

C. Strengthen the Cultivation of Creative Tourism Talents

University is an important base for cultivating creative tourism talents. In the background of creative tourism, colleges should further strengthen efforts to cultivate tourism creative talents.

Tourism majors in colleges and universities need to reform in the following aspects. Firstly, because training scheme occupies an important position in the major of tourism, so tourism majors in colleges and universities should pay more attention to revise training scheme. In the core target, creative tourism talents should be the core target. Secondly, in the curriculum, creative quality should be placed in an important position. Thirdly, various teaching method such as group learning, case studies, lectures and other forms of heuristic teaching should be used in class. In practice, we should strengthen the construction of research base and cultivate talents by cooperating with enterprises. Finally, on the construction of teaching staff, we should strengthen the cultivation and introduction of innovative teaching. At the same time, colleges and universities should strengthen association with tourism enterprises and cultural creative enterprises by hiring business elites as visiting professor or inviting elites to hold lecture.

D. Powerful Fusion
Cultural creative tourism has strong integration features. Use either SI (MKS) or CGS as primary units. (SI units are encouraged.) English units may be used as secondary units (in parentheses). An exception would be the use of English units as identifiers in trade, such as "3.5-inch disk drive."

Avoid combining SI and CGS units, such as current in amperes and magnetic field in oersteds. This often leads to confusion because equations do not balance dimensionally. If you must use mixed units, clearly state the units for each quantity that you use in an equation.

5. Conclusion

Creative tourism is a new mode with the development of tourism industry, which takes culture as the main content and takes creative talents for the productivity. It has strong vitality and it can also satisfy tourists personalized tourism demand and can impressed tourists.

Creative tourism will put creative elements into the whole process of tourism, to promote the integration of creative industry, to inject new vitality into the tourism industry and then strengthen the linkage development of the tourism industry and other industries.

This paper analyzes the concept and characteristic of creative tourism. The thesis pointed out that creative tourism is a new tourism form based on the integration of tourism and cultural creative industry. Then five main characteristic including distinctive culture, unique creativity, novel experience, strong integration and sustainable development are proposed. To promote the development of creative tourism, the government should take more efforts to support the creative tourism and the tourism enterprises should strengthen the development of creative tourism. In addition, universities and colleges should strengthen the cultivation of creative tourism talents.

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