

Research on How the Environmental Design Major Helps Promote Cultural Tourism Development in Liaoning from the Perspective of Industry-Education Integration

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Abstract

Against the backdrop of a new breakthrough in the comprehensive revitalization of Liaoning, the cultural and tourism industry has become an important driver for leveraging local cultural resources and boosting the regional economy. The environmental design major plays a key role in creating cultural and tourism spaces, transforming rural living environments, and innovating tourism scenarios. Integrating industry and education is a crucial path to connect the education chain, talent chain, industry chain, and innovation chain. This article focuses on the development of environmental design programs in local Liaoning universities, analyzing the practical value of integrating education with the cultural and tourism industry in driving Liaoning's revitalization. It examines current issues such as insufficient depth in school-enterprise cooperation, course systems that don't fully match industry needs, the need to strengthen the dual-qualified teaching team, and challenges in putting practical projects into action. The paper proposes practical approaches in areas like talent training model reconstruction, course system optimization, building school-industry collaboration platforms, faculty development, and delivering technical and social services, aiming to align environmental design talent supply with the real demands of Liaoning's cultural and tourism industry, and provide application-oriented talent support for building a high-quality cultural, sports, and tourism integration demonstration area.

Keywords

Integration of industry and education, environmental design, Liaoning culture and tourism, applied talents.

1. The Practical Relevance of Environmental Design in Supporting the Revitalization of Culture and Tourism in Liaoning

1.1. Local Industrial Planning and Professional Development Guidance Need to Be Highly Aligned with Policy Deployment

According to the deployment of Liaoning Province's "15th Five-Year Plan," the province is committed to cultivating emerging industries such as cultural and creative design and cultural tourism integration, advancing the high-quality upgrading of the cultural tourism sector. It aims to produce applied talents in cultural creativity and cultural tourism planning and design, addressing local talent shortages and alleviating the pressure of talent outflow. Provincial vocational education policies have been further clarified, requiring universities to align their major offerings with key regional industrial chains. By leveraging industry-education integration and school-enterprise cooperation, they provide technical services and project practices for local industries, establishing a talent cultivation system tailored to Liaoning's cultural tourism development [1]. The Environmental Design major's service to Liaoning's cultural tourism revitalization is not only a practical measure to implement Liaoning's

comprehensive revitalization breakthrough and support the construction of a "Digital Liaoning, Intelligent Manufacturing Strong Province," but also an intrinsic requirement for the transformation and development of the major itself. The cultural tourism industry offers abundant real-world project resources, serving as a practical platform for industry-education integration. In turn, this reform enhances the quality of environmental design talent training, delivering applied professionals who understand Liaoning's regional culture and are familiar with local construction conditions, thereby forming a mutually reinforcing dynamic between industry development and major construction.

1.2. The Actual Demand for Environmental Design Talents in Liaoning's Cultural and Tourism Development

Liaoning boasts a diverse array of cultural and tourism resources, including red culture, industrial heritage, mountain and coastal resources, rural folk customs, and ice-snow and hot spring resources, all widely distributed. The upgrading of the cultural and tourism industry no longer relies solely on resource development but places greater emphasis on enhancing the quality of cultural and tourism spaces. Tasks such as the renewal of old cultural and tourism districts, the transformation of industrial heritage into cultural tourism parks, the improvement of rural tourism environments, the enhancement of red cultural tourism exhibition spaces, and the creation of immersive smart tourism scenarios all require the expertise of environmental design professionals. The cultural and tourism industry demands not just designers proficient in software techniques, but also versatile technical talents who understand Liaoning's regional culture while balancing creativity, cost, construction feasibility, and operational logic.

1.3. The Integration of Industry and Education Provides a Practical Teaching Carrier for Environmental Design Majors

The traditional environment design classroom mainly focuses on virtual project training, and students lack the full process experience of real projects. A large number of cultural and tourism renewal projects in Liaoning can be transformed into practical teaching tasks. It is recommended to adopt a dual import teaching mode of "project import and competition import", bringing real cultural and tourism transformation projects into the classroom, implementing real questions and doing, and achieving the integration of "teaching, learning, and doing"[2]. On the one hand, students can understand the operational logic of cultural and tourism projects and enhance their employability by participating in the entire process of research, scheme design, and scheme modification; On the other hand, the design proposals output by the teacher-student team can provide reference for local cultural and tourism construction. Professional teachers and enterprise designers work together to guide and integrate the spirit of model workers, labor, and craftsmanship into the entire process of talent cultivation, achieving the coordinated promotion of moral education and professional ability cultivation. At the same time, we encourage teachers and students to participate in various design competitions, adhere to the principle of using competitions to promote teaching and learning, further strengthen innovation and practical abilities, and enhance the recognition of the profession among industry enterprises in the province.

2. Environmental Design Professional Services for Liaoning's Cultural and Tourism Revitalization: Existing Problems

Based on the current situation of the construction of environmental design majors in private universities and vocational colleges, as well as local industry research in Liaoning, there are three main problems in the current major's efforts to promote cultural and tourism revitalization through the integration of industry and education.

2.1. Lack of School Enterprise Cooperation and Collaborative Education Mechanism

At present, most forms of school enterprise cooperation are relatively single, and the cooperation is superficial, belonging to the "listing style" base construction. The cooperation content is limited to providing internship positions and inviting enterprise designers to hold short-term lectures. Enterprises are less involved in core aspects such as talent training program revision, curriculum development, and process based teaching. The cultural and tourism project itself has a long cycle and involves multiple parties. Due to operational cost considerations, enterprises are unwilling to invest deeply in teaching work. There is a lack of clear division of responsibilities and mechanisms for sharing benefits between schools and enterprises, and there is insufficient intrinsic motivation for enterprises to participate in education. The introduction of real Liaoning cultural and tourism projects into classrooms is limited, and most practical teaching still relies on simulated projects. It is difficult for students to fully participate in the entire process of cultural and tourism projects from preliminary research, scheme design to implementation follow-up. The value of industry education integration in cultivating cultural and tourism talents has not been fully released.

2.2. The Matching Degree between the Curriculum System and the Demand of Liaoning's Cultural and Tourism Industry is Insufficient

The existing curriculum system mostly follows the general environmental design teaching framework, with outdated course content and insufficient exploration of local cultural and tourism resources in Liaoning. There is a lack of localized thematic teaching modules for revitalizing Liaoning's industrial heritage, Liaoning style rural cultural and tourism landscapes, red cultural and tourism scenes, and ice and snow cultural and tourism spaces; The integration of cutting-edge content in industries such as digital tourism, immersive scenarios, and green low-carbon design is insufficient. Although some colleges and universities have implemented the integration of "job, course, competition, certification, and thinking" teaching, the job benchmarks are more focused on general positions in interior decoration and commercial landscape, and have not fully aligned with the competency requirements of specific positions in cultural and tourism design.

2.3. Lack of Practical Experience in Integrating Dual Teacher Teaching into Cultural and Tourism Projects

The integration of industry and education to serve local cultural and tourism development requires teachers to possess both solid teaching abilities and practical experience in cultural and tourism projects. At present, many professional teachers on campus teach directly after graduation from universities, with limited experience in frontline projects in enterprises, especially lacking complete practical experience in cultural and tourism projects; The channels for teachers to participate in cultural and tourism projects in enterprises are limited, and the mechanism for regular training in enterprises is not perfect. The construction of the external enterprise designer resource library is not perfect, and the participation time of enterprise designers in teaching is difficult to guarantee. Most of them can only hold periodic lectures, and it is difficult to fully participate in course teaching and student project guidance. The shortage of teaching staff directly leads to a disconnect between teaching content and the real work scenarios of the cultural and tourism industry. Teachers find it difficult to combine Liaoning cultural and tourism project cases to carry out project-based teaching, which hinders the improvement of talent cultivation quality.

3. Environmental Design Major Helps Liaoning's Cultural and Tourism Revitalization Implementation Path

Based on the development needs of Liaoning's cultural and tourism industry and existing problems, we focus on deep integration of industry and education, building a reform path from three aspects: talent training models, curriculum systems, and school-enterprise collaboration to serve society.

3.1. Based on the Mechanism of Integrating Industry and Education, Empowering the Development of Culture and Tourism in Liaoning

Adhere to the fundamental task of cultivating morality and talents, integrate the spirit of craftsmanship and regional cultural confidence into the entire process of talent cultivation, and meet the job requirements of Liaoning's cultural and tourism industry chain. Cultivate high-quality applied design talents who master the basic skills of environmental design, are familiar with Liaoning's regional culture, have the ability to design cultural and tourism space schemes, and can serve cultural and tourism blocks, rural cultural and tourism, industrial heritage transformation and other fields. Promote the "project+competition" dual drive education model, draw on the "project introduction, competition introduction" dual introduction teaching mechanism, transform real cultural and tourism projects in Liaoning into teaching tasks, implement the teaching model of real questions and practical work, and build a three-level progressive practice system of basic practice, professional practice, and comprehensive practice[3]. Improve the dual mentor system, where professional teachers within the school and corporate cultural and tourism designers jointly provide project guidance, change the single assignment assessment method, and include the feasibility of the plan, regional cultural expression, and corporate evaluation in the curriculum assessment indicators to enhance the adaptability of talent cultivation.

3.2. Add Liaoning Cultural and Tourism Characteristic Teaching Modules to Connect with Smart Cultural and Tourism Construction

Guided by job capabilities, we will improve the four in one curriculum system of "professional basic courses, professional core courses, professional skills courses, and professional expansion courses", and implement the deep integration of job courses, competitions, certificates, and thinking. On the basis of the original curriculum, localized thematic modules will be added, and expanded courses such as "Liaoning Regional Cultural and Tourism Space Design", "Industrial Heritage Landscape Design", and "Liaoning Rural Cultural and Tourism Environment Design" will be developed to integrate Liaoning red culture, industrial culture, and Liaoning folk rural culture into classroom teaching content. Following the trend of digital cultural tourism development, cutting-edge technologies such as AI assisted design, VR virtual cultural tourism scenes, and immersive exhibition design will be integrated into core courses to meet the needs of Liaoning's smart cultural tourism construction.

3.3. Build a Deep Collaborative Platform for School Enterprise Cooperation to Assist in the Revitalization of Liaoning's Cultural and Tourism Industry.

Expand cooperation with local cultural and tourism design companies, cultural and tourism operation enterprises, rural construction institutions, and industrial heritage parks in Liaoning, and explore the co construction of training studios, industrial colleges, and other cooperation carriers. Enterprises are deeply involved in the entire process of talent cultivation, jointly developing cultural and tourism oriented courses, writing practical training materials, and continuously inputting real cultural and tourism projects into the classroom. Establish a regular practice system for teachers to enter enterprises, arrange professional teachers to participate in complete project practice in cooperative cultural and tourism design enterprises in a planned

manner, accumulate practical experience in Liaoning cultural and tourism projects, and feed back frontline project experience to classroom teaching. Recruit provincial cultural and tourism designers and project planners as part-time teachers, clarify the teaching tasks of part-time teachers, not only conduct lectures, but also participate in course teaching, project guidance, and graduation design review. Regularly organize teaching seminars between on campus teachers and enterprise experts, conduct teaching and research exchanges around Liaoning cultural and tourism design cases, update teachers' industry perspectives synchronously, and fill the gaps in teacher practice. Through the three channels of project services, talent output, and skill training, we will effectively leverage the practical value of environmental design to assist in the revitalization of Liaoning's cultural and tourism industry.

4. Conclusion

The revitalization of Liaoning's cultural and tourism industry brings development opportunities for environmental design majors in local universities, and the integration of industry and education is an important lever for achieving mutual empowerment between professional education and the cultural and tourism industry. By effectively connecting the education chain, talent chain, and cultural tourism industry chain, we aim to cultivate more environmental design application-oriented talents who are familiar with Liaoning's local culture, possess creative abilities, and practical thinking. We aim to output high-quality design service results, deeply integrate the environmental design profession into the new breakthrough process of Liaoning's comprehensive revitalization, and contribute the professional strength of universities to create a high-quality demonstration area for the integrated development of culture, sports, and tourism in Liaoning Province.

References

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