

Satellite Meeting: Recruiting and Managing the New Generation of Employees to Attract New Markets and Create new Services

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“Library + Tourism” : A New Direction for the Sustainable Development of Libraries

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Abstract:

As a cultural information institution, libraries are indispensable cultural landscapes in the city. Libraries are playing an increasingly role in tourism services, extending the service function of the library, which is identified as “Library + Tourism” trend here. This paper introduces the current status about the new practices of how libraries integrate tourism industry in China, to explore a new path of sustainable development and to enhance the competitiveness of libraries. This paper uses case study and multifaceted approaches to identify 4 types of “Library + Tourism” practices, which are information services, humanistic landmarks, integration of study tours, and industrial cooperation. By examining and comparing the essential factors of these 4 types, a new “Library Tourism Attraction Index System” is developed in this paper, exploring the unique aspects of “Library + Tourism”. Natural attraction, humanistic attraction, social attraction and service attraction are the core elements of the “Library Tourism Attraction Index System”. We want to gain insights into the best way to integrate libraries with tourism, generating a richer picture of the sustainable development of library space utilization, knowledge dissemination and public cultural service.

Keywords: Library, Cultural tourism, Information service.

1 Introduction

A hot topic in recent years has been how libraries can provide better services for the public in the new social environment. In the 2018 reform of government institutions in China, the former Ministry of Culture and Tourism Bureau merged into the National Ministry of Culture and Tourism. The move was vividly praised as the combination of "poems and futures", prompting

people to think about the deep integration of public cultural institutions and tourism in the new environment and pointing out a new direction for the sustainable development of libraries. As a public cultural institution, the library is an indispensable cultural landscape in the city and a microcosm of the cultural and spiritual features of a country or city. The integration of public libraries with the tourism industry meets the needs of the development of both. With the advent of the information age, libraries play an increasingly important role in cultural tourism services. Libraries can actively deploy these advantages to collect resources, broaden service functions, obtain a timely grasp of the development trends in cultural tourism, and strengthen the service of tourism culture. Meanwhile, the trend towards integration also enables libraries to obtain more government and social investment, which provides an important guarantee for their sustainable development. Based on the comprehensive analysis of the current trend towards merging libraries and tourism services at home and abroad, this paper introduces and analyses the innovative practices of Chinese libraries that play a role in tourism through case analysis and sums up the main modes of integrating libraries and tourism development, including information services, humanistic landmarks, integration of study tours, and industrial cooperation. The paper summarizes and refines a library tourism attractions model through practical experience, which provides ideas for libraries to enhance their own attractiveness and competitiveness and achieve sustainable development.

2. Possibility of Integrating Libraries and Tourism

According to the definition of cultural tourism by the World Tourism Organization and the European Association for Tourism and Leisure Education (ATLAS), cultural tourism refers to the non-profit activities carried out by people to meet their own cultural needs in places other than the cultural landscape of daily life. Compared with mass tourism, cultural tourism can help people gain diverse intangible cultural experiences (Lee& Crompton,1992). Tourists are also paying increasingly more attention to this way of experiencing cultural destinations (Taylor,2001). Cultural tourism is a form of experiential tourism aiming at seeking and participating in new experiences of deep aesthetics, intelligence, emotion and psychology (Reisinger&Yvette,1994). Alon Gelbman (2010) points out that the cultural landscape has rich historical and cultural value, and its unique character is the main driving force to attract tourists. In 2016, China put forward the concept of "global tourism" to encourage the integration of the tourism industry into all walks of life, which has brought new opportunities for the merging of culture and tourism. As a high-quality cultural tourism resource, museums are conforming to the development trend of cultural tourism. From a worldwide perspective, many high-quality museum tourism brands have been formed (Poria, Y., Butler, R., & Airey, D, 2003), gives a lot of references for the integration of library and tourism. Ozinsky (2002) believes that libraries play an important role in providing the visitor with information and reservation services.

3. The Innovative Practice of “Library+Tourism” in China

3.1 Tourism Information Service

As the document information centre of the city, public libraries have advantages and obligations in collecting, collating, preserving and utilizing documents on local attractions. In terms of integration with tourism, a library's first contribution is as a tourism information service. The forms of this service mainly include collecting, displaying and recommending tourism collections, building tourism-themed libraries, building local tourism databases, hosting tourism exhibitions and promotion activities, etc. The Hainan Provincial Library has set up a special stack of tourist maps in the journal and newspaper reading room to provide readers with nearly 100 kinds of tourist maps free of charge. The special map stack includes mainly hand-painted maps, involving scenic spots, cultural landscapes, shops for travel

clothing and food, accommodation and other aspects. Hefei Children's Library has set up the "Poems and Futures " tourism special shelf, which is arranged according to travel destination. It includes not only introductions and guides for domestic and foreign scenic spots but also travel notes and prose. Faced with the strong tourism demand of the public, the library not only promotes its own public cultural services but also achieves the purpose of promoting reading and guiding more people to love reading by recommending tourism collection resources and providing various kinds of tourism information. The digitalization of library and tourism resources with local characteristics is more conducive to promoting the deep development of the tourism economy and industry and to meeting the new needs of tourists for tourism information. The Library of Nanshan in the District of Shenzhen has built its own "Splendid Nanshan" database, which includes tourist attractions, arts, people and products of Nanshan. Guilin Library has constructed the resource database of "Liu Sanjie Culture", which integrates the derived art culture, tourism culture, folk song culture, etc., and presents the cultural and tourism characteristics of "Liu Sanjie".

Themed libraries are libraries that meet people's needs for specialized knowledge and information with special collections and services in a particular field. The Huangpu District Library of Shanghai has set up a special tourist culture exhibition room that provides more than 6,000 books on domestic and foreign tourist attractions, humanistic scenery, local customs and historical sites. The tourism Library of Bao'an District Library of Shenzhen City is a special themed library for collecting tourism literature resources and providing tourism information services. It has a book reading area, periodical reading area, multimedia resource experience area and leisure area. There are more than 4,300 books on the tourism theme in the library, covering the introduction of domestic and foreign humanities, tourism strategies, travel notes, tourism videos and so on. Tourist enthusiasts provide tourism literature resources and services in a relaxed reading environment. Tourism libraries carry out various forms of reader service activities, such as the "Treasure Search and Trace of Bao'an Ten Scenic Spots Sharing Activities" and publicize local tourism culture by sharing meetings, so readers can feel the charm of local culture.

In addition, libraries integrate tourism promotion with exhibitions, lectures and daily activities to give people more opportunities to understand the characteristics of local tourism culture and even global tourist attractions, so that libraries can become a window for people to understand the world. The Yunnan Provincial Library held the Diqing Feiji Photo Exhibition of "Light and Shadow, Homesickness Retained", in cooperation with the tourism promotion activities of Diqing. Ningbo Library has organized a VR (Virtual Reality) experience activity on the theme of Mogao Grottoes, called "Shenyou Dunhuang", which restores the original appearance of Mogao Grottoes from 61000 years ago, providing a special trip to Dunhuang for readers.

3.2 Humanistic Landmark

Libraries not only provide various tourism information resources but are also a part of tourism resources themselves. As a symbol of culture and history, library architecture is closely related to national tradition and regional culture. Copley and Robson (2001) suggest cultural and heritage assets are ideally suited to becoming tourist attractions because they encompass the unique features of a place. In some cultural and leisure tourism routes, libraries have been included in tourist attractions, among them Tianyi Pavilion, an ancient library in China. Tianyi Pavilion, located on the West Bank of Yuehu Lake in Ningbo, Zhejiang Province, is the private library of Fan Qin, a scholar of the Ming Dynasty. It is the oldest existing library in Asia. The overall architecture embodies the ideological concepts of Tianyi Shui. It has been built into the Tianyige Museum, with over 300,000 volumes of books and a large number of precious cultural

and artistic works. It not only has extremely important academic value in the fields of library science and history research but also has a strong attraction for ordinary cultural tourists.

In recent years, with the opening of a number of "Internet-famous libraries", libraries have become a "Where to Go" choice for the public, especially for young people. Tianjin Binhai New Area Library opened to the outside world in 2017 and quickly became the most Internet-famous building in China and even the world. The library has six floors, with a total building area of 33,700 square metres and a total collection of 1.2 million copies of books on design. Its own architectural design concepts are "the eye of the sea" and "diligence is the path to the mountain of knowledge". Over the open cultural space, there are layers of circular curves, implying an endless cultural ocean and a full sense of futuristic science fiction. Over the past year, the Binhai New Area Library has loaned approximately 988,000 books, with a daily reception exceeding 20,000. It has become a holy place for readers and tourists to visit; at the same time, it has triggered a heated discussion on the integration of libraries and tourism.

Xiao Library is located in Liangzhu Culture Village, Hangzhou. It is a public library initiated by famous musician, director and writer Gao Xiaosong, who serves as the director of the library. The architectural design of Xiao Library has a strong sense of geometry, with shallow water and cherry blossoms outdoors to construct a cosy space. There are 50,000 books, mainly in the fields of literature, art, history, philosophy and psychology. In terms of service, Xiao Library has launched the Reader Accompaniment Program, inviting renowned writers, scholars and artists to come to the library from time to time. Since its opening, Xiao Library has attracted wide attention from society at large, especially from young people. It is known as a "landmark for literary and artistic youth to visit". In one year, it has received 165,853 online bookings and approximately 140,000 visitors.

3.3 Integration of Study Tours

Study tours is a form of tourism based on regional cultural experiences, and the main participants are primary and secondary school students. The main subjects of implementation are schools, travel agencies or sociocultural institutions, and special research travel management institutions. In recent years, social and cultural institutions represented by museums and libraries have actively participated in study tours. Libraries with distinctive cultural and architectural features are often tourist attractions themselves, which have the value of a study tour. To promote the use of library resources by young people on study tours, many libraries have also incorporated study tour education services into reading promotion activities.

Nanjing Jinling Library has launched a series of study tour activities on "Poetry and Literature Tour to Jinling" to guide children in accumulating and absorbing traditional culture in Nanjing's cultural monuments, understanding historical stories on site, and appreciating relevant classical poems and lyrics. This project can help protect the cultural monuments of Nanjing, promote the creative transformation and development of excellent traditional culture, and integrate culture and tourism.

The "Walking Hudak" theme reading project, sponsored by Shanghai Changning District Library, organizes visits by young people to 15 old buildings designed by Hudak in one day. The project integrates traditional reading into humanistic travel, so that more people can re-recognize and discover Shanghai. It invites readers to take a cultural tour of Shanghai, learning about the Udak buildings scattered around the city, so that young people can discover the surprises of Shanghai and enjoy the cultural experience. The library also invited Mr. Qiao Zhengyue, a columnist of architectural history, to give a lecture on "Hudak's Successful Code"

to help people better understand the historical stories and humanistic feelings behind the buildings.

The Library of Xiangcheng District, Suzhou, has launched a local culture popularization campaign with the theme of "A bite of Xiangcheng" to help teenagers encounter the traditional food of their hometown face-to-face, enhance their awareness of their hometown and cultivate their local feelings and consciousness. This project combines in-library activities with outdoor activities; extensively cooperates with communities, enterprises, industry associations and schools; popularizes Xiangcheng food culture; and enlarges the social influence of libraries.

3.5 Tourist Area Library

To promote the integration of culture and tourism and create a distinctive cultural tourism brand, Fujian Provincial Library has created literature reading places with the unified logo of Qingxin Library Gardens, which are open to people and tourists in the cultural scenic spots and tourist attractions of Fujian Province. The first Qingxin Library Garden was set up in Longtan, Fuzhou Forest Park. It has set up a special shelf of Fujian literature, books on plants, flowers and birds, and children's picture books. There are more than 2500 high-quality books covering Chinese and foreign literature, history and culture, health care and other categories, and more than 20 kinds of publications related to culture, leisure and entertainment. At the same time, it also provides "cultural communication" electronic equipment for visitors to make inquiries into the knowledge of plants, flowers and birds in Fuzhou Botanical Garden.

Bazhong Library and Nangong Grottoes Research Institute jointly created the "Bazhong Library–Nangong Grottoes Scenic Spot Reading Space" as a branch of Bazhong Library that is open to the world. Tourists can read 500 books on politics, law, health, tourism, literature and so on free of charge. The reading point carries out interactive experience activities such as exhibitions and DIY and introduces traditional cultural experience projects such as ancient paper-making and movable-type printing, which are easy to participate in, enhancing the sense of integration between citizens and tourists.

Chongqing Library, relying on the "4A Tourist Scenic Area" Chongqing Liangjiang International Film and Television City, has built a new branch of Liangjiang International Film and Television City with its predecessor - the National Roosevelt Library as the prototype. The library has more than 2000 books, covering biographies, philosophical ideas, political economy and other categories, for free reading by the vast number of tourists. At the same time, the branch library also presented the history of the National Roosevelt Library through live posters and a historical window display, and displayed valuable documents that fully demonstrated the cultural significance of Chongqing.

4. The Index System of Library Tourism Attraction

Hassan (2000) defines tourism competitiveness as the ability of tourism destinations to create and integrate value-added products that can use tourism destination resources sustainably in order to maintain its position relative to competitor markets. Yang Yong puts forward that culture constitutes an important factor in the formation of tourism destination competitiveness. With other conditions unchanged, the competitiveness of tourist destinations depends more on cultural factors. As a result, enhancing the competitiveness of cultural tourism plays an important role in enhancing the attractiveness of tourism destinations. As public cultural institutions, libraries play an important role in promoting the cultural atmosphere of tourist destinations and enhancing cultural services and help to enhance the attractiveness of local tourism. According to the existing practice of "Library + Tourism" in China, this paper

summarizes the index system of library tourism attractions, which provides ideas for the further integration of libraries and tourism.

Table 1: The Index System of Library Tourism Attractions

Category	Natural Attraction	Humanistic Attraction	Social Attraction	Service Attraction
Index	Architectural Environment	Historical and Humanistic Accumulation	Library + Accommodation	Tourism Information Service
	Architectural Appearance Design	Characteristic Collection	Library + Tourist Scenic Spot	Leisure and Recreational Functions
	The Spatial Layout of the Library	Celebrity Effect	Development of Cultural Creative Products	Library + Study Tours

4.1 Natural Attractions

This index focuses on the library's building environment, the appearance of its design and its inside environment. ① The building environment of the library mainly includes its location and surrounding environment, which play an obvious role in enhancing the attractiveness of library tourism. Unlike other libraries in densely populated areas, the Anaya Library in Qinhuangdao stands alone on the open beach, without lanes and walkways, and visitors need to walk hundreds of metres on the beach to reach it. Therefore, it is called the loneliest library and attracts a large number of tourists to visit it. The Xiao Library mentioned above is also located in Liangzhu Culture Village, Hangzhou, which has a strong sense of design. Its beautiful park-like surroundings have greatly enhanced the attraction of readers. ② The architectural appearance of the library has also been a focus of attention in the design of library buildings in recent years. An ingenious design that conforms to the functions of the library can attract the attention of the media and the public. Tianjin Binhai New Area Library has become popular in the media because of its visual impact. The American Institute of Architects (AIA) and the American Library Association (ALA) also jointly give the AIA/ALA Library Architectural Design Award every year to draw public attention to the role of libraries in society and attract more public use of libraries. ③ With the increase in people's requirements, public requirements for the space environment in the library are also getting higher and higher. Hangzhou Library Music Theme Library has planned three different functional blocks: lecture hall, audio-visual area and reading area. It is equipped with first-class hardware facilities and audio equipment. The comfortable environment not only attracts a large number of citizens to come and experience it but also has become a new hotspot of tourism in Hangzhou. Wenzhou's "24-hour City's Study" is a typical representative of the new urban public reading space in China. It integrates the library with cafes, tea houses, flower shops and other businesses to enhance the reader's comfort. Its novel design has also become a new business card for Wenzhou tourism. Libraries' internal design and comfortable spatial layout can effectively meet the different needs of readers at all levels of a library reading service and promote the innovative development of libraries' modes of service.

4.2 Humanistic Attractions

This index mainly includes libraries' historical and humanistic content, special collections and the related social celebrity effects. ① Ancient Chinese libraries, such as Tianyi Pavilion mentioned above, have become a famous tourist attraction because of their historical and

cultural content. As symbols of culture, libraries should also pay attention to the combination of local history and culture in the process of construction or reconstruction. For example, Suochengli Community Library is located in the quadrangle of the old block in Yantai, which has a long history predating the transformation. The rebuilding of the library retains its "traces of time" and revitalizes the historical content and humanistic atmosphere in the space, which not only awakens the emotions of the community residents towards the library but also attracts tourists.② Characteristic collections refer to the unique literature resource advantages of one library after a long period of construction and accumulation. For example, Sikuquanshu, Dunhuang relics, Leitu style archives and Jinshi documents collected by the National Library of China are precious national cultural memories that attract tourists who love history and culture. On the other hand, libraries should strengthen the construction of information resources and focus on tapping local literature resources, publicizing local history and culture, deepening readers' and tourists' understanding of local historical context and customs, and promoting tourists' in-depth contact with and understanding of local culture. For example, the local intangible cultural heritage, with its historical, scientific and artistic value, should be comprehensively collected, developed and protected, so that intangible cultural heritage resources become unique collection materials. ③ The social celebrity effect is also an important part of a library's humanistic attraction. For example, the Xiao Library and Miscellaneous Library set up by Gao Xiaosong attracted the public's attention even before opening because he is a famous musician. At the same time, the stories of some well-known scholars and libraries have also attracted people to return to other libraries to look for those people's stories, strengthening the libraries' recognition.

4.3 Social Attractions

This index mainly includes the integration of libraries, tourist accommodations and scenic spots, and the development of creative products. ① The trend of integration between libraries and the tourism accommodation industry, such as residential buildings and hotels, has become increasingly evident. With the construction of the Central-Branch Library System in Chinese, many regions have set up library branches in local well-known hotels or residential accommodations to provide tourists with tourism information and leisure and entertainment information-based services. At the same time, according to the characteristics of tourism and hotels, libraries provide various book-sharing and hands-on experience activities for tourists, improving the cultural significance of tourism. ② Along with the development trend of integrating culture and tourism in China, there are many successful cases of the establishment of branch libraries in scenic spots, which lays a foundation for the development of theme libraries in scenic spots. The construction of libraries in scenic spots should be precisely positioned, and the regional and local history, geography, celebrities, nationalities and folklores should be excavated in depth. Photos and documents of tourist spots should be collected and displayed to form a unique scenic wall, so that tourists in scenic spots can better understand the scenic spots and culture, and create a better atmosphere. Next, libraries should continue to broaden their channels and cooperate with the transportation system to provide tourism information services at airports, railway stations, subway stations and other transportation hubs, thus becoming a window for tourism. ③ At the level of cultural creative product development, compared with museums, although libraries started late, the cultural resources and significance of library creative products are more abundant. By tapping local literature resources and cultural creativity, libraries can design special tourism commodities with great historical, memorial and practical value, which not only meets customers' experience needs and purchase desires but also extends the chain of library tourism products. For example, Hainan Provincial Library's self-created product, the "Chinese Character Memory" copy book, based on library collection resources, is favoured by customers. The library also developed

cultural and creative products with Hainan flavour, such as tea knives, coconut seaweed kettle mats, and coconut town rulers, which have become popular tourist souvenirs. Therefore, in the development of creative products, libraries should make full use of the collection resources and integrate the local history, architecture and classic books into the design and development of products. Second, they should publicize and incorporate regional cultural symbols, such as local customs and culture, intangible cultural heritage, folk stories, historical allusions and legends, etc. into creative products. Third, they should use new media to interact with readers and tourists and disseminate them in various ways.

4.4 Service Attractions

This index mainly includes the tourism information service, leisure and entertainment functions and study tours provided by the library. ① Libraries can provide tourism information services mainly by setting up special stacks for tourism documents; setting up reading rooms or libraries for tourism themes; building tourism-themed databases; carrying out activities such as tourism-themed exhibitions, lectures and other activities; and setting up tourism promotion columns in WeChat or APP. Libraries should actively play the role of collecting local tourism resources and establishing local tourism resource databases. On one hand, it is necessary to make use of the advantages of the Internet, so readers and tourists can understand and grasp the local tourism landscape and culture in time and promote the development of the local tourism industry. On the other hand, libraries can also inform tourism companies of local historical and cultural resources and scenic spots, to better develop and utilize the local tourism resources. In well-known tourist cities, libraries can also actively develop tourism reading services; recommend travel routes and related books according to tourists' age, interests and time constraints; introduce local regional characteristics, folk customs and celebrity stories; and enhance the tourism experience. ② Libraries can rely on a specialized collection resources, provide literature and information services, carry out in-depth reading promotion activities on different topics, and make libraries a diversified cultural service platform. At the same time, libraries should constantly broaden the modes and means of service delivery, make use of the advantages of rich collections and equipment, and organize various cultural and leisure activities such as appreciation of painting and calligraphy, lectures by famous artists, etc. Prentice (2001) believes that the development of museum tourism should be based on the "authenticity" of tourists, and the tourism experience is the core of the development. Therefore, libraries should also pay attention to the tourist experience. They can use high-tech means to display books, pictures and objects in the innovative form of sound, light and electricity and interact with visitors to bring new feelings to tourists. ③ The study tour-related services that libraries can carry out are multi-level and multi-dimensional. First, the library's diversified collections provide resources suitable for travel research services. Second, while enriching the types of library resources, libraries can also expand equipment rental services, extend the library's service functions, and provide resources for the development of study tours. Third, conditional libraries can also build themselves into research travel bases, take full advantage of their unique resources and service endowments, organize thematic "cultural treasure hunting" activities, and enhance the interest of library tourism study tours.

5. Discussion

Cultural leisure tourism is one of the development directions of tourism and presents a new opportunity for the integration of public cultural institutions and tourism. Libraries are an important place and platform for people to renew knowledge and engage in self-promotion and self-realization. It is also the place where humanistic care is most concentrated. At present, considering the rapid growth of world tourism, libraries, as cultural and information institutions, should seize the opportunity, fully explore their resource advantages, take "library

+ tourism" as the breakthrough point, become the link between tourists and the cultural tourism industry, and bring richer tourism experiences to tourists. This will contribute to the sustainable development of library space utilization, knowledge dissemination and cultural service functions, thus promoting the common prosperity and development of libraries and the tourism industry.

By introducing and summarizing the innovative practices of Chinese libraries in tourism, this paper conceptualizes the main mode of integration between libraries and tourism and presents an index system for library's tourism attractions, which provides a new direction for the sustainable development of libraries. In the next step, we will continue to collect and categorize innovative practices in library and tourism integration at home and abroad, combine the development of the cultural tourism industry, present a virtuous cycle model of libraries promoting cultural tourism, and establish an evaluation index system for library attractiveness to provide references for the promotion of library's tourism attractiveness.

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