

Research on the Construction of Zhuzhou Public Library under the Perspective of Cultural and Tourism Integration

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Abstract: In the construction of public cultural system under the background of the integration of culture and tourism, public library is an indispensable key element, which plays the important function of preserving human cultural heritage and providing cultural leisure. At the same time, the public library belongs to the social tourism resources, which is the indispensable cultural landscape in the modern society, and the concrete bearing and embodiment of the cultural spirit of a country or a city. Therefore, to strengthen the construction of public libraries and realize the integration of culture and tourism is not only to respond to the needs of national development, but also an important measure to improve the public cultural service system. This article proposes strategies for the construction of cultural tourism IP in public libraries and future strategies for the construction of smart public libraries through a survey of the current situation of characteristic cultural tourism resources and public library construction in Zhuzhou region. It has important practical and theoretical research significance for promoting the organic integration of tourism resource development and characteristic tourism in Zhuzhou.

Keywords: Humanistic Resources; Tourism Resources; Library; Integration of Culture and Tourism; Construction Research

1. Introduction

With the improvement of people's living standards and the change of new generation consumption concept, cultural tourism consumption gradually upgrade quality, people in addition to the traditional sightseeing, sightseeing, photo tourism, new generation is more inclined to pursue personalized experience, leisure relaxation, entertainment

travel, emphasize experience and emotional resonance, the pursuit of history in the past. The integration of culture and tourism has gradually become a new measure for all provinces and cities to promote the development of tourism and cultural industry [1,2].

As an important component of the public cultural service system, public libraries undertake the important task of "promoting, guiding, and serving national reading". The "Opinions on Further Stimulating the Potential of Cultural and Tourism Consumption" issued in August 2019, which pointed out the need to improve the quality level of cultural and tourism consumption, and enhance the sense of gain and happiness of the people through high-quality cultural and tourism supply; Emphasize the important role of various public cultural venues such as libraries and museums in promoting excellent traditional and advanced cultural education. Promote the prosperity and development of cultural undertakings and industries, adhere to shaping tourism through culture and highlighting culture through tourism, and advance the deep integration of culture and tourism development.

In June 2021, the culture and tourism department of Hunan province of Hunan province development and reform commission departments jointly issued by the public cultural service system of Hunan province high quality development five years action plan (2021-2025) notice, clearly put forward to 2025, the public cultural service level more efficient, public cultural service organization implementation mechanism more smoothly. We will fully implement the Law of the People's Republic of China on the Guarantee of Public Cultural Services, support public libraries, cultural centers and other public cultural venues in adapting to the expectations of urban and rural residents for high-quality cultural life, creatively transform the layout of

functional space, and beautify and comfort the facility space. Actively promote the "embedded" services of community culture, and integrate cultural creativity into the community life scenes.

2. Zhuzhou Humanistic Resources Characteristic Analysis

Zhuzhou is a blessed land of Shennong with profound cultural heritage and rich cultural and tourism resources. Over the course of many years, an extremely rich cultural heritage has been formed: the Yan Emperor Mausoleum in Zhuzhou is the resting place of the Chinese nation's founder, Yan Emperor Shennong, and is known as the "First Mausoleum of China". Yan Emperor culture is the direct source and important component of Chinese national culture; Zhuzhou is also one of the "eight newly built key industrial cities" in New China, known as the city pulled by trains, forming the spirit of Zhuzhou's "locomotive" in the new era.

2.1 Zhuzhou Has Rich Cultural Deposits

Zhuzhou is the tomb of Emperor Yandi, the ancestor of China, is one of the important birthplaces of Chinese civilization. Yan was buried in Yanling County, Zhuzhou City, Hunan Province, where the legend of Yan has spread. Yandi legend was approved as the provincial intangible cultural heritage of Hunan Province in 2009. Yandi culture is the direct source and an important part of the Chinese national culture. Yandi and the ancestors of the primitive clan led by him created rich material wealth and spiritual wealth in the long-term production and practice, preparing the initial material and cultural foundation for the start of Chinese civilization and the formation of the Chinese nation. The Yandi culture formed in the era of Yandi Shennong is the direct source and an important part of the Chinese national culture, which is full of strong vitality and extensive inclusiveness. The farming culture, medical culture, industrial culture, market culture, fire culture and primitive art created by Yandi Shennong's ancestors are the specific contents of the extension of Yandi culture, and have become the precious cultural heritage of the Chinese nation.

2.2 Zhuzhou Has a Strong Cultural

Atmosphere

Zhuzhou is known as the "City of Music" and the "Oasis of Opera". As early as the 1950s, the Huagu opera "Life and Death Card" was praised by national leaders. The opera 'Jiang Jie' has toured more than 1000 times nationwide. The operas "Once Upon a Time There Was a Mountain" and "Dripping Sun Rain" have successively won the "Wenhua" Award and the "Five One Project" Award of the Central Propaganda Department. The first large-scale original musical "Angel Chorus" won the provincial "Five One Project Award" and attempted to participate in foreign cultural exchanges and theatrical tours. The large-scale ethnic opera 'Ying Xiong', as a masterpiece of stage art, has been performed twice in a row at the National Centre for the Performing Arts and has received high recognition from leaders at all levels and senior experts. It has also been enthusiastically pursued by Beijing citizens and mainstream media.

2.3 Zhuzhou has a Large-scale Cultural and Tourism Industry

In recent years, Zhuzhou Municipal Government has actively cultivated and supported the development of cultural and creative industries to the direction of collectivization, chain and brand, and emerged a number of large-scale cultural industrial bases, such as Fangte Happy World, Tea Zu Cultural Industrial Park, Liling World Ceramic Art City and Automobile Expo Park, etc. In 2019, Zhuzhou city was included in the list of national public cultural service system demonstration areas. During the establishment of the demonstration area, Zhuzhou city achieved the goal of "having libraries in counties, stations in towns and libraries in villages"; cultivated over 60 brand service projects at the city and county levels, launched characteristic brands such as Happy Xiaoxiang · Happy Zhuzhou, National Fitness Festival and cultural market; and built "Internet + culture" platforms such as "Rhyme Zhuzhou" integrated sports service cloud and "Smart Culture Island", so that citizens can enjoy high-quality cultural services without leaving home.

3. Zhuzhou Industrial Heritage and Industrial Characteristics Analysis

Zhuzhou is known as "the" city of the train ",

and is one of the eight key industrial cities in the national "first five" and "two five" periods. Zhuzhou has three advantageous industries: rail transit, aviation power and carbide carbide, and has a number of iconic name cards such as "Electric Locomotive Capital of China", "Small and medium-sized aero engine characteristic industrial Base", "carbide development Base". Therefore, the industrial characteristic culture of Zhuzhou should reflect the train culture, aero-engine culture and new material culture.

In 2018, the Regulations on Industrial Heritage Protection of Zhuzhou City was officially issued, becoming the first local regulation on industrial heritage protection in the province, and clearly proposed that "reflecting the development process of Zhuzhou characteristic industrial civilization of rail transit, aviation, smelting, metallurgy, chemical industry, fireworks and firecrackers, ceramics, building materials, textile and other industries" was listed as industrial heritage. The city's existing Chinese traditional villages, Chinese historical and cultural village 1, immovable relics 2351, the intangible cultural heritage project 1200, among them, the national key cultural relics protection unit 16, 70 provincial cultural relics protection units, the provincial historical and cultural city town village 1, the national non-material cultural heritage project 2, provincial intangible project 19, have been effective protection and inheritance. Liling City Cultural Center and Yanling County Cultural Center were selected as the national intangible cultural heritage representative project protection units.

4. Construction Strategy of Cultural Travel IP in Public Libraries

The IP is the word "Intellectual Property", and the literal translation is the intellectual property right. Intellectual property refers to the exclusive rights that people enjoy in the fruits of intellectual labor, such as their inventions, literary and artistic works, designs, symbols, names and images used in commerce. It is an intangible spiritual wealth [3,4]. Redefined in 2018 Chinese Cultural IP Industry Development Report, IP specifically refers to the connection and integration between cultural products. It is a cultural symbol with high identification, own flow, strong realization penetration ability and long

realization cycle. Such cultural symbols are called "cultural IP". Yin Hong, a professor at the School of Journalism and Communication at Tsinghua University, believes that IP refers to those creative intellectual property rights with high focus, great influence and those that can be reproduced and reproduced.

4.1 Explore the IP of Zhuzhou Humanistic Characteristics and Integrate It into the Construction of Public Libraries

For example, excavate the cultural resources related to Yandi, refine the design elements, create the distinctive Yandi IP image and interactive games, and integrate them into the construction of public libraries. Through Yandi, analyze the IP image of Yandi and interactive game design, design and summarize the game cases and IP image at home and abroad, summarize and provide useful reference for IP image and interactive game design, and enhance the interaction of readers, attract readers' attention and facilitate the spread of culture. To explore the unique cultural IP of Zhuzhou, conduct research on the construction of the library's unique cultural collection resource system, integrate unique culture into the library environment, integrate unique cultural heritage into the natural environment, and create a natural immersive environment for the beautiful experience of unique culture. Carry out a series of cultural activities with distinctive features in public libraries, regularly hold book festivals, exhibitions, lectures, experiential activities, etc., and create a rich cultural atmosphere with distinctive features.

4.2 Excavate the IP of Zhuzhou's Industrial Characteristics and Integrate It into the Construction of Public Libraries

Public library as the core of Zhuzhou industrial brigade district urban construction, need, to meet the demand of readers reading and leisure, at the same time, should be in the public library landscape construction, environmental construction and resource construction, etc., reflect Zhuzhou advantage industry theme, Zhuzhou industrial history and industrial development achievements, reveal the spirit of Zhuzhou locomotive, and into the Zhuzhou regional culture, create brand benefits of Zhuzhou regional culture.

5. Construction Countermeasures of Intelligent Public Library in the Future

With 5G, big data, artificial intelligence, virtual reality (VR), augmented reality (AR) popularization and application of new technologies, changed the path of culture transmission, how to integrate new technology, online fusion, virtual and physical integration, digital resources and paper resources fusion, modern science and technology and traditional cultural integration, is the realistic problems facing the public library digital construction and future needs. The direction of future library construction is to make libraries develop towards informatization, digitalization, intelligence and wisdom, make public libraries continuously increase their appeal to the public, and make the public willing to enter the library, experience reading and enjoy reading.

5.1 Optimize the Public Library Network Service Platform Based on Big Data Analysis

A clear at a glance, practical function of the library network platform, not only can make readers to library form a good first impression, and improve the reputation in the city, more convenient readers to book information resources retrieval, timely understand the library resources borrowing dynamic, the latest collection resources and push service based on the demand of personal characteristics. On the whole, the service function architecture of a public library should include four functional modules: library overview, reader service, digital resource platform, and growth platform. Among them, the reader service platform shall have the functions of account registration, borrowing and browsing information statistics, and promotion of reader information analysis, and can set book resources query, personal information push, book resources dynamics, reader message, electronic library card handling; digital resources platform shall cover electronic books, video resources, interactive resources, and links, academic literature platform, Wanfang Database, Superstar library, Reading database, book resources platform and love courses. In addition, the library should also open up reading forums and other activities to further enrich the cultural atmosphere of public libraries and serve the growth of readers [5-7].

5.2 Building Paper Resources and Digital Resources in Libraries Integrating Culture and Tourism

In the construction of collection resources in public libraries, in addition to the universal resource construction, we should focus on the following four aspects of resource construction. First, humanistic book resources, For example, Chinese traditional culture book resources, featured culture and regional characteristic cultural resources, Chinese characteristics of political theory book resources, etiquette culture and interpersonal communication and other book resources; Second, the construction of supporting professional book resources, Especially the construction of applied book resources of professional attributes, Timely provide industry enterprises new standards, new technology, new technology, new material application of professional book resources; Third, to build a smart digital library, While building the paper resources in the above collection, Need to create a systematic digital book resources, And the application of big data technology to build a personalized push service, Improve the education and teaching service function. At the same time, it is necessary to purchase commercial information databases such as CNKI, Wanfang Paper, Reading Show Academic, and Superstar Mobile reading platform, and push them according to the needs of readers, so as to provide readers with multi-angle digital resource services and improve the sharing service function of book resources [8,9].

5.3 Implement Personalized Push Service Based on Big Data Technology

With the change of learning style, the reader for knowledge needs to fragmentation, to acquire knowledge quickly and accurately put forward new requirements, the traditional spend a lot of time in the library access to paper resources access to knowledge has been changing, so the library based on demand push service welcomed by readers. In order to better carry out the personalized push service, the following work needs to be further streamlined. First, analyze, statistics and study the borrowing of readers and the browsing data of digital resources. For example, to optimize the construction of book resources for the use of resources, and carry out the push service of

professional books; to optimize the construction of digital resources and analyze the statistical statistics of readers' personal learning behavior, capture the key knowledge information of their attention, and conduct directional knowledge push [10,11].

6. Conclusions

The integrated development of culture and tourism is a new measure for all provinces and cities to promote the development of tourism and cultural industry. With the development of libraries towards informatization, digitalization, intelligence and wisdom, public libraries have become an important carrying place for the integrated development of culture and tourism. Based on the characteristics of Zhuzhou cultural resources and industrial characteristics, it is of great practical and theoretical research significance to explore the integration and development of Zhuzhou characteristic cultural tourism resources and public library construction to enrich the service function of public library and promote the organic integration of Zhuzhou tourism resources development and characteristic tourism.

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