

Practice and Development of Cultural and Tourism Integration in Public Libraries

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Abstract: In the rapid development of modern society, public libraries are paying more and more attention to the improvement of their own service levels. The deep integration of culture and tourism is an inevitable trend of cultural development in the new period and has largely satisfied the culture of the people. Demand, the practice and development of cultural and tourism integration have promoted the national public libraries to pay attention to the development of cultural and tourism integration and provide support for the development of cultural and tourism integration. The article mainly analyzes the practice and development of cultural and tourism integration in public libraries.

Keywords: public library; cultural and tourism integration; practice; development

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1. Introduction

With the rapid development of social economy, people's material life level, to improve the knowledge level greatly, in order to provide the people with high quality reading service, many parts of the public library and the leisure place to the fusion, and lending provides convenience for everyone, the passenger volume increased leisure travel places^[1]. Based on this, this paper introduces the influence of cultural and tourism integration on public libraries, analyzes the development status of public libraries, and summarizes the practice and development strategies of cultural and tourism integration in public libraries.

2. The impact of cultural and tourism integration on public libraries

2.1 Changes in the management system of public libraries

In the process of traditional public library service, library management methods and service methods can not meet the new requirements of modern society to the library. Therefore, public libraries need to constantly optimize and reform the management system and management mode, further develop and innovate the service

mode of public libraries, and better cope with the challenges brought by The Times of cultural travel. In the development of public library, the relevant administrative department of the need to strictly implement the corporate legal structure, pay attention to the personnel system, distribution system and optimization of business management system, a way to be paid according to the hills, and on this basis, establish and improve the incentive system, and provides the platform for the public library staff, build a positive and enterprising work environment, the construction of a high level of the library.

2.2 Improvement of librarians' professional working ability

In the Internet era, information is characterized by fragmentation and disorder. Readers can retrieve more information by using Internet technology. Public libraries need to take advantage of modern information technology, cloud computing and big data technology, set up library information platform, strengthen information integration, the realization of the integration of information, information management for the library work, support regional library management work, to form the library interlibrary loan reading, digital reading, such as integrated library

information service platform, To provide high-quality information services for readers, better adapt to the increase in the number of readers in the peak tourism.

2.3 Improve public library infrastructure

In order to better cope with the surge of visitors brought by the integration of culture and tourism, public libraries can transform the spatial structure of public libraries and reintegrate the layout of resources under the condition of conditions and funds, so as to meet the increasing flow of people and the demand for literature. At the same time, public libraries need to improve the indicative and guiding signs inside the library, revise the emergency evacuation plan, do a good job of rehearsal and drill, timely update the hardware facilities, such as office equipment, reading facilities and infrastructure, and improve the service and reception capacity.

2.4 Improve the management and service ability of librarians

There is a close relationship between the comprehensive quality of librarians and the management and service level of public libraries. Public libraries need to strengthen the training of talents, formulate a perfect training plan for librarians, form a long-term working system, and take talent training as a normal work. Firstly, the cultivation of librarians should be regarded as the key work of public library management. Secondly, regular training activities should be carried out to improve the level of political consciousness and professional ethics of librarians, establish the working concept of reader first and service first, and carry out management and service according to the actual needs of readers. Finally, civility and politeness are needed in daily life to form a positive work attitude and strengthen the understanding of Internet technology. At present, the Internet technology in the public library development and effective application, put forward the more strict requirement for management personnel, make public library management is facing great challenges, both need to learn the advanced Internet technology, and to improve their service consciousness, in order to satisfy the demands of readers of different reading, also need to actively explore the library service mode, Improve the overall efficiency of public library services.

2.5 Provide more services for readers

In the Internet age, the product of artificial intelligence in the expansion, great changes have taken place, the way people access to information the reader's reading habits and reading interest also in the change, which requires

the public library reading with cloud computing, big data, searching and tracking activities, clear the reader's reading habits, meet the demand of the reader's reading [2].

3. Development status of public libraries

In the development of the new era, many public libraries have opened public accounts to vigorously publicize and promote the reading culture and reading activities carried out by public libraries, attracting extensive attention from many readers. However, in the process of the development of public libraries, many managers are relatively weak in service awareness. These managers tend to sort out books, and few of them provide services for readers, which brings a series of borrowing problems for special social groups. Moreover, many public libraries have not set up special departments to serve the disabled, which leads to some difficulties for these people when borrowing books. Some public libraries have set up special reading rooms, but the actual needs of special people are not met. At the same time, in the working process of the public library, librarians can't simply borrowing literature, literature, library collection resources digitization processing is needed, to provide users with more reference service, reference service mainly is to use data mining, data analysis technology to refine the related information and transform it into a knowledge incremental development, in order to achieve this goal, The management department of library needs to strengthen the cultivation of intelligent librarians, aiming at the professional skills, vocational education and professional training of librarians, so as to comprehensively improve the comprehensive quality of librarians.

4. Practice and development countermeasures of cultural and tourism integration in public libraries

4.1 Define the position of public library in cultural and tourism integration

Cultural and tourism integration refers to the established policy of the country under the strategy of institutional reform. Public libraries need to make an in-depth analysis of this strategic goal and carry out relevant work to coordinate the implementation of the strategic goal. In the process of the development of public library, the relevant administrative department of the need to actively explore the brigade fusion of optimization approach, establish "appropriate melt is, can melt all" concept, in-depth analysis of library cultural resources, tourism resources in region, for the masses to provide more high quality travel service, the construction quality of tour product, provide support for the healthy and sustainable development of

tourism industry. The key point of public library management is to realize the development and dissemination of culture, which has the characteristics of public welfare. However, under the background of the country vigorously advocating the integration of culture and tourism, public libraries need to cooperate, strengthen the integration of culture and tourism, promote the further development of tourism industry, and inject cultural attributes into the tourism industry.

4.2 Build local cultural tourism brand

In the new era, with the rapid development of the region's public libraries need to mining and sorting of local historical documents, books, it and the local people's culture for effective integration, construction has its own characteristics of local tour brand, also can draw lessons from the advanced experience, each part of the organization of the public library to carry out communication, conference and exhibition, and other forms of cultural tourism, And excavate the local cultural tradition and historical positioning, and integrate more cultural travel products with local characteristics, such as food culture, residential culture, architectural culture and ethnic clothing culture. For example, Anji County in Zhejiang province launched the "Tourism Benefit Week" activity. In this activity, many families went to tent hotels to learn thread fitting skills for free, and felt the charm of ancient culture. Through carrying out "Tourism benefit week" activities, stimulated the interest of many children, has a strong educational significance. In addition, the culture of filial piety has a long history in China, is a concept and spirit, is the foundation of people doing things, is the source of consciousness of social responsibility, is an important part of traditional Chinese culture, and Anji County xiaofeng, xiayuan is the birthplace of the twenty-four filial piety "Meng Zong crying bamboo" and "mother to get gold" two stories. Anji County public Library can take this opportunity to build cultural tourism brand, attract more tourists, and provide support for the practice and development of cultural tourism integration in public libraries.

4.3 Construct the brand of public library research tourism

Research tour, also known as learning tour, is not only a simple learning journey, but also an effective integration of learning, investigation, communication and tourism. It is a new model formed under the development of modern education and tourism. In the rapid development of cultural tourism integration, research tourism has laid a foundation for the development and realization of cultural tourism. Students can participate in school summer camps, social volunteer activities, etc., and public libraries can also carry out research tourism activities during tourism. At present, the research tourism activities of public libraries in various regions of Our country are increasingly strengthened, especially the children's library, which has gradually become an important part of the research tourism.

5. Conclusion

To sum up, at present, China's cultural and tourism departments have been integrated. In order to meet people's new expectations for life and improve the country's cultural soft power and influence, cultural tourism has gradually become the key to national tourism construction, bringing both opportunities and challenges to the development of public libraries. In order to cope with the development of modern society, public libraries need to innovate constantly, dig deeply into the cultural resources and tourism resources of the region, build cultural tourism brands, and provide quality services for the integration of local culture and tourism.

References

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