

Exploration on the Talent Cultivation Path of Tourism New Media in the Digital Economy Era

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Abstract

Under the background of digital economy characterized by big data, cloud computing and Internet of things, the rapid development of new tourism media will play an important role in promoting the recovery of tourism economy and the high-quality development of industry in the post-epidemic era. However, due to the shortage of talents in the new tourism media industry and the prominent structural contradiction between talent supply and demand, it is an urgent new issue for colleges and universities to discuss the talent cultivation path and improve the quality of cultivation in the new tourism media industry. Therefore, in this study, purposive sampling is used to mine data and in-depth analyze the supply and demand of talents in tourism new media industry, and some suggestions are put forward on talents cultivation path in colleges and universities from aspects of clarifying the cultivation objectives and positioning of professional talents in colleges and universities, strengthening cross-border integration of disciplines, creating professional talents cultivation characteristics, innovating production and teaching integration cultivation mode, and building students' innovation and entrepreneurship platform.

Keywords: Digital economy, new media for tourism, talent cultivation, path

I. Introduction

The digital economy, with digital knowledge and information as its essential productive factors, intelligent digital technology as its core driving force and modern information network as its important carrier, is accelerating its deep integration with the real economy and promoting the restructuring of the industrial economy (the formation of new economic forms and the development of governance models)^[1]. Although the traditional tourism industry has encountered an unprecedented impact since 2020 due to the multiple factors such as the COVID-19 outbreak, trade protectionism and unilateralism politics, the new tourism format driven by the digital economy still shows its tenacious toughness^[2]. The deep integration of new media and tourism brought about by digital economy and its horizontal expansion to multiple fields and levels have promoted the development and upgrading of digital tourism, which directly promotes the vigorous development of new tourism formats such as "internet plus tourism" and smart tourism, and derived the concept of "new media for tourism"^[3]. New media for tourism refer to tourism network information media which is widely used by potential tourists based on digital compression and wireless network technology, and essentially is a mixture of new media industry and tourism industry under the support of information technology, including Online Travel Agency (OTA) represented by Ctrip and various tourism information network communities or media information dissemination platforms and their applications based on WeChat official account, Weibo and Tik Tok^[4,5].

As the research on new tourism media in China is still at an initial stage, different scholars differ in the conceptual understanding, so there is no rational prospect for the estimation of the development degree and impact of new tourism media industry in the context of digital economy, leading to the lag of discipline construction and talent cultivation in related fields. At present, all levels and types of colleges and universities in China have formulated

various personnel cultivation programs for tourism new media related majors in communication, management and other disciplines, which makes it difficult to fully meet the strong demand of the industry in terms of quantity and quality of talent supply. As a result, the research on the cultivation mode and implementation path of tourism new media professionals has become a new topic focusing on the field of professional construction and personnel cultivation related to higher education and vocational education. Therefore, in this study, the supply and demand relationship of professional talents is taken as the breakthrough point to find the crux of the problem and explore the solution, in an attempt to provide theoretical guidance for the practice of tourism new media professional education and personnel cultivation.

II. The analysis of the demand for tourism new media professionals

In this study, Ctrip, Qunar, Mafengwo, Tuniu and other enterprises and institutions with obvious demand for tourism new media talents, such as online media, large OTA websites and Internet platforms, are selected by purposive sampling method, and the data of tourism new media talents demand are summarized by Python software. An analysis on the demand of employment units (including R&D, operation and marketing) reveals that the proportion of R&D posts (54.36%) is much higher than that of operational posts (28.33%) and marketing posts (17.31%), and among the three basic positions of network R&D, technology research and development (36.98%) is also higher than product design (11.36%) and engineering testing (6.02%), indicating that the tourism new media industry needs highly educated and high-quality compound talents with basic knowledge of network information technology and tourism industry. The relevant recruitment and post requirements are shown in Tables 1- 3. The analysis of specific post requirements shows that:

2.1 Academic qualifications

At present, the requirements for R&D positions of tourism new media talents are mainly bachelor degree or above, while the operation and marketing positions have lower requirements for academic qualifications. The demand for R&D jobs accounts for more than half of the total demand for jobs, but the shortage of talents with bachelor degree or above in the job market leads to the unsatisfied demand for quantity.

2.2 Professional knowledge

Most of the new tourism media positions have high requirements on the knowledge of network information technology, and also on the basic knowledge and skills of the candidates in the tourism industry. Besides, graduates from various domestic universities (secondary vocational, junior college, undergraduate and graduate) lay particular stress on one aspect of network information technology or tourism knowledge and skills due to their differences in cultivation level, professional direction, course content and teaching emphasis, resulting in incomplete knowledge structure of compound talents and unsatisfied demand for knowledge reserve.

2.3 Basic quality

The new tourism media positions have high requirements on the basic professional accomplishment and qualities of talents, such as sense of responsibility, practical and operational ability, team organization awareness, psychological endurance, willingness to innovate and forge ahead, autonomous learning level and language communication level. However, in most colleges and universities, due to the limitation of discipline type and specialization degree, and the lack of cultivation channels, students can't get special courses or cultivation to improve their basic quality during their school years, which leads to the unsatisfied basic quality needs of talents [6].

Table 1 Summary of recruitment needs and job requirements for tourism network R&D posts

Title of job	Job requirements
Product managers of new travel media	Bachelor degree or above, major in computer science or related; Understanding on the dissemination rules of interactive products such as online communities, SNS and microblog; Being data sensitive, adept at data analysis, and result oriented; enthusiastic, willing to work under

	<p>pressure, and skilled in thinking; Being innovative in proposing new concept products, innovative product business models or existing product improvements and packaging; having relevant knowledge of tourism product design and operation.</p>
Technological front-end R&D personnel of new tourism media	<p>Bachelor degree or above, with solid foundation in computer major and experience in Web/H5 development; Being proficient in using JavaScript libraries or frameworks commonly used in the industry (React-based/Vue/Angular), with experience in using React framework and Redux and other related technologies to complete mobile terminal development; In-depth understanding of JavaScript technology, such as ES6+, skilled in HTML5 and CSS3; Being proficient in using NodeJS to build Web applications; Being familiar with the use and basic principles of front-end engineering solutions (Webpack); Experience in mobile web development and Hybrid development is preferred;</p>
Technological backstage R&D personnel of new tourism media	<p>Full-time bachelor degree or above, major in computer, software engineering or related; Basic data structure and algorithm, good command of JAVA, ability of other programming languages is preferred; Having the ability to design large and medium-sized internet back-office services; ability to develop traditional software model and familiarity with agile development; With good document level and ideal coding style; Having clear thinking, work standard, good communication, strong sense of responsibility, good team cooperation, great enthusiasm for technology research and development.</p>
Test engineers of tourism new media	<p>Bachelor degree or above in computer science or related major, with relevant working experience in Internet testing or development; Familiarity with programming languages such as java or python; Familiarity with test theory, process and method, and being skilled in using mainstream functions or automatic test tools; Familiarity with at least one database management system, such as sqlserver/mysql, and ability to write sql statements skillfully; Having certain ability of business analysis, communication and expression and comprehensive coordination, and being proactive in work.</p>

Table 2 Summary of recruitment needs and job requirements for tourism network operational posts

Title of job	Job requirements
Text production and editor	<p>Basic knowledge of tourism industry; Bachelor degree or above with relevant working experience; Proficiency in Office software, CET-6 or above, excellent Chinese and English writing skills; Good communication skills, good organization and coordination skills, innovative spirit, and ability to accurately understand the needs of business departments; Assisting superior in team work, coordinating and communicating with various departments.</p>
Video creative designers	<p>Bachelor degree or above, background or experience in graphic design, painting production, digital media, visual communication and other related disciplines; Proficiency in editing software such as After Effects and Premiere, and graphic design software such as Photoshop, Illustrator and Sketch, and familiarity with three-dimensional production tools (any of Cinema 4D/3Ds MAX/MAYA); Familiarity with video production process, ability to independently complete all kinds of 2D/3D video and animation design work, strong performance, understanding of lens language, systematic video production cultivation, skilled operation and use of camera</p>

equipment are preferred;

Having a good level of writing and integration, ability to make keen information acquisition and analysis with a certain creativity;

Good team cooperation, fluent communication, strong organization and coordination, innovative spirit, dedication, strong sense of responsibility, willingness to work under pressure.

Customer service specialists	<p>College degree or above, being standard and proficient in Mandarin and English, polite in speaking and soft in voice;</p> <p>Proficiency in computer operation, such as word, excel and other office software operations;</p> <p>Excellent service awareness and professionalism, strong communication and adaptability, and positive attitude;</p> <p>Good interaction with fans to improve user adhesion;</p> <p>Being innovative, active in work, diligent in thinking, curious about new knowledge and technology, and active in learning.</p>
Operation & maintenance technical support engineers	<p>Bachelor degree or above in full-time universities, major in computer science or related;</p> <p>Having development experience and successful project cases;</p> <p>Proficiency in Python, Salt, ES/Kafka and other automatic operation and maintenance tools and languages, familiarity with the basic knowledge of BS development. Those who are familiar with .Net and Java will be preferred;</p> <p>Strong sense of responsibility, ability to complete work independently, make unique analysis, accurate judgment and properly solve problems encountered;</p> <p>Good communication skills, good expression skills, innovative spirit, willingness to accept challenges.</p>

Table 3 Summary of recruitment needs and job requirements for tourism network marketing posts

Title of job	Job requirements
Copywriters	<p>Bachelor degree or above, with academic background or experience in journalism and public relations;</p> <p>Proficiency in editing and processing news or communication manuscripts, with certain practical experience related to media;</p> <p>Solid writing skills, good affinity, excellent expression ability and logical ability, and innovative ability;</p> <p>Proficiency in using Photoshop, Dreamweaver and other common tools;</p>
Publicists	<p>Bachelor degree or above, with public relations or media work experience, familiarity with online travel industry;</p> <p>Having extensive network media resources and knowledge of finance and internet;</p> <p>Good communication, coordination, overall planning and other work skills and good interpersonal relationships;</p> <p>Experience in crisis management, familiarity with crisis management strategies and processes;</p> <p>Having a high degree of work enthusiasm, sense of responsibility, team spirit and strong ability to resist pressure.</p>
Product specialists	<p>Bachelor degree or above with relevant business sales experience;</p> <p>Being enterprising and innovative, able to quickly learn new work patterns;</p> <p>Having good knowledge and operation skills of tourism industry, familiarity with channel sales of tourism products, operation rules in tourism industry, and tourism marketing strategies;</p>

Having excellent professional ethics and accomplishment, recognizing the post requirements of coexistence of pressure and incentives, and being able to maintain good working conditions on a continuous basis;
Experience in large hotel group or OTA operations.

III. The analysis on the supply of tourism new media professionals

3.1 The overall characteristics of talent supply from tourism colleges and universities

In recent years, the accelerated integration of tourism and related industries (especially the formation and development of new forms of tourism such as Internet+, Intelligent Tourism) has put some pressure on the supply of talents for tourism new media. The analysis of employment data of tourism colleges and universities shows that:

3.1.1 The total supply cannot meet demand

According to statistics of the Ministry of Culture and Tourism, 336 doctoral students and 2,832 master students were enrolled in tourism-related disciplines nationwide in 2018; 608 ordinary institutions of higher learning specializing in tourism management (such as tourism management, hotel management, exhibition economy and management) were opened, with 59,000 students enrolled; a total of 2,033 high and secondary vocational schools offering tourism management had enrolled 215,000 students^[7]. In many areas, the development speed of tourism education has slowed down, and some have stagnated or even shrunk, which has aggravated the current shortage of high-end talents in the tourism new media industry, and the supply of talents is far less than the social needs^[8].

3.1.2 The supply type and structure are not reasonable

The overall and long-term planning for the development of tourism education in China is insufficient. At present, it is showing a trend from simple and disordered expansion of low-level scale to slowing down, stagnation or even shrinking, and focusing on quality. The inherent pattern of "the main body of the professional education in the middle school, the assistance of the ordinary university education, and the promotion of the graduate education" formed since the establishment of tourism management discipline has not conformed to the market trend and changed. Due to the low scale efficiency of tourism colleges and universities, the low utilization rate of educational resources and the need to deviate from the development of the tourism industry, it is urgent to adjust the structure of existing colleges and universities appropriately so as to realize the transformation from extension to connotation growth, improve the quality of running schools and cultivate well-known brands^[9].

3.2 Cultivation programs and course implementation in institutions

At present, there is a big gap between the cultivation goal setting of applied talents of tourism management specialty and the requirements of new tourism media on the quality of employees, such as the curriculum teaching scheme and specific content are divorced from the development of the industry, and fail to correspond to the actual needs of enterprises. Therefore, there are still many "supply" problems that need to be solved urgently, which are mainly manifested in the cultivation of talents for new tourism media:

3.2.1 The orientation of professional cultivation needing to be adjusted

In the digital economy era with constant innovation and drastic changes in strategy, economy, culture, and technology, the original tourism professional education has been difficult to adapt to the requirements of the development of new tourism media and formats, and the problem of disconnection between school tourism talents cultivation and social needs is serious because of the traditional cultivation scheme^[10]. It is urgent to reposition the cultivation scheme for tourism new media professionals, and integrate the allocation of teachers and the construction of curriculum system to accurately grasp the characteristics of the times in response to the social development in the industry field.

3.2.2 Misalignment of objectives and confusion of contents at all levels of cultivation

Currently, in the cultivation of colleges and universities, there are dislocations in the cultivation objectives of different levels of tourism profession talents, confusion in teaching contents, and unclear levels. How to keep up with the development trend of the new tourism industry and start from the actual needs of the cultivation objects

has become the core issue of the reform of the education and cultivation mode of students in colleges and universities at all educational levels.

3.2.3 Unreasonable proportion and structure of courses

Structurally, related colleges and universities have a high proportion of theoretical courses and hours, and many teaching links. The cultivation process of tourism talents is still dominated by the inculcation of traditional tourism theoretical knowledge^[11], which has also been unable to meet the actual needs of compound talents with both network information technology and basic knowledge of the tourism new media industry.

In terms of content, for example, although the 2018 undergraduate tourism management talent cultivation program of a domestic university has teaching contents related to the field of network information technology (such as courses of Access Program Technology, Mobile Web Development Technology Foundation, Python Program Technology, Computer Network And Database Technology and Application), it is still insufficient when compared with the demand for talents in the industry, which directly leads to the imbalance between supply and demand of talents in the tourism new media industry^[12]. The general education curriculum does not give enough support to the cultivation of students' general ability, professional ethics and professional feelings.

3.2.4 Non-prominent features of professional practice teaching

The essential characteristics of practice-oriented talents cultivation are ignored in the process of cultivation implementation. However, in fact, the major of tourism new media has some outstanding problems, such as the low proportion of classes and hours of practical teaching courses, the poor effect, the lack of professional teachers' guidance in students' cultivation, and the disconnection between professional teaching and industry-university-research cooperation.

3.2.5 Deficiencies in teaching supervision and evaluation management

There are still some problems in the overall setting of theoretical and practical courses for relevant majors, such as the deviation of the objectives, the lack of effective research and industry data support in the design process^[13], the lack of establishment of teaching quality monitoring system, and the need to improve effective course evaluation methods.

IV. Suggestions on reconstructing the cultivation path of tourism new media professionals

To break the current structural contradiction between the quantity and quality of tourism new media professionals, colleges and universities need to reconstruct their cultivation path. The specific measures are as follows:

4.1 Adjusting the goal and orientation of professional personnel cultivation and optimizing the course teaching system

In order to make the hierarchical structure system of tourism education more in line with the development needs of tourism new media industry, colleges and universities should adjust and improve the training pattern of pyramid-shaped tourism talents so as to conform to the law of running schools, and then realize the connotative development of tourism education^[14]. Colleges and universities, as the main platform for the supply of talents for new tourism media, should focus on strengthening the interdisciplinary professional knowledge of network information technology and training new compound practical talents to meet the job demand.

4.1.1 Focus on the vocational education goal of cultivating basic applied talents

Colleges and universities that offer the major of new media for tourism can position the cultivation objectives of vocational education as providing basic applied talents in relevant fields of the industry, and determine specific training objectives according to levels that ordinary colleges and universities should focus on cultivating basic applied research and applied management talents, ordinary higher vocational colleges on talents with basic applied skills, and secondary vocational colleges on basic applied service talents. Therefore, it is suggested that the government and education authorities should pay attention to improving the conditions and environment for running schools and strengthening policy guidance and resource allocation. Colleges and universities should also

take advantage of the trend, straighten out the relationship, open up vocational education channels at different educational levels, make the concept category and function division of each training level clearer, and form a multi-level and multi-stage tourism new media talent training education system with complete levels and complete academic system, thus providing institutional education guarantee for the output and supply of all kinds of tourism new media talents^[15].

4.1.2 Optimization of curriculum system to meet the needs of new tourism media posts

The professional curriculum system of relevant colleges should be connected with the post function of tourism new media industry, which not only reflects the basic theoretical knowledge and ability characteristics of tourism, but also has the professional characteristics of cross-disciplinary disciplines such as network information technology, highlighting the innovation in the digital economy era and reflecting the new tourism format and new field knowledge content. Besides, the proportion of class hours should be adjusted appropriately, the proportion of practical teaching should be increased, and students' innovative practical ability in the application of new media should be improved effectively. Based on the characteristics and talent needs of the industries such as the rise of mass tourism, the construction of ecological civilization, the prosperity and development of culture, the empowerment of information technology, the integration of cultural tourism, the upgrading of global tourism, the optimization of public services, the rise of leisure and vacation, the poverty alleviation and enriching the people through tourism, the teaching content should be continuously enriched and expanded, and a new tourism media professional curriculum system conducive to the career development of students should be gradually constructed and formed to train and provide compound talents for the industry^[11].

4.2 The construction of new liberal arts as a guide to promote the development and integration of tourism new media discipline

4.2.1 Integrating new media-related literacy courses into the cultivation plan of new arts in tourism

In recent years, domestic colleges and universities have accelerated the pace for the construction of new liberal arts, whose essence is the cross-discipline based on demand and the knowledge integration based on practice. Faced with the plight of tourism new media demand for talents, colleges and universities should integrate relevant educational contents into the new liberal arts training program in a reasonable form according to the market demand of professional literacy skills and their own school resources and characteristics, and flexibly set up interdisciplinary course teaching contents with discipline span according to the corresponding research direction, such as promoting the application of new technologies such as the Internet and big data, integrating artificial intelligence technology into tourism professional teaching, and offering courses such as *Application of Python on a new tourism media* and *Application of Data Mining in Tourism Industry*, etc.

4.2.2 Promoting the innovation of teaching mode of new liberal arts education with new media as a tool

On the teaching level, in order to continuously optimize the teaching mode and expand the scale of new liberal arts education, colleges and universities should further accelerate the reform of teaching means and methods, and flexibly combine online/offline teaching, blended teaching, new media application and social practice teaching according to actual needs. Teachers should apply new media technology to tourism teaching, combine teaching with social service and practice, set up a series of experiential courses of social service, encourage students to participate in social service and public welfare undertakings, focus on the cultivation of students' network information technology and information media application ability, and focus on incubating talents who make good use of new media to communicate and spread Chinese culture. In short, the cultivation of professional quality should always run through the whole process of teaching related majors in vocational colleges, especially in the basic links where teachers can widely use industry field visits or classic case simulation analysis and other teaching methods.

4.3 Focusing on professional orientation and major features, promoting the connotation of running a school of tourism new media

4.3.1 Highlighting the characteristics of professional school-running mainly based on practical application

Colleges and universities can continuously explore the orientation and characteristics of tourism new media talents

cultivation that are suitable for economic and social development in combination with their own advantages, and realize differentiated competitive advantages. Besides, they should also focus on the four practical links, namely, on-campus and off-campus practice, internship and graduation design (thesis), give full play to the advantages of classroom teaching, extracurricular activities and online classroom, and set up corresponding practical courses to continuously improve students' practical ability.

4.3.2 Leading the design development process through reverse design

It is suggested that colleges and universities should follow the principle of "reverse design" and design training objectives and teaching models according to students' necessary abilities in tourism new media industry. For example, to cultivate the ability to produce podcasts, students should master the whole production process of podcasts from idea to realization, including developing audio story narration, creating a brand podcast series, interacting with target audiences, creating professional audio, learning to edit audio, scripting and tracking, developing marketing plans, etc. Focusing on the core professional competence, the relevant curriculum projects are condensed to continuously improve the students' professional practical ability and level with project guidance.

4.3.3 Creating a characteristic teaching team through external introduction and internal training

Teachers are the key to the cultivation of professional talents. Colleges and universities can gradually optimize the dual-qualified teachers by strengthening "external introduction" and "internal training". At present, most of the teachers of tourism new media major have professional backgrounds in tourism management, geography, accounting and so on, but there are relatively few cross-type or practical teachers with information technology-related professional backgrounds. Under the situation of vigorous development of smart tourism and widening talent gap in tourism new media, colleges and universities should adjust the existing teacher structure, and introduce various types of teachers with certain information technology foundation through multiple channels, such as introducing senior managers with higher professional ability and practical experience in tourism enterprises, and gradually introducing high-level talents in media-related disciplines and technical fields to enrich the teaching staff, so as to realize cross-border empowerment and benign interaction between academia and industry.

4.4 Deepening integration of production and education in school-enterprise cooperation and improving the quality of tourism new media talents

The tourism new media enterprise, as the first line directly facing the demand of the tourism market, is the organization with the best understanding of the market demand and the development of the tourism new media model, which can provide resources and practical training opportunities for colleges and universities to cultivate talents with tourism new media technology skills^[16]. Colleges and universities should introduce employees in tourism new media industry into the classroom, and introduce cutting-edge theories and technologies in tourism new media into the classroom through lectures, forums and part-time classes, so that students can base on cutting-edge theoretical and practical knowledge. At the same time, the daily teaching process should be integrated into the real-life observation, real-life investigation or post probation of tourism enterprises, and the infiltration teaching method led by tutors and assisted by teachers should be adopted to train students' ability of knowledge application and technical operation, and promote the effective synergy between theoretical knowledge and students' practice^[17]. Practice enables students to have a deep understanding of the individualized needs of the market, enterprises and tourists, better complete self-skills training, improve their professional quality, and combine theory with practice, so that they can grow into high-quality comprehensive employees with enthusiasm, feelings, responsibility and development potential^[18].

4.5 A combination of measures to broaden channels to strengthen the cultivation of students' creative and practical ability

Due to the lack of systematic innovative and innovative courses and activities in the teaching of traditional tourism major, which is not conducive to the cultivation of students' innovative and entrepreneurial ability, the tourism new media related majors in colleges and universities can actively and multi-channel provide opportunities for students to participate in innovative and entrepreneurial practice, and constantly incubate innovative and entrepreneurial projects and guide students to participate in the practice through teachers' issues, school-enterprise cooperation and

other means, so as to encourage students to participate in various innovative and entrepreneurial competitions. In order to support students to carry out innovation and entrepreneurship activities, colleges and universities should provide or build corresponding support resources, provide technical and financial support for students with willingness and ability in related majors, and actively create an innovative and creative cultural atmosphere.

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