

Service Models and Practical Exploration of Culture-Tourism Integration in Modern Public Libraries: A Case Study of Fuzhou Library (Postprint)

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Abstract

[Objective/Significance] How public libraries can integrate information resources, user services, and technology system construction constitutes an important research topic within the context of the culture-tourism integration era.

[Method/Process] Based on national relevant policies and the current state of research, this study focuses on the construction and practical application of culture-tourism integration business systems, analyzing the business models and practical significance of culture-tourism integration in public libraries through library project practice cases.

[Results/Conclusion] The business system of Fuzhou Library “+ tourism” is constructed through three dimensions: information resource construction, user service construction, and technology system construction. This system explores a culture-tourism integration business model for public libraries with local characteristics via multi-form resource database construction, multi-channel activity promotion, and multi-dimensional technical support, thereby providing reference and research value for the feasibility, innovation, and practicality of culture-tourism integration in modern public libraries.

Full Text

Preamble

Modern Public Library Cultural-Tourism Integration: Business Model and Practice Exploration—A Case Study of Fuzhou Library

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Abstract: [Purpose/Significance] How public libraries can integrate information resources, user services, and technology systems is an important topic that requires study in the context of cultural-tourism integration. [Method/Process] Based on relevant national policies and current research, this paper focuses on the construction and practical application of cultural-tourism integration business systems. Starting from library project practice cases, it analyzes the business models and practical significance of cultural-tourism integration in public libraries. [Result/Conclusion] The paper constructs Fuzhou Library's "+ tourism" business system through three aspects: information resource construction, user service construction, and technical system construction. This system explores a locally distinctive public library cultural-tourism integration business model through multi-form resource database construction, multi-channel activity promotion, and multi-directional technical support, thereby providing reference and research for the feasibility, innovation, and practicality of modern public library cultural-tourism integration.

Keywords: cultural-tourism integration; Fuzhou Library; + tourism; information resources; user service; technical system

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1 Research Background and Current Status

The establishment of the Ministry of Culture and Tourism in 2018 made cultural-tourism integration a major national cultural strategy. Against this backdrop where "poetry and distant places have come together," public libraries—bearing primary responsibility for public cultural services—face a new challenge: how to seize this opportunity, take proactive steps, and fully leverage their role in connecting cultural undertakings with cultural industries while bridging cultural and tourism industries.

As important cultural landmarks, venues, and innovation carriers, public libraries possess not only credibility but also functional alignment with tourism. As core cultural elements of cities, public libraries have increasingly integrated with tourism throughout their long-term development, with this integration deepening alongside social progress, changing times, and diversifying reader needs. This integration urgently requires in-depth theoretical research and breakthroughs.

Based on the social service value of public libraries, national and local cultural-tourism integration policies, and current integration practices, this study analyzes the business models and practical significance of cultural-tourism integration in public libraries by examining Fuzhou Library's exploration and construction of its "+ tourism" business system, focusing on system construction and practical application.

1.1 National and Local Cultural-Tourism Integration Policies

National Policies: During the 12th Five-Year Plan period, the "Decision of the Central Committee of the Communist Party of China on Major Issues Concerning Deepening Cultural System Reform and Promoting the Great Development and Prosperity of Socialist Culture" signaled that China's cultural undertakings would welcome reform and development opportunities, with libraries at the core of this chain poised for significant growth. In September 2020, President Xi Jinping's speech at the symposium with experts in education, culture, health, and sports emphasized that "cultural and tourism industries are inseparable, and we must adhere to using culture to shape tourism and tourism to highlight culture, promoting integrated development so that people can appreciate cultural beauty while enjoying natural beauty." This directive set new goals and higher requirements for developing cultural undertakings and industries and for cultural-tourism integration, representing a new step in China's cultural strategy where culture and tourism mutually support each other. For public libraries, this will create new development advantages, meeting people's needs for elevated spiritual culture through high-quality cultural, tourism, and cultural-tourism products and services.

Fujian Province Policies: To promote cultural-tourism integration, Fujian Province has implemented overall coordination of provincial resources, issuing documents including "Implementation Opinions on Accelerating Cultural and Tourism Integration Development in Fujian Province," "Implementation Plan for Promoting Cultural-Tourism Integration Demonstration Projects," and "Provincial Tourism Industry Development Action Plan." The province leverages information technology to build digital libraries, innovates service methods, promotes traditional culture, and advances nationwide reading initiatives. By fully demonstrating intelligent cultural-tourism services, diversified tourism forms, and interactive cultural-tourism experiences, Fujian showcases its fruitful achievements in digital culture and smart tourism construction in recent years, providing more convenient, high-quality, and diverse new cultural-tourism experiences for tourists and the public. In terms of cultural-tourism integration, Fujian will focus on strengthening policy implementation, building the "All-Fujian Tour, Complete Blessing" brand, enhancing cultural-tourism communication, and cultivating outstanding cultural-tourism talents. This provides direction for public libraries to develop "+ tourism" models, making personalized and themed cultural tourism more readily accepted by readers.

Fuzhou City Policies: Fuzhou conscientiously implements national deploy-

ments to promote all-for-one tourism, vigorously implementing the “Three-Year Action Plan for Accelerating All-For-One Tourism Development in Fuzhou (2018-2020)” to promote high-quality tourism development. In 2019, Fuzhou successfully established itself as a national public cultural service system demonstration zone. Leveraging the favorable situation of cultural-tourism integration, the city issued the “Follow-up Construction Plan for Fuzhou’s Public Cultural Service System Demonstration Zone,” improving grassroots public cultural infrastructure and actively promoting venue construction. The plan also emphasizes developing characteristic cultural-tourism industries, implementing rural traditional craft revitalization plans, building characteristic cultural demonstration villages and towns, creating rural cultural brands, and developing advanced comprehensive cultural service centers in township (street) comprehensive cultural stations and village (community) comprehensive cultural service centers. These initiatives provide clearer requirements for cultural-tourism integration project construction and service direction. Fuzhou’s “+ tourism” integration construction must highlight local cultural and tourism characteristics beyond scenario-based services, emphasizing local cultural identity and uniqueness. In information resources and user services, cultural characteristics should be the top priority.

1.2 Current Status of Public Library Cultural-Tourism Integration Research

Public libraries are actively participating in cultural-tourism integration, becoming a crucial link in stimulating cultural and tourism consumption potential and disseminating culture. Based on the principle of public service equity and combined with technology to enhance service standards, various “library + tourism” models have emerged nationwide, including “library + study tours,” “library + academies,” “library + homestays,” and “library + scenic areas.”

Library + Study Tours: Zhao Qing’s article “Exploring Library Reading Promotion in the Context of Cultural-Tourism Integration—A Case Study of ‘Poetry Tour Nanjing’” uses the “Poetry Tour Nanjing” program at Jinling Library in Jiangsu as an example. Applying library science and communication theories, it summarizes and analyzes the gains and reflections from this innovative “library + study tour” attempt. Targeting young readers, the program uses poetry to interpret Nanjing’s scenic spots offline while collecting feedback online. Children achieve excellent learning outcomes, libraries receive 100% positive feedback from readers, and traditional culture and local tourism resources gain widespread dissemination, creating a win-win-win situation. This model pioneers a replicable and promotable “online + offline” and “library + study tour” innovation.

Library + Academies: Since 2014, Shandong Province has promoted the “library + academy” public cultural service model across the province, selecting “Nishan Academy” from four major academies (Zhousi, Nishan, Chunqiu, and Shimen) as the naming convention for libraries at all levels. This model is

dedicated to multi-level classic promotion and inheritance through various special lectures. The article “‘Public Library + Academy’ Model Helps Promote Excellent Traditional Chinese Culture: Practice and Reflection” elaborates on the importance of promoting excellent traditional Chinese culture and the theoretical foundation of traditional academy development. Combining successful case studies from Dalian Library’s Baiyun Academy and Shandong Provincial Library’s Nishan Academy, it proposes considerations for further developing this model to promote excellent traditional Chinese culture, planning higher goals and broader visions for subsequent support sources, function expansion, service enhancement, and internal and external resource integration. Centered on “learning, lodging, and traveling” with “tourism” as the implementation method, this model enables the public, who are also tourists, to better utilize public cultural service facilities and resources like libraries. It demonstrates the value of public cultural services, improves utilization rates of public cultural facilities and resources, and creates market opportunities for cultural-tourism integration.

Library + Homestays: In 2019, Shishe Village in Fuyangjiang Town, Tonglu County, Hangzhou City, Zhejiang Province, developed into a “Beautiful Countryside” boutique village through environmental remediation and overall planning, establishing homestays such as “Shishe Camphor,” “Wooden House,” and “Tree House.” In March 2020, Lushi County Library established a branch at the “Shanshui Yinlu” homestay in Guandaokou Town, representing a beneficial attempt to promote deep cultural-tourism integration. In November 2020, the Shawan Branch of the Autonomous Region Library was established at the Hunshi Xiaoju homestay in Xiaxiwan Village, Bortonggu Township. Using homestays as carriers to introduce public library resources and cultural services into scenic areas, this model explores new patterns of “library + homestay” cultural-tourism integration, effectively promoting deep integration.

Library + Scenic Areas: In 2019, the Qizhong Book Bar with the theme of “Yue Fei” officially opened in the Yuewang Temple scenic area of Hangzhou West Lake. Co-created by Zhejiang Library and Hangzhou West Lake Scenic Area Management Committee, it is the nation’s first credit-based book bar jointly built by a public library and a 5A-level scenic area, allowing all tourists to borrow books for free. In 2020, the Beibu Gulf Library Alliance successfully networked the borrowing systems of six city public libraries in the Beibu Gulf region by “moving” libraries into scenic areas, unified cataloging of all books and documents, and achieved inter-city borrowing and returning. Under the joint efforts of the tourism zone management committee and Beihai Library, the first island smart study room opened on Weizhou Island, a Guangxi 4A-level scenic area. Additionally, libraries in Tongchuan Wangyi District, Miyi County, and Zixi County, Jiangxi Province, have also partnered with relevant scenic areas to create self-service study rooms, integrating public cultural industries into tourism to enhance travel experiences. This invisible marketing approach can effectively increase return visitor rates, thereby consolidating and elevating the service level and sustainable development of the cultural-tourism industry.

While these four business models are currently common approaches to cultural-tourism integration in public libraries, their shortcomings are also evident: single cooperation forms, no obvious improvement in their own business, linear business flows that cannot form closed loops, and insufficient promotion of regional culture. Public libraries should leverage their business advantages in cultural-tourism integration. Beyond considering external integration, they should focus on improving their own business capabilities, accommodating identity transformation between readers and tourists, and involving users in the integration process to create complete business closed loops. Fuzhou Library's "+ tourism" business system construction considers these aspects, focusing on regional characteristics in resource content, using diversified forms primarily based on hand-drawn illustrations, integrating online and offline channels in user services, and interconnecting technology with business to advance the library's cultural-tourism integration business model.

2 Fuzhou Library's "+ Tourism" Business System Construction

2.1 Construction Framework

Against the backdrop of cultural-tourism integration, public libraries face transformation and upgrading requirements. Cultural-tourism integration can effectively extend public reading spaces, enrich reading experiences, display reading content, and meet more diverse and personalized needs while expanding library service methods and enhancing service connotations. Libraries must fundamentally establish the concept of cultural-tourism integration and strengthen "+ tourism" resource construction, service construction, and system construction.

Fuzhou Library's "+ tourism" construction framework, shown in Figure 1 [Figure 1: see original paper], proceeds from five aspects: hand-drawn themes, platform functions, display terminals, promotion and publicity, and platform integration. Through cultural-tourism and region-related hand-drawn illustrations and content construction, combined with intelligent interactive functions displayed and operated on different terminals, the framework uses online and offline activities to boost promotion and publicity. It achieves two-way docking of resources and platforms to meet users' multiple needs for knowledge learning, operational experience, and emotional interaction.

2.2 Information Resource Construction

Regional Hand-drawn Resource Database: As the main force in public cultural services, libraries have the responsibility and obligation to connect local historical figures, traditional crafts, architectural attractions, and natural landscapes through literature resources. This builds an information database that comprehensively and three-dimensionally displays local characteristic cultural-

tourism resources, providing foundational information resources for promoting local cultural tourism and innovating cultural-tourism business formats. The regional geographic resource database primarily uses hand-drawn illustrations, text, images, and videos as display media. Fuzhou's hand-drawn maps relatively accurately locate local mountains, rivers, buildings, scenic areas, and other tourism resources geographically while displaying representative elements related to culture, animals, food, plants, national essence, and celebrity streets. Each element displayed on the geographic map can be clicked to enter a detail page showcasing comprehensive content through text, images, audio, video, and other formats. Additionally, different hand-drawn styles can be adopted according to region, element, audience, and specific needs, such as ink-wash, realistic, or anime styles. Beyond application on regional maps, hand-drawn elements can ultimately be aggregated into a resource pool for flexible calling during development and use after structured data processing according to different themes, routes, and display forms. During use, the regional map database can serve as both an offline tourism search and navigation tool and an online cultural-tourism learning tool, seamlessly integrating substantial literature resources with fragmented geographic and humanistic knowledge. The homepage of Fuzhou's regional hand-drawn encyclopedia resource database is shown in Figure 2 [Figure 2: see original paper].

Thematic Tourism Atlas Database: Fuzhou's cultural resources are extremely rich, including Min-Taiwan culture, landscape culture, marine culture, red culture, and hot spring culture. Corresponding cultural-tourism themes are also abundant, such as intangible cultural heritage, Sanfang Qixiang culture, shipbuilding culture, Shoushan stone culture, Maritime Silk Road culture, and Fuzhou celebrities. Each cultural theme can be displayed in depth independently to form a complete thematic atlas. These can be displayed online as tourism thematic atlases and printed as library collection resources. A reference example of the Fuzhou Celebrity Atlas is shown in Figure 3 [Figure 3: see original paper].

Panoramic and 4K Video Database: Focusing on digital transformation and adapting to the digital, intelligent, and social development trends of the cultural-tourism industry, high-definition panoramic videos create authentic immersive experiences, allowing tourists to "visit" scenic spots anytime and anywhere. As collection resources, panoramic and 4K videos can also serve as promotional films for cultural-tourism resources, used collaboratively with cultural-tourism units. Efforts focus on promoting 5G signal coverage in major tourism-related venues, building a smart tourism cloud platform, and migrating cultural-tourism data and products to cloud service terminals, integrating scenic spot highlights and new elements into "cloud tourism" experiences through virtual reality panoramas, 4K videos, and high-definition modeling.

Cultural-Tourism Micro-topic Resource Database: Using Fuzhou as an example, ancient architecture constitutes one element of the historical and cultural city. In 2002, Comrade Xi Jinping, then Governor of Fujian Province,

wrote a preface for the book *Fuzhou Ancient Buildings* published by Fujian People's Publishing House. In this important article on cultural heritage protection, Xi Jinping pointed out that ancient architecture combines scientific, technological, cultural knowledge, and art, and serves as a historical carrier. When visiting Qi Gong Temple, we can seemingly feel it proudly introducing General Qi's history of leading the Qi army to defeat Japanese pirates. When visiting Mawei Zhaozhong Temple, it solemnly recounts the tragic history of Fujian's naval forces fighting back against surprise attacks by French warships. When visiting Lin Wenzhi Temple, it excitedly tells of Lin Zexu's heroic feat of commanding the destruction of opium at Humen. When visiting Kaiyuan Temple, it proudly states that the large iron Buddha proves our ancestors mastered superb casting techniques—ancient buildings have rich humanistic connotations.

Accordingly, Fuzhou Library has organized a series of cultural-tourism activities related to Fuzhou's ancient buildings, such as “Ancient Architecture Photography—How to Capture the Beauty of Fuzhou's Ancient Buildings,” “Fuzhou Ancient Architecture Booklist—What We Talk About When We Talk About Ancient Buildings,” and “Fuzhou Ancient Architecture Knowledge Competitions.” Measuring Fuzhou's ancient architecture with footsteps, preserving millennia-old cultural contexts through reading and imagery, and drawing wisdom from traditional culture constitute the significance of cultural-tourism integration. Aligning cultural-tourism activities and service planning with policy orientation, cultural hotspots, and regional characteristics according to thematic content provides greater purpose and direction for both organizers and participants.

2.3 User Service Construction

Cultural-Tourism Promotion Activities: By having readers follow WeChat accounts, log into operation platforms, and combining online and offline activities, libraries can achieve real-time interaction with readers, extrapolate cultural-tourism knowledge, increase online product click rates, and enhance the visibility of cultural-tourism resources, bringing these resources to life. Seizing cultural hotspots for corresponding resource promotion activities—for example, using the popular drama *Serenade of Peaceful Joy* to develop cultural tours of Song Dynasty literati like Fan Zhongyan, Su Shi, and Wang Anshi—promotes relevant tourist attractions from a biographical perspective. Strengthening brand awareness through image, short video, 360-degree holographic imaging, and live streaming for online tourism image publicity, libraries should actively establish their own cultural-tourism brands in offline activities such as exhibitions, lectures, and study tours to create brand effects and effectively promote cultural dissemination and social education.

Cultural-Tourism Innovative Products: In May 2016, the General Office of the State Council forwarded the “Several Opinions on Promoting Cultural and Creative Product Development in Cultural Heritage Institutions,” encouraging all levels and types of museums, art galleries, libraries, and other units

possessing various forms of cultural resources to develop cultural and creative products based on their collections. Tourism product supply is crucial for library cultural-tourism development. Libraries across five administrative levels (province, prefecture, county, township, and village) centrally preserve rich literature reflecting era characteristics and social customs. Libraries can utilize characteristic collections to excavate and integrate various social resources, developing popular, diversified, and market-oriented cultural-tourism creative products that meet tourist and reader needs.

Cultural and tourism products with common cultural attributes can also integrate to achieve economies of scale and centralized effects, creating rich and compelling themed tourism consumption destinations. For example, shipbuilding cultural-tourism products can connect the Shipbuilding Museum, shipbuilding celebrities, shipbuilding academies, and the Sino-French naval battle into one tourism route. Related books such as *Evolution and Ethics*, *Modern Era Viewed Through Shipbuilding: Shipbuilding and Fuzhou*, and *Chinese Dream, Shipbuilding Spirit—Mawei Shipbuilding Culture*, along with cultural content like the couplet “The nation weeps, righteous scholars from eight directions vow to avenge; The East Sea bleeds, seven hundred loyal souls cannot rest in peace” and the poem “Heroic and tragic beyond compare, cold rain mourns heroic souls. Red walls stand silent before us, cannon fire echoes in our ears. Palace towers darken at sunset, warriors’ blood runs pure. River waters flow endlessly, noble spirit endures forever,” can be uploaded to information platforms to achieve channel sharing. This allows shipbuilding culture to truly enter readers’ hearts through cultural-tourism integration and enables the family and national sentiment of embracing world and daring to reform to be inherited.

Comrade Xi Jinping pointed out that we should organically unify and closely combine promoting excellent traditional culture with developing contemporary culture, inheriting in development and developing in inheritance. For cultural-tourism skill inheritance, offline exhibitions and teaching are also important. In Fujian’s first offline intangible cultural heritage exhibition, nearly 100 exhibited works were selected from thousands of submissions created to cheer on the fight against the pandemic. These works feature prominent themes, rich content, and novel forms, covering paper-cutting, bamboo and wood carving, shadow carving, woodblock New Year paintings, Shoushan stone carving, porcelain art, peasant paintings, paper weaving, wood appliqué, and gold-leaf painting—all created by Fujian intangible cultural heritage inheritors focusing on the “pandemic fight” theme. Additionally, the “Intangible Cultural Heritage Open Classes” offer rich and colorful live courses, allowing participants to learn and experience the essence of traditional Chinese culture through simple and interesting online teaching using readily available materials at home and interactive exchanges with instructors.

Overall Architecture Support of Main-Branch Library Model: The main-branch library service system construction for public libraries and cultural centers has achieved initial success, basically establishing a five-level service

network system with Fujian Provincial Library and Provincial Art Museum as guidance centers, Fuzhou Library and Municipal Mass Art Center as central libraries, county (city/district) libraries and cultural centers as main libraries, township (street) cultural stations as branch libraries, and village (community) comprehensive cultural service centers as grassroots service points. Enriching digital service content and forms, the system has built 52 “Urban Block 24-Hour Self-Service Libraries” and launched “Fuzhou Culture Cloud,” achieving WiFi coverage in municipal, county, township, and village-level public cultural venues.

The main-branch model provides overall architectural support for Fuzhou’s cultural-tourism integration. From the branch library perspective, having first-hand knowledge of local tourism resources and familiarity with local history and culture provides direct emotional and economic motivation for developing and inheriting cultural-tourism resources. From the main library perspective, overall planning of cultural-tourism integration at the city level facilitates training and experience accumulation for related work and business directions.

Last-Mile Service Support for Rural Tourism Sites: In 2020, Fuzhou released its list of beautiful countryside construction sites, involving 174 new construction villages and 200 improvement villages, achieving full coverage of beautiful countryside “basic version” within the year. Fuzhou’s beautiful countryside construction adheres to reality, following the “one village, one policy” principle to deeply excavate different regions, customs, and historical conditions of different villages. Included villages are developed into five types: industrial development, ecological protection, environmental improvement, cultural inheritance, and leisure tourism.

Cultural inheritance-type beautiful countryside features rich rural cultural resources, excellent folk culture, and intangible cultural heritage with great potential for display and inheritance. Libraries possess abundant cultural resources and have accumulated extensive experience in folk culture and intangible cultural heritage promotion. Leveraging the existing advantages of the library main-branch model, libraries can contribute to cultural inheritance-type beautiful countryside construction through lectures, exhibitions, and activities. By integrating cultural relics, historical sites, traditional villages, ethnic villages, traditional architecture, agricultural heritage, irrigation engineering heritage, agricultural cultural heritage, and intangible cultural heritage into rural tourism product development, libraries promote integrated development of cultural resources and rural tourism.

To enhance rural public digital cultural service capabilities, Fuzhou Library utilizes digital resources, intelligent technology, and networked dissemination to accelerate the construction of digital libraries and public electronic reading rooms. In 2020, the library continued promoting exemplary digital branch construction, improving grassroots cultural center service efficiency; strengthening digital resource construction and improving digital resource supply through external access systems; and conducting digital skills training to enhance grass-

roots managers' digital capabilities.

2.4 Leveraging Partner Organizations to Build Diverse Business Chains

Beyond upgrading their own business, libraries can proactively establish connections with tourism societies, tourism alliances, tourism service organizations, and surrounding merchants to play important roles in academic construction, resource sharing, new platform development, tourism exhibition resources, tourism expert lectures, and external exchanges and cooperation. By innovating work mechanisms, libraries can promote nationwide reading, encourage civilized tourism, and support the supply of library cultural and tourism products and services. For example, prizes for library online activities can include scenic spot tickets, while scenic spot tourism can offer opportunities for visitors to upload 打卡 photos to library activity platforms to participate in evaluation activities. Through business cooperation with partner organizations, libraries can form a complete business chain, create integrated library-tourism effects, broaden cultural industry chains, and promote more rapid development of library public services.

Leveraging promotional channels to build an extensible service system, cultural-tourism integration should be “people-oriented.” This “people” includes not only library readers but also different user groups such as local or out-of-town tourists and students. Therefore, how to serve these users well is the fundamental problem that business models should address. While providing services, libraries should focus on and promote identity transformation between readers and tourists, combining online and offline approaches through communities, online interactive activities, and online promotion to attract offline readers online. By enhancing online channel stickiness and vigorously promoting Internet ticket sales, QR code verification, smart tour guides, electronic explanations, and real-time information push, libraries can create intelligent service systems for consultation, guidance, tour guiding, shopping, navigation, and sharing evaluations. Simultaneously expanding cultural and creative product e-commerce business can promote mutual transformation and driving between online and offline channels.

Public libraries in China had already actively explored cultural-tourism integration before the establishment of the Ministry of Culture and Tourism. Fuzhou Library's initial exploration of public library and tourism integration has become a new attempt to provide cultural and academic services for enriching and deepening local tourism resources. In the new era of cultural-tourism integration, public library exploration has both era demands and broad space. Through continuous innovation in the integration process, libraries can improve the commercial ecosystem centered on public libraries while maintaining public welfare, and present the tourism charm that public libraries possess while ensuring basic services, making libraries not just cultural calling cards for cities and regions but also distinctive cultural-tourism destinations with cultural characteristics.

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Business Model and Practice Exploration of Cultural-Tourism Integration in Modern Public Library—Taking Fuzhou Library as an Example

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Abstract: [Purpose/significance] How to integrate information resources, user service and technology system construction in public library is an important topic to be studied in the context of cultural-tourism integration. [Method/process] Based on the relevant national policies and research status, focusing on the construction and practical application of cultural-tourism integration business system, this paper analyzes the business model and practical significance of cultural-tourism integration in public libraries from the practice cases of library projects. [Result/conclusion] Through the construction of information resources, user service and technology system, this paper constructs the “+ tourism” business system of Fuzhou library. This system explores the business model of cultural-tourism integration of public libraries with local characteristics by multi-form resource database construction, multi-channel activities promotion and multi-directional technical support, so as to provide reference and research for the feasibility, innovation and practicability of cultural-tourism integration of modern public libraries.

Keywords: cultural-tourism integration; Fuzhou library; + tourism; information resources; user service; technical system

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

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