

Practical Case Exploration of Cultural Tourism Integration in Public Libraries

-- Taking Shanghai Area as an Example

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Abstract: The role of public library has changed in this era. Public library and tourism are bonding together nowadays. Consumer and readers' have changed over the time, they are expecting brand new experiences in tourism and library. As the traditional cultural and information resources collection and service institutions, it's role in the integrated development of cultural tourism has become more and more prominent. Libraries have rich historical and cultural resources and professional service capabilities which can provide rich materials and intellectual support for the innovation of cultural tourism products.

Keywords: Public Libraries; Cultural and Tourism Integration; Tourist Industry.

1. Introduction

1.1. Public Library and Cultural and Tourism Integration

Earlier in 2018, the merger of the Ministry of Culture and the Ministry of Tourism has made the integration of culture and tourism a social hotspot that cannot be ignored. Taken as the main character of public cultural institutions, public libraries are bound to play an important role in it. In 2014, the International Federation of Library Associations and Institutions (hereinafter referred to as "IFLA") also stated in the Lyon Manifesto on Access to Information and Development that the status and role of libraries is to preserve and ensure the sustainable access to cultural heritage as well as promoting the comprehensive development of citizens [1]. In 2022, IFLA and UNESCO jointly issued the Public Library Manifesto (2022), which recognizes that libraries contribute to the preservation of all forms of cultural expression, heritage, and artistic appreciation. Such actions have greatly facilitated the intercultural dialogue and the protection of cultural diversity [2].

Yin Meiju and Cai Jin have suggested that libraries are not only an important cultural tourism resource, but also an important element in deepening tourism [2]. Tourists in the process of tourism desire not only natural landscape, cultural connotation behind the humanities landscape is what can really sublimate the overall tourism experience. Ding Liu proposed that in the context of cultural and tourism integration, libraries should establish the concept of openness and tolerance, mutual benefit and cooperation, take the initiative to strengthen cooperation with cultural and tourism departments, tourist attractions, etc in order to further expand the channels for the promotion of reading, and to strive to create a high-quality reading environment that can be read everywhere, at all times, and by everyone [3].

The practical exploration of public libraries to empower the integration of culture and tourism not only helps to enhance its own unique social education function, but also can play an important role in improving the public's cultural literacy. By carrying out colorful cultural activities such as exhibitions

and lectures, public libraries can provide tourists with a richer and more diversified cultural experience and add new impetus to the development of the local tourism industry at the same time.

With the everchanging demands of consumer, cultural tourism products require personalization and diversification. In this context, public library, the traditional cultural and information resources collection and service institutions, it's role in the integrated development of cultural tourism has become more and more prominent. Libraries have rich historical and cultural resources and professional service capabilities which can provide rich materials and intellectual support for the innovation of cultural tourism products. For example, libraries can attract more tourists to the city by organizing cultural salons, cultural studies, cultural and creative product development and other activities.

1.2. Public Libraries in Shanghai Area's Relation with Culture and Tourism Integration

With the rapid development of China's tourism industry, cultural tourism has become an important part of the tourism market. In the year of 2021, the Ministry of Culture and Tourism issued the "14th Five-Year Plan for Culture and Tourism Development" which clarified the direction for the development of the integration of culture and tourism path, goals and requirements. This is a programmatic document on the integration of culture and tourism development. [5] In 2023, a number of state departments jointly issued the Notice on the Construction of China's Cultural Relics Theme Trail, proposing that cultural relics theme trails "can be incorporated into museums, memorial halls, libraries and other cultural venues" and requesting that cultural relics trails be relied upon to promote the integration of the cultural industry and the tourism industry, and to strengthen cultural empowerment. [6]. Through the exploitation of local history and culture, natural scenery, folk customs and other resources, cultural tourism provides tourists with in-depth cultural experiences and meets people's needs for spiritual and cultural life. In this process, the role of cultural institutions such as public libraries, archives and museums is crucial, not

only as collectors and protectors of cultural heritage, but also as suppliers and disseminators of cultural tourism resources.

Being the economic, financial and cultural center of China, Shanghai is a tourist city with rich historical and cultural resources. Various types of libraries in the Shanghai area have all kinds of unique tourism resources, such as the historic Zikawei Library and the East Library of the Shanghai Library with its unique architectural design. All these factors make Shanghai's exploration in the integration of culture and tourism typical and exemplary. As early as 1997, scholars have proposed the significance of the development of tourism functions of libraries in Shanghai area [7]. This paper will take the practice of Shanghai public libraries in the integration of culture and tourism as a research object, hoping that through the study of its practice exploration, it can provide reference and inspiration for the practice of cultural and tourism integration in other regions.

2. The Forms of Shanghai Public Libraries Empowering Urban Cultural Tourism Practice

2.1. Space Reformation

Traditionally, public libraries provide more of a space for reading and self-study, but with the development of technology and the growing individual needs of readers, there have been many novel changes in the creation of library space. The seventh floor of the East Library of the Shanghai Library has opened up a unique reading promotion area, where readers can not only gain interaction with the contents of books, but also have popular IP cooperation added to it from time to time. For example, the Shanghai Library has cooperated with the LEGO Group to create the "Super Fun Library", which is themed on the Journey to the West to create a fun reading space that attracts child readers from all over the country.

The spatial reformation of public libraries in Shanghai does not limit to the utilization of space inside the library, the internal and external architectural features can also contribute to it becoming a new landmark for cultural tourism. Taking the Zikawei Library as an example, the exterior of the architecture is designed by the internationally renowned architect David Chipfield Architects. The library building as a whole is presented in a trapezoidal shape, and a number of sets of long, slender fins shaped like the pages of a book in beige form make up the academy's exterior façade, with a panorama viewed from a distance. From a distance, the panoramic view resembles the pages of a book about to be unfolded. The unique appearance of the building has made it a new landmark for tourists in Shanghai, and a new cultural landmark in Shanghai.

2.2. Cultural Activities

Intangible cultural heritage is an important connotation of cultural and tourism integration activities. Shanghai Changning Xinjing area has four municipal-level intangible cultural heritage protection projects - Shanghai Opera, Bamboo Instruments of Jiang Nan, Shanghai style Paper Tearing, Xijiao Peasant Painting. The Shanghai Style Paper Tearing and Xijiao Peasant Painting fall into the traditional fine arts category of intangible cultural heritage, while Shanghai Opera and Jiangnan Silk Bamboo belong to the traditional music category. When the Changning District Library built the smart library reading scene "New Page

Study Room – Intangible Cultural Heritage Theme Pavilion", it planned in advance to make the best use of the brand-new space in order to skillfully present the unique intangible cultural heritage projects of the district. In the end, the New Page Study Room will present Shanghai Opera and Bamboo Instruments of Jiang Nan in the form of audiobooks, combined with e-postcards, e-reading cards, on-demand theater and audiobooks. All the services can be selected by readers according to their own interests. The Shanghai Style Paper Tearing, Xijiao Farmer's Painting and other intangible cultural heritage projects are presented in static ways such as element extraction, environmental decoration, directory labeling, and cultural and creative displays[8].

The East Library of Shanghai Library cooperated with Suzhou Library and Bandai Namco (China) Investment Co., Ltd. to carry out a series of cultural heritage promotion programs. The content of the collaboration events centered on the "Jiangnan culture", and a team of professional restorers from the two libraries will explain the two intangible cultural heritage techniques of "Ancient Book Restoration" and "Inscription Topography and Rubbing Mounting". A team of professional restorers from the two libraries explained the two intangible cultural heritage techniques of "Ancient Book Restoration" and "Inscription Topography and Rubbing Mounting", leading readers to experience the charm of traditional culture. This activity expands the influence of the activity through cross-border cooperation, fully integrates the tourism resources and cultural resources of the two places, and realizes the upgrading of the content of cultural and tourism activities.

Study activities are one of the conventional cultural activities led by public libraries. For example, the Jing'an Library for Children and Young Adults and the Shanghai Puppet Theatre jointly organized the "Starting from Literary Classics" summer study activity, which starts with a visit to the puppet theatre to help young readers understand the characteristics of puppet production in different regions of the country. After watching puppet shows based on literary classics, they will enter the library to listen to lectures presented by famous writers and film and television producers, which include knowledge about the adaptation of literary works. The lectures also encourage the young readers to create words based on the backgrounds of the puppet shows, movies, or other scenes, and the outstanding works among them will have the opportunity to be published in the library's WeChat public account. Winner will be awarded with a free ticket to the puppet show. The Hongkou District Library organized the "Hongkou Cultural Walk", an event that guided young people aged 10-14 to explore Hongkou's urban humanities and history through reading and aesthetic education [9]. This activity has five pre-designed study walking courses, the route themes are "Shanghai Ark", "Source of Power", "Open Eyes to the World", "Reflecting the River", and "Luxun Literature", each of which includes the most representative humanistic landscapes and historical sites in Hongkou, The participating youths more intuitively experience the historical and cultural heritage of Hongkou through their field visits.

2.3. Culture and Tourism Map

In 2020, the Shanghai Library launched the "From Wukang Road" AR architectural guidance app, which allows one to read a neighborhood without having to be guided by a professional. The app includes the architectural history of

Wukang Road, historical celebrities, AR exploration, AR scanning to recognize door numbers, etc. They dynamically displayed the chronological changes of the buildings on Wukang Road. Unlike ordinary tourism pamphlets, its narration of the history of Wukang Road comes from the rich collection resources of the Shanghai Library.

Huangpu District Library organized the “Traces of Nanjing Road”, “Humanities Fuzhou Road”, “Wutong Sinan Road” and other city-walk activities which were all based on Huangpu themed books. These walking experience immerse tourists in Shanghai's history, culture and reading atmosphere. Putuo District Library also initiated tourism activities such as “Walking the Half Marathon along the Suzhou Creed, seeking beauty from the bridge” reading and walking activities. Starting from Zhenping Road Bridge and ending at M50 Creative Park, the walk passes through a number of historical and cultural attractions. The participants had the chance to learn about the historical changes of Suzhou Creek during the walk.

In some suburban villages in Shanghai, libraries also organize rcultural walks, leading the public to understand the history, culture and customs of the countryside, while also helping to promote the resources and services of rural libraries.

2.4. Cultural and Creative Products

Cultural and creative products have strong cultural attributes and are important derivatives for the integration of culture and tourism, and libraries located in the Shanghai area have naturally grasped this boom. Shanghai Library has created a series of more than 10 thematic cultural creations. Among them, “ZhiBao” pendant bell was patterned from the Shanghai Library collection of ancient copies of the “Huadu Temple Pagoda Inscription”. “Huadu Temple Pagoda Inscription” persevered by Wuhufan is the only surviving original stone rubbing of the early Northern Song Dynasty. It can be regarded as the only copy of national treasures[10]. In the East Library of the Shanghai Library, tourists are able to experience customized cultural and creative products including bookmarks, postcards, greeting cards, spring couplets and so on. Tourists are able to choose the design elements with the cultural characteristics of the library, which is quite commemorative.

The Pudong Library has held the “Dazzling Colorful Chapter” exhibition of Zhang Zhidong's cultural and creative products and creative planning documents, displaying cultural and creative works related to the development of Pudong and Shanghai, such as silk scarves, folding fans, ceramics, etc., These are designed and developed with the individual IP design of Chinese painting art, which not only reflect the artist's creative style, but also show the regional cultural characteristics of Shanghai. These cultural and creative products not only reflect the creative style of the artists, but also show the regional cultural characteristics of Shanghai.

3. Insights on how public libraries can contribute to urban cultural tourism

3.1. Knowledge Empowerment

First, organize thematic exhibitions around books related to culture and tourism. Public libraries can organize and display special collection resources related to local history, culture and tourist attractions to carry out thematic exhibitions.

Public libraries can display valuable ancient books, old photos, local literature based on Shanghai's local culture, historical changes and other related themes, so that tourists can obtain in-depth understanding of Shanghai's historical and cultural heritage while visiting the library at the same time. Public libraries in Shanghai can organize exhibitions with the themes of “Shanghai Style Architecture” and “Lane Culture” to introduce Shanghai's famous historical buildings through pictures, texts, objects and other forms, providing knowledge support for the integration of culture and tourism, whilst attracting Chinese and foreign tourists. At the same time, it can also play a role in promoting the reading of books in the public library.

Second, cultural lectures on tourism knowledge. Organizing cultural lecture, book sharing sessions in libraries or tourist attractions. Invite experts, scholars, writers, tour guides and other professionals to explain to tourists about the local history and culture, local customs, travel tips and other knowledge. In some historical and cultural districts in Shanghai, libraries can cooperate with local communities and streets to hold themed lectures, inviting old Shanghainese people to tell stories about their past lives, so that tourists can better understand the history and culture of Shanghai.

Third, thematic reading activities. Libraries for children can organize parent-child reading activities, combining them with tourism themes to provide family-oriented groups of tourists with interactive reading experiences for parents and children. For example, in parks or natural scenic spots, libraries can organize “The Beauty of Nature” parent-child reading activities, so that children can learn about nature and protect the environment while reading.

3.2. Technology Empowerment

First, tourism digital resource development. Scenic spots can enter into cooperation with the libraries of their streets and utilize the digital resource platform of the libraries to provide tourists with services such as online reading, audio explanations and video tours. Tourists can access the library's digital resources through cell phones, tablet PCs and other devices during their journey to learn about local history and culture, tourist attractions, culinary specialties and other information.

Second, open up digital resource packages on tourism themes. Centered around unique collections, public libraries could help travelers designate exclusive roadbooks, either in the form of WeChat tweets or by cooperating with scenic spots to create roadbook brochures. Using social media such as WeChat apps and Xiaohongshu as content promotion platforms, they can publish travel content containing introductions to Shanghai's tourist attractions, transportation guides, and food recommendations, making it easy for visitors to access the information they need at any time and any place.

Third, personalize tourism route recommendation. Based on the results of the analysis of visitors' search behavior in the museum, librarians are able to provide visitors with personalized cultural tourism route recommendation services. Through public channels such as cell phone applications and WeChat public accounts, information on books, cultural activities, and tourist attractions that match their interests are pushed to tourists to increase their participation and satisfaction. Public libraries can combine library visits and cultural activities with neighboring tourist attractions, which not only provides tourists with a richer travel experience, but also can increase the number of library visits.

3.3. Crossover Integration

The integration of culture and tourism involves all aspects of society, and organizations in different fields often have complementary types of resources. From the perspective of commercialization, public libraries do not have complete advantages, if they can cooperate with tourism enterprises that have been deeply cultivated for many years in the professional field, they can provide tourists with more practical and personalized cultural tourism services that can solve the pain points efficiently.

In addition to tourism route services, it is also possible to choose to cooperate with hotels to set up book corners or small libraries in hotels to provide visitors with places to read and relax; and to cooperate with hotels to produce brochures recommending the library's cultural and tourism activities and special cultural and tourism services for guests, so as to promote the development of local cultural and tourism.

Cooperate with cultural institutions such as museums, art galleries and theatres to jointly organize cultural activities and exhibitions, integrate the cultural heritage resources of both sides, and make full use of the furnishings in the collections to provide visitors with a more comprehensive cultural experience. To establish cultural alliances based on administrative districts or streets to jointly promote the integrated development of culture and tourism. Through co-organizing activities, sharing resources and promoting each other, the influence of cultural institutions can be expanded to provide tourists with more diversified cultural tourism choices.

3.4. Building Cultural Space

Public libraries can create unique spaces centered around cultural and tourism needs. Libraries in the vicinity of tourist attractions can set up reading areas for tourism culture, displaying books, maps, travel tips and other materials related to local tourism to provide tourists with tourism information services. At the same time, public libraries can also display local special handicrafts, folk culture items, etc. in the reading area, and organize special exhibitions to attract tourists to create a strong cultural atmosphere.

Co-create with scenic spots to build theme study rooms, such as "Suzhou Creek Study Room Theme Space" and "Chinese Medicine Theme Study Room", etc. The overall planning of the study room takes local intangible cultural heritage, folk customs as the theme. The overall planning of the study room takes local intangible cultural heritage and folk customs as the theme, and carries out indoor and outdoor decoration design and exclusive book configuration based on the characteristics of the scenic spot, so as to expand the diversified scenarios for cultural display and experience. With such strategy, public libraries are able to create a cultural service brand with local characteristics.

4. Conclusion

The integration of culture and tourism is a hot topic in the current tourism consumption market. As an important landmark of the city and the precipitation of urban culture, public libraries have become an important part of the upgrade of the urban core of culture and tourism by enriching the cultural core with library resources and utilizing the unique

cultural space to create a new landmark for tourism. The promotion of cultural and tourism integration can promote the inheritance and innovation of local culture and enhance the influence and competitiveness of local culture. While protecting and inheriting local cultural heritage, public libraries, through in-depth cooperation with the tourism industry, can transform these cultural resources into tourism resources, enhance the attractiveness of local culture, and increase its visibility and influence at home and abroad.

With the upgrading of consumer demand, what public libraries, historical and cultural scenic spots and other cultural venues provide is no longer just a location, but also needs to put cultural experience and enjoyment in the foreground, using digital technology and personalized services to make the readers' experience different from the traditional, and more in-depth experience of the cultural connotations. By digging into the existing cultural heritage resources in greater depth to improve the quality of cultural dissemination, and through the careful processing, we are able to realize the upgrading of the content of cultural and tourism services.

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