

The Fusion Mode of Cultural Tourism in National Parks Based on the Role of Cultural Elements

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Abstract: National park is a natural ecological protection as the main purpose of the area, but the national park tourism is a cultural phenomenon. By identifying the role of cultural elements in national park tourism, this paper explores the mode of cultural and tourism integration. The results show that cultural elements play an important role in visitor experience of national parks, which can support visitors to feel cultural interests, guide visitors to return to pure ecology, and attract visitors to experience simple life.

Keywords: National park; Cultural elements; Integration between culture and tourism

1. Introduction

With the change of tourist preference from shallow sightseeing tour to deep cultural experience tour, the role of cultural elements in tourism has attracted more and more attention, and the integration of culture and tourism has become a respected tourism development model^[1]. Harvey D believes that the authenticity and uniqueness of culture can create opportunities for local tourism development^[2]. In the context of tourism, the cultural elements of the destination have the ability to be transformed into tourism attractions, which can bring good economic and social benefits^[3]. Based on the characteristics of tourism culture, such as nationality, comprehensive, regional, inheritance, creativity, service, space and time difference, Yu Haizhi proposed that cultural elements contain great potential to promote the improvement of tourism scenic spot management, tourism economic development and socialist spiritual civilization construction^[4]. For different subjects associated with tourism, the cultural elements in tourism play different roles. For the government, culture plays an instrumental role in tourism industry governance, which can promote the modernization of the physical landscape of the tourist destination and the urban Renaissance^[5]. Tang Pei and He Jianmin found that the activation experience of cultural heritage can significantly improve the learning and harvest of tourists' cultural protection, enhance tourists' perceived value of culture and enhance tourists' satisfaction, so as to cultivate tourists' destination loyalty^[6].

It is obvious that cultural elements play an important role in tourism. High-quality tourism development must be inseparable from rich tourism cultural connotation and profound cultural experience. Since the establishment of the Ministry of Culture and Tourism in 2018, the integrated development of culture and tourism has entered a new era, and scholars have been concerned about the relationship between culture and tourism, the discussion on the integrated development model of culture and tourism^[8] has become increasingly heated. Zhang Zhaozhi and Zhu Minmin divided the relationship between culture and tourism into three levels: resources, products and industries, and put forward the integration path of culture and tourism, such as enhancing the attraction of cultural tourism, strengthening the accessibility of culture and tourism, and extending the value chain of cultural experience industry^[7]. The academic circle has made extensive exploration on the diversified scenarios of cultural and tourism integration, but the current research on cultural and tourism integration in ecotourism areas is not sufficient, especially the study on the role of cultural elements in national park tourism and the exploration of cultural and tourism integration mode are still relatively lacking.

At present, people have not paid enough attention to the role of cultural resources in the natural space and public service of national parks. Therefore, how to innovate the new mode of cultural and tourism integration by playing the role of cultural elements in the development of national park tourism is a problem to be further discussed.

2. The role of cultural elements in national park tourism

The role of cultural elements in national park tourism is mainly reflected in the three aspects of "supporting visitors to feel cultural

interest, guiding visitors to return to pure ecology and attracting visitors to experience simple life”.

2.1 Make visitors feel cultural interest

Cultural elements should be implanted in the tourism service space and service behavior of national parks, so that visitors can fully feel the cultural interest and improve their recreation quality. The cultural function of tourism service behavior is mainly reflected in the following three aspects: first, the visitors are affected by emotions, reflecting the humanistic spirit of the true service is conducive to the realization of the corresponding function; secondly, by setting up the corresponding cultural aesthetic content, visitors can be cultivated by culture; thirdly, by creating affordable cultural Spaces for tourists, visitors can have a sense of gain.

2.2 Make visitors return to the pure ecology

Follow the concept of ecological civilization, cultivate a strong pro-ecological leisure and entertainment cultural atmosphere in the national park, so that visitors can return and feel the pure ecology. In the pro-nature ecological leisure, the most mentioned are “outdoor hiking, feeling the natural atmosphere, absorbing fresh air, close to pure water, watching sunrise and sunset and night stars, beautiful shooting, summer in the mountains, watching wildlife, camping”, and these aspects are also the advantages of national park tourism. It can provide a very good natural scene for the development of corresponding leisure activities; it can activate the cultural activities related to the national park, lead the ecological leisure fashion in the national park, and give full play to the function of the national park to make visitors return and feel the pure natural ecology.

2.3 Make visitors return to the simple life

According to the statement in the visitor’s travel notes, the “green and healthy ecological food, friendly and quiet rural settlements, traditional and ecological production methods, cultural relics that can evoke ancient memories, Xanada-like life scenes, simple and hospitable folk customs, and ancient life customs” in the national park are all of the contents that visitors are very interested in. It can make visitors return and feel simple life in tourism.

3. Cultural and tourism integration model in national park tourism

According to the role of cultural elements in national parks, cultural and tourism integration in national parks can be realized through “hierarchical progressive mode”, so that cultural elements can play a positive role in enhancing visitor experience and promoting the formation of positive emotions. “Hierarchical progressive mode” of cultural and tourism integration refers to the following three levels: “service layer, scene layer and experience layer”, and the use of cultural elements by different strategies to achieve cultural and tourism integration; The relationship between the three levels of “service layer, scene layer and experience layer” is progressive step by step: First, the tourism service structure of the national park needs to be designed, then the tourism service needs to be implemented in the specific scene, and finally the tourism experience of visitors needs to be optimized, enriched and enhanced.

3.1 Service layer: Implant humanized and personalized service culture

In the development and operation of national park tourism, it is necessary to design the service structure, including the construction of service concept, the selection of service methods, and the allocation of service resources. Among them, the service concept and service resources will eventually be implemented in the specific service space, and the service concept will also affect the service mode, which will eventually be reflected in the service behavior of the service subject. When designing the service structure of national parks, it is necessary to implant corresponding cultural elements to achieve the guiding and comprehensive integration of culture and tourism, such as reflecting the public welfare of tourism services, realizing the artistic and interesting tourism services, giving tourism service facilities cultural connotation and characteristics, so as to realize the humanization and individuation of tourism services, and relying on culture to improve the quality of tourism services. At the service level, the core task is to implant humanized and personalized cultural elements according to the spatial carrier and behavior mode of tourism service, to shape the tourism service facilities of national parks with cultural taste, and to carry out tourism service behaviors with cultural charm.

3.2 Scene layer: Implant ecological and simple leisure culture

The tourism service system of the national park supports the development of visitors’ leisure and entertainment activities, and the visitor activities will form the leisure and entertainment scenes of the national park, make the national park form the corresponding cultural atmosphere and style, and affect its cultural characteristics. Therefore, in order to create a leisure cultural atmosphere in line with the concept of ecological civilization in the national park, it is necessary to conduct cultural guidance for visitors’ leisure and entertainment activities in the natural and humanistic ecological environment according to their cultural preferences, with the main direction of “ecological and simple”, and cultivate a leisure cultural atmosphere that is close to nature and returns to innocence. Through cultural creation and presentation, we should strengthen the cultural expression of “ecological and simple”

leisure methods, enhance the cultural vitality of national parks reflecting ecological civilization, and make national parks a recreation space for visitors to feel pure ecology and experience the charm of ecological culture.

3.3 Experience layer: show life, characteristic local culture

In recreation, visitors seek to experience more. The richer the cultural experience content in recreation, the higher the quality of visitors' recreation. The national park in the original ecological and undeveloped area continues the relatively simple and traditional way of life, and has rich "nostalgia" cultural resources, including pure and green local food culture, simple settlement space, simple local customs and customs. According to the above, in the process of visitors seeking more experiences, these cultural resources will become their preferred feeling and experience content, which will make visitors produce more positive emotions and sublimate their travel experience. Therefore, at the experience level, we should take the "life and characteristic" cultural experience as the main direction, excavate, utilize and protect the simple cultural elements of inheritance, and make the national park a recreation space for visitors to return and feel the simple life.

4. Summary and suggestion

National parks not only have prominent ecological advantages, but also rich cultural elements. The integration of culture and tourism is a problem that should be discussed in the development of national park tourism. Through the analysis, the main conclusions are drawn as follows: (1) The implantation and exploitation of cultural elements play an important role in improving the recreation experience of visitors to national parks, which can support visitors to feel cultural interests, guide visitors to return to pure ecology, and attract visitors to experience simple life. (2) Cultural elements can play a better role in national park tourism mainly from the following aspects: cultural implantation for the spatial carrier and behavior mode of tourism services; According to the recreation scenes in national parks, the cultivation and guidance of leisure culture should follow the concept of ecological civilization. Make full use of local culture, make it an important tourism experience content.

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