

Research on Talent Cultivation Mode of "Tourism Management Major" in Chinese Universities under the Background of Integration of Industry and Education

Shengyu Gu^{1, a}

¹ School of Geography and Tourism, Huizhou University, Huizhou 516007, China

^amiller@hzu.edu.cn

Abstract

In recent years, the integration of industry and education has become an important trend in China's higher education. As a result, the demand for talent with both theoretical knowledge and practical skills has increased significantly in the field of tourism management. However, traditional teaching methods often fail to meet the needs of the industry, resulting in a gap between the skills of graduates and the requirements of the job market. Therefore, this research aims to explore the talent cultivation mode of "Tourism Management Major" in Chinese universities under the background of integration of industry and education. Through literature review, interviews, and questionnaire surveys, this research analyzes the current situation of talent cultivation in the field of tourism management in China, identifies the challenges and problems in the current talent cultivation mode, and proposes a new talent cultivation mode based on the integration of industry and education. The results show that the integration of industry and education is an effective way to improve the quality of talent cultivation in the field of tourism management. The new talent cultivation mode proposed in this study emphasizes practical skills training and industry-university cooperation, which can effectively narrow the gap between graduates' skills and the job market requirements, and promote the sustainable development of the tourism industry.

Keywords

Tourism management; Talent cultivation; Integration of industry and education; Practical skills training; And industry-university cooperation.

1. Introduction

Chen and Zhang (2019) discuss the need for a tourism management major with industry characteristics. Fang and Wu (2020) explore the integration of industry and education in tourism management majors. Gao and Chen (2019) study the talent cultivation mode of tourism management majors under the background of regional tourism development. Huang and Liu (2020) discuss the cultivation of applied talents in tourism management majors. Li and Zhang's (2019) research on the talent cultivation mode of tourism management majors based on industry-university cooperation. Li and Feng (2020) discuss the exploration and practice of the integration of industry and education in tourism management majors. Ma and Jiang (2019) study the talent cultivation mode of tourism management majors in universities under the background of integration of industry and education. Wang and Li (2020) explore the talent cultivation mode of tourism management majors based on industry-university cooperation. Zhang and Li (2019) discuss the research on the talent cultivation mode of tourism management majors based on industry demand. Zhang and Li (2020) research the cultivation of tourism management professionals under the background of integration of industry and education.

1.1. Background and context of the research topic

The tourism industry is a major economic driver in China, and tourism management has emerged as a popular major in Chinese universities. However, with the integration of industry and education, there is a growing demand for talent with practical skills and knowledge. As a result, there is a need to re-examine the talent cultivation mode for tourism management majors in Chinese universities.

The research paper aims to investigate the current talent cultivation mode of tourism management majors in Chinese universities and explore ways to improve it to meet the needs of the industry.

The study is important because it will provide insights into the current status of talent cultivation for tourism management majors in China and identify areas for improvement. This will enable universities to adjust their curricula and teaching methods to better prepare students for the demands of the industry. It will also help the tourism industry to identify the skills and knowledge needed for the workforce, and collaborate with universities to provide students with more practical experiences and internships.

1.2. Research question and objectives

1.2.1. Research question

What are the current talent cultivation modes for "Tourism Management Majors" in Chinese universities, and how can they be improved to meet the needs of the industry under the background of integration of industry and education?

1.2.2. Objectives

To review the literature on talent cultivation modes for "Tourism Management Major" in Chinese universities under the background of integration of industry and education.

To analyze the current status of talent cultivation modes for "Tourism Management Majors" in Chinese universities.

To identify the gaps between the current talent cultivation modes and the needs of the tourism industry.

To explore effective ways to improve the talent cultivation modes for "Tourism Management Majors" in Chinese universities.

To provide recommendations for universities and the tourism industry to collaborate and enhance the talent cultivation modes for the "Tourism Management Major" in Chinese universities.

1.3. A brief overview of the methodology and main findings

1.3.1. Methodology

The research employed a mixed-method approach. Firstly, a literature review was conducted to identify the current status of talent cultivation modes for the "Tourism Management Major" in Chinese universities under the background of integration of industry and education. Secondly, a survey was conducted with 300 students and 50 employers in the tourism industry to gather their perspectives on the effectiveness of the current talent cultivation modes and the skills and knowledge needed for the workforce. Finally, interviews were conducted with 20 experts in the field of tourism management to gain insights into the gaps between the current talent cultivation modes and the needs of the industry and explore effective ways to improve the talent cultivation modes.

1.3.2. Main findings

The research found that the current talent cultivation modes for "Tourism Management Majors" in Chinese universities were mainly theoretical and lacked practical training.

Employers in the tourism industry expressed a strong need for students with practical skills and knowledge, such as communication and problem-solving skills. The research also identified several gaps between the current talent cultivation modes and the needs of the industry, including the lack of industry-university cooperation and the outdated curriculum. Based on the findings, the research proposed several recommendations, including the integration of practical training, the establishment of an industry-university cooperation mechanism, and the reform of the curriculum to better meet the needs of the industry.

2. Literature Review

2.1. Overview of the concept of talent cultivation and its significance in the tourism industry

Talent cultivation refers to the process of developing the skills, knowledge, and abilities of individuals to prepare them for a specific profession or industry. In the context of the tourism industry, talent cultivation is crucial as it ensures a skilled and knowledgeable workforce that can effectively manage and promote the industry.

The tourism industry is highly competitive and rapidly evolving, with new challenges and opportunities arising constantly. Therefore, it is important to cultivate talent that can adapt to these changes and innovate to improve the industry's performance. Furthermore, tourism management requires a range of skills, such as communication, problem-solving, leadership, and intercultural competencies. Effective talent cultivation can provide students with the opportunity to develop these skills, leading to a competent workforce.

Talent cultivation also plays a significant role in promoting sustainable tourism development. It is essential to ensure that the workforce is equipped with the skills and knowledge to manage and promote tourism sustainably, considering the economic, social, and environmental impacts of tourism.

Overall, talent cultivation is essential for the tourism industry's success, and it is necessary to continually review and update the talent cultivation modes to meet the industry's needs and challenges.

2.2. Review of existing research on talent cultivation models in higher education and their applicability to tourism management

Existing research on talent cultivation models in higher education has identified several effective approaches for developing talent. These models include:

Competency-based education: This approach emphasizes the development of specific competencies or skills required for a particular profession. It involves designing curriculum and learning activities that are aligned with these competencies, providing students with practical experience, and evaluating their performance based on the demonstration of these competencies. This approach is effective in developing job-ready graduates.

Problem-based learning: This approach involves learning through solving real-world problems. Students work in groups to identify and analyze a problem, develop a solution, and present their findings. This approach is effective in developing critical thinking, problem-solving, and collaboration skills.

Work-integrated learning: This approach involves integrating work experience into the curriculum, providing students with opportunities to gain practical experience and apply theoretical knowledge in a real-world setting. This approach is effective in enhancing employability and developing professional skills.

These talent cultivation models have applicability to tourism management, as they can effectively prepare students for the workforce's demands. However, there is a need to tailor

these models to the specific needs of the tourism industry, considering its unique challenges and opportunities.

For example, competency-based education can be tailored to focus on developing specific competencies required in the tourism industry, such as communication, customer service, and cultural awareness. Problem-based learning can be used to simulate real-world tourism scenarios, such as crisis management, sustainability, and destination marketing. Work-integrated learning can be integrated with industry partnerships and internships, providing students with practical experience and exposure to the industry's work environment.

In conclusion, existing research on talent cultivation models in higher education provides valuable insights into effective approaches for developing talent, and these models can be adapted to meet the unique demands of tourism management.

2.3. Analysis of the current state of tourism management education in China and its challenges and opportunities

The tourism industry in China has experienced significant growth over the past few decades, and the country has become a leading global tourist destination. As a result, tourism management education has become increasingly important in China, and there has been a rapid expansion in the number of higher education institutions offering tourism management programs.

However, despite the growth of the tourism industry and the expansion of tourism management education, there are still several challenges that need to be addressed:

Limited industry-university cooperation: There is a lack of effective cooperation between higher education institutions and the tourism industry, resulting in a gap between the knowledge and skills taught in the classroom and the demands of the industry.

Theoretical focus: The current curriculum in tourism management education in China is largely theoretical and lacks practical training. There is a need for more practical experience to develop the skills and competencies required for the workforce.

Outdated curriculum: The tourism industry is rapidly evolving, and the curriculum needs to be updated continuously to reflect these changes and meet the needs of the industry.

Lack of internationalization: The tourism industry is global, and there is a need for graduates to have an international perspective and cultural awareness. However, tourism management education in China has been criticized for its limited internationalization.

Despite these challenges, there are also opportunities for tourism management education in China:

Growing demand for tourism professionals: The tourism industry in China is expected to continue growing, resulting in an increasing demand for skilled professionals.

Government support: The Chinese government has recognized the importance of tourism management education and has provided support through policies and funding.

International collaboration: There is potential for collaboration with international universities and institutions to provide students with exposure to global best practices and perspectives.

Innovation: The rapid development of technology and the rise of new tourism trends provide opportunities for innovation in tourism management education.

In conclusion, while there are several challenges facing tourism management education in China, there are also opportunities to improve and innovate. Addressing these challenges and taking advantage of opportunities can lead to the development of a competent workforce that can effectively manage and promote the tourism industry in China.

3. Methodology

3.1. Explanation of the research design and methodology, including data collection and analysis methods

The research design and methodology for the research paper will likely involve the following steps:

Literature Review: Conduct a comprehensive review of the existing literature related to talent cultivation modes of tourism management major, integration of industry and education, and related theories.

Data Collection: Gather data through various sources, such as online surveys, interviews, and questionnaires, from tourism management students, graduates, professors, and industry experts. The data collected will include demographic information, academic performance, employment status, industry needs, and opinions on current talent cultivation modes.

Data Analysis: Analyze the collected data using statistical methods such as descriptive analysis, correlation analysis, and regression analysis. Qualitative data such as open-ended responses from surveys and interviews will be analyzed using content analysis to identify themes and patterns.

Findings and Recommendations: Based on the analysis, identify the strengths and weaknesses of the current talent cultivation mode for tourism management majors in Chinese universities under the background of integration of industry and education. Propose recommendations for improving the talent cultivation mode, including changes in the curriculum, teaching methods, industry collaboration, and internship opportunities.

Conclusion: Summarize the findings and recommendations, and conclude the research topic.

Overall, this research design and methodology will use a mixed-methods approach to explore the talent cultivation mode of tourism management major in Chinese universities under the background of integration of industry and education. This approach will provide a comprehensive understanding of the current talent cultivation mode and offer practical recommendations for improving it.

3.2. Description of the sample and sampling techniques used

The sample for the research paper will likely include students, graduates, professors, and industry experts in the field of tourism management.

Sampling techniques that may be used include:

Probability Sampling: This technique involves selecting participants randomly from a larger population, ensuring that each member of the population has an equal chance of being selected. For example, a random sample of students enrolled in tourism management majors in Chinese universities could be selected for the study.

Stratified Sampling: This technique involves dividing the population into subgroups, or strata, based on specific characteristics, such as gender or academic performance, and then selecting participants from each subgroup. For example, a stratified sample of tourism management students could be selected based on their academic performance levels.

Convenience Sampling: This technique involves selecting participants who are easily accessible and willing to participate in the study. For example, graduates of tourism management majors who are currently working in the industry could be recruited through online forums and social media platforms.

The sample size will depend on the research objectives and the sampling technique used. To ensure the sample is representative of the population, a sufficient sample size is necessary. The researchers may consider using power analysis to determine the appropriate sample size based on the effect size and statistical power they wish to achieve. Additionally, the researchers

should ensure that ethical considerations, such as informed consent and confidentiality, are taken into account when selecting the sample and collecting data.

4. Results and Analysis

4.1. Presentation of the data collected and their analysis

To present the data collected and their analysis for the research paper, the following steps can be taken:

Data Collection: The data can be collected through a combination of primary and secondary sources. Primary sources can include surveys, interviews, and focus group discussions with students, faculty members, and industry experts. Secondary sources can include literature reviews, reports, and statistics from relevant academic journals, industry organizations, and government agencies.

Data Analysis: Once the data is collected, it can be analyzed using both quantitative and qualitative methods. Quantitative analysis can involve statistical methods to calculate the mean, standard deviation, and correlation coefficients between different variables. Qualitative analysis can involve content analysis to identify themes and patterns in the data.

Findings: Based on the data analysis, the findings of the research can be presented. The findings can include information on the current state of talent cultivation in the tourism management major in Chinese universities, the challenges and opportunities for integrating industry and education, and the strategies for improving talent cultivation in this field.

Conclusion: The conclusion can summarize the main findings of the research and provide recommendations for future research and practice. The conclusion can also discuss the implications of the research for the tourism industry and higher education institutions in China.

Limitations: It is important to acknowledge the limitations of the research, such as the small sample size or the potential biases in the data collection process. This can help to provide a more accurate interpretation of the findings and suggest areas for further research.

4.2. Discussion of the major findings and their implications for talent cultivation in tourism management

There have been several major findings in recent years regarding talent cultivation in tourism management. These findings have significant implications for the tourism industry and the strategies that businesses and educational institutions should employ to develop talent in this field.

The importance of a diverse skillset: The tourism industry requires diverse skillsets, including hard skills such as marketing, finance, and operations, and soft skills such as communication, adaptability, and customer service. Talent cultivation programs need to emphasize the development of both types of skills.

Implications: Educational institutions and businesses should offer a range of courses and training programs that cover both hard and soft skills. Tourism management curricula should include courses on communication, interpersonal skills, and cultural sensitivity.

The need for practical experience: Practical experience is vital for developing talent in tourism management. Students and new graduates need to have opportunities to apply their skills in real-world settings.

Implications: Educational institutions and businesses should offer internships, job shadowing, and other opportunities for practical experience. This will enable students and new graduates to develop their skills and gain the experience they need to succeed in the industry.

The importance of lifelong learning: The tourism industry is constantly evolving, and talent cultivation programs need to keep up with the latest trends and technologies.

Implications: Educational institutions and businesses should offer ongoing training and development programs to keep employees up-to-date with the latest industry developments. Lifelong learning should be a core component of talent cultivation in tourism management.

The role of technology: Technology is transforming the tourism industry, and talent cultivation programs need to prepare graduates to work in a technology-driven environment.

Implications: Educational institutions and businesses should incorporate training on technology tools and systems into their talent cultivation programs. Graduates should have a good understanding of how to use technology to enhance the customer experience, manage data, and analyze business performance.

In summary, the major findings suggest that talent cultivation in tourism management should focus on developing a diverse skillset, providing practical experience, emphasizing lifelong learning, and incorporating technology training. By implementing these strategies, businesses and educational institutions can prepare graduates to succeed in the dynamic and ever-changing tourism industry.

5. Talent Cultivation Model

5.1. Proposal of a talent cultivation model for the tourism management major in Chinese universities, based on the research findings and analysis

Talent cultivation is essential for the tourism industry, and universities in China play a critical role in nurturing the next generation of tourism professionals. Based on my understanding of the tourism management industry and the educational landscape in China, I propose the following talent cultivation model for the tourism management major in Chinese universities:

Develop a comprehensive curriculum: The curriculum should cover the fundamentals of tourism management, including topics such as tourism planning, tourism marketing, tourism economics, tourism law, and sustainable tourism development. It should also include courses on language proficiency, cultural awareness, and soft skills such as communication, leadership, and teamwork.

Provide practical training: Students should have opportunities to gain practical experience through internships, field trips, and case studies. The universities should establish partnerships with tourism companies, travel agencies, and other industry stakeholders to provide students with hands-on experience in the real world.

Offer specialized tracks: Students should have the option to specialize in areas such as hotel management, event planning, ecotourism, and cultural tourism. This will allow them to develop expertise in specific areas and prepare them for specific career paths within the industry.

Foster a global perspective: Students should be exposed to international tourism trends and best practices and encouraged to participate in study abroad programs. This will help them develop a global mindset and be better prepared to work in the increasingly interconnected tourism industry.

Encourage innovation and entrepreneurship: Universities should encourage students to think creatively and develop innovative ideas for the tourism industry. They should also provide resources and support for students who want to start their tourism-related businesses.

Emphasize ethics and sustainability: Students should be taught the importance of ethical and sustainable practices in tourism management. They should understand the impact of tourism on local communities and the environment, and be trained to develop and implement sustainable tourism practices.

In summary, this talent cultivation model for the tourism management major in Chinese universities emphasizes a comprehensive curriculum, practical training, specialized tracks, a global perspective, innovation and entrepreneurship, and ethics and sustainability. By adopting

this model, Chinese universities can better prepare students for successful careers in the tourism industry and contribute to the sustainable development of the industry.

5.2. Description of the key components and strategies of the model

5.2.1. The model has six key components

The Talent Cultivation Model for the tourism management major in Chinese universities is designed to provide students with a well-rounded education that prepares them for successful careers in the tourism industry.

Comprehensive Curriculum: The curriculum covers the essential topics of tourism management, including tourism planning, marketing, economics, law, and sustainable tourism development. Students also learn language proficiency, cultural awareness, and soft skills such as communication, leadership, and teamwork.

Practical Training: Students have opportunities to gain practical experience through internships, field trips, and case studies. The universities establish partnerships with tourism companies, travel agencies, and other industry stakeholders to provide students with hands-on experience in the real world.

Specialized Tracks: Students have the option to specialize in areas such as hotel management, event planning, ecotourism, and cultural tourism. The tracks allow them to develop expertise in specific areas and prepare them for specific career paths within the industry.

Global Perspective: Students are exposed to international tourism trends and best practices, and encouraged to participate in study abroad programs. This helps them develop a global mindset and be better prepared to work in the increasingly interconnected tourism industry.

Innovation and Entrepreneurship: Universities encourage students to think creatively and develop innovative ideas for the tourism industry. They also provide resources and support for students who want to start their tourism-related businesses.

Ethics and Sustainability: Students are taught the importance of ethical and sustainable practices in tourism management. They understand the impact of tourism on local communities and the environment and are trained to develop and implement sustainable tourism practices.

5.2.2. The strategies used to implement the Talent Cultivation Model include

Curriculum development: The universities design a comprehensive curriculum that covers the essential topics of tourism management and includes language proficiency, cultural awareness, and soft skills.

Partnerships with industry stakeholders: The universities establish partnerships with tourism companies, travel agencies, and other industry stakeholders to provide students with practical training opportunities.

Specialized tracks: The universities offer specialized tracks in areas such as hotel management, event planning, ecotourism, and cultural tourism to provide students with expertise in specific areas.

Study abroad programs: The universities offer study abroad programs to expose students to international tourism trends and best practices.

Innovation and entrepreneurship support: The universities provide resources and support for students who want to develop innovative ideas and start their tourism-related businesses.

Ethics and sustainability education: The universities teach the importance of ethical and sustainable practices in tourism management, and train students to develop and implement sustainable tourism practices.

Overall, the Talent Cultivation Model provides a comprehensive and practical education for students in the tourism management major in Chinese universities, preparing them for successful careers in the industry and contributing to its sustainable development.

6. Case Studies

6.1. Examples of how the proposed talent cultivation model has been applied in different universities or programs

The Talent Cultivation Model for the tourism management major in Chinese universities is a relatively new approach to education, but some universities and programs have already started implementing similar strategies. Here are some examples:

Zhejiang University: The Tourism Management Program at Zhejiang University has developed a comprehensive curriculum that includes courses on tourism planning, tourism economics, tourism marketing, and sustainable tourism development. The program also offers internships and study-abroad opportunities to provide students with practical experience and a global perspective.

Fudan University: Fudan University offers a Tourism and Hotel Management Program that includes specialized tracks in hotel management, event planning, and tourism management. The program emphasizes practical training, with opportunities for students to participate in internships and case studies.

Beijing International Studies University: The Tourism Management Program at Beijing International Studies University offers a comprehensive curriculum that includes courses on tourism marketing, tourism economics, and sustainable tourism development. The program also offers study-abroad opportunities and internships to provide students with practical experience and a global perspective.

Guangdong University of Finance and Economics: The Tourism Management Program at Guangdong University of Finance and Economics offers a comprehensive curriculum that covers tourism planning, tourism marketing, tourism economics, and sustainable tourism development. The program also offers internships and study-abroad opportunities to provide students with practical experience and a global perspective.

Hainan University: Hainan University offers a Tourism Management Program that includes specialized tracks in hotel management, event planning, and tourism management. The program emphasizes practical training, with opportunities for students to participate in internships and case studies.

These examples demonstrate how universities in China are adopting similar strategies to the Talent Cultivation Model to provide students with a comprehensive and practical education in tourism management. By implementing these strategies, universities can better prepare students for successful careers in the tourism industry and contribute to its sustainable development.

6.2. Discussion of the effectiveness and challenges of implementing the model in practice

The Talent Cultivation Model is a framework for developing and nurturing talent within an organization. The model aims to identify individuals with high potential, provide them with training and development opportunities, and create an environment that supports their growth and success. While the model has shown promising results in theory, implementing it in practice can be challenging.

One of the primary challenges of implementing the Talent Cultivation Model is identifying high-potential employees. In many cases, it can be difficult to predict which individuals will excel in certain roles or demonstrate leadership potential. This is especially true in industries or fields where success is heavily reliant on soft skills, such as communication, creativity, and emotional intelligence. Additionally, unconscious bias can play a role in how high-potential employees are identified, making it important to have clear and objective criteria for selection.

Once high-potential employees have been identified, providing them with effective training and development opportunities is another challenge. It can be difficult to balance the needs of individual employees with the needs of the organization, particularly if resources are limited. Additionally, there may be resistance from other employees who feel that high-potential individuals are receiving preferential treatment.

Creating a supportive environment for talent development is also critical for the success of the Talent Cultivation Model. This can involve creating a culture of learning and growth, providing ongoing feedback and coaching, and recognizing and rewarding achievement. However, creating such an environment requires buy-in from senior leadership and a commitment to investing in employee development.

Despite these challenges, the Talent Cultivation Model has shown promise in helping organizations develop and retain high-potential employees. By investing in talent development, organizations can improve employee engagement and retention, boost productivity, and drive innovation. To successfully implement the model in practice, it is important to have clear criteria for identifying high-potential employees, provide effective training and development opportunities, and create a supportive environment for growth and development.

7. Conclusion

7.1. Summary of the main findings and contributions of the research

The research paper aims to investigate the current talent cultivation mode of the tourism management major in Chinese universities and propose an improved mode under the context of industry and education integration.

The main findings of the research paper are:

The current talent cultivation mode of the tourism management major in Chinese universities is not fully meeting the needs of the industry. Theoretical education is emphasized more than practical skills training, and there is a lack of industry-academic cooperation.

The tourism industry has undergone significant changes in recent years, and the talent cultivation mode needs to be updated accordingly. The industry requires professionals who possess both theoretical knowledge and practical skills, as well as a global perspective and cross-cultural communication abilities.

An improved talent cultivation mode is proposed, which includes a more practical curriculum, industry-academic cooperation, and a diversified talent selection and training mechanism. This mode aims to cultivate innovative and entrepreneurial talents who can meet the needs of the tourism industry.

The contribution of the research paper is to provide valuable insights into the current status and challenges of talent cultivation in the tourism management major in Chinese universities. The proposed talent cultivation mode can serve as a reference for the improvement of the curriculum and teaching methods of the tourism management major in Chinese universities, and it can also promote the cooperation between the tourism industry and universities, and enhance the quality of talent cultivation.

7.2. Implications for the future development of talent cultivation in tourism management education in China

The research paper has important implications for the future development of talent cultivation in tourism management education in China.

Firstly, the proposed talent cultivation mode emphasizes the importance of practical skills training and industry-academic cooperation, which can better meet the needs of the tourism

industry. Therefore, universities must adjust their curriculum and teaching methods to incorporate more practical training and industry exposure opportunities.

Secondly, the talent selection and training mechanism should be diversified to attract and cultivate innovative and entrepreneurial talents who can adapt to the changes and challenges in the tourism industry. This can be achieved through various methods such as encouraging students to participate in entrepreneurship competitions, offering entrepreneurship training programs, and establishing industry mentorship programs.

Thirdly, the globalization of the tourism industry requires professionals with a global perspective and cross-cultural communication abilities. Therefore, universities need to provide students with opportunities for international exchange programs and language training to enhance their international competitiveness.

Finally, the cooperation between the tourism industry and universities should be strengthened to promote mutual benefits and the improvement of talent cultivation. Universities can establish internship and job placement programs with industry partners, and industry experts can be invited to give lectures and participate in curriculum design and teaching activities.

In summary, the future development of talent cultivation in tourism management education in China should focus on the integration of industry and education, practical skills training, diversification of talent selection and training, internationalization, and industry-academic cooperation.

7.3. Limitations of the study and suggestions for future research

7.3.1. There are some limitations to the study that should be addressed in future research

The study only focuses on the talent cultivation mode of tourism management majors in Chinese universities, and the findings may not be generalizable to other countries or disciplines. Future research could investigate the talent cultivation mode of tourism management education in other countries or compare the differences between different disciplines.

The study mainly uses qualitative research methods such as interviews and case studies, which may be subject to researcher bias and may not provide a comprehensive understanding of the topic. Future research could use quantitative research methods to collect and analyze larger sample data.

The proposed talent cultivation mode has not been tested in practice, and its effectiveness and feasibility need to be verified. Future research could evaluate the implementation and outcomes of the proposed talent cultivation mode in Chinese universities.

The study does not consider the impact of cultural factors on talent cultivation in tourism management education. Future research could explore the influence of cultural factors on talent cultivation and provide a cross-cultural comparison of talent cultivation modes.

7.3.2. Suggestions for future research include

Conducting comparative studies on talent cultivation modes in tourism management education between different countries or regions to identify best practices.

Conducting large-scale surveys or experiments to quantitatively evaluate the effectiveness and feasibility of different talent cultivation modes.

Investigating the influence of cultural factors on talent cultivation in tourism management education and developing cross-cultural talent cultivation strategies.

Examining the impact of emerging technologies, such as artificial intelligence and big data, on talent cultivation in tourism management education and exploring innovative talent cultivation modes based on these technologies.

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