

Research on Improving the Quality of Master of Tourism Administration under the Background of Culture and Tourism Integration

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Abstract: As the core driving force of industrial upgrading, culture and tourism integration puts forward the three-dimensional ability requirements of "culture + tourism + technology" for multi-disciplinary talents. At present, the training of Master of Tourism Administration has problems such as prominent disciplinary barriers, loose connection between industry and education, and lagging application of technology. It is urgent to adapt to the needs of new business forms through mode innovation. Based on the trend of cultural and tourism integration, this paper proposes to improve the quality of tourism management professional master's talent training from aspects such as interdisciplinary collaboration, practice platform construction and digital technology empowerment.

1. Introduction

The integration of culture and tourism fundamentally requires a developmental perspective, emphasizing symbiotic growth and mutual benefits between industries. This convergence creates cultural-tourism products and industrial ecosystems through the fusion of cultural and tourism elements. The ultimate goal is to achieve mutual reinforcement and coordinated development among cultural initiatives, cultural industries, and tourism sectors, thereby driving comprehensive progress in societal cultural advancement.

With the expansion of the scale of tourism management postgraduate students, how to improve the educational quality of these postgraduate students has become a crucial task for relevant institutions. The Master of Tourism Administration aims to cultivate responsible, professionally competent tourism talents with an international perspective. It is committed to cultivating high-end composite leading talents in cultural and tourism with patriotic feelings, international competence, and strategic thinking. Graduates will possess a solid understanding of tourism theory, management methods, and practical skills, along with excellent communication abilities and the capacity to solve real-world problems. The students are required to master solid basic theory and broad professional knowledge in the field of tourism management, have a sense of social responsibility, entrepreneurship and innovation ability and tourism professional quality, have an international vision and strategic thinking ability, and be competent for the practical work of modern tourism and related industries[1]. They will be well-prepared for high-level, applied, and composite tourism management roles[2].

2. Opportunities of Culture and Tourism Integration for Talent Training of Master of Tourism Administration

2.1. Culture and Tourism Industrial Development Provides Demand Support for the Talent Training of Master of Tourism Administration

With the recovery of the global economy and the improvement of people's living standards, the tourism market shows a trend of continuous growth, and people's demand for tourism experience continues to increase. The Master of Tourism Administration has a very broad prospect in the future, and the Master of Tourism Administration will pay more attention to innovation and technology and

sustainable development, and train more professional talents with international vision and cross-cultural communication ability. In the digital age, the tourism industry is undergoing a profound transformation. The proliferation of mobile technology has given a significant boost to the digital transformation of the tourism industry. IT technology enables the intelligence of tourism facilities by connecting various devices and sensors. Virtual Reality (VR) and Augmented Reality (AR) technologies are bringing new ways of experiencing the tourism industry. Blockchain technology, with its decentralization and high security, provides a new solution in travel booking and payment. With the continuous development and innovation of technology, the digital transformation of the tourism industry is gradually changing the way tourism services are provided, offering tourists a richer, more convenient and personalized travel experience, and also bringing revolutionary changes to the operation and management of tourism enterprises[3]. The training of Master of Tourism Administration is to cultivate first-class versatile international tourism talents with distinctive characteristics in China. In particular, to cultivate composite international tourism talents full of innovative spirit and creative capability who have high career competence of tourism management and high level of foreign language proficiency, master mathematical analysis methods and modern Big Data analysis technology, and have strong ability to solve practical problems.

2.2. The Practice of Culture and Tourism Integration Provides Path Support for the Training of Master of Tourism Administration

The training of Master of Tourism Administration should demonstrate the combination of academic research and industry practice, with practical application and vocational orientation as its fundamental characteristics and requirements. In the process of talent development, cultural-tourism integration facilitates better alignment between research rigor, professional competence, and practical implementation—this embodies the deep integration of industry and education. Practical experience in cultural-tourism integration shows that the tourism industry requires higher education institutions to implement industry-education collaboration, cultivating high-level applied talents who are proficient in their field, capable of operational skills, and adept at management. By promoting tourism through culture and highlighting culture through tourism, the programs of Master of Tourism Administration must integrate practical application, vocational orientation, and academic research in talent cultivation. This necessitates leveraging industry-education integration platforms, university-enterprise faculty teams, and collaborative projects in curriculum design, internship programs, and academic training to address real-world challenges, thereby enhancing the research capabilities, practical competencies, and comprehensive professional qualities of specialized graduates.

3. Problems Facing the Talent Training of Master of Tourism Administration

3.1. The Community of Interests for Cultivating Talents in Master of Tourism Administration has not yet Formed

The integration of industry and education in cultivating Master of Tourism Administration involves multiple stakeholders including government cultural tourism departments, cultural tourism institutions, cultural tourism enterprises, and universities. These four entities have significantly different objectives: government departments focus on macro-regulation, cultural tourism institutions prioritize cultural preservation and heritage transmission, cultural tourism enterprises pursue economic benefits, while universities concentrate on talent development. The primary challenge lies in coordinating these stakeholders' demands to ultimately form a unified community of shared interests, which is the key obstacle in deepening industry-education collaboration for programs of Master of Tourism Administration[4].

3.2. The Current Educational-industry Integration Platforms for Administration Programs Lack Sufficient Support in Talent Cultivation

The industry-education integration platform refers to a collaborative initiative jointly established by universities, government cultural tourism departments, cultural tourism institutions, and cultural tourism enterprises. Currently, the most common industry-education integration platforms for Master of Tourism Administration programs are primarily joint graduate training bases. Traditional platforms like these joint graduate training bases face challenges in scaling up operationally, deepening practical implementation, and receiving coordinated policy support regarding enrollment quotas, educational resource allocation, and reforms in graduate training mechanisms. In terms of institutional support, such platforms serve as a bridge that harmonizes the diverse value propositions of four key stakeholders: government cultural tourism authorities, cultural tourism institutions, cultural tourism enterprises, and universities[5].

4. Talent Training Mode of Tourism Administration Master's Degree under the Background of Culture and Tourism Integration

4.1. The Training of Master's Students in Tourism Administration Focuses on the Talents of Mass Entrepreneurship and Innovation

The creative transformation and innovative development of China's outstanding traditional culture constitute the core mission of Master of Tourism Administration programs in higher education. Program administrators must not only deepen their scientific understanding of traditional cultural heritage but also seamlessly integrate it into curriculum design. As a vital platform for preserving and advancing China's cultural legacy, the cultural-tourism integration requires cultivating high-caliber professionals with comprehensive competencies: cultural literacy, tourism expertise, technological proficiency, and innovative thinking[6]. These talents should particularly demonstrate profound comprehension of traditional culture's historical significance and contemporary relevance, mastering the art of sustainable inheritance through preservation and innovation – ultimately emerging as cultural-tourism innovators for the new era.

4.2. The Training of Master's Students in Tourism Administration takes Knowledge Literacy and Practical Ability as Two Wings

Higher education institutions implement dual-track programs: First, they develop specialized curriculum clusters in cultural tourism to enhance the cultural literacy of Master of Tourism Administration. Second, practical skill development courses are integrated into the curriculum through entrepreneurship training, strategic planning modules, and operational management programs. Practical courses such as "Introduction to Cultural Entrepreneurship", "Innovative Business Model Design for Tourism", "Creative Conceptualization and Implementation", "Practical Decision-Making in Cultural Tourism Enterprises", "Museum Operations and Digital Management", and "Cultural Tourism Entrepreneurship Simulation" are offered to comprehensively cultivate innovative and entrepreneurial capabilities among Master of Tourism Administration graduates.

4.3. The Training of Master of Tourism Administration Takes the Creation of New Knowledge Groups as the Foundation

The cultural tourism industry demands comprehensive and interdisciplinary expertise from Master of Tourism Administration. The classification, evaluation, conservation, and development of tourism resources require knowledge in geography, meteorology, and biology. Tourism management aspects such as opportunity cost analysis, industrial cluster effects, and human resource management demand expertise in financial management, accounting, economics, psychology, and management. Socio-cultural impact assessments and heritage preservation in tourist destinations necessitate knowledge from ethnography, anthropology, folklore studies, and sociology. Meanwhile, big data analytics, smart product development, and digital services in the cultural tourism sector require skills in artificial intelligence, big data, and cloud computing.

4.4. The Training of Master's Students in Tourism Administration is Guaranteed by the Establishment of A School-enterprise Integrated Teaching Team

The advantage of university-enterprise integrated faculty teams lies in cultivating Master of Tourism Administration students' innovation and entrepreneurship capabilities, market sensitivity, and adaptability. Universities are committed to regularly reviewing and updating course content to ensure relevance and competitiveness, expanding program offerings in emerging areas such as sustainable tourism, digital marketing, and tourism analytics, fostering interdisciplinary collaborations to create unique specializations (e.g., tourism and entrepreneurship, tourism and public health), Incorporating experiential learning opportunities like internships, field trips, and case studies to bridge the gap between theory and practice.

4.5. The Training of Master of Tourism Administration is Driven by Cultural Tourism Boom

The growing synergy between digital media and cultural tourism marks a new chapter in China's efforts to promote its rich historical and cultural assets. By leveraging popular media like games and films, these projects have created immersive experiences that captivate audiences and encourage them to explore the country's storied past firsthand. As China continues to innovate its cultural tourism, the integration of modern media with traditional heritage is set to redefine the landscape, offering both locals and international visitors a unique and enriching way to engage with the nation's rich cultural tapestry. The emergence of cultural and tourism micro-dramas has, to some extent, resolved a long-standing challenge for local cultural and tourism industries. In the past, localities considered leveraging historical figures to promote their cultural and tourism resources, but the operational complexity and policy risks associated with television dramas were too high, and the market considerations for movies often led to a situation where there was much talk but little action. The lightweight micro-drama has put an end to these troubles, achieving both the leveraging of fame and deep integration with the tourism industry.

5. Talent Training Path of Master of Tourism Administration under the Background of Culture and Tourism Integration

5.1. Industry-Education Integration Consortium for Master of Tourism Administration Programs

With China encouraging the development of creative cultural products with various themes such as the Great Wall and Red tourism, local governments has launched a campaign aiming to promote tourist goods. The campaign is focusing on key villages and counties to develop rural tourism as well as quality tourist attractions and holiday resorts. Online sales of the products on e-commerce platforms or through livestreaming are also encouraged to better meet the demands of tourists and locals by expanding the consumption of such goods. Authorities have stressed efforts to improve the quality of Master of Tourism Administration education and support the employment of Master of Tourism Administration students. The industry-education integration consortium aims to align training objectives that meet both the innovation demands of cultural tourism enterprises and the educational requirements of university programs. The consortium involves creating supportive platforms for cultivating industry-education integrated tourism management professionals.

5.2. Establishing an Industry-Education Integration Mechanism for Master of Tourism Administration Programs

China is moving to foster more cultural tourism brands and promote high-quality development of cultural tourism sector, as policymakers seek to empower manufacturing, expand domestic demand and create jobs. It has been stressed that more efforts will be made to advance producer services toward greater specialization and the higher end of the value chain, and foster high-quality, diverse and accessible consumer services. From central authorities to local governments, China is stepping up efforts to explore concrete pathways for unlocking the cultural tourism sector's role in fostering new quality productive forces. The requirements of the cultural tourism industry regarding

knowledge structure, innovation capabilities, and comprehensive qualities are integrated into written tests and interviews. Simultaneously, a dual-mentorship system supported by both universities and cultural tourism enterprises is established.

5.3. Developing Industry-Education Integration Evaluation Metrics for Master of Tourism Administration Programs

The Master of Tourism Administration is an education program for the professional degree that cultivates the high-end application-oriented and multi-ability talents for tourism management. The program is committed to nurturing students with a sense of social responsibility, entrepreneurial and innovative capabilities, and tourism professional qualities. It aims to develop high-level, application-oriented professionals with an international perspective and strategic thinking, capable of managing and working in modern tourism and related industries. These evaluation indicators include: 1) Industry-Education Integration Philosophy Evaluation (covering guiding principles, theoretical foundations, and educational objectives aligned with cultural-tourism integration goals); 2) Industry-Education Integration Mechanism Evaluation (including management systems, organizational structures, and quality supervision frameworks); 3) Industry-Education Integration Element Evaluation (covering faculty teams, funding allocation, and organizational coordination); 4) Industry-Education Integration Effectiveness Evaluation (measuring R&D investments and economic returns in cultural tourism enterprises, as well as faculty development and student social recognition). Tourism management professionals should possess dual expertise as educators and engineers, demonstrating teaching competence, practical skills, and research capabilities. Student social recognition measures government evaluations from local cultural tourism departments, public institutions, and industry leaders regarding graduates' skill proficiency, post-graduation income levels, problem-solving abilities, and contributions to socio-cultural development.

6. Conclusion

The training of tourism management master's degree needs to break the traditional disciplinary boundaries, and create a three-dimensional reconstruction of "cultural in-depth exploration + technology empowerment + industrial coordination" to create a composite talent with cultural insight, technology application and business operation, so as to provide intellectual support for the high-quality development of cultural and tourism integration.

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