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## Two Dimensions of Deepening Culture-Tourism Integration in Public Libraries (Postprint)

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### Abstract

[Purpose/Significance] To comprehensively expand the depth and breadth of culture-tourism integration in China's public libraries, this study constructs a framework for public library culture-tourism integration from two dimensions: "in-depth internal cultivation" and "external connectivity."

[Method/Process] Through literature review, web-based investigation, and case analysis, this paper systematically reviews the theoretical research and practical achievements of culture-tourism integration in China's public libraries, deeply analyzes the connotations of the "in-depth internal cultivation" and "external connectivity" dimensions and their subordinate integration types within the context of culture-tourism integration, and explores the forms/elements and applications of each integration type.

[Results/Conclusion] The "in-depth internal cultivation" dimension focuses on the self-development of public libraries and can be divided into information-based integration and immersive integration according to the depth of integration; the "external connectivity" dimension concerns the collaboration between public libraries and other organizations, and can be categorized into embedded integration, cultural-creative integration, and study-tour integration based on the content and form of integration.

### Full Text

### Preamble

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## Two Dimensions of Deepening Culture-Tourism Integration in Public Libraries\*

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### Abstract:

**[Purpose/Significance]** To comprehensively expand the depth and breadth of culture-tourism integration in China's public libraries, this paper constructs a framework for public library culture-tourism integration from two dimensions: "internal development" and "external cooperation."

**[Method/Process]** Through literature research, network surveys, and case analysis, this study systematically reviews theoretical research and practical achievements in public library culture-tourism integration in China, deeply analyzing the connotations of the "internal development" and "external cooperation" dimensions and their subordinate integration types within the context of culture-tourism integration, and exploring the forms/elements and applications of each integration type.

**[Result/Conclusion]** The "internal development" dimension focuses on the construction of public libraries themselves, which can be divided into information-based integration and immersive integration according to the depth of integration. The "external cooperation" dimension focuses on collaboration between public libraries and other organizations, which can be divided into embedding-based integration, cultural-creative integration, and study-travel integration according to content and form.

**Keywords:** public library; culture-tourism integration; immersive experience; cultural creative products; study travel

**Classification Number:** G258.2

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In 2018, the Ministry of Culture and Tourism of the People's Republic of China was established [1]. This institutional reform reflects the internal requirements for deepening culture-tourism integration and serves as a catalyst for the vigorous development of cultural tourism. In the field of public cultural services, how to deepen the integration of culture and tourism in public libraries has become a hot topic in academic circles. From a cultural perspective, public libraries are important components of the socialist public cultural service system, bearing the vital functions of preserving human cultural heritage and providing cultural leisure. From a tourism perspective, public libraries belong to social tourism resources, are indispensable humanistic landscapes in modern society, and serve as microcosms of a nation or city's cultural and spiritual outlook [2].

"Internal development" refers to actively integrating internal resources, introducing emerging technologies, leveraging inherent advantages, and multi-dimensionally excavating and developing library characteristics to create

cultural tourism content and forms that combine local features with both cultural and tourism value, thereby extending the depth of public library culture-tourism integration. “External cooperation” refers to proactively establishing connections and collaborations externally, forming a new cultural tourism ecosystem with diversified services and broad coverage through library-school cooperation, library-enterprise cooperation, and collaboration with other relevant departments or organizations, thereby broadening the breadth of public library culture-tourism integration. Through the expansion of both depth and breadth, public libraries can achieve high-quality cultural output and tourism input, creating a culture-tourism integration framework that cultivates both internal and external strengths.

## **2. Literature Review on Public Library Culture-Tourism Integration in China**

Public library culture-tourism integration aims to promote complementary development between culture and tourism, based on the cultural resources and information technology services possessed by public libraries, to provide tourists with products or services that feature library characteristics, cultural core, and tourism appeal. Although the proposition of public library culture-tourism integration was proposed relatively recently in China, explorations of the integration between public libraries and tourism have long existed. To comprehensively present research achievements in this field, this paper includes earlier research findings on the integration of public libraries and tourism, revealing that existing studies have primarily focused on the following themes:

### **2.1 Research on Public Library Tourism Information Services**

Public library tourism information services originated from social needs [4], with service subjects involving tourism decision-makers, tourism students and teachers, tour guides, tourists, etc. [5]. These services should follow principles of systematicness, uniqueness, and market orientation [6]. Additionally, against the backdrop of regional cultural development, it is necessary to optimize the path structure of library tourism literature information resources, broaden resource circulation channels, and strengthen the collection of special collections [7].

### **2.2 Research on Cultural-Creative Development in Public Libraries**

Due to the public welfare nature of public libraries, controversies remain regarding their role, function, and status in cultural-creative undertakings [8]. However, with the advancement of domestic research, such as the proposal of library-enterprise tourism cultural-creative commission agency models [9], and the study and absorption of experiences from foreign public libraries’ cultural-creative development and marketing [10-11], public libraries’ cultural-creative work has made significant progress, effectively promoting cultural dissemination

and tourism development in the new era.

### **2.3 Research on Study-Travel Services in Public Libraries**

Study travel is an important focal point for culture-tourism integration, and public libraries possess advantages in concepts, resources, and policies for developing study-travel services [12], thus gaining considerable attention in both theoretical research and practice. However, existing research is relatively monolithic, mainly concentrating on summarizing experiences and future prospects of study-travel practices in domestic and foreign public libraries [13-14], lacking higher-level guiding theoretical research outcomes.

### **2.4 Research on Paths for Public Library Culture-Tourism Integration**

Before the formal proposal of public library culture-tourism integration, Chinese scholars had already put forward bold ideas such as leveraging libraries' tourism functions [15], building tourism libraries [16], and libraries serving local tourism [17]. After the proposition was formally introduced, various libraries actively practiced, generating numerous studies proposing development paths based on case analysis [18-19]. Additionally, there are other studies, such as research on cooperation between public libraries and hotels [20-21], and research on libraries assisting rural tourism driven by demand and technology [22]. The above review shows that research topics on the integration of public libraries and tourism in China are diverse and rich in content, but most studies focus on specific aspects of integration or explore based on single or multiple typical practices at home and abroad, with few adopting a holistic perspective, and the research has not yet deeply touched upon framework construction for culture-tourism integration. Based on this, this paper takes the comprehensive expansion of public library culture-tourism integration as its starting point and endpoint, combining reflections on actual progress and potential development of integration work, and proposes that the framework for public library culture-tourism integration can be constructed from two dimensions: "internal development" and "external cooperation," as shown in [Figure 1: see original paper].

## **3. First Dimension of Public Library Culture-Tourism Integration: Internal Development**

"Internal development" focuses on the integration and deepening of public libraries' own resources and services. According to content and depth, the integration types under this dimension can be divided into two categories: the first is information-based integration, emphasizing public libraries' advantage as information centers to deepen tourism information resource construction and services; the second is immersive integration, emphasizing the exploration of creative and display methods that closely connect library elements with technology to build immersive public library spaces with both cultural connotation and tourism appeal.

### 3.1 Information-Based Integration

As social information centers, public libraries possess rich information resources and professional information skills, which can well compensate for information asymmetry in the tourism market while providing decision-making support for tourism departments and reliable materials for tourism researchers. The resulting integration method is information-based integration, manifested as public libraries' rational planning and excavation of internal tourism collection layout, multi-channel and multi-faceted discriminative collection of local tourism information resources, and comprehensive orderly processing to meet the needs of different tourism information users such as tourists, tourism researchers, or tourism departments [23].

#### 3.1.1 Two Forms of Information-Based Integration (1) Online Tourism Information Services.

The main audience for online tourism information services consists of users who rely on network channels to meet tourism information consultation needs. Through websites, Weibo, WeChat official accounts, and other online channels, public libraries can, on the one hand, establish online tourism information indexes, categorically publish digital tourism collection information, local tourism customs multimedia information, cultural tourism route information, and other content, conveniently and quickly outputting information about the library's and local tourism characteristics to tourists. On the other hand, they can conduct preliminary online communication and transmission of relevant literature materials or intelligence with government departments needing tourism decision-making assistance or research scholars needing tourism consultation, improving the efficiency of public library culture-tourism policy information and academic information services.

**(2) Offline Tourism Information Services.** When existing online tourism information services cannot meet user needs, offline tourism information services serve as a necessary and effective supplementary means. On the one hand, public libraries, especially those located in tourist areas or with significant tourism features themselves, can establish in-house cultural tourism reception departments responsible for managing individual or group visit appointments, tour guide arrangements, and other matters, such as appropriately introducing and recommending the library's culture-tourism integration activity information to tourists during their visits. On the other hand, they can directly discuss specific tourism policies or projects with tourism departments, provide tourism intelligence support, and directly dialogue with tourism-related researchers to provide needed information content or clues.

**3.1.2 Application of Information-Based Integration** Due to public libraries' natural information advantages, information-based integration has become an earlier emerging integration form in public library culture-tourism integration. The Tourism Culture Expo characteristic service department of Shang-

hai Nanshi District Library [24] has been established for over twenty years, responsible for excavating and managing tourism collections, and recording and preserving local extant cultural historical materials with narration to meet different users' systematic tourism material needs. Information-based integration is applicable to all public libraries, and those with larger volumes of tourism information resources should strive to optimize tourism information resource structures to serve as information assistants for public travel, databases for scholars' research, and think tanks for tourism department policy-making and project development, while also using information-based integration to publicize other integration types and enhance the influence of public library tourism services.

### 3.2 Immersive Integration

“Immersive experience” is currently one of the popular terms in the museum industry. Museums, as cultural narrative subjects, combine cultural cognition with immersive experience through narrative media, narrative space, narrative stories, and narrative identities, achieving excellent results in cultural development, inheritance, and dissemination [25]. In the context of public library culture-tourism integration, constructing immersive spaces is similarly a promising entry point. Immersive integration refers to public libraries exploring creativity and using technologies such as virtual reality and augmented reality to create narrative spaces with multi-sensory experiences, giving users a sense of being personally on the scene and genuinely participating, forming an immersive cultural tourism space with library characteristics.

**3.2.1 Three Elements of Immersive Integration (1) Content Design—Creative and Narrative.** Due to insufficient experience, public libraries can selectively reference and learn from content design practices of immersive spaces in museums and other venues, but should not resort to crude imitation. Instead, they should fully consider the role positioning and development concepts of public libraries, excavate creativity from library buildings, collection classics, cultural relics, and other content, and organize narrative threads. They can focus on exploring narrative elements inherent in classics and cultural relics, such as historical backgrounds, character stories, poetry, and songs, and explore how to endow elements with “living” forms through narrative methods, turning static into dynamic. For example, promoting precious ancient texts to meet users through virtual reality content, demonstrating the historical changes of how precious classics and cultural relics wandered among the people before being collected by the state, or displaying restoration scenes of classics and cultural relics, integrating culture and history into storytelling.

**(2) User Interaction—Enhancing Participation.** Real immersion is based on audience active participation [26]. Immersive integration spaces should appropriately intersperse user interaction links in narrative content to attract users to actively participate in narratives, providing multi-sensory experiences such as

visual, auditory, olfactory, and tactile to create immersive narrative situations. For example, designing narrative games with multiple role versions based on the historical background of certain classics, allowing users to select their own roles, experience role perspectives, and provide behavioral feedback according to narrative guidance to complete corresponding virtual tasks. In users' active participation in immersive experiences, cultural elements deconstructed by narrative content are reconstructed in audience impressions, forming a complete and vibrant cultural inheritance process. Meanwhile, interactive participation methods can stimulate audience pleasure and enhance their tourism experience.

**(3) Technical Support—Improving Integration Effects.** Upholding the integration concept of “technology builds the stage, culture performs the play,” public libraries should deeply cultivate creativity and content, strengthen good cooperation between technology and content, and promote benign interaction between users and content to create immersive cultural experiences. Although immersive integration cannot proceed without technology participation, it should not “use technology for technology’ s sake.” If it overemphasizes technology use, it becomes superficial and fails to achieve true immersion.

**3.2.2 Application of Immersive Integration** China’s public library sector is actively exploring integration with virtual reality and other scientific technologies. For example, the National Library of China launched a virtual reality system in 2008, enabling both online and offline “New Library Walk” experiences and supporting user interaction with the virtual National Library environment. Tianjin Library and Hubei Library have also conducted explorations introducing virtual reality technology and equipment into libraries [27]. However, the combination of public libraries and virtual reality technology in China is still in its infancy, with only a few public libraries applying some primary virtual reality technologies such as virtual roaming and library simulation, mainly for simple experiences and auxiliary tour services [28], without organically integrating content design, user interaction, and technical support. Given libraries’ open and inclusive attitude toward information technology, it can be predicted that immersive integration will become an important development direction for the deep integration of public libraries and virtual reality technology, and will greatly assist public libraries in telling stories about classics, libraries, and culture.

#### **4. Second Dimension of Public Library Culture-Tourism Integration: External Cooperation**

“External cooperation” focuses on public libraries’ connections and collaborations with the outside world, relying on each other’s advantageous resources to jointly discuss and build culture-tourism integration. Since public libraries can connect with numerous external objects that are difficult to categorize one by one, the integration types under this dimension are classified according to connection

content and form, mainly divided into embedding-based integration, cultural-creative integration, and study-travel integration.

#### 4.1 Embedding-Based Integration

In the context of culture-tourism integration, public libraries and the outside world can form a “two-way embedding” integration ecology: one refers to embedding with public libraries as the subject and other tourism content as the object; the other refers to embedding with public libraries as the object and other tourism content as the subject. Accordingly, embedding-based integration is manifested as mutual embedding of public libraries and other tourism content in space and time to simultaneously enhance the cultural tourism influence of public libraries and endow other ordinary tourism content with cultural warmth.

##### 4.1.1 Two Forms of Embedding-Based Integration (1) Public Library Elements Embedded in Other Tourism Content.

First, at the spatial level: (a) Embedding in transportation spaces—public libraries can cooperate with transportation departments to add graphic racks containing culture-tourism integration activity promotions in waiting spaces, and can also create reading-themed subways and urban rails to promote nationwide reading while deeply rooting public libraries as cultural tourism landmarks in people’s hearts; (b) Embedding in accommodation spaces—public libraries can cooperate with homestays, inns, and hotels to provide “bookish” experiences in decoration and services, 打通住宿空间与图书馆的图书借阅机制 [29]; (c) Embedding in tour spaces—public libraries can build small and medium-sized reading spaces in parks, scenic spots, and other leisure areas, allowing the cultural beauty of reading spaces to complement the scenic beauty of tourist areas; (d) Embedding in venue cluster spaces—public libraries can form cultural venue clusters with cultural centers, museums, concert halls, and other venues, gathering the tourism appeal of each venue. Second, at the temporal level, qualified public libraries can appropriately extend reading room opening hours beyond work hours, or add 24-hour self-service reading spaces and cultural-creative stores in suitable locations to integrate with surrounding dining and leisure consumption, embedding public library elements into people’s after-work time and nighttime, promoting the formation of regional nighttime cultural landscapes.

(2) Other Tourism Content Embedded in Public Libraries. First, external mobile exhibitions embedded—public libraries can provide venues for various mobile exhibitions such as book fairs, flower shows, painting exhibitions, conferences, and local cultural expos, increasing visitor flow while adding diverse cultural content and forms to the library. Second, themed sharing activities embedded—public libraries can invite local tourism experts to jointly hold cultural tourism story-sharing sessions, experience exchange meetings, and other themed activities, promoting the formation of a cultural tourism enthusiast community centered on public libraries. Third, facilities and equipment embedded—pub-

lic libraries can introduce facilities and equipment with “cultural memory” or “tourism memory” functions such as reading booths, providing a platform that cares for public emotions and satisfies expression demands.

**4.1.2 Application of Embedding-Based Integration** Embedding-based integration has wide application scope and strong applicability. Through mutual embedding of public library elements and other tourism content, it greatly enhances the tourism influence of public libraries as urban cultural landmarks and provides rich experience for public library culture-tourism integration exploration. Details of relevant typical application cases are shown in .

## 4.2 Cultural-Creative Integration

Cultural-creative products can effectively promote cultural dissemination and tourism publicity, and the rich cultural resources and profound cultural connotations of public libraries are the original foundation for cultural-creative product development. However, due to restrictions from institutional attributes and policy regulations, it is temporarily difficult for public libraries to independently complete the entire process of cultural-creative activities, with most libraries still needing to cooperate with external parties. Therefore, this is temporarily listed under the “external cooperation” dimension. Public library cultural-creative integration refers to the development and marketing activities of series of creative cultural-creative products with both aesthetic and practical value, conducted through library-school cooperation, library-enterprise cooperation, and other forms, relying on the library’ s symbols, buildings, collections, activities, and local characteristic cultural resources.

**4.2.1 Three Elements of Cultural-Creative Integration (1) Concept Excavation–Creative.** Public library cultural-creative products should not only possess basic characteristics of general cultural-creative products but also be distinctive, focusing on integrating library-related ideological symbols and cultural connotations as well as local elements [37]. For example, based on social trends such as nationwide reading and traditional culture inheritance, and using creative resources closely related to libraries such as library buildings, collection content, in-house activities, literary themes, library cards, and bookshelves, as well as local creative resources such as local festivals, customs, and celebrities, libraries can carve out cultural-creative products with cultural dissemination effectiveness and tourism appeal, making them a bridge connecting ancient and modern, elegant and popular cultures.

**(2) Physical Design–Artistic and Practical.** Artistry endows cultural-creative products with aesthetic appeal, while practicality endows them with tool value. Therefore, excellent library cultural-creative products should possess both artistry and practicality to connect users’ personal lives with library culture and local culture. This allows cultural-creative products to serve as collectibles or souvenirs carrying beautiful memories and cultural connotations while also

functioning as practical items in users' study, work, and daily lives, enhancing user stickiness. Additionally, users can be invited to participate in the design of cultural-creative products [10], integrating their own thoughts and emotions, making public library cultural-creative products a window for users to express individuality and experience design.

**(3) Product Marketing—Flexible and Principled.** Flexibility refers to being unconventional, mainly manifested in three aspects: (a) Diversified marketing channels—building comprehensive, multi-angle public library cultural-creative marketing systems by opening up publicity and sales channels; (b) Differentiated marketing models—starting from the actual needs of different user groups and guiding their potential needs, such as launching library cultural-creative products with different educational levels for different age groups of children and exploring differentiated marketing promotion models [38]; (c) De-homogenized marketing brands—establishing public library cultural-creative brand awareness, conducting long-term and continuous development and marketing of cultural-creative products that have gained user recognition or may gain user recognition through investigation and have certain IP effects, creating influential public library cultural-creative brands. Principled refers to having 坚守, mainly reflected in respecting intellectual property rights of cultural-creative products and emphasizing social benefits, that is, strengthening intellectual property authorization to protect original cultural-creative products and avoid intellectual property infringement risks in cultural-creative product development [39], and fulfilling social responsibilities as social welfare institutions, actively seeking and expanding cultural-creative product markets while ensuring social benefits, using obtained economic benefits to support their own career development.

**4.2.2 Application of Cultural-Creative Integration** In September 2017, the National Library Cultural-Creative Product Development Alliance kicked off the collective development of public library cultural-creative products. The alliance' s online store “National Library Cultural-Creative Alliance Flagship Store” divides cultural-creative products into four major themes: “Creative Life,” “Elegant Stationery,” “Clothing and Accessories,” and “Philatelic Books.” In addition to alliance-based development, each library has also launched characteristic cultural products based on its own resources: the National Library of China launched the “Hanmo Shuxiang” (Ink Fragrance) intelligent calligraphy stationery box, jointly created with Alibaba and Beijing Publishing Group, combining AI and AR technologies—when users scan copybooks with the designated APP, calligraphers provide on-site writing instruction, comparable to a “walking calligraphy teacher” ; Hunan Library cooperated with Hunan Cultural-Creative Co., Ltd. and other parties to apply for the “Nande Hutu” (Rare Hunan Library) trademark, created cartoon characters “Xiangxiang” and “Tutu,” and developed a series of cultural-creative products based on them, creating a new business card for telling Hunan Library stories and Hunan stories. Excellent public library cultural-creative products promote the enhancement of public libraries' cultural

and tourism images. China's public library cultural-creative development has achieved considerable results. It should be noted that such cultural-creative development remains at the level of enhancing cultural image and has not yet demonstrated obvious practical utility in tourism. Making public library cultural elements enter public vision in concrete forms with both aesthetic and practical value to win favor from more cultural tourism enthusiasts and other consumer groups is the future development direction.

### 4.3 Study-Travel Integration

Study-travel integration, also called study-travel type integration, is an integration type combining cultural content and tourism form. The "Study-Travel Standards" (2016) specifies that study travel is an educational tourism activity with primary and secondary school students as the main subjects. Therefore, in the context of culture-tourism integration, public library study-travel integration can be defined as: a culture-tourism integration type that takes primary and secondary school students as the main users, integrates study and travel as activity forms, and promotes the organic combination of "knowledge" and "practice" while expanding public libraries' education and tourism development spaces. It should be noted that study travel is not currently a core responsibility of public libraries, but against the background of culture-tourism integration, it has become an important extended service type for public libraries.

**4.3.1 Three Forms of Study-Travel Integration (1) Public Libraries as Study-Travel Activity Hosts.** Public libraries, especially those with characteristic resources as tourism attractions, can host study-travel activities from schools and other educational institutions and tourism organizations. However, China's public library study-travel activities have just begun, and experience in hosting such activities is still lacking. Libraries can selectively learn from foreign public libraries' study-travel hosting operation models. For example, the Boston Public Library in the U.S. has two hosting operation models: one is free "daily tours" provided by authorized volunteers with fixed schedules and participation limits; the other is "private tours" requiring advance booking and payment [13]. As activity hosts, public libraries need to establish relevant study-travel activity departments to handle liaison matters.

**(2) Public Libraries as Study-Travel Activity Intermediaries.** In recent years, the study-travel market has been booming with attractive dividends, but contradictions such as the inability to balance public welfare and commerciality remain unresolved, and it is difficult to distinguish the quality of numerous study-travel institution advertisements. With their institutional nature of public welfare and strong information screening capabilities, public libraries can play the role of intermediaries, collecting and screening study-travel activity information from qualified organizations in the market, and publishing it on internal or inter-library tourism information platforms for reference and selection.

**(3) Public Libraries as Study-Travel Activity Organizers.** As study-

travel activity organizers, public libraries should focus on solving several important issues when cultivating study-travel integration: (a) Study-travel audience—design different study-travel routes for students of different grade levels, appropriately 倾斜向欠发达地区中小學生 to promote education poverty alleviation; (b) Study-travel locations—appropriately select institutions with national or provincial study-travel base qualifications as study-travel locations to ensure student safety and reduce parents’ or schools’ concerns; (c) Study-travel content—should differ from classroom content, expanding students’ extracurricular horizons and cultivating their inquiry spirit while avoiding content homogenization; (d) Study-travel support—can obtain professional tourism service guidance support by cooperating with qualified regular travel agencies [12], obtain financial support through seeking brand naming cooperation, and obtain publicity support and social supervision through cooperating with news media.

**4.3.2 Application of Study-Travel Integration** Reading thousands of books and traveling thousands of miles, study-travel integration is an important expansion of extended services for public libraries in the era of culture-tourism integration. In recent years, public libraries at all levels across China have also experienced a study-travel boom. For example, the National Library of China is actively preparing for the “Haidian District Study-Travel Season Series Activities” [40]; as one of the first batch of provincial study bases in Hunan Province, Hunan Provincial Children’s Library is also exploring the construction of venues, curricula, and talent teams for primary and secondary school student study services [14]; Hangzhou Children’s Library relies on the Hangzhou Municipal Government’s “Second Classroom” project to launch the “Walking and Reading Hangzhou” study-travel activity brand [41], using more than 100 public welfare venues with distinctive regional characteristics and rich cultural heritage throughout the city as activity bases, carefully designing each study-travel theme, content, and form according to venue characteristics and children’s needs, training safety knowledge and good visiting habits in advance, encouraging children and adolescents to discover, explore, and understand the humanistic and scientific worlds, achieving good social response. Large cities such as Beijing, Shanghai, and Hangzhou are actively exploring the construction of various characteristic theme libraries, such as the Shanghai Life Science Theme Library and Wenzhou Huguo Temple Theme Library in the Yangtze River Delta region [42], which can develop inter-library and library-school cooperation to form regional theme library culture-tourism study-travel routes.

Information-based integration can publicize and promote other integration types; immersive integration can jointly promote the construction of IP in the public library sector with cultural-creative integration; embedding-based integration and study-travel integration can jointly promote the construction of study-travel route networks with public library characteristics. In addition, there are many other ways in which various integration types interconnect. Therefore, in the context of public library culture-tourism integration, the two dimensions of “internal development” and “external cooperation” and their

integration types are not completely independent but have cross-cutting and mutually beneficial relationships, jointly forming a distinctive and diversified system of public library culture-tourism integration.

Every public library has its own advantages and limitations, and there is no one-size-fits-all model for public library culture-tourism integration practice. Therefore, each library needs to base itself on actual conditions, adopt an open vision, adapt measures to local conditions, conduct characteristic and focused planning, actively explore new integration paths of “internal + external,” improve the level of diversified services in public libraries, perfect basic services, expand extended services, and form a cultural tourism landscape where “when visiting a city, one must visit its library,” injecting new momentum into China’s culture-tourism integration cause and deeply integrating cultural veins into regional tourism muscles.

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## Author Contributions

Dai Yanqing: Topic determination, research 思路 and overall design, paper revision.

Lu Sijia: Data collection, initial draft writing, chart drawing.

Zhou Shuyun: Paper revision.

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*Note: Figure translations are in progress. See original paper for figures.*

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