

Research on brand building of reading promotion in public libraries under the environment of cultural and tourism integration

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Abstract: Under the background of the continuous improvement of people's material living standards, the trend of cultural and tourism integration is becoming more and more obvious, which brings great opportunities for public libraries to carry out reading promotion brand building. To this end, the managers and staff of public libraries need to pay more attention to the brand building of reading promotion, and be able to deeply analyze the problems existing in the current brand building of reading promotion based on reality, such as simple brand activity planning, lack of brand activity management, insufficient depth of cultural and tourism integration, etc., and put forward practical development suggestions on this basis, and then successfully achieve the expected construction goals. Based on this, this paper starts from the analysis of the content of cultural tourism reading promotion and brand building of public libraries, focuses on the current problems in this work, and puts forward some feasible improvement strategies in order to promote the innovation and development of public libraries.

Keywords: public libraries; cultural and tourism integration; Read the promotion

Introduction: In the environment of cultural and tourism integration, continuously strengthening the brand building of reading promotion in public libraries has many practical significances, one of which is to help promote the development of social education and lay a solid foundation for achieving the goal of cultural power; Second, it is conducive to the publicity of regional culture, so that more people can understand the characteristic culture of different regions and attract more tourists; Third, it helps to improve the social influence of libraries and enhance service efficiency, which is of great significance for promoting the innovation and development of public libraries. Therefore, public libraries must seize the current development opportunities and actively create cultural tourism products.

1. Analysis of the content of brand building of cultural tourism reading promotion in public libraries

Based on relevant research activities, cultural tourism reading promotion brands can generally be divided into the following types according to the scenarios in which their activities are carried out: First, the brand types based on mobile service scenarios. In the context of the new era, public libraries have begun to pay more and more attention to creating urban mobile reading scenes in the process of creating reading promotion brands, such as the "Car Library Special Event" launched in a certain place to let the library's collection resources enter the scenic area with the help of cars, so that more outsiders can learn about some local cultural styles in the scenic spot and meet the actual needs of the majority of readers. In addition, mobile intelligent terminals can also be used to push some relevant cultural resources and tourism boutique information for the target group. Secondly, the type of brand based on the tourism service scenario. This brand type is usually built in the mode of "reading +" study trip, such as "reading while walking" and "cultural walking" and other reading brand activities are based on tourism service scenarios, which are of great practical significance for creating a contextualized and three-dimensional urban reading model. Finally, the type of brand based on the position service scenario. This brand type is based on the characteristic reading space of the library, through cooperation with cultural research institutions, colleges and universities, etc., in the form of training, reading, lectures and other forms of reading brand activities, generally based on local culture as the main content, the purpose of which is to show readers the local customs, history and culture and social changes .

2. The problems existing in the brand building of cultural tourism reading promotion in public libraries

(1) Simple planning of brand activities

Based on the relevant survey results, it can be seen that at present, some public libraries in China have the problem of simplification and formalization in the planning process of brand activities, which fails to fully highlight the reading elements and the service characteristics of libraries, which will cause the brand quality to be low. For example, in the brand activities of "reading +" study trips, it is usually necessary to involve the recommendation of thematic books, famous guides and visits to related attractions, and then add some other links according to the actual situation, but some public libraries only arrange visits and visits to attractions in the process of organizing and carrying out such brand activities, and the recommendation of thematic books and famous guides are replaced by scenic spot guides, so that the library becomes a tourism intermediary. It is not used to promote reading, which will not only cause a waste of resources, but also fail to get the

recognition of the brand activity by readers.

(2) Lack of management of brand activities

From the reality point of view, most public libraries pay more attention to the design and promotion of cultural tourism reading brands, for this reason, some social media, well-known figures, famous artists, etc. will be specially invited to participate in the unveiling ceremony to obtain more public attention, but in the follow-up activities did not do a good job of corresponding management, resulting in the brand activities after the launch ceremony is not of high quality and not strong, so it is difficult to attract more readers' attention and participation, and eventually there is a situation of empty brand names.

(3) The depth of cultural and tourism integration is insufficient

In the environment of cultural and tourism integration, public libraries should pay attention to the deep integration of cultural elements and tourism elements in building reading promotion brands, but in practice, it is not difficult to see that many libraries only simply superimpose or combine the two, and the depth of integration is obviously insufficient, so that they cannot obtain ideal promotion benefits. For example, the local cultural lecture brands created by some public libraries are basically limited to the promotion of readers in the library, which will affect the effectiveness of brand promotion, and it is difficult to truly realize the comprehensive integration of reading elements and tourism elements.

3. Brand building and promotion strategies for cultural tourism reading promotion in public libraries

(1) Strengthen event planning

No matter what theme and type of event brand building, the key lies in the rationality and innovation of event planning, which will directly determine the brand quality. Therefore, the relevant personnel of public libraries should not copy when planning brand activities, even if they can learn from the planning experience of some excellent brand activities, they should also integrate their own characteristics, and at the same time can not simply consider whether the implementation of brand activities is convenient, but should pay more attention to the quality of brand activities. Generally speaking, in the planning of excellent reading brand activities, it should include delineating reading focus, selecting relevant excellent reading works, creating topics for public discussion, and guiding in-depth reading. For example, Guangzhou Library can create brand activities with local characteristics such as "Zhiyue Lecture Hall" and "Cantonese Opera and Cantonese Opera Lectures" based on Cantonese culture, so as to enhance readers' reading experience and improve reading interest. In addition, based on the analysis of the characteristics of different target groups, we should make full use of local tourism resources, such as Internet celebrity check-in places, well-known scenic spots, etc., which can not only show the style of cultural tourism, but also help highlight the charm of reading, so as to form a reading brand with wide influence.

(2) Strengthen activity management

In order to improve the brand building effect of cultural tourism reading promotion, public libraries should strengthen the management of brand activities from the following aspects: first, fully consider all factors, and clarify the frequency of brand activities, the time nodes and activity planning; Second, it is necessary to establish an online platform for full communication and interaction with readers with the help of new media platforms, and deeply understand the suggestions and needs of readers, which will have a positive effect on further optimizing and adjusting the implementation of brand activities, and ultimately improve the quality of brand activities; Third, strengthen the promotion of cultural tourism reading brands, such as using new media marketing, so that more people can understand library brand activities, so as to improve the public's understanding and participation in brand activities; Fourth, establish and improve the brand activity elimination and improvement mechanism, the purpose of which is to analyze and summarize some brand activities with poor efficiency and low public recognition, so as to optimize and adjust them in time, if it is a particularly inefficient brand activity project, it should be terminated in time to avoid waste of resources, so as to lay a good foundation for the construction of high-quality reading brands .

(3) Strengthen pluralistic coordination

First, it is necessary to strengthen cooperation within libraries. Public libraries need to strengthen cooperation with other libraries, which will help promote the flow and sharing of library resources and give full play to the resource advantages of libraries, which plays an important role in creating high-quality reading brands. The second is to strengthen cross-border cooperation, such as cooperation with cultural centers, museums and other cultural units, to develop and design cultural and creative products with the dual connotation of culture and tourism, so as to effectively help the construction of reading promotion brands, so as to be widely recognized by the public.

Conclusion: In the context of cultural and tourism integration, public libraries need to pay attention to the integration of cultural services and tourism industry, and in this process, they must do a good job in building reading promotion brands and innovate service

methods. Judging from the current situation, this construction work still has a long way to go, and feasible improvement strategies should be continuously explored in combination with specific problems, such as strengthening event planning, strengthening event management, strengthening diversified collaboration, etc., so as to achieve the goal of creating cultural tourism boutiques.

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