

## Service Innovation Pathways for Public Libraries in the Context of Cultural and Tourism Integration: Postprint

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### Abstract

[Purpose/Significance] This study explores the essence of cultural-tourism integration, proposes public library service innovation paths from the perspective of subject-object interaction in cultural-tourism integration, analyzes the practical modalities of these innovation paths, and provides conceptual references for practice in relevant institutions. [Method/Process] Using logical deduction, this paper analyzes the interaction relationship between subject and object in cultural-tourism integration, proposes four types of public library service innovation paths, elaborates on the practical characteristics of these paths through specific cases, and identifies development priorities and breakthrough points for each path. [Results/Conclusion] The findings reveal that leveraging the cultural attributes of tourism objects and satisfying the cultural experience needs of tourism subjects constitute two critical links in cultural-tourism integration. From the subject-object interaction process, four service innovation paths are distilled: excavating library symbolic meaning, constructing library meaning fields, promoting tourist cultural identity, and facilitating tourist cultural context perception. Different service paths exhibit distinct development features and priorities. In practice, public libraries should develop corresponding practical paths tailored to their specific circumstances.

### Full Text

## Research on the Service Innovation Path of Public Libraries Under the Background of Cultural-Tourism Integration

### Abstract

[Purpose/Significance] This paper explores the essence of cultural-tourism integration, proposes service innovation paths for public libraries from the perspective of interactions between subjects and objects in cultural-tourism integration,

analyzes the practical manifestations of these innovation paths, and provides reference ideas for relevant institutions. [Method/Process] Using logical deduction, this paper analyzes the interactive relationships between subjects and objects in cultural-tourism integration, proposes four public library service innovation paths, elaborates on the practical characteristics of these paths through specific cases, and identifies development priorities and breakthrough points for each path. [Result/Conclusion] The study finds that leveraging the cultural attributes of tourism objects and satisfying tourists' cultural experiences are two critical links in cultural-tourism integration. From the subject-object interaction process, four service innovation paths are extracted: excavating the symbolic meaning of libraries, creating meaningful library spaces, promoting tourists' cultural identity, and boosting tourists' perception of cultural situations. Different service paths have distinct development characteristics and priorities. In practice, public libraries should develop matching practical paths according to their own conditions.

**Keywords:** cultural-tourism integration; public library; public library services; service innovation; innovation path

## 1. Introduction

With the rapid development of economy and society, people's material living standards continue to improve, and their pursuit of spiritual and cultural dimensions is also rising. According to National Bureau of Statistics data, domestic tourists reached 6.006 billion person-times in 2019, with total domestic tourism expenditure of 5.72509 trillion yuan and per capita tourism spending of 953.3 yuan [1], representing increases of 35.42%, 45.34%, and 7.33% respectively compared to 2016. The vigorous development of the tourism industry reflects people's pursuit of cultural leisure and entertainment. However, problems arising from blind tourism development—such as homogenization of tourism products [2], superficial photo-taking check-ins [3], and insufficient cultural connotation in cultural and creative products [4]—have stripped culture from tourism, burying the value of culture in tourism and reducing people's travel experiences, let alone satisfying their spiritual and cultural needs. Therefore, how to achieve the integration of culture and tourism, promote tourism through culture and highlight culture through tourism, and drive the transformation and upgrading of cultural and tourism industries is a issue worthy of attention from academia and relevant departments.

The rapid development of the tourism industry has prompted public libraries to generate new service concepts and service methods that are closely related to tourism, and a chemical reaction with tourism has begun. Consequently, as an inevitable choice of the times, public libraries have become an essential link in cultural-tourism integration. The innovation of their service models is not only related to whether public libraries themselves can broaden their service scope and fully realize their social value, but also of great significance for promoting the high-quality collaborative development of cultural and tourism industries.

This paper deduces the endogenous logic of public library services under the background of cultural-tourism integration, summarizes library service innovation paths, analyzes the characteristics and application scenarios of various paths through cases, points out the internal reasons for the success of each case and existing shortcomings under the background of cultural-tourism integration, and hopes to provide methodological references for relevant departments and public library staff involved in cultural-tourism integration to promote cultural-tourism integration and public library service innovation.

## 2. Literature Review

In April 2018, the Ministry of Culture and Tourism was officially established through the merger of the former Ministry of Culture and National Tourism Administration [5], representing the most direct and powerful support from the national level for cultural-tourism integration. Searching the CNKI database with “cultural-tourism integration” as the theme on January 13, 2022, from the earliest collection date to the search date, the annual publication trend provided by the database is shown in Figure 1 [Figure 1: see original paper]. It can be found that articles on this theme show distinct stage characteristics in terms of publication time. As early as 2009, scholars began discussing cultural-tourism integration, but the topic received little attention, with an average annual publication volume of less than 10 articles. This situation continued until 2014. In the following years, scholars’ attention to “cultural-tourism integration” increased, but it was not until 2018 that the topic gained widespread attention from academia and the number of publications grew rapidly.

In terms of literature sources and content, articles published in the early period (before 2015) had a high proportion from newspapers (up to 59%), and thus mostly focused on publicity and introduction [6-8], popularization of viewpoints [9-10], and concept elaboration [11-12], lacking theoretical depth and failing to conduct in-depth research on the internal mechanism of cultural-tourism integration. From the perspective of research fields, articles involved multiple disciplines including culture, tourism, cultural economics, agricultural economics, library and information science, museums, economic trade, and journalism. From the perspective of research content, they mainly included the following four aspects: In-depth discussion of the relationship between culture and tourism, clarifying the internal logic and mechanism of cultural-tourism integration [13-15]. Exploration of factors and driving forces of cultural-tourism integration. Dai Bin [16] responded from the macro-level that cultural-tourism integration requires coordinated development in three aspects: theoretical construction, technological innovation, and market entity cultivation. Liu Anle et al. [17] constructed a comprehensive evaluation index system for cultural-tourism industry development and concluded that consumer demand, market supply, technological innovation, policy environment, infrastructure, and human resources are all important driving forces for cultural-tourism coordination. Starting from problem-solving, exploring the realization paths of cultural-tourism integration

through feature analysis [18] and logical connotation analysis [19-20]. From the perspective of intrinsic value, studying the impact and practical significance of cultural-tourism integration, mainly including promoting the marketing and innovation of cultural-tourism products [21], driving the transformation and upgrading of the tourism industry [22], and accelerating the cultivation of cultural-tourism talents [23].

In 2018, the field of library and information science began to pay attention to cultural-tourism integration. Zhuang Yadong [24] was the first to explore the construction of urban study rooms under the background of cultural-tourism integration, but the research only simply described objective phenomena and lacked 启发性. The following year, Wang Shiwei [25] proposed the proposition of deep integration of public libraries with cultural-tourism, discussing the realization paths of public library cultural-tourism integration from three dimensions: concept, mechanism, and path. Subsequently, other scholars actively explored topics related to the combination of cultural-tourism integration and public libraries. Articles related to library service practice mainly included the following two categories: Multi-faceted analysis of specific service types. For example, Jin Long [26], Li Zifeng [27], Jin Tielong [28], and Lu Xiaohong [29] analyzed the practical status, dilemmas, innovative countermeasures, and development paths of study tour services in public libraries. Liu Wenhua et al. [30], Chen Fengping et al. [31], and Liu Shuai et al. [32] respectively introduced the practical exploration of “library + B&B” service innovation in Qingtian County and Tonglu County public libraries. Exploration of the overall service models and development paths of public libraries under the background of cultural-tourism integration. Such articles also mostly combine practical cases for analysis, including both single-case analyses with regional characteristics and multi-case analyses of national typical examples. Specifically, Yan Ying [33] and Han Ye et al. [34] summarized the practical models of public libraries as “study tour model,” “internet-famous library model,” and “library + model.” Shan Hongbo [35] went further, starting from the relationship between libraries and tourism, refining library practices into four integration paths: “embedding in tourist attractions, serving as tourist attractions, boosting study tours, and expanding tourism services.” Shuang Linping [36] divided library practices into four types according to the different functional roles of libraries in cultural tourism: “serving as cultural landscape, as provider of tourism information, as playground, and as organizer of cultural tourism activities.”

Scholars have summarized existing models and paths of library service practice, comprehensively reflecting the current practical exploration of public libraries in China under the background of cultural-tourism integration, effectively filling the gap in this field. However, most articles adopt the thinking mode of “practice-induction-model,” mostly staying at the level of “reality is the model,” and fail to deduce the development of public library service innovation from the perspective of the internal mechanism of culture and tourism. On this basis, this paper adopts the logical approach of “theory-deduction-path-practice,” analyzes the key nodes of the combination of culture and tourism from the theoretical

level, discusses the fit between various library resources and key nodes, deduces four innovation paths through deductive methods, analyzes the development priorities and breakthrough points of each path, and finally returns to practice, combining specific cases to analyze the current practical status of public library service innovation, and explains their successful experiences, existing problems, and breakthrough paths.

### **3. Logic Deduction of Public Library Service Paths Under the Background of Cultural-Tourism Integration**

#### **3.1 Cultural-Tourism Integration and Its Relationship with Libraries**

**3.1.1 The Essence of Cultural-Tourism Integration** Culture is a relatively broad concept. British anthropologist Edward Tylor broadly defined it as “that complex whole which includes knowledge, belief, art, law, morals, custom, and any other capabilities and habits acquired by man as a member of society” [37]. Tourism is the construction of the interactive relationship between tourism attractions (objects) and tourists (subjects) [13]. Cultural connotations usually need to be associated with collective cultural identity through people, events, and objects to achieve materialization and objectification, thereby “interpreting the symbolic meanings hidden in memory spaces” [13] and highlighting their cultural attributes. The intersection of culture with the construction of interactive relationships between subjects and objects in tourism lies in the fact that objects possess cultural attributes and subjects have spiritual and cultural needs. Therefore, tourists with certain spiritual and cultural needs (subjects) and attractions with cultural attributes (objects) become essential components in the process of cultural-tourism integration.

The cultural attributes of cultural-tourism objects are manifested in their role as a symbolic system carrying human cultural memory. According to external manifestations, cultural-tourism objects can be roughly divided into two types:

Cultural-tourism attractions that occupy specific geographical spaces (such as historical sites, temples, ancient villages, theme parks, etc.). These cultural-tourism objects awaken tourists’ cultural memory through their attached historical stories, religious beliefs, celebrity anecdotes, human lifestyles, and value pursuits. Non-physical intangible cultural heritage (such as social customs, etiquette, traditional crafts, festivals, etc.) and modern life scenes with regional characteristics.

Human beings, as value-seeking animals, often achieve “self-value identity” and “self-value realization” through various channels such as learning, living, and working. Against the backdrop of increasingly prosperous lives, tourism has gradually become a way for individuals to conduct self-adjustment, identity positioning, and cultural identity. Tourism can not only satisfy tourists’ physiological experience needs but also stimulate emotional experiences such as memory, association, immersion, and resonance, enabling tourists to seek connections between themselves and nature, society, ethnicity, and the nation during travel,

and to complete the construction and identification of their own cultural identity, thereby satisfying their spiritual and cultural needs.

Therefore, tourists with cultural needs and attractions with cultural attributes constitute the subjects and objects of cultural-tourism integration. The interaction process between subjects and objects is the process of cultural-tourism integration and its internal mechanism. This interaction process is mainly reflected in two aspects: the exertion of the object's cultural attributes and the satisfaction of the subject's cultural experience, as shown in Figure 2 [Figure 2: see original paper].

The exertion of the object's cultural attributes is inseparable from its inherent cultural appeal and the infectious atmosphere created by various scenes, performances, and exhibitions. The greater the appeal and the stronger the infectiousness, the higher the degree of exertion of the object's cultural attributes. First, as a cultural-tourism object, the prerequisite for its existence is having some special appeal, which comes from the symbolic meanings contained in the attraction. For example, the Red Flag Canal in Linzhou, Henan, is not only a physical entity of a natural scenic area but also a symbol of the Chinese people's spirit of hard work and unity embodied in the Red Flag Canal. This kind of cultural space containing symbolic meanings has a value assimilation effect on people. Second, cultural-tourism objects create a meaningful scene. The design, layout, and operation of the scene can enable tourists to break through the limitations of their usual environment and immerse themselves in an atmosphere filled with sensory excitement and psychological satisfaction, thus giving the cultural-tourism object an infectious appeal. The biggest difference between Disneyland and other amusement parks lies in its creation of a "fairy tale kingdom" for tourists. From architectural design to amusement projects, from activity performances to food and merchandise, diverse value combinations create an illusion for tourists of being "in an animation," providing a pleasant experience of seeking childlike innocence and satisfying inner needs. This experience places tourists in a field where emotions and values resonate, creating a permeating infectious appeal.

The realization of the value of tourism objects depends not only on the magnitude of their appeal and infectiousness but also on tourists' own perception abilities. In addition to being related to individuals themselves, perception ability is also closely related to the experiences they undergo. Bernd Schmitt's [39] strategic experience module theory divides experience into personal experience of consumers in psychological and physiological terms and shared experience generated through interaction with related groups. Shared experience includes sensory, emotional, thinking, and action experience levels, allowing individuals to associate themselves with their ideal self, others, and culture, and to connect with a broader social system, thereby establishing their sense of belonging and identity in the cultural community. Agritainment is a popular tourism method for modern people. In the process of experiencing agritainment, individuals not only have sensory experiences of personally picking ingredients but also emo-

tional experiences of pleasure and closeness to nature, as well as associative experiences of “farming society,” “self-sufficiency,” and “leisurely comfort” triggered by the agritainment scenario, thus transcending time and space to truly feel ethnic belonging and achieve self-identity.

Therefore, to achieve true integration of culture and tourism, we can start from the following four aspects: fully excavating the symbolic meanings of cultural-tourism objects and endowing them with powerful cultural connotations; creating meaningful scenes for tourism objects to enhance their infectious appeal; emphasizing the intermediary role of cultural-tourism consumption by injecting symbolic meanings into cultural-tourism consumption that can trigger tourists’ sense of belonging and value and cause social resonance; and paying attention to tourists’ perception ability to boost their perception of cultural situations.

**3.1.2 Libraries and Cultural-Tourism Integration** Cultural-tourism integration is an inevitable requirement for public libraries to carry out service innovation work. As mentioned in the introduction, the rapid development of the tourism industry has prompted public libraries to generate service concepts and methods closely related to tourism, and cultural-tourism integration has gradually become an important part of library service innovation and even library operations. Compared with other tourism objects, as a cultural carrier, libraries have special advantages in promoting cultural-tourism integration in terms of physical form, business processes, and functional missions. As a cultural facility, libraries carry and precipitate local cultural characteristics, and their architectural styles, special collections, activity exhibitions, and cultural and creative products all reflect local humanistic customs to a certain extent, helping tourists experience local cultural characteristics most directly and conveniently, deepening tourism experiences, and satisfying tourists’ spiritual and cultural needs.

Since library cultural-tourism integration belongs to the larger category of cultural-tourism integration, and the essence of cultural-tourism integration elaborated in this paper applies to all industry fields, it is reasonable to find entry points for public library service innovation under the background of cultural-tourism integration from the perspective of its essence. Therefore, according to the previous analysis, maximizing the exertion of libraries’ cultural attributes and satisfying tourists’ cultural experiences has become the work 思路 for public library service innovation. Library service innovation work can start from aspects such as excavating symbolic meanings, creating meaningful scenes, emphasizing the symbolic significance of cultural-tourism consumption, and boosting tourists’ perception of cultural situations to find breakthrough paths for library service innovation under the background of cultural-tourism integration.

**3.2 Library Service Innovation Paths** Based on the internal logic of cultural-tourism integration and combined with the cultural functions of li-

braries, this paper proposes four library service innovation paths from the perspective of achieving cultural-tourism integration, as shown in Figure 3 [Figure 3: see original paper].

**3.2.1 Excavating Library Symbolic Meaning** The focus of the service innovation path of excavating library symbolic meaning lies in what symbolic meanings libraries have and what symbolic system is used for expression. Documents record human history, civilization, and ideological achievements. The most basic and traditional function of libraries is the collection and preservation of documents. A library containing thousands of documents symbolizes the summary and induction of human civilization. Therefore, in contemporary cognition, the most direct and common image of libraries is “knowledge” and “culture,” representing the spiritual civilization of humanity. Under the background of cultural-tourism integration, the simple and effective way for libraries to express cultural connotations through books is insufficient to express all the cultural connotations of libraries and can easily lead them into an increasingly passive situation.

In the context of cultural-tourism integration, libraries can serve as physical space forms expressing architectural aesthetics to convey more cultural meanings. Library architecture itself can attract tourists as a cultural-tourism venue, expressing social trends, values, and aesthetic levels condensed in the architecture. Libraries can also use their inherent cultural meanings to explore other material and cultural resources through spatial design, seat layout, and interior decoration, helping tourists interpret the implied social history, ethnic culture, and regional humanistic background, and fully exerting cultural symbolic meanings.

**3.2.2 Creating Library Meaning Field** The service innovation path of creating library meaning fields answers the question of “how libraries can create cultural spaces different from the past under the context of cultural-tourism integration.” In traditional practice, libraries create quiet, comfortable, and contemplative cultural environments through reading rules and requirements for readers, which have a value assimilation effect on people in the cultural environment—the environment of seeking knowledge and contemplation is perceived and assimilated in readers’ experiential activities (such as learning and reading), becoming part of readers’ meaningful world. Most readers have a fixed cognition and image that “the library is a good place for learning.”

Under the background of cultural-tourism integration, libraries obviously cannot meet tourists’ diverse needs by relying solely on static cultural spaces created by physical forms (library environment) and symbolic meanings (document resources). How to make static resources “come alive” is another thinking path for library service innovation. Libraries can serve as organizers of cultural-tourism activities, displaying the cultural meanings originally attached to document resources through brand design, series activities, performances, and exhibitions,

creating a small-scale, creative, and well-designed meaning field. These meaning fields are different from the cultural atmosphere previously created by libraries and also different from tourists' usual experiences. They can be short trips with cultural elements or activities focusing on specific themes. Their characteristic is that they can infect the emotions of tourists present, making them forget their self-identity for a short time, integrate with the meaning field, and immerse themselves in the values and interaction patterns presented by the meaning field, thus having a good cultural experience.

**3.2.3 Promoting Tourist Cultural Identity** The focus of the service innovation path of promoting tourist cultural identity lies in finding symbolic systems in libraries that can resonate with tourists. As mentioned earlier, cultural-tourism consumption, as a symbolic system, has attracted increasing attention for its intermediary role in connecting subjects and objects. Regardless of whether libraries, as public welfare organizations, should vigorously develop cultural and creative products, from the perspective of symbolic meaning, cultural and creative products should undoubtedly be a part that cannot be ignored in library service innovation. Library cultural and creative products can not only materialize the cultural carriers expressed by their architecture, thematic layout, and special collections into items such as bookmarks and commemorative seals, but also consider materializing their concepts, values, missions, characteristic activities held, and even the moments of activities experienced by tourists in the library, satisfying tourists' psychological needs for personal experience narration and achievement expression, and completing the construction of personal cultural identity.

**3.2.4 Boosting Tourist Cultural Situation Perception** The key to the service innovation path of boosting tourist cultural situation perception is that libraries achieve the extension of their own cultural situations through combination with other situations. Cultural situations are everywhere—all buildings, places, and scenes that reflect human ideological activities can be called cultural situations—but not all cultural situations can be clearly perceived by tourists. Due to various factors such as expression methods and levels, the infectious appeal of cultural situations varies. As a distribution center of human culture, libraries have natural advantages in cultural publicity, revelation, expression, dissemination, and exchange.

Libraries can serve as boosters to join tourists' perception of cultural situations, combining the culture that libraries want to convey with original specific cultural situations through resource provision, activity design, and personnel training, achieving win-win cooperation for both parties. However, it is worth noting that in the process of combination, libraries should play a subjective and active role. They should neither intervene too much to destroy the original cultural situation nor remain in a completely passive position. Instead, they should find the fit between the original cultural situation and the library and operate based on this fit to formulate mutually beneficial integration plans that boost tourists'

perception of cultural situations.

#### 4. Case Analysis

In specific practices, libraries in various regions have already made many service innovation explorations based on actual conditions. Focusing on the four paths proposed above, this paper selects four typical cases that “have been most studied by scholars, have high visibility, are widely discussed in the industry, and best reflect the current situation of public library service innovation practice in China” [33-34, 40-41] to analyze the practical manifestations of these four paths.

**4.1 Tianjin Binhai New Area Library: Excavating Library Symbolic Meaning** The Tianjin Binhai New Area Library uses “Binhai Eye” and “Books are the ladder of human progress” as its core design concepts. With shocking visual impact and novel sensory experiences, it once became the “hottest library,” receiving 200,000 visitors within the first 10 days of opening, with a peak daily attendance of about 32,000 people [42]. In terms of resource layout, the “Book Mountain” on the first floor is presented in a popular shelving arrangement, allowing readers to engage in leisure reading or discovery reading, while reading rooms on other floors maintain traditional shelving methods for in-depth or specific reading.

The Tianjin Binhai New Area Library treats its library building as a cultural landscape, excavating new symbolic meanings of libraries and enhancing their appeal. The novel architectural design and interior layout are different from traditional libraries in people’s cognition, directly expressing cultural connotations such as “books are the ladder of human progress” and “knowledge is as vast as the sea” through the “Book Mountain” shape, giving people simple and stimulating sensory impact and creating a new cognition that “libraries can serve as tourism check-in places.” In addition, the “Book Mountain” design inside the library subverts the conventional shelving method and has been welcomed by the public. From design to public feedback, it reflects social value trends such as “more inclusive and active library design concepts, more open and diverse aesthetic standards, and higher acceptance of new things.” Finally, the increased visitor flow means more tourists engaging in “leisure discovery reading,” thus leveraging its appearance to drive the exertion of the value of document and information resources inside the library and achieving a win-win situation for libraries and readers.

Of course, as the popularity declines, the Tianjin Binhai New Area Library also faces the challenge of “attracting but not retaining” visitors. The reason can be found in the fact that whether it is the novel appearance or accidental discovery reading, they both bring tourists only shallow and brief pleasant experiences. When the excitement fades, the library’s appeal is greatly reduced. This shows that the symbolic meaning of anything is limited. The excavation of library symbolic meaning cannot rely solely on one physical entity but should deeply

explore its cultural connotations, develop the symbolic meanings of other material and non-material cultural resources in the library with the concept of diversified integration, add elements of “infectious appeal” to “attraction,” and truly endow it with cultural connotations that give visitors endless immersive enjoyment.

**4.2 National Library’s Haidian District Study Tour Season Activity: Creating Library Meaning Field** In October 2018, the National Library held a study tour activity with the theme of “Cultural-Tourism · Integration · Innovation.” In terms of activity design, it fully integrated the characteristics of the National Library and other important study resources in Haidian District, comprehensively integrating excellent traditional culture, natural landscapes, humanistic landscapes, and scientific and educational resources to develop four study routes that are rich in knowledge, interdisciplinary, highly professional, and fully secured, integrating static library resources into the entire tour process and achieving the integration of “touring” and “learning” for participants, helping them cultivate their sentiments and increase their knowledge during the tour [43].

The National Library’s study tour season activity creates a meaningful space for tourists. Taking the “View Yongle Encyclopedia, Appreciate Ming Stone Carvings” study route as an example, tourists first learn about and understand the tortuous history and immortal brilliance of the Yongle Encyclopedia at the National Museum of Classic Books. In this space, tourists witness the process of the Yongle Encyclopedia’s initiation, compilation, revision, preservation, and circulation. Then, at the Beijing Stone Carving Art Museum, tourists learn about the social, historical, and cultural conditions of the Ming Dynasty and personally experience making wrapped-back ancient books and rubbing stone tablets, further understanding traditional culture through interactive experiences. The National Library uses the Yongle Encyclopedia as a medium to weave a small-scale cultural space of the “past and present life” of the Yongle Encyclopedia. This immersive experience enables tourists to gain a deeper understanding and appreciation of this cultural theme. At the same time, this “successful experience” will stimulate tourists’ interest in other cultural themes, achieving a virtuous cycle.

The bottleneck in the development of this service innovation path lies in “how to continuously create new meaning fields.” The creation of a successful cultural space requires excellent creative design and multi-party coordination. The National Library can timely collect data, integrate resources, and summarize experiences after each activity to form a study tour route database for recycling existing resources. For the development of new routes, while setting up professional development teams, it should actively cooperate with other institutions to find inspiration and create new cultural spaces, achieving periodic updates of study tour routes.

**4.3 National Library Cultural Creative Enterprise: Promoting Tourist Cultural Identity** The National Library has established a wholly-owned enterprise—“Guotu Innovation”—to develop and operate cultural and creative products. In May 2019, Guotu Innovation was reorganized to fully undertake the research and operation of cultural and creative products and pilot exploration of cultural-tourism integration for the National Library, covering cultural and creative development and sales, exhibitions, study training, commercial licensing, and creative space operation. In terms of design, it has formed an exclusive brand, with nearly 1,000 types of cultural and creative products currently on sale, covering series such as Qingshang Shengping, Yongle Encyclopedia, Siku Quanshu, Jiezi Garden, Three Mountains and Five Gardens, and Fun Reading [44]. In terms of Intellectual Property (IP) cultivation, combined with major exhibitions, it focuses on cultivating and developing IPs around rare ancient books with high collection visibility and scarcity in the market, such as Yongle Encyclopedia themes and Qingshang Shengping themes.

The cultural and creative products of the National Library serve as a symbolic system, making the implicit cultural connotations of special collections, architecture, and thematic exhibition activities explicit in the public view. Taking Yongle Encyclopedia-themed cultural and creative products as an example, designers utilize the Yongle Encyclopedia’s well-known characteristic of collecting ancient Chinese classics, combined with exhibition activities themed on the Yongle Encyclopedia, to conduct systematic content mining and creative design, creating a batch of well-designed and exquisitely made cultural and creative products. Through consumption behavior, tourists “appropriate” the cultural meanings in the products, gaining a deeper understanding of the brilliant achievements of ancient people, enhancing national identity, and achieving personal experience narration.

The focus of this service innovation path lies in helping tourists achieve identity identification. The one-way approach of instilling library-owned culture into cultural and creative products can help tourists understand and appreciate excellent Chinese culture, enhance national confidence, and gain a sense of belonging. However, it appears inadequate in terms of “personal experience.” In modern society where individuals are increasingly atomized, tourists’ identity identification is also reflected in the deep experience of “personal experience” during tourism and the permanent proof of existence. Therefore, introducing marketing concepts, integrating culture with tourists’ personal experiences, and developing cultural and creative products that are “closely related” to tourists is another way for libraries to help tourists achieve personal experience narration and complete personal cultural identity construction.

**4.4 Tonglu County Library’s “Public Library into B&B” Project: Boosting Tourist Cultural Situation Perception** In October 2016, Tonglu County Library launched the “Public Library into B&B” project to

carry out “Library + B&B” service innovation activities. Using the main-branch library construction as a platform, Tonglu County Library built independent library branches in 12 townships, with branches responsible for contacting B&Bs. Seven relatively large-scale B&Bs in Shishe Village, Fuchun River Town were selected as pilots, and characteristic books were distributed according to different B&B themes. For example, light reading books were allocated to B&Bs featuring pastoral style, and yoga exercise and self-cultivation books were allocated to B&Bs featuring yoga and fitness. Libraries provide books according to B&B requirements, regularly allocate books, and conduct annual inspections and feedback on circulation. B&Bs need to provide fixed display shelves and equipment required for book circulation to ensure tourists can read books for free in the B&B [28].

The “Library + B&B” service model extends the library’s cultural situation to B&Bs. As tourists’ resting places, B&Bs have a relatively weak cultural atmosphere. By providing document resources, libraries add cultural meaning to B&Bs by incorporating book elements into the quiet and comfortable B&B environment. When tourists relax and rest, books within easy reach and the leisurely atmosphere will subtly influence tourists’ reading behavior, making them feel the cultural situation of B&Bs that is different from hotels, thus having a good emotional and cultural experience.

Obviously, simply “transporting” book resources into B&Bs is insufficient to stimulate tourists’ perception of cultural situations. A culturally inspiring situation requires not only an atmosphere space created by scene design and spatial layout but also deep-level cultural interpretation, cultural exchange, and ideological collision. Tonglu County Library needs to play a subjective and active role. On the one hand, it should fully reveal and express the selected books, such as compiling supporting recommended bibliographies, reading guides, and abstracts, to externalize the cultural value of books as much as possible. On the other hand, it should find fit points with B&Bs, such as excavating the historical evolution and celebrity anecdotes of scenic areas where B&Bs are located, popularizing the architectural culture of B&Bs themselves, and cooperating with B&Bs to design and hold creative small activities to boost tourists’ perception of cultural situations.

It is worth noting and clarifying that the paths and cases discussed in this paper are all based on the background of cultural-tourism integration. Other types of service innovation paths and cases outside this background are not within the scope of this paper. At the same time, since the four paths proposed in this paper are deduced based on the interaction between subjects and objects in the process of cultural-tourism integration, and all activities achieving cultural-tourism integration cannot be separated from the two necessary conditions of “exertion of object’s cultural attributes” and “satisfaction of subject’s cultural experience,” the four paths proposed in this paper are basically applicable to most public library service innovation cases under the background of cultural-tourism integration. Finally, these four paths are not isolated but have more or

less connections with each other. The four paths are interdependent, mutually reinforcing, and develop together. Each path has its unique features and shortcomings. In practice, integrating ideas from other paths into one service path according to specific conditions may yield better results.

## 5. Conclusion

With the development of economy and society, the trend of cultural-tourism integration will become increasingly evident. Only by grasping the direction of the times and exploring innovation with a positive attitude can libraries avoid being abandoned in the competitive environment. This paper deduces four library service innovation paths from the perspective of subject-object interaction in the process of cultural-tourism integration, and elaborates on the practical characteristics of relevant paths through specific cases, hoping that public libraries can find more matching practical paths and form distinctive development characteristics in their service innovation process oriented toward cultural-tourism integration. Of course, public libraries should not one-sidedly pursue cultural-tourism integration but should always prioritize the realization of their inherent service functions. Only on this basis can they integrate their cultural advantages into tourism and continuously promote innovation, truly achieving good service innovation.

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**Abstract:** [Purpose/Significance] This paper explores the essence of cultural-tourism integration, proposes service innovation paths for public libraries from the perspective of interactions between subjects and objects in cultural-tourism integration, analyzes the practical manifestations of these innovation paths, and provides reference ideas for relevant institutions. [Method/Process] Using logical deduction, this paper analyzes the interactive relationships between subjects and objects in cultural-tourism integration, proposes four public library service innovation paths, elaborates on the practical characteristics of these paths through specific cases, and identifies development priorities and breakthrough

points for each path. [Result/Conclusion] The study finds that leveraging the cultural attributes of tourism objects and satisfying tourists' cultural experiences are two critical links in cultural-tourism integration. From the subject-object interaction process, four service innovation paths are extracted: excavating the symbolic meaning of libraries, creating meaningful library spaces, promoting tourists' cultural identity, and boosting tourists' perception of cultural situations. Different service paths have distinct development characteristics and priorities. In practice, public libraries should develop matching practical paths according to their own conditions.

**Keywords:** cultural-tourism integration; public library; public library services; service innovation; innovation path

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

*Source: ChinaXiv — Machine translation. Verify with original.*