

Article

Research on the Platform Construction and Service Guarantee for the Introduction of Returned Overseas Art Talents in Southwest China

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Abstract: With the country's increasing emphasis on cultural soft power and the in-depth promotion of the strategy of "bringing in and going global", returned overseas art talents are playing an increasingly crucial role in promoting China's art education, cultural innovation, and international exchanges. As a region rich in ethnic culture and art resources in China, the Southwest region urgently needs to construct a complete talent introduction platform and service system to attract and retain high level art talents. Taking the Southwest region as the research subject, this paper analyzes the existing problems such as institutional barriers, underdeveloped platform infrastructure, and insufficient service guarantees in the process of introducing returned overseas art talents. Combining with typical cases and field investigations, it explores the paths for constructing talent introduction platforms that are adapted to regional characteristics, including policy support, resource integration, industrial docking, and diversified development mechanisms. Meanwhile, corresponding service guarantee strategies are proposed from the dimensions of talent career development, living security, and cultural integration, aiming to provide feasible suggestions for local governments, universities, and cultural institutions, and to enhance the attractiveness and competitiveness of the art talent ecosystem in the Southwest region.

Keywords: Southwest region; returned overseas talents; art talents; platform construction; service guarantee

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1. Introduction

In the current context where global economic and cultural integration is deepening, the importance of talent as the primary resource is becoming increasingly prominent. Especially in the cultural and artistic fields, the competition for high-level interdisciplinary talents has become an important part of the competition for national soft power. According to a recent national policy report in China, it was emphasized to deeply implement the strategy of strengthening the country through talent: "Deeply implement the strategy of strengthening the country through talent. Adhere to respecting labor, knowledge, talent, and creation, and implement more active, open, and effective talent policies [1]." In recent years, China has attached great importance to the introduction and cultivation of overseas returned talents, especially high end art talents. At the national level, a series of supporting policies have been continuously introduced to provide institutional support and service guarantee for overseas students to return to China for innovation and entrepreneurship. In November 2024, ten departments including the Organization Department of the Central Committee of the Communist Party of China jointly issued the Opinions on Further Improving the Service Work for Returned Overseas Talents, which clearly stated

that it is necessary to optimize the service system for returned overseas talents, promote policy coordination and platform construction, and build an all round support network for employment, entrepreneurship, scientific research, and life development for various returned overseas talents. At the same time, this document emphasizes supporting the establishment of several regionally distinctive entrepreneurship parks for returned overseas students, and incorporating the work of introducing high level talents into the development assessment system of governments at all levels, demonstrating the systematicness, continuity, and strategic nature of the state's policy support for returned overseas talents in the new era.

The Southwest region of China covers several provinces, such as Sichuan, Guangxi, Yunnan, Guizhou, Chongqing, and Tibet. Located at the intersection of multiple ethnic groups, it has remarkable cultural diversity and is one of the regions in China with the richest art resources and the most diverse forms of ethnic art. With the in-depth implementation of major national strategies such as the nationally proposed Belt and Road Initiative and the Chengdu-Chongqing Twin-City Economic Circle, the Southwest region has gradually transformed from a relatively underdeveloped area to a key hub of economic and social development. However, compared with the economically developed regions along the eastern coast, the Southwest region still faces multiple challenges in attracting returned overseas art talents, such as weak platform support, poor policy docking, imperfect living services, and unclear career development paths. This not only affects the upgrading and transformation of the regional cultural industry but also restricts the sustainable development ability of local universities, cultural institutions, and even local governments in cultural competition.

Therefore, with the strong support of national policies, it has become an important issue that urgently needs to be solved to deeply explore how the Southwest region can construct a platform for introducing overseas art talents that conforms to regional characteristics and improve the service guarantee system. Through policy analysis, field investigations, and typical case studies, this paper systematically sorts out the existing problems, explores the talent introduction mechanism of "policy guidance + platform support + service coordination", and puts forward practical countermeasures and suggestions, aiming to provide theoretical support and practical paths for the Southwest region to achieve high-quality introduction and management of art talents, and at the same time provide a reference for the country to promote regional cultural coordinated development and enhancing the cultural influence of the Southwest region and enabling it to occupy a more important position.

2. The Strategic Significance of Introducing Overseas Art Talents in the Southwest Region

In the current situation where the scientific and technological revolution and industrial transformation are accelerating, innovation has become the core driving force for economic and social development, and the key to enhancing innovation ability lies in the competition for talents. Since the 21st century, the process of globalization has deepened continuously, and the scale of international talent flow has continued to expand, and the international talent pattern has also shown new characteristics and trends: the leading role of the government is becoming more and more obvious, the talent structure is constantly changing, and the mobility between regions is becoming more diversified. From the perspective of global governance, in-depth discussions on the new trends, challenges, and countermeasures of international talent flow not only have important strategic significance but also have far-reaching practical value [2].

2.1. Promote the Enhancement of Regional Cultural Soft Power

As an important region for cultural diversity and ethnic integration in China, the introduction of overseas art talents in the Southwest region can enrich local cultural expressions and artistic innovation. These returned art talents not only possess an international perspective and advanced artistic concepts but also can bring the latest trends, creative thinking, and artistic forms of global art into the Southwest region. By integrating local culture with foreign art styles, it can promote the innovation and diversified development of local art, thereby enhancing the cultural soft power of the Southwest region and enabling it to occupy a more important position on the national and even international cultural stage. In addition, artistic creation and cultural exchanges are effective means to strengthen cultural identity and pride. Especially under the promotion of policies such as the Belt and Road Initiative, the return of overseas art talents helps to promote the internationalization of the culture in the Southwest region and showcase the unique charm of Chinese traditional culture and the innovative achievements of contemporary art.

2.2. Promote Local Economic Development and Cultural Industry Transformation

The introduction of overseas art talents can not only enhance the cultural soft power of the Southwest region but also promote the development of the cultural industry and economic transformation. With the rise of the cultural and creative industry, the role of art talents in promoting multiple cultural industries such as film and television, music, design, media, and museums has become increasingly important. Overseas art talents often have strong cross disciplinary innovation ability and diverse cultural backgrounds, and they have great potential in artistic creation, industrial transformation, and the implementation of cultural projects. For example, when art talents participate in the construction of cultural and creative industry parks, the organization of art festivals and events, and the integration of culture and tourism projects, they can drive the diversified development of the regional economy, promote the integration of culture with industries such as technology, tourism, and education, and create new employment opportunities and economic growth points. This can not only promote the upgrading of the cultural industry but also provide new growth momentum for the economy of the Southwest region.

2.3. Optimize the Talent Structure and promote comprehensive social development

but is also related to the enhancement of cultural literacy and civic engagement within local communities, and the optimization of the social and cultural environment. By introducing art talents with international backgrounds, the Southwest region can attract more innovative thinking and cross-cultural exchanges, and provide local residents with diversified art experiences and cultural education resources. This helps to improve the overall level of the local education system, enhance the inclusiveness and innovation of the regional society, and promote the harmonious development and cultural progress of society. At the same time, through their practice in local education, exhibitions, performances, and other aspects, returned art talents will share their accumulated art education concepts, creative experiences, and global art perspectives with local young people, and promote the internationalization process of art education. Through this process, the Southwest region can not only improve the overall cultural quality of society but also cultivate more local art talents with global competitiveness.

3. The Realistic Dilemmas of Introducing Overseas Art Talents in the Southwest Region

Although the introduction of overseas art talents in the Southwest region has significant cultural, economic, and social values, which can effectively enhance regional cultural soft power, promote economic development, and optimize the social structure, in the actual operation process, it still faces many realistic dilemmas. These dilemmas stem from

inadequate platform functionality, fragmented policy support, and an underdeveloped service support system, making it difficult to form a virtuous cycle for the introduction, retention, and development of art talents. Therefore, in order to truly give full play to the positive influence of overseas art talents on the Southwest region, it is urgent to deeply analyze the existing problems and put forward practical countermeasures to maximize their potential and solve the challenges faced in practice. The solution of this series of dilemmas is not only related to the belonging and development of art talents but also directly affects the pace of the overall cultural construction and economic transformation in the Southwest region.

3.1. The Ambiguous Function Orientation of the Platform and the Lack of Systematic Support for the Talent Introduction System

In the current regional talent introduction work, as the basic carrier, the clarity and strategic alignment of platform function orientation and the systematic design directly affect the accuracy and effectiveness of talent introduction work of platform construction directly affect the accuracy and defectiveness of talent introduction work. However, the existing talent platforms in the Southwest region mainly serve comprehensive talents, and rarely consider the special professional backgrounds, occupational characteristics, and development needs of art talents. Most platforms lack special cultural and creative project incubation functions and art achievement transformation mechanisms, resulting in a serious disconnection between platform services and professional development for newly introduced talents. For example, after some cities introduce overseas art talents, they are unable to provide creative spaces, performance platforms, or teaching positions that match their professional abilities, resulting in talent loss or idle abilities [3]. In addition, there is a lack of linkage mechanisms between platforms, and problems such as repeated construction and resource waste exist, making it impossible to achieve the long-term mechanism construction of "cluster-based talent introduction and systematic talent cultivation". From the perspective of regional governance theory, the lack of functional talent platforms reflects the structural shortcomings of local governments in areas such as policy coordination and administrative capacity in constructing an effective cultural governance system. Therefore, in the future, the introduction of art talents needs to jump out of the "single point service" thinking and turn to the comprehensive platform development path of "system construction and professional integration".

3.2. The Fragmentation of the Policy Support System and the Insufficient Execution Ability of the Implementation Mechanism

Policy is the institutional orientation of talent flow. In the context of increasingly fierce talent competition, the accuracy and sustainability of policy implementation have become important indicators for measuring the quality of talent introduction. Although the state has continuously increased its support for the return of overseas talents in recent years, and many documents such as the 14th Five-year National Talent Development Plan and the Outline of the Strategy for Strengthening the Country through Talents in the New Era have proposed to optimize the introduction environment for high-end talents, in the field of art talents, policy support still reflects a tendency to prioritize science and technology over cultural development. At the specific implementation level, most local governments in the Southwest region generally have the tendency of "emphasizing introduction and neglecting service" and "emphasizing quantity and neglecting quality" in policy formulation, especially lacking the institutional guarantee for the long-term development path of art talents. Taking scientific research oriented art projects as an example, due to the difficulty of quantifying achievements, long cycles, and uncertain returns, they often have difficulty obtaining support from policy funding channels, further compressing the creative space of art talents [4]. In addition, the mismatch between the local financial allocation mechanism and the policy implementation ability, as well as the blurred cross-

functional responsibilities among departments, also affect the implementation effect of policies, resulting in the common problem of "many documents and few implementations". This dilemma can be seen as a mismatch between policy design and execution capability, constrained by the uneven allocation of institutional resources and gaps in the policy implementation chain.

3.3. The Unclear Career Development Path and the Lagging Service Guarantee System

The career development of art talents has highly individualized and no standardized characteristics. Therefore, the construction of their development path not only depends on the organizational platform but also requires the joint guarantee of the institutional culture and social support system. At present, the Southwest region is still insufficient in building an ecological environment for the career development of returned art talents. It lacks not only a unified and standardized promotion mechanism for art talents but also multidimensional incentive policy support.

3.3.1. In Terms of Policy Implementation

Some policies lack implementation rules. Although many policies have been introduced to attract returned overseas students, those specifically targeting art talents often lack detailed implementation guidelines, making it difficult to implement them. For example, in the innovation and entrepreneurship support policies in the cultural and artistic field, there is a lack of clear definitions and evaluation standards for art projects, making it difficult for art talents to apply for support funds. Policy publicity is inadequate. Many art talents do not understand the relevant service policies after returning to China. On the one hand, the publicity channels are limited, mainly concentrated on government websites and some official media, and there is no dedicated information portal for art talents. On the other hand, the publicity content is not easy to understand, with too many professional terms, making it difficult for art talents to grasp the policy details and navigate the application process.

3.3.2. In Terms of Employment and Entrepreneurship

Employment information channels are fragmented and inefficient. The employment information in the domestic art industry is scattered, and there is no efficient information platform specially built for returned art talents. They have difficulty quickly and accurately obtaining job information that matches their professional abilities. Due to the lack of targeted recruitment channels, returned art talents often have to compete directly with domestic peers. However, many employers are unfamiliar with their overseas backgrounds and unique strengths, which further hinders their employment prospects, resulting in employment difficulties for some art talents who have studied overseas. The support for entrepreneurship is insufficient. Returned art talents face many difficulties in entrepreneurship, such as funds, venues, and equipment. Compared with technology based entrepreneurship, it is more difficult for art related entrepreneurship projects to obtain venture capital, and government entrepreneurship support funds also tend to favor fields such as technology and innovation. At the same time, in the selection of entrepreneurship parks, the spaces and facilities suitable for art related entrepreneurship are limited, with limited space and facilities suitable for art-related ventures, and a general lack of targeted support services.

3.3.3. In Terms of Living Services

The problem of family member placement. There is a lack of perfect solutions to problems such as the employment of family members and the enrollment of children. After art talents return to China, it is difficult to arrange the employment of their spouses outside the art field, and relevant departments and units lack effective measures to assist in solving the employment problem of spouses. In addition, in terms of children's enrollment, high-

quality educational resources are in short supply, and the children of art talents do not receive special care in the enrollment policy, and may face difficulties in enrollment or be unable to enter the corresponding schools. Cultural integration barriers. After returning to China, art talents may face differences in the cultural atmosphere and working methods, and it takes a certain amount of time to adapt. The interpersonal relationships, creative atmosphere, and evaluation mechanism in the domestic art industry are different from those abroad, and currently, there is a lack of orientation programs or mentoring support to help them integrate into the domestic cultural environment.

4. Countermeasures and Suggestions for Optimizing the Talent Introduction Mechanism and Service Guarantee System

4.1. Strengthen Platform Function Construction and Promote the Construction of the Regional Talent Introduction Ecosystem

Aiming at the current problems of ambiguous platform positioning and insufficient coordination, it is recommended to start from the top level design, clarify the functional positioning and establish a tiered service framework for art talent platforms in the Southwest region. Given the national emphasis on cultural digitization and the Belt and Road Cultural Corridor initiatives, local governments in the Southwest region can leverage these national strategies to justify and support the establishment of a 'Southwest Overseas Art Talent Innovation Alliance', integrate resources such as the Chengdu Chongqing Twin Cities and the cultural and tourism circles in Yunnan, Guangxi, and Guizhou, and form a regional talent introduction ecosystem with platform linkage, joint policy promotion, and project intercommunication. Local governments should support art colleges, cultural and creative parks, and high-tech cultural enterprises to establish characteristic talent introduction platforms, such as "Digital Art Maker Space" and "Ethnic Intangible Cultural Heritage Art Workshop", to enhance the platform's professional credibility and its attractiveness to the industry. This shift requires moving from isolated local efforts to a coordinated regional perspective. We can draw on the experience of the first point in Article 2, Chapter 1 of the Implementation Measures for the Introduction of Overseas Talents in Guangxi Zhuang Autonomous Region, which states: "Adhere to highlighting key points and introducing talents according to needs. Closely focus on the overall situation of the economic and social development of our region, focus on the development needs of key industries, key projects and major project construction, highlight the orientation of 'high level', sophisticated, outstanding and urgently needed', drive high level overseas innovative and entrepreneurial talents and their teams, and pay attention to the introduction of young art talents [5]." At the same time, we can also draw on the advanced experience of the "High-end Talent Port in the Guangdong, Hong Kong, Macao Greater Bay Area" to build a comprehensive service carrier integrating talent introduction, cultivation, innovation, and display, and improve the full chain function supply capacity of the platform.

4.2. Improve the Policy Toolkit and Enhance the Efficiency of Institutional Implementation

From the perspective of policy evolution, the content of the policies for introducing high level talents in the Southwest region generally shows a transformation from "hard" condition guarantee to "both rigid and flexible" institutional guidance [6]. In order to solve the problems of policy fragmentation and insufficient execution ability, with the goals of policy continuity, institutionalized service delivery, and precise management, and a systematic policy toolkit should be established. On the one hand, by establishing the "Special Project for the Introduction of Art Talents", emerging fields such as artistic creation, cultural innovation, and digital media should be included in the key areas of policy support to enhance the institutional inclusiveness for new art forms. On the other hand, a dual track service mechanism of "policy service commissioners + talent introduction advisory groups" should be established, and a joint office mechanism should be established among departments such as human resources and social security, finance, culture and tourism,

and education to shorten the policy response chain and improve the efficiency of policy implementation. At the same time, the construction of a comprehensive talent data platform should be promoted to facilitate information exchange and coordination among returned art talents, institutions, and policy bodies

4.3. Improve the Service Guarantee System and Create a Warm Talent Environment

The stable development of high level art talents not only depends on the "hard support" of platforms and policies but also requires the "soft services" at the living and cultural levels. It is recommended to construct a "special talent service plan" covering multiple dimensions such as work, life, psychology, and society [7]. Build a docking platform and establish a talent information database to collect information of returned overseas art talents, including their majors, works, award-winning situations, etc. At the same time, collect the employment demand information of domestic art institutions and enterprises to achieve precise matching between supply and demand. Organize recruitment fairs and exchange activities. Regularly hold recruitment fairs, art salons, work exhibitions and other activities specifically for returned overseas art talents. Provide entrepreneurial support and financial assistance. Establish a special entrepreneurship fund for returned art talents to provide startup funds for those with entrepreneurial ideas. Establish a mentoring system for returned art talents. Invite well known domestic artists and art scholars as mentors to provide professional guidance and career development suggestions for returned art talents. Establish a diversified evaluation system to improve the evaluation and incentive mechanism and comprehensively evaluate the achievements and contributions of returned art talents. Promote international project cooperation and academic exchanges, and give full play to the advantages of international art talents in international exchanges and cooperation. Through the above relevant service guarantee measures, create a supportive and welcoming environment for talented professionals, will be created for returned overseas art talents in this region.

5. Conclusion

This study, through an in-depth analysis of the current situation, difficulties and countermeasures of the introduction of overseas art talents in the southwest region, reveals the multiple challenges faced by the region in attracting and retaining high level art talents. First, in the process of introducing art talents in the southwest region, there are significant difficulties such as unclear platform function positioning, fragmented policy support, and lagging service guarantee system. These problems have resulted in the failure to form an effective support mechanism for local specific implementation and resource integration even with strong national policy support, leading to talent loss and resource waste. However, this study also points out that with the country's emphasis on cultural industries and creative economy, as well as the unique cultural and social advantages of the southwest region, the introduction of overseas art talents has a strategic significance that cannot be ignored. This can not only promote the improvement of cultural soft power, promote the transformation and growth of the local economy, but also further optimize the talent structure and promote the comprehensive development of society. In order to overcome the current difficulties, this study proposes countermeasures and suggestions such as building a professional and systematic talent introduction platform, optimizing the policy support system, and improving the service guarantee mechanism, hoping to explore a new model of talent introduction and development that conforms to local characteristics for the southwest region. In summary, the introduction of overseas art talents in the southwest region is a complex system project involving multiple dimensions such as culture, economy, and society. Only through cross departmental collaboration, precise policy implementation and comprehensive service guarantees can we truly achieve the introduction, training and retention of talent and provide strong cultural impetus and innovative support for the long-term development of the region.

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