

Research on Tourism Destination Construction from the Perspective of Cultural and Tourism Integration

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Abstract: Nowadays, the rapid development of economy has brought great convenience to people's daily life and production. People's living standard and quality have risen with the increase of income level. After basic living needs have been met, diversified and individualized cultural entertainment has become people's new pursuit of life. In recent years, travel has become a hot topic. Tourism industry, as an old industry in our national economy, is also glowing with new vitality in the combination of cultural and recreational activities. Some tourist attractions attract a large number of people and capital flows under the sign of culture and feelings, and promote the development of local service industry. This shows that the tourism industry of integration of culture and tourism is right for the tourism industry of integration of culture and tourism. People have great potential attraction, but how to stimulate these potential forces in an appropriate and effective way has become an important issue in the industry. This paper will also conduct in-depth research on tourism destination construction from the perspective of integration of culture and tourism.

1. Introduction

Cultural-tourism integration is the most common vocabulary in tourism industry in recent years. In the context of the second rising tide of tourism industry, cultural-tourism integration mainly refers to a form of tourism with cultural communication as its brand and dominant role. From the landscape setting, personnel arrangement and publicity of cultural products of tourist attractions, cultural communication should be taken as its role. First of all, today's economic development has led to a rapid return of tourism. People can enjoy meticulous services and beautiful tourism landscape in the process of tourism, but the interesting nature of this kind of tourism form can not resonate with the deep-seated cultural heritage of our country, especially for some cultural heritage scenic spots. Regions, the rise of tourism will inevitably bring considerable income and attention, but there is a gap between cultural transmission and tourists. Therefore, in order to change this situation, we must start from the perspective of integration of culture and tourism, carry out a comprehensive transformation and upgrading of tourist destinations, so as to make the culture of scenic spots attractive to tourists.

2. Present Situation of Tourism Destinations in China

(1) Lack of interaction

For most of the cultural tourist attractions in China, the first problem to be overcome is the lack of interaction if they are planned to transform to the integration of culture and tourism. Take the cultural sites of historical relics as an example, the biggest selling point of attracting tourists is the visual impact brought by cultural relics. In order to emphasize the authenticity of history, historical relics basically do not beautify the original appearance of historical buildings, but only leave remnants, and show the real relics directly to tourists. In fact, although this can deepen tourists' understanding of history to a certain extent, from the perspective of integration of culture and tourism, this kind of exhibition method often has no better ornamentation, can not attract tourists to have a deeper interest in history, attractions for tourists will gradually decrease with the passage of time, in addition, This mode of exhibition is inconvenient for tourists coming from groups to watch, and the attraction for individual tourists is not enough, which makes cultural attractions in an

extremely embarrassing situation. It can not achieve the purpose of cultural dissemination, nor can it guarantee the most basic economic benefits, and lack of core competitiveness.

(2) Lack of experience

The lack of experience is another defect of our cultural tourist attractions. The historical relics excavated have always been presented in a static way for tourists. Some cultural attractions have also used some technical means to extract the cultural elements of historical relics by animation, film and other ways. Dynamic presentation, but the ultimate effect is still unsatisfactory, the attractiveness of tourists can not meet the standard, so the experience of cultural attractions in China is still to be explored. Archaeological experience is a new cultural tourism business urgently needed to be developed from the perspective of integration of culture and tourism, through the actual scene to build a realistic historical field. Landscape, and arrange staff to dress up as historical figures to receive tourists, so that tourists can directly experience the cultural connotations contained in historical sites in the presence of the situation, tourists can also experience ancient life manually after the archaeological experience, thereby deepening the impression of history and culture in the most direct way. Finally, to achieve the purpose of cultural dissemination, tourist attractions can also play their own unique signs in such experience business, attract more tourists to come to visit, and design their own personality cultural image.

(3) Insufficient innovation

Finally, the lack of innovation is also the drawback of influencing the flow of people in cultural attractions. For historical and cultural attractions, its historical and cultural connotations are its greatest value, but most tourist attractions can not fully excavate these potential values. When tourists visit scenic spots, many cultural relics. To a certain extent, the tourism projects and user's experience activities have a very high degree of coincidence, which greatly affects the tourists' experience and emotions when they are sightseeing. In the long run, it will have a great negative impact on the vitality of historical and cultural attractions [2].

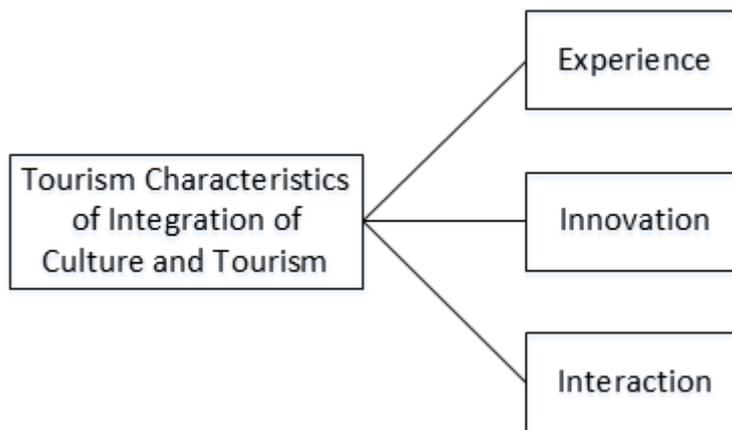


Fig. 1: Characteristic Chart of Integration of Culture and Tourism

3. Specific Measures for Tourism Destination Construction from the Perspective of Integration of Culture and Tourism

(1) Introducing the use of high and new technologies

In recent years, the sensory experience has become a new star in the cultural industry. The great breakthrough of high-tech in visual and auditory perception can perfectly match the culture of historical sites. For example, historical sites can reproduce historical stories through high-tech ring-screen film technology, thus displaying historical texts. To enrich tourists' understanding of culture and deepen their understanding of cultural background in the process of experience [3].

In addition, it is also very important to construct the brand of tourist destination rationally by using high-tech network platform. On the virtual network platform, cultural attractions can display the history and culture with vivid pictures and texts in a more flexible way. Through video-audio short films or animation forms, the brand power of tourist attractions can be achieved. Quantity is

transmitted to tourists imperceptibly, thus setting up a historical and cultural background for tourists in advance. Moreover, the network platform of cultural attractions should also take into account the development of its practical use. Through the high-tech network platform, we can carry out all-round construction of scenic spots' characteristic landscape, game strategy, historical background and facilities. The summary and professional free tour guide commentary can improve the visitor's viewing experience fundamentally, and also have a clear understanding of the cultural context of the scenic spots. Especially, for the historical and cultural scenic spots, the organizational form of the reception guests is mostly individual visitors, in order to ensure the economic efficiency of the scenic spots. Benefits, you can distribute commentators at the entrance of scenic spots, so that tourists can visit scenic spots according to their own wishes and routes, with a higher degree of freedom, and increase the immersion experience of tourists.

Finally, for tourists, in order to have a deeper historical experience and experience, the sense of ritual has become the focus of attention of historical and cultural attractions. For example, using high-tech means to restore the process and scene of excavation of historical sites, so that tourists can also have the opportunity to participate in the excavation of historical sites. Only in this way can tourists have a profound understanding of the process of excavation of cultural relics, and have a more diversified perspective on history. Moreover, historical sites can also set up special counters for cultural souvenirs at the excavation and restoration sites. By signing declarations on the protection of cultural relics and manually making souvenirs, tourists can participate in activities independently. From the perspective of integration of culture and tourism, the interaction between cultural attractions and tourists can maximize the cultural activity and sustained economic benefits of tourist destinations [4].

(2) All-round service of entertainment nature

Tourist destinations should not only pay attention to the interaction of cultural perspectives, but also to the perfection of basic entertainment services. In recent years, most of the historical and cultural attractions choose to improve the quality of cultural content. In order to create the cultural atmosphere of the attractions, they choose to abandon or narrow the entertainment service sector, but tourists are in the attractions. It is unavoidable to feel tired in the process of visiting. Ignoring the entertainment service of scenic spots will only lead to the decrease of the mobility of tourists in scenic spots and eventually lead to the occurrence of congestion and paralysis of scenic spots. Therefore, rational planning of historical and cultural scenic spots and opening up unique entertainment services have become the Perspective of integration of culture and tourism. Another important task.

Characteristic catering business is one of the important means to attract tourists. First of all, scenic spots need to add reasonable catering booths in scenic spots, which can alleviate the pressure of tourists while attracting tourists. Secondly, scenic spots can pack catering booths according to local historical and cultural customs, so that tourists can proceed. At the same time, entertainment and rest can also feel the cultural atmosphere of the scenic spots. Finally, the scenic spots can also develop catering self-service, so that tourists can participate in the cooking process independently while entertaining, and feel the local cuisine characteristics in cooking, so as to achieve the purpose of cultural dissemination.

For some large historical and cultural attractions, traffic service is also a key point that needs attention. In the rest places where tourists are easy to gather, a large number of taxable battery cars and bicycles can be added to facilitate tourists to visit the attractions according to their own wishes and to share the passenger pressure of tourists'buses in the attractions. In addition, in order to fit in with the historical background of cultural classics, the appearance of vehicles can also be properly transformed, so that tourists can experience the historical and cultural atmosphere of scenic spots while traveling by means of transportation.

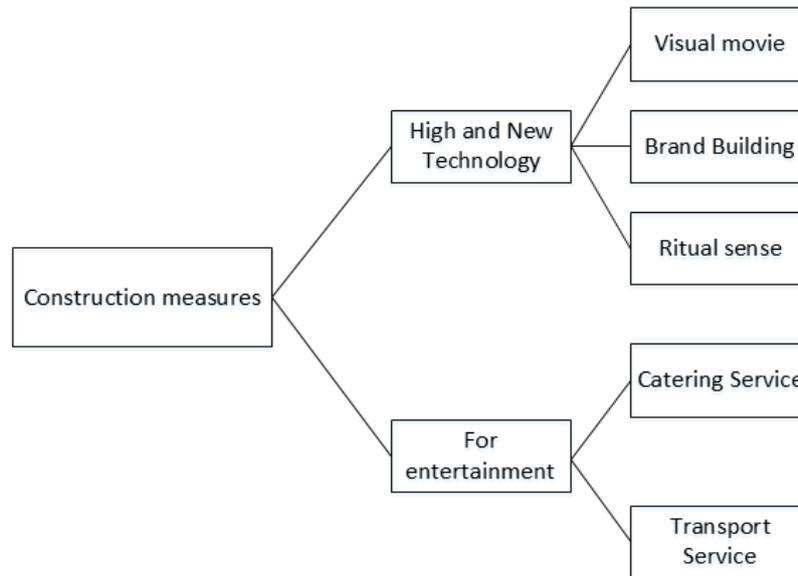


Fig. 2 Target Map of Tourism Destination Construction from the Perspective of Integration of Culture and Tourism

4. Conclusion

In summary, while the tourism industry is at its second peak, there is also a transitional period of service purpose and nature. As a tourism form most suitable for contemporary people's values and lifestyles, cultural-tourism integration has begun to spread and develop in various tourist destinations, and most of the scenic spots still adopt traditional exhibition methods. For tourists, the lack of interactive display of historical relics and cultural inadequacy of the layout design of scenic spots are still the biggest drawbacks of tourist destinations. How to use high-tech and innovative ideas to transform scenic spots has become an important topic. This paper explores the construction of tourist destinations from the perspective of integration of culture and tourism. Hope to give some reference to the relevant practitioners.

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