplines. From the perspective of the previous tourism profession to train tourism talents, the early training lacked certain goals and connotations, there is a certain deviation, the teacher is also more related and similar research direction, pure tourism knowledge can not be limited to geographic knowledge, training of talents are basically considered to be non-technical liberal arts talents, which is a narrow perception. The proposal of new liberal arts is very timely, can effectively change the dilemma of lack of practice in liberal arts, can be from the perspective of professional development, to combine the latest technology as an opportunity to cultural and creative production and other breakthroughs, and more importantly, to build a systematic structure for cultivating tourism cultural and creative talents.

In the context of the new liberal arts to focus on the cultivation of innovation, to cultivate students' innovation and entrepreneurship, especially in today's disciplines emphasise practice, applied undergraduate colleges and universities focusing on the development of the regional economy, the need for more applied technical talents, of course, the technology here is not narrowly technical workers mastered engineering technology, technology innovation talents also include the ability to use advanced software output works, etc.,. From a broad perspective, as long as the creation can be regarded as technical personnel, the same can be cultivated through practice, to the spirit of craftsmanship to cultivate a certain technical support for the creation of talents, but also a kind of innovation to meet the needs of the regional economic development of high-quality personnel. Then from this point of view, the construction of the profession should be carried out from the technical point of view by combining new technologies, new methods and new techniques, not limited to the teaching of geographic and cultural knowledge, but strengthened through the co-operation with technical teachers or manufacturing professions to enhance its construction. The construction of the profession should reform its curriculum, enhance the practical courses and

increase the hands-on courses, especially to cooperate with the technology-based professions that our university has, to carry out the deepening reform of the curriculum, and to build the first-class curriculum of tourism, such as the curriculum can be based on the course Digital Wisdom Manufacturing, to cultivate the practical ability of the students and guide the students to adopt the technology for the development of the cultural and creative works, and the development of the cultural and creative works is also a kind of design project, which can also reflect the value of the product can also cultivate innovative and entrepreneurial talents to start their own business through the creation of tourism cultural and creative works, enriching the local tourism market and helping the regional cultural construction and economic construction.

## **2. THE BOTTLENECK IN CULTIVATING THE DIGITAL INTELLIGENCE MANUFACTURING ABILITY OF TOURISM CULTURAL AND CREATIVE TALENTS**

There are many limitations in the training of tourism talents, but also its professional characteristics of the bottleneck, in the past will think that tourism talents are more tour guide industry and so on, although it is true that many of the talents trained are engaged in tour guide-related work, but as a new liberal arts under the background of the development of the tourism profession to break through its bottlenecks, to strengthen the professional reform, to the age of digital intelligence as a leader to deepen the reform of teaching and learning, breakthroughs in the curriculum from the curriculum, to seize its existing problems.

### ***2.1 Lack of Specialised Technical Teachers***

Teachers of tourism majors mainly study geography-related professions, many of which are intertwined with geography and geology, favouring theoretical research. Teachers mainly teach cultural knowledge, and the courses they offer generally lack practice, which is more of a liberal arts type of investigation and research, and the graduation design completed by the students is also based on investigation and research, which is more about researching the current situation of a place's tourism and putting forward certain countermeasures. The

students are taught more about culture and geography, and there is a lack of teachers in the application of technology in the profession, which is limited by the discipline. In such a case, the development of the profession in the digital age is inevitably lacking, and the lack of professional and technical teachers is reflected in the mastery of the application of technology, such as 3D modelling, virtual tours, and the development of cultural and creative works, which require the use of equipment and computers to complete their work. The lack of professional and technical teachers is more reflected in their ability to master the application of technology, such as 3D modelling, and virtual tours, as well as the development of cultural and creative works, which require the use of equipment and computers to complete their tourism works, and the development of tourism-related APP applications, which involves knowledge of the computer industry.

## ***2.2 Absence of Technology-related Programmes***

The lack of professional and technical teachers has been described earlier, in this case, it is difficult to introduce courses such as applied courses into the talent training programme, the development of the profession can not be limited to the profession and the college, the lack of corresponding courses is due to the lack of corresponding teachers, the curriculum can not only be explored by the teachers of the profession, but also by the introduction of the related disciplines of the engineering disciplines to conduct a joint pedagogical discussion, and to invite teachers and experts of the engineering disciplines to participate in the form of a conference. Teachers and experts of engineering disciplines should be invited to participate in the form of conference, and practical courses in line with tourism majors can be opened by brainstorming. The construction of the curriculum system should be in the context of new engineering disciplines, combined with advanced technology and advanced teaching concepts, and the construction of the curriculum system should be built from another perspective of co-operation, which should organically combine the cultural courses, theoretical courses and technological application courses.

## ***2.3 Lack of Certain Equipment Inputs***

Tourism professional bottleneck decided, it is difficult to professionally invest in the corresponding equipment, in the process of

professional construction may be put into the simulation of tourism scenes and sets, but the corresponding equipment is difficult to do input, because the nature of the discipline decided to belong to the non-engineering technology, so that the input of the equipment is not a clear goal, and difficult to make reasonable use of the actual teaching, and more is the introduction of the model, and the scene and so on, it is difficult to enhance the students' practical and hands-on ability, the main purpose of the input equipment is to cultivate innovative tourism talents, to determine the goal of its training, procurement of equipment that is really conducive to the development of the profession, such as the procurement of 3D scanners and other equipment that can be scanned into a three-dimensional model, developing cultural and creative products, and utilizing advanced instruments and equipment to cultivate cultural and tourism industry technology talents.

## **3. CULTIVATING TOURISM CULTURAL AND CREATIVE TALENTS WITH CURRICULUM REFORM DRIVEN BY DIGITAL INTELLIGENCE CRAFTSMANSHIP**

To cultivate innovative and entrepreneurial talents in cultural tourism and break through their professional bottlenecks, it is necessary to start with the curriculum and create first-class practical courses in professional reform. Curriculum reform is related to the implementation of talent cultivation, and should start with specific courses and carry out effective reforms through a series of measures, in order to cultivate tourism and cultural entrepreneurial talents with the spirit of craftsmanship in the era of digital intelligence, cultivate high-quality innovative talents, and build a new talent training system under the background of new engineering disciplines.

### ***3.1 Overall Curriculum Reform Driven by the Introduction of the Digital Intelligent Manufacturing (DIM) Programme***

In tourism majors, to open such as "Digital Intelligent Manufacturing Fundamentals and Applications" course can explore its professional practice courses, and the course can take the interdisciplinary faculty team, so that teachers with engineering technology to teach this course, the

course is mainly on the digital intellectual manufacturing, cultural and creative products and other contents of the technical practice, through the corresponding instruments to complete the product design and moulding, the use of digital equipment. The use of digital equipment, combined with the tourism industry related content, As well as cultural and creative design, students can be guided to expand in this direction. The course content is mainly in the form of projects. For example, the most basic 3D modeling can allow students to first use a 3D printer to complete the printing operation of an existing design, and then teach students to design a simple 3D modeling software. The whole process can start from the basics and conduct course teaching based on students' characteristics and acceptance level. The whole process can start from the basic, according to the characteristics of the students, acceptance level to carry out the difficulty of teaching. Students can first master the simple application of machines and equipment from the basic and application courses, and basically master the use of modelling software and digital equipment to guide the cultivation of cultural and creative direction, as well as cultivate students' innovative spirit and entrepreneurial ability through typical cases, such as the relatively hot stamp culture, the production of seals with cultural characteristics, which can be guided in the course above, but also with the school's publicity to produce Cultural and creative products with collection value.

### ***3.2 Building an Online Boutique Course Website for Technology Learning***

Not only to open the corresponding basic application courses below the line, but also should be in the curriculum reform, increase the online sharing of high-quality course resources, It is particularly important to establish high-quality online course resource sharing, so that all learning content can be shared with students online in the form of information, students can complete the basics in the case of further deepening of the learning to make full use of advanced technology, such as how to use the modelling software The use of different modelling software can be completed in different categories of effects, but also with the help of 3D scanners to scan specific physical objects for modification. Build an online communication platform, and use the platform's resources to serve students at any time, students can also submit their own creative works through the corresponding course website, through the submission of creative

works to participate in 3D modelling and other creative competitions, combining the course content with academic competitions, to participate in the Advertising Design Competition, etc. to enrich the content of the course from a technical point of view, the students can also be through the learning website and the platform for second classroom Students can also learn through the learning website and platform for the second class, and can also consult professional technical teachers through the platform, students to online and offline way to carry out the technical practice learning, extracurricular second class can make up for the content of the course, students through the classroom and extracurricular learning to strengthen the practice of technology, so that students like the application of technology, combined with professional knowledge focus on the application of technology, and software design, and so on.

### ***3.3 Constructing an Industry-Teaching Integration System with School-Enterprise Cooperation***

By adding more practical courses, the aim is to cultivate students' skills in craftsmanship, innovation, and high-quality application, while also meeting the needs of businesses and entrepreneurship. Establish an integrated industrial teaching base with cultural and tourism related units and companies, carry out in-depth school enterprise cooperation, cultivate students' work ability and practical skills through enterprise internships and lectures, focus on the research and development of cultural and creative products, especially the development of new products, learn the entire process and corresponding technologies, and conduct in-depth cooperation in the form of projects. Carry out cooperative teaching with enterprises, and combine on campus and off campus bases as the teaching foundation. The combination of on-campus and off-campus bases is used to cultivate innovative talents, increase students' work experience, apply knowledge in actual work, and understand the market demand through enterprises. Through continuous cooperation and integration of industry and education, students can innovate on the basis of integration and master the ability of entrepreneurship by themselves, which can be used as a breakthrough for entrepreneurship, the development of cultural and tourism products is not only to learn the technology, but more importantly, to achieve the output of the product through the technology, but also to jointly cultivate cultural and

creative talents, and to carry out cultural dissemination and communication by designing the physical objects, reflecting the convenience of the digital age.

### ***3.4 Developing Interdisciplinary Faculty to Increase the Level of Teacher Performance***

Teacher strength is a key link in professional development, to cultivate the backbone of the professional teachers, In addition to strengthening professional theoretical knowledge, teachers must also be continuously trained to cultivate truly interdisciplinary teachers, the early stage can be used in co-operation with teachers of other professions, so that teachers of other professions who understand digital equipment to teach, mainly to complete the practice of practical courses, the relevant professional teachers to follow the classroom to learn to be with the technical external professional teachers to learn the technology of advanced equipment, to learn how to use the corresponding digital equipment operation, through this way to allow professional teachers to grow rapidly, the growth of the teacher can tutor students to complete the course of study, in the form of a mentor, leading students to complete the development of the project to a certain culture as the basis for the development of a series of cultural and creative works to achieve the design of the cultural and creative works to the product the teachers of this speciality should improve their teaching skills through continuous learning, so that they can become interdisciplinary teachers, and cultivate a group of teachers who know the professional theoretical knowledge, the use and application of software and equipment, and can turn the creative ideas into real products, so that they can grow into backbone teachers. To grow into a backbone teacher, must go out and participate in more training and academic conferences. Improving strength through continuous training and learning is also the path for professional teachers to grow.

### ***3.5 Investing in Some Digitisation Equipment***

Teaching investment has always been the top priority of professional development, In addition to building corresponding internship practice bases and professional training rooms, special attention should be paid to the procurement of professional development equipment, the procurement of

advanced digital equipment, such as fast 3D printers, such as 3D scanners, as well as the basic digital equipment of the engraving machine, the procurement of equipment is mainly based on the instrumentation for the creation of cultural and tourism products. Can learn from the intelligent manufacturing professional equipment, like professional experts to ask for advice, to determine the direction of professional development characteristics, research the characteristics of local cultural tourism projects, and what kind of local cooperation is needed, to be rooted in the local cultural propaganda. In the limited teaching funds to invest a certain amount of basic equipment of digital instruments is usually the necessary equipment for practical course training, to establish a professional basic laboratory to cultivate artisanal spirit of cultural and creative talents to build its professional laboratory, to reflect the new direction of development, to reflect the deepening of the reform of the profession under the background of the new engineering, the introduction of professional teachers through the establishment of the laboratory to achieve the reform of the teaching of technology, skills and so on. Cultivate truly applied undergraduate talents, weaken the label of not understanding technology, let students enjoy technology learning through the use of equipment, and support learning to use corresponding software, students should learn the design of the software, the creative ideas of cultural and creative ideas into a model, towards the direction of the designers, and the organic combination of theory and practice.

## **4. CONCLUSION**

To cultivate tourism and cultural and creative talents with the spirit of digital and intellectual craftsmanship, it is necessary to deepen the reform in the context of the new liberal arts, carry out in-depth reform of the profession, rebuild the profession from the curriculum to the faculty, take into account the characteristics of the profession, interdisciplinary invitation to teachers of computer science and intelligent manufacturing to jointly develop the teaching curriculum, cultivate the teachers of the profession to carry out cross-study and improve the level of teaching and learning, and cultivate a group of technically competent backbone teachers. It should start from the practical courses, open the basic courses of digital manufacturing, gradually increase the content and difficulty of the courses, open a series of practical technology courses, expand the course learning by purchasing the basic digital equipment, open the

second classroom, set up an online learning platform, so that the students can learn the corresponding software design and modelling at anytime, anywhere, and be able to use the digital and intellectual equipment for the output of the product, and finally to cultivate the spirit of craftsmen who can design the application of cultural and tourism products. Finally, it is necessary to cultivate applied talents with the spirit of craftsmen who can design cultural and tourism products.

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