

Research on the Cultivation of Cultural Industry Management Talents in Undergraduate Universities Based on the Background of Rural Revitalization

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Abstract: On the path of realizing rural revitalization, the role of cultural industry has become an important part of the strategic plate. Under the background of rural revitalization, the training of management talents of cultural industry in undergraduate universities is particularly important. This is because the cultural industry, as an important part of the rural economy, can not only promote the transformation and upgrading of rural industry, enhance the power of rural culture, but also promote the development of rural tourism, cultural creativity and other related industries, and help the implementation of rural revitalization strategy.

Keywords: Rural revitalization; Cultural industry; Personnel training

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1. Introduction

In 2004, the major of Cultural Industry Management was set up. The main research content of the major is cultural undertakings, cultural industry theories and related practical issues. Centering on the goal of serving advanced culture, it aims to constantly adapt to the shortage of professional talents in the developing cultural industry, and cultivate high-quality technical and management talents in the cultural industry. Up to now, more than 200 colleges and universities in China have set up related majors ^[1]. In recent years, due to the rapid development of the urban economy, a solid foundation has been laid for the development of cultural industry. The urban cultural industry has absorbed a large number of cultural industry management talents, which leads to the weakness of the rural cultural industry. The development of rural cultural industries can absorb high-quality talents and introduce intellectual capital, which can not only effectively promote economic development but also contribute to the upgrading of rural industries. High-quality talents in the cultural industry can also make full use of rural educational resources and practice platforms to achieve self-value. As an important part of the

rural economy, the cultural industry can not only promote the transformation and upgrading of rural industries, enhance the cultural power of rural areas, but also promote the development of related industries such as rural tourism and cultural creativity, while helping the implementation of the rural revitalization strategy. Facing the new situation, colleges and universities should timely optimize their ideas, especially local application-oriented colleges and universities with unique resources, and adjust the training strategy and direction of cultural industry talents, to meet the social needs and contribute to the realization of rural revitalization.

2. Analysis of the current situation of the cultural industry under the background of rural revitalization

The so-called rural cultural industry means to give full play to the power of the cultural industry, promote the development, utilization, inheritance and protection of local rural human and social resources, inject new blood into rural culture, and promote the realization of rural revitalization from various aspects such as economic and social benefits.

In the early stage of reform and opening up, rural cultural industry began to rise. However, it was not until 2000 that the rural cultural industry really developed rapidly. The fundamental reason lies in the development of urbanization and the penetration of urban culture, which promoted rural tourism into a period of rapid development. The development of rural cultural industry cannot be achieved without the promotion of rural tourism. Since the rural revitalization policy has been paid attention to and fully implemented, the rural cultural industry has received great attention and has been developing rapidly throughout the country. At present, the government has increasingly emphasized the important role of rural cultural industry in rural revitalization. The future of the industry will be more and more bright, which will bring great benefits to the development of the rural economy and cultural protection ^[2].

3. Rural cultural industry talent training requirements

3.1. Improve the theoretical level of rural farming and strengthen cultural aesthetics

China belongs to farming culture, and the rural cultural industry is naturally inseparable from the influence of farming culture. Nowadays, many students have too little farming knowledge. Even students from rural areas have related problems. They simply equate farming culture with farming ^[3]. In fact, farming culture has a very rich connotation, which not only includes the concepts and thoughts generated in the practice process such as the harmony between man and nature while adapting to local conditions, but also the ideological qualities such as respecting the old and caring for the young. The attitude of inheriting the family and working hard cannot be separated from the influence of farming culture. In addition, the farming society has placed constraints on people's behavioral norms, such as helping each other, valuing peace, and so on. There is also the infusion of self-improvement, perseverance and other humanistic spirit that has had a great impact. In the process of realizing rural revitalization, the traditional excellent ideological quality, spiritual culture and moral norms still play a small role. Talents in the cultural industry should pay attention to the exploration of rural traditional spiritual culture and strengthen the educational function of spiritual culture. Therefore, professionals in the cultural industry should strengthen the knowledge theory of traditional farming culture, give full play to their subjective initiative, and promote the development of rural revitalization ^[4].

3.2. Integrate resources and improve learning ability

Universities should strengthen cooperation between schools and enterprises, and establish a stable internship

and training base for the rural cultural industry so that students can go deep into the rural front line to participate in actual project operations and improve their ability to solve practical problems.

There is an obvious correlation in the development of rural cultural industry. This is fully reflected in industries such as rural tourism, leisure agriculture and live streaming of e-commerce. The development of these industries poses great challenges to talents' professional ability, learning ability and resource utilization ability. This forces students to actively participate in the practice process of the cultural industry, constantly improve their learning ability, transform theory into practice, acquire more applied skills, and promote their comprehensive all-round development ^[5]. At the same time, rural cultural resources are often scattered, and the infrastructure construction is not perfect, so it is necessary to improve the ability to use resources in the process of industrial development. The most important thing for the development of rural cultural industry is financial resources, which cannot simply rely on government input and subsidies. The introduction of social capital can greatly alleviate the shortage of financial resources. The rural cultural industry can expand its industrial scale and improve its influence by financing foreign capital. In addition, rural land resources are also a crucial part. Both cultural facilities and rural scenic spots need to use land resources for construction, and cultural tourism and leisure agriculture are also very dependent on land resources ^[6]. In addition to the above conditions, human resources, technology, information and cultural resources also need to be integrated. The rural cultural industry needs to improve the quality of talents, set up application departments, exert importance on high and new technologies, and constantly improve the informatization level of the industry, to keep up the technological progress and management level of the rural cultural industry, and finally to achieve sustainable development. Therefore, the ability to utilize resources is very important for students ^[7].

4. The optimization path of college cultural industry talent training

4.1. Adjust the training objectives and curriculum based on rural revitalization

To meet the needs of rural revitalization, re-examine and set the talent training goals for the cultural industry management major, pay attention to the combination of theoretical knowledge and practical skills, and strengthen the provision of courses related to the development of rural cultural resources, the protection of rural cultural heritage, and rural tourism planning and operation. For the cultivation of talents, colleges and universities should consider their conditions and available resources, and give full play to their school-running characteristics. They should not only take into account the social demand for talent, but also consider the development situation of local villages, and grasp their positioning and role in the process of personnel training and rural revitalization. In the study of rural conditions, it is not a general category, but a selection should be made. For example, some villages that are suitable for the construction of cultural tourism, leisure agriculture or folk culture festivals should give priority to communication and cooperation, set up successful examples and expand their influence. Based on the special situation of rural areas, we should constantly adjust and optimize the program of professional personnel training. The curriculum should be fully integrated with the social needs and the situation of the rural revitalization strategy ^[8]. In the 2nd year, elective courses such as "Rural cultural tourism" and "Rural China" can be set up, and some small practical projects can also be set up in the course of "Rural Revitalization", such as rural cultural resources investigation, rural cultural communication planning, and non-genetic inheritors interview, which will help students accumulate preliminary practical experience and establish a basic understanding of farming culture. In the third year, students can rely on "Cultural Creative Design", "Creative Film and Television Production", "Exhibition Organization Planning" and other courses to carry out rural cultural planning, cultural creative product design, creative video, live broadcast and other practices. In the senior year, the theoretical influence can be deepened through the practical process, so as to

integrate the whole process of professional learning into the strategic concept of rural revitalization, improve students' professional quality and promote the improvement of students' application ability ^[9].

4.2. Strengthen the practical capacity building and scientific research support of the teaching staff

Improve the level of teachers' research on the development trend of rural cultural industry and related policies, increase support for the establishment of scientific research projects, produce high-quality research results, and provide intellectual support for rural revitalization. In the process of teacher development, in addition to strengthening the cultivation ability of teachers, we should also strengthen the introduction of foreign countries to build a group of teachers with practical experience. In the introduction of foreign teachers, consideration should be given to teachers with a large number of rural cultural industry development experience and international vision, so as to enrich the composition of the teaching team. In addition, rural cultural industry entrepreneurs and related practitioners can also be invited as teachers, so that the teaching process can have more practical experience. Universities should also strengthen the connection between schools, the government and rural enterprises, and strengthen the connection between teachers and the society, encourage professional teachers to work in rural enterprises and relevant government departments (mainly the New Bureau of Culture and Tourism, the Bureau of Culture and Tourism, the Bureau of Rural Revitalization, etc.), and promote teachers to actively participate in the practice of rural revitalization ^[10].

4.3. Construct a new form of education model that encourages and supports students to use rural areas as a stage for innovation and entrepreneurship

By holding innovation and entrepreneurship competitions in rural cultural industries, we will stimulate students' innovative thinking and entrepreneurial enthusiasm, and cultivate a group of high-quality interdisciplinary talents with the ability to revitalize rural cultural industries.

Under the guidance of the dual-cycle education model, students can obtain a higher degree of enthusiasm and participation, and promote the stimulation of students' thirst for knowledge. Double cycle refers to in-class and outside-class cycles, in-school and outside-school cycles. Students acquire theoretical knowledge in the classroom, and under the guidance of theoretical knowledge, carry out theoretical practice outside the classroom, and return to the classroom to solve new problems in the practice process to optimize the practice process ^[11]. The school provides a site for students' practice, sets up an open office space to simulate and restore the process of cultural projects carried out by cultural enterprises, and imparts knowledge theory and practical experience to students through the simulated practice process ^[12].

4.4. Strengthen the support of the government, enterprises and schools

For high-quality rural cultural industry talents, the training process cannot be completed unilaterally, it is necessary to build a multi-party joint support cultivation mechanism ^[13]. The country attaches more and more importance to the development of rural revitalization. Nowadays, the development of rural areas cannot be separated from the publicity, construction and cultural tourism of rural areas. In this process, we should grasp the opportunity sensitized, create a multi-party cooperation mechanism, and strengthen the support of the government, enterprises and schools, in the following ways:

- (1) Schools should actively communicate with the government and enterprises to help students participate in various cultural projects. School leaders and teachers should give full play to their roles and make suggestions for the government with the advantage of talents, to design plans that can make the project successful. Good cooperative relations are often established after a successful cooperation. This kind of

successful experience can become a practical lesson for students in the future.

- (2) Universities should communicate with many enterprises through cultural project cooperation opportunities, integrate enterprise resources, and seek further cooperation. In the process of carrying out the project, the school will have the opportunity to contact several enterprises, and the school should firmly grasp the opportunity, integrate and select excellent enterprise resources, build a communication bridge between students and enterprises, and promote students to join the social project, improve practical experience, understand the industrial operation mode and responsibility requirements, further check and fill in the gaps, and improve their comprehensive literacy. It will not only help schools and enterprises to carry out friendly cooperation and open up new teaching models but also help to provide high-quality talents for rural revitalization and achieve win-win results^[14].

5. Conclusion

As for the training direction of cultural industry talents, it is necessary to strengthen the connection with all parties, make progress with the development of the world, and constantly optimize the teaching mode and means based on rural humanities and social resources^[15]. Under the background of rural revitalization, colleges and universities need to make use of their talent advantages to improve students' consciousness of protagonist and professional ability in the process of teaching practice, promote the stimulation of students' subjective initiative and the emergence of creativity, and gradually improve the resources and talents dilemma with rapid industrial development with numerous difficulties. Students will also grow from practice. When the students obtain higher professional qualities, it will not only promote the development of the rural revitalization strategy but also achieve the goal of talent training and build an efficient and stable multiple cultivation system. In addition, ideological education has also played a far-reaching influence in the process of student training, promoting students to gradually understand the countryside, love the countryside, devote themselves to the countryside, establish creative ideals while improving a sense of responsibility, and have lofty feelings while improving professional literacy.

In short, under the background of rural revitalization, colleges and universities should take the initiative to adapt to the needs of the development of this era, actively explore and practice the new model and new path of cultural industry management personnel training, and transport more outstanding talents for the revitalization of rural cultural industry in our country.

Disclosure statement

The authors declare no conflict of interest.

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