

Research on the Strategy of Cultivating Digital Cultural and Tourism Talents in Shenyang High-quality Cultural and Tourism Demonstration Site

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Abstract. With the advent of the digital era, the cultural tourism industry is facing unprecedented development opportunities and challenges. As a famous historical and cultural city and an important tourist destination, the digital transformation of Shenyang's culture and tourism industry is of great significance for improving the city's quality and enhancing its competitiveness. The purpose of this paper is to discuss the cultivation strategy of digital cultural tourism talents in high-quality cultural tourism demonstration sites in Shenyang, with a view to providing talent support for the sustainable development of Shenyang's cultural tourism industry.

Keywords: Shenyang Cultural Tourism Demonstration Site; Digital Cultural Tourism; Talent Cultivation.

1. Introduction

The construction of high-quality cultural tourism demonstration sites in Shenyang is necessary for promoting economic development, responding to policy calls, meeting market demand, tapping and inheriting cultural resources, promoting industrial upgrading and transformation, enhancing the city's image and brand influence, as well as driving employment and entrepreneurship.

Shenyang, as an important city in Liaoning province, actively respond to the call of the provincial party committee and the provincial government, the implementation of the new era of “six places” target positioning, including “high-quality culture, sports and tourism integration development demonstration place”. This is an important strategic direction for the development of Shenyang as a city, but also to achieve a comprehensive revitalization of the new breakthrough in the three-year action year of the important initiatives. Shenyang's culture and tourism industry has shown vigorous development in recent years. From January to November 2023, the city received 133.8 million tourists and generated 125.131 billion yuan in tourism revenue, a significant year-on-year increase. The construction of high-quality cultural tourism demonstration sites will further promote the development of the cultural tourism industry, drive the growth of related industries, and inject new momentum into the economic development of Shenyang and even Liaoning Province. With the improvement of people's living standards, the demand for cultural tourism is getting higher and higher. The construction of high-quality cultural tourism demonstration sites will meet tourists' demand for high-quality, personalized and diversified tourism products, enhance tourists' travel experience, and strengthen the attractiveness and competitiveness of Shenyang tourism.

2. Status and Demand of Digital Culture and Tourism Talent Cultivation in Shenyang, a High-Quality Culture and Tourism Demonstration Site

The Shenyang municipal government has attached great importance to the development of the digital culture and tourism industry in recent years, and has formulated a series of policies and measures to encourage and support the cultivation of digital culture and tourism talents. Shenyang City has a large number of institutions of higher learning, these schools have cultivated a large number of talents for Shenyang, and cooperate with various enterprises and institutions to provide internship opportunities and employment opportunities. In the field of digital culture and tourism, these colleges and universities have also opened relevant majors and courses, providing educational resources for the cultivation of digital culture and tourism talents. Shenyang City also actively organizes various

professional training activities related to digital culture and tourism, such as the “2023 Digital Talent Series”, which aims to improve the professional skills and comprehensive quality of digital talents. These activities not only provide a learning and exchange platform for digital culture and tourism talents, but also promote the development of digital culture and tourism industry.

Cultural and tourism enterprises in Shenyang also provide rich practice opportunities and platforms for digital culture and tourism talents. By cooperating with universities and carrying out project cooperation, enterprises can attract and cultivate more digital culture and tourism talents and promote the development of digital culture and tourism industry. Shenyang also encourages the establishment of innovation and entrepreneurship teams and science and technology enterprises to cultivate and guide the development of innovative talents through the development of innovative projects. These innovative projects not only provide practical opportunities for digital culture and tourism talents, but also promote the innovation and development of digital culture and tourism industry.

The Shenyang Municipal Government and all sectors of society have actively created a favorable atmosphere of respect for knowledge, creativity and talent. This atmosphere helps to stimulate the innovative spirit and creativity of digital culture and tourism talents, and promote the sustainable development of digital culture and tourism industry. With the continuous development of the digital culture and tourism industry, the community's awareness of digital culture and tourism talents is also increasing. More and more people have begun to pay attention to the cultivation and development of digital culture and tourism talents, which provides strong support for the prosperity of the digital culture and tourism industry.

3. Digital Culture and Tourism Talent Cultivation Strategy for Shenyang High-Quality Culture and Tourism Demonstration Site

3.1 Strengthen the Discipline Construction of Culture Industry Related Majors in Colleges and Universities

In view of the current limitations of the major universities in Shenyang city in the setting of undergraduate specialties related to cultural industry, it is particularly important to strengthen the construction of related disciplines. By improving the curriculum and introducing more courses related to digital culture and tourism, more cultural and tourism talents with professional knowledge and skills can be cultivated.

3.2 Create a One-Stop Cultural and Creative Talents Training Mode Connecting Enterprises, Government and Universities

Through the close cooperation among enterprises, government and universities, cultural and tourism talents who meet the market demand and have professional qualities can be jointly cultivated. This one-stop cultivation mode helps realize the seamless connection between talent cultivation and market demand, and improves the practicality and adaptability of talents.

3.3 Introducing High-End Cultural Celebrities and Playing Their Leading Role in the Development of Cultural and Creative Industries

The introduction of high-end cultural celebrities can not only inject new vitality into Shenyang's cultural and tourism industry, but also drive the cultivation and development of local cultural and tourism talents through their influence and experience. The government can introduce relevant policies to attract these high-end talents to Shenyang.

3.4 Provide Exchange and Learning Opportunities and a Better Development Platform for Outstanding Talents

By launching and planning key talent construction projects in Shenyang, it can provide more exchange and learning opportunities and a better development platform for outstanding talents. This not only helps to improve the professionalism of the talents, but also stimulates their innovative ability and development potential.

3.5 Organize Training Courses According to the Stages of Industrial Development to Increase the Management Reserve of Cultural and Creative Youths

In view of the different stages of industrial development and needs, corresponding training courses can be organized to enhance the management ability and professionalism of cultural and creative youth. This kind of training can flexibly respond to market changes and timely meet the demand for talents in industrial development.

4. Implementation Path of Digital Culture and Tourism Talent Cultivation in Shenyang High-Quality Culture and Tourism Demonstration Site

4.1 University Culture Perspective

Optimize the disciplinary settings and course structure, while giving full play to the advantages of traditional professional courses, add professional directions or elective courses closely related to digital culture and tourism, such as “digital illustration”, “cultural and creative product development and design”, “Intelligent Tourism Technology” and so on. Interdisciplinary courses, such as “Tourism Big Data Analysis”, “Virtual Reality and Tourism Experience”, “Interactive Experience Design”, etc., are also introduced to cultivate students' interdisciplinary knowledge and skills.

Strengthen practical teaching and school-enterprise cooperation, establish in-depth cooperative relationships with cultural tourism enterprises, set up internship and training bases, and provide students with opportunities for field operation and experience accumulation. Encourage students to participate in cultural tourism projects, and cultivate students' innovation ability and teamwork spirit through project practice.

Integration of industry-university-research, setting up a platform for cooperation between government, industry, academia, research and application, and jointly carrying out scientific research projects and curriculum development with enterprises and scientific research institutions. Invite enterprise experts and scholars to participate in the teaching work, and introduce the latest industry dynamics and technology trends into the classroom.

4.2 Urban Culture Perspective

Integrate urban culture into teaching, add elements of Shenyang urban culture in the curriculum, such as Shenyang's history, folklore, art, etc., to enhance students' sense of cultural identity and pride. Organize city culture lectures, exhibitions and other activities to give students a deeper understanding of Shenyang's cultural heritage and characteristics.

Participation in urban cultural tourism projects, encourage students to participate in Shenyang's cultural tourism project planning, promotion and other activities, so that students can understand the development trend of digital cultural tourism industry and market demand in practice. Cooperate with cultural and tourism enterprises to jointly carry out digital cultural tourism projects, providing students with practice opportunities and display platforms.

Construction and dissemination of city cultural brand, guiding students to participate in the planning and dissemination of city cultural brand, such as designing city cultural image and making propaganda films. Build city culture brand communication platforms, such as social media, websites, etc., to expand the influence of Shenyang culture.

4.3 Enterprise Culture Perspective

Enterprise internships and employment, establish close cooperative relationships with cultural and tourism enterprises, provide students with internships and employment opportunities, and give students an in-depth understanding of enterprise culture and industry norms. Encourage enterprises to participate in talent cultivation in colleges and universities, such as setting up scholarships and providing practice mentors.

Enterprise training and skill enhancement, inviting experts and technicians from cultural and tourism enterprises to carry out lectures and training activities at the university to enhance students' professionalism and skill level. Cooperate with enterprises to carry out skill competitions, skill appraisals and other activities to improve students' practical ability and competitiveness.

Integration of enterprise culture and university culture, encouraging teachers and students of universities to participate in the cultural activities of enterprises, such as annual meetings and cultural festivals of enterprises, so as to enhance the understanding and cooperation between the two sides. Promote the joint construction of cultural innovation platforms between enterprises and universities to jointly promote the innovation and development of digital culture and tourism industry.

5. Guarantee Measures for the Implementation Path of Digital Culture and Tourism Talent Cultivation in Shenyang High-Quality Culture and Tourism Demonstration Site

5.1 Policy Guidance and Financial Support

Introducing policy documents specifically for digital culture and tourism talent training, clarifying the objectives, principles, contents and safeguards of talent training, and providing policy guidance for digital culture and tourism talent training. Set up special funds for digital culture and tourism talent training to support digital culture and tourism talent training programs, scholarships, training base construction, etc., to ensure that the financial investment matches the demand for talent training.

5.2 Talent Training System Construction

Build a multi-level and multi-channel digital culture and tourism talent training system, including university education, vocational education, social training, etc., in order to meet the needs of talents at different levels and in different fields. Strengthen the cooperation between colleges and universities, scientific research institutions and cultural tourism enterprises, establish school-enterprise cooperation training bases, realize the deep integration of production, learning and research, and jointly cultivate high-quality digital cultural tourism talents.

5.3 Talent Incentive Mechanism

Improve the remuneration of digital culture and tourism talents and set up a special incentive mechanism to reward talents who have achieved outstanding results in the field of digital culture and tourism. Establish a perfect career development channel, provide broad development space for digital culture and tourism talents, and encourage talents to continue to grow and progress in the industry.

5.4 Talent Service Guarantee

Develop attractive talent introduction policies to attract outstanding domestic and foreign digital culture and tourism talents to Shenyang. Create a favorable service environment for talents, including the provision of high-quality housing, education, medical care and other living facilities to solve the worries of talents.

5.5 Evaluation and Feedback

Regularly assess the quality of digital culture and tourism talent training, identify problems and make improvements in a timely manner to ensure that the quality of talent training is constantly

improved. Establish an effective feedback mechanism to collect the opinions and suggestions of employers, students and other parties on the training of digital culture and tourism talents, so as to provide a basis for the optimization of talent training strategy.

6. Conclusion

With the rapid development of digital technology, the digital transformation of cultural tourism industry has become an irreversible trend. Shenyang, as a famous cultural city with a long history and rich cultural tourism resources, is committed to creating a high-quality cultural tourism demonstration place. This paper focuses on the strategy of cultivating digital cultural tourism talents in Shenyang, and conducts in-depth research on three levels: university culture, city culture and enterprise culture, aiming to provide a solid talent cornerstone for the digital transformation of Shenyang's cultural tourism industry.

In terms of university culture, this study proposes that the relevant disciplines should be adjusted and optimized, and the cross-fertilization of tourism, information technology, art and design and other disciplines should be strengthened. Through the introduction of cutting-edge science and technology courses and practical projects, new talents with innovative thinking and cross-border integration ability should be cultivated. At the same time, colleges and universities need to strengthen close cooperation with the culture and tourism industry, through school-enterprise cooperation and the construction of training bases, to provide students with more opportunities to contact the forefront of the industry and participate in actual operation, so as to enhance students' practical ability and professionalism.

City culture is an indispensable part of digital culture and tourism talent training. Shenyang's deep cultural heritage and unique tourism resources provide unique conditions for the cultivation of cultural tourism talents. This study suggests integrating the city's history, folklore, art and other elements into teaching and practice, so that students can deeply understand and inherit the city's culture in the learning process. In addition, by organizing students to participate in the planning, marketing and promotion of urban cultural tourism projects, it can not only exercise students' practical ability, but also enhance their sense of identity and belonging to the city culture.

Enterprise culture also occupies an important position in the cultivation of digital cultural tourism talents. The operation concept, management mode and market strategy of cultural tourism enterprises have a significant impact on the cultivation of students' professionalism and practical ability. Therefore, this study emphasizes that colleges and universities and cultural tourism enterprises should establish long-term and stable cooperative relationships, jointly develop talent training programs, and realize resource sharing and complementary advantages. Through a variety of forms such as enterprise internship, case analysis, project cooperation, etc., students can gain a deeper understanding of enterprise culture and enhance their ability to solve practical problems.

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