

# Research on the Cultivation of College Students' Innovation and Entrepreneurship Ability Based on the Integration of Culture and Tourism

Jing Wang<sup>1</sup>

<sup>1</sup>College of Physical Education, Taishan University, Taian, China

**Abstract**—The integration of culture and tourism, as an important direction for the coordinated development of cultural and tourism industries in the new era, provides new opportunities for innovation and entrepreneurship education for college students. This article aims to enhance students' cultural literacy, practical ability, and market sensitivity through multi-dimensional educational model innovation. It not only relies on school enterprise cooperation and digital technology to construct practical scenarios, but also needs to deeply explore cultural connotations to improve innovation depth. In the future, with the deepening of the "culture+technology+education" model, more versatile talents will play a key role in national strategies such as rural revitalization and urban renewal, providing talent guarantee for rural revitalization and cultural industry upgrading.

**Keywords**—integration of culture and tourism; college student; Innovation and Entrepreneurship.

## I. INTRODUCTION

With the national call for the widespread coverage of innovation and entrepreneurship education, innovation and entrepreneurship education in universities has increasingly become an important component of the national innovation driven development strategy. In addition, college graduates face difficult employment situations, and encouraging college students to innovate and start businesses has become an important policy focus. At present, a large number of innovation and entrepreneurship colleges, makerspaces, innovation and entrepreneurship education platforms, and research centers have emerged in various universities. Correspondingly, how to rely on these platforms to cultivate college students' innovation and entrepreneurship abilities has become one of the important issues that urgently need to be solved in the current era of university education. The integrated development of culture and tourism is the driving force of the new era of tourism. The "Guiding Opinions of the State Council on Promoting Rural Industry Revitalization" proposes to promote rural innovation and entrepreneurship. The "Opinions on Promoting Cultural Industry Empowering Rural Revitalization" issued by the Shandong Provincial Department of Culture and Tourism states that "culture leads, industry drives" and "scientific planning, characteristic development". This article conducts research on the cultivation of innovation and entrepreneurship abilities among college students based on the integration of culture and tourism. It accurately positions the goals of innovation and

entrepreneurship education, studies teaching content and methods, and explores ways to cultivate students' entrepreneurial abilities.

## II. INTEGRATING CULTURAL TOURISM ELEMENTS

The principles of "unity of knowledge and action," "patriotism," and "contractual spirit" found in outstanding traditional Chinese culture offer spiritual inspiration and ethical direction for college students engaged in innovation and entrepreneurship. For example, the spirit of "Foolish Old Man Moves Mountains" in traditional culture can cultivate students' resilience in the face of entrepreneurial setbacks, and the integrity concept of "keeping a promise is priceless" can shape their business ethics awareness. The core of cultural tourism integration lies in transforming cultural resources into economic value, and as the main body of cultural inheritance and innovation, college students need to explore their market-oriented paths based on understanding cultural connotations.

Be good at exploring cultural resources, creating differentiated tourism design concepts, and developing cultural and creative products in combination with local intangible cultural heritage, red culture and other resources. For example, Shandong promotes the "Shandong Handmade" brand, converts traditional crafts such as Paper Cuttings and ceramics into modern goods, drives 100000 rural people to work, and provides college students with cultural and creative direction entrepreneurial inspiration; The "Blue Flower Narrative" project in Guizhou transforms traditional crafts such as wax printing and bamboo weaving into cultural and tourism consumption scenes through intangible cultural heritage experience and cultural museum village construction, attracting young entrepreneurs to participate.

## III. BUILDING AN EFFICIENT INNOVATION AND ENTREPRENEURSHIP SYSTEM

(1) Building a framework system for culture, tourism, and technology.

The cultural and tourism industry has the characteristics of multi format integration and cross-border innovation, requiring practitioners to possess cultural literacy, technical application ability, and market insight. Innovation and entrepreneurship education in universities needs to be based on the framework of "culture+tourism+technology", through curriculum system reconstruction and practical platform construction, to cultivate compound talents. Universities can

integrate traditional culture into their teaching system, such as combining tourism management majors with courses on historical relics and intangible cultural heritage design, guiding students to develop characteristic tour guides or cultural and creative products, and cultivating their cultural exploration and commercial transformation abilities. At the same time, consumers' demand for deep cultural experiences is upgrading, driving the transformation of cultural and tourism products from "sightseeing" to "immersive", requiring college students to possess cultural and creative design, digital marketing, and other abilities.

(2) Constructing a curriculum system that integrates culture and tourism to enhance innovation awareness.

Integrating traditional cultural elements into professional courses, such as adding modules such as "Intangible Cultural Heritage Tourism Development" and "Digitalization of Cultural Heritage" to tourism management majors, and combining case studies (such as the Palace Museum's cultural and creative works and Dunhuang virtual caves) to inspire students' innovative thinking. Encourage cross disciplinary electives, such as history students participating in tourism planning, art and design students developing cultural IP, and forming interdisciplinary collaborative entrepreneurial teams.

In professional courses, add courses related to the integration of culture and tourism entrepreneurship planning, such as creating a cultural and tourism micro store, how to start a cultural and tourism themed travel agency, and the development of cultural and tourism creative projects. For example, in courses such as tourism and cultural studies, students are guided to think about how cultural elements can be better integrated into tourism products and services, and encouraged to propose innovative cultural tourism integration solutions. By combining entrepreneurial projects with practical teaching, teachers can group students and have each group collaborate to develop a cultural tourism integration project, such as designing tourism products for cultural tourism towns, planning experiential activities for historical and cultural blocks, involving organizational structure design, product design, marketing management, and other aspects.

Schools can hold lectures, forums, and other activities on cultural tourism integration innovation and entrepreneurship, inviting industry experts and successful entrepreneurs to share their experiences and the latest industry trends, inspiring students' innovation inspiration and entrepreneurial enthusiasm. At the same time, practical courses such as cultural tourism scenic area management and cultural tourism activity planning can be arranged for students to learn from cultural tourism related enterprises. Activities such as cultural tourism creative design competitions and maker competitions can be held to allow students to have a preliminary understanding of the possibility of cultural tourism integration entrepreneurship, master relevant knowledge, cultivate entrepreneurial awareness, and provide a platform for students to showcase innovative achievements.

(3) Deepen school enterprise cooperation and integration of industry and education, and build a practical education platform.

Establishing practical training bases for real business scenarios through school enterprise cooperation, such as the "Intangible Cultural Heritage Live Streaming Room+Coffee Training" base jointly created by Honghe County Cultural and Tourism Bureau and enterprises, allows students to participate in the entire process of product design, e-commerce operation, intangible cultural heritage skills display, and achieve the transition from skill learning to practical operation. The Cultural and Creative Street of Guangxi City Vocational University combines subject resources with industry demand through the "technology+cultural tourism" model, providing technology experience projects such as drones and VR, and strengthening students' technical application abilities. Enterprise mentors and school teachers jointly guide projects, such as the "dual teacher mentorship" model in Honghe County. Enterprise mentors are responsible for practical projects, while school teachers focus on skill improvement and jointly incubate entrepreneurial projects between schools and enterprises.

(4) Strengthen the application of digital technology and promote the upgrading of innovative models.

Using VR, AR, AI and other technologies to simulate cultural and tourism scenes, enhancing students' cultural perception and experience, such as the Dunhuang "Virtual Cave" experience, Sanxingdui archaeological live broadcast, Guangxi Cultural and Creative Street's "Metaverse VR Experience Hall" and Guizhou's "Chishui Cultural and Tourism AI Multimodal Platform", designing bamboo weaving products through technological means, optimizing intangible cultural heritage dissemination, and realizing the modernization transformation of traditional crafts. Students are encouraged to promote cultural and tourism projects through e-commerce platforms, short video creation, live broadcast and other new media, and cultivate new media operation capabilities. For example, students in Honghe County operate Tiktok, Kwai account live broadcast with goods, and the team of Xiangnan University uses light and shadow art devices to extend the nighttime economy, all of which reflect the application of digital tools in innovation and entrepreneurship.

#### IV. CONCLUSION

In short, under the background of cultural and tourism integration, the cultivation of college students' innovation and entrepreneurship abilities requires multidimensional linkage. It not only relies on school enterprise cooperation and digital technology to build practical scenarios, but also needs to deeply explore cultural connotations to enhance innovation depth. In the future, with the deepening of the "culture+technology+education" model, more versatile talents will play a key role in national strategies such as rural revitalization and urban renewal. The integration of culture and tourism is an important direction for the coordinated development of cultural and tourism industries in the new era. Through multi-dimensional educational model innovation, it enhances students' cultural literacy, practical ability, and market sensitivity, providing new opportunities for innovation



and entrepreneurship education for college students and talent guarantee for rural revitalization and cultural industry upgrading.

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