

Study of Development and Utilization of Literature Tourism Resources

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Abstract. Literature, as a language art, has been closely related to tourism since ancient times. On the one hand, the emergence of literature is often accompanied by beautiful scenery. Under the stimulation of beautiful scenery, writers can produce excellent literary works; on the other hand, specific scenery has increased its popularity because of the dissemination of literary works. Excellent literary works can characterize tourism resources, enrich the connotation of tourism resources, and enhance the expression and attraction of tourism resources. From the perspective of tourism economics, this paper focuses on the definition of literary tourism resources, the value of literary tourism, the development and planning, marketing and planning of literary tourism resources, and analyses how to fully exploit and utilize literary tourism resources to transform them into tourism productivity and tourism cultural capital.

Keywords: literature; Literature Tourism Resources.

1. Introduction

Literature and tourism are naturally linked. The so-called literature is often accompanied by beautiful scenery, which is often famous for its literature. Since ancient times, tourism activities have produced countless excellent literary works, and the characters, plots, images, scenes, places associated with writers and writers themselves of literary works also have a strong attraction for tourists. Based on this close relationship, it is necessary to study the combination of literature and tourism. From the perspective of tourism economics, how to fully exploit and utilize literary tourism resources and transform them into tourism productivity and tourism cultural capital is an important issue facing the development of tourism industry.

2. Definition of Literary Tourism Resources

Zhao Kang and Liu Deyan described the definition and characteristics of literary tourism in 1993. They believed that literary tourism refers to reproducing the characters and scenes originally created by using language in literary works by relying on literary works of various genres, making use of their popularity, people's recognition of literary works in different regions and strata and their respective aesthetic interests, and by means of certain material means. The scenario and so on, enable visitors to stay in it, through the aesthetic role, get all-round material and cultural enjoyment of material activities. Wang Zhongjun elaborated the definition and classification of literary tourism resources from the macro level. He believed that literary tourism resources included not only literary works in the form of words, but also tourism landscape in the form of entities. Generally speaking, although there are some differences and disputes between domestic and foreign researchers on the concept of literary tourism resources, the recognition of the category of literary tourism resources is basically the same, that is, literary tourism resources contain two aspects: first, it refers to the parts related to the works, such as the birthplace of the works, the background of the contents of the works, and the works themselves. The second is the former residence, Memorial hall, ancestral temple, cemetery and other things closely related to the writers; from this we can see that the scope of literary tourism resources is very wide. The literary tourism resources described in this paper refer to literary resources with tourism development value, that is, literary works with famous writers and classics, and stories of literary works familiar to the public. Literary resources directly related to the place where the story happened.

3. The Tourism Value of Literature

In the process of promoting tourism development, the role of literature is immeasurable. This promotion is mainly manifested in the following three aspects: First, the strong driving force of literary works on the tourism subject, namely the tourist motivation. Second, literary works play an important role in cultural rendering and packaging development of tourist objects, namely tourist attractions. Thirdly, literary works are a powerful driving force for tourism subjects, namely, tourists' aesthetic experience and emotional sublimation. [1]

1. Literature Guide Tourist: Literature plays the role of advertisement and propaganda, and it is a powerful driving force for the main body of tourism, that is, tourists' tourism motivation.

The tourist landscape described by literary works has a mysterious attraction for the tourist subject, that is, tourists. Because literary works are easy to be read and widely disseminated, the popularity of tourist resources has been enhanced. Invisibly, literary works have become free advertisements of tourist landscape, which can make the tourist subject increase their interest in tourism. Chuzhou Drunken Weng Pavilion was originally an insignificant hill pavilion, but with Ouyang Xiu's Drunken Weng Pavilion, visitors had admiration and respect for the pavilion. The Yellow Crane Tower is a good example because it has Cui Hao's Yellow Crane Tower.

2. Literature Promoting Tourism: Literature starts with cultural rendering and packaging development, and develops the cultural rendering and packaging of tourist objects, namely tourist attractions.

Wen Yin Jingsheng, Jing Yin Wen Name. Excellent literary works can set off or highlight tourist attractions. Cultural rendering and packaging development of tourist attractions greatly enrich the cultural connotation of tourist attractions, and enhance the expression and attraction of tourist resources. After the Nobel Prize for Literature was awarded to Chinese writer Mo Yan, the tourism development plan around his old residence, Pingan Zhuang and the whole Gaomi Northeast Township began to come into effect. The home of Mo Yan, the first Nobel Prize winner of literature in China, will become the "China Rural Museum, World Literature Tourism Destination" for a century. The collision between literature and art and mass tourism once again blossoms out strangely. Glory. "Red Sorghum Family", "Song of Garlic Bolt in Heaven", "Sandalwood Penalty", "Transparent Carrot", "White Dog Swing Frame" and other literary works have led Gaomi Township in Shandong Province to become a popular literary pilgrimage site.

3. Literature makes tourism flourish: Literature has influenced and deepened the aesthetic experience of tourists, so as to sublimate the inner feelings and realize the value of tourism.

With the help of their own feelings and through the reconstruction of imagination, tourists can return the personality and characteristics of the object to their own spiritual world and enjoy the aesthetic experience while imagining. This is an aesthetic form. Literature can help tourists to deepen their familiarity with the "object" before they visit, and enable them to quickly objectify the scenery and carry out aesthetic activities. Appreciate Du Fu's poems in the high mountains on both sides of the Three Gorges: "endless falling trees, Xiaoxiao, endless rolling Yangtze River, depicted the magnificent landscape of the Three Gorges in autumn, experience the poet's sad and magnificent feelings.

In addition, nowadays, tourism consumption is becoming more and more individualized and experiential. Tourists are pursuing a higher level of psychological experience in the process of tourism, which cultivates their sentiment and pleases their body and mind. People have developed from basic level of tourism to higher level of cultural tourism.

4. Development and Planning of Literary Tourism Resources

Literary tourism resources refer to literary resources with tourism development value, that is, literary resources directly related to famous writers, classical literary works, the story content of literary works familiar to the public and the place where stories occur. Not all literary works or literary works are literary tourism resources. They can be developed as tourism products. Only when they are

developed as products, can they be developed as literature tourism resources with market attraction. There are three main ways to develop literary tourism resources.

First, we can develop literary resources into independent tourist attractions.

A poem, a beautiful article and a work can make a scenic spot known to all women and children. Wang Zhihuan's poem "Want to see thousands of miles, go up one storey" makes the Stork Tower famous both at home and abroad. Tourists come in crowds. Tourists can not only experience the philosophy of a higher storey, but also enjoy the Chrysanthemum Exhibition and watch the simple bell-weaving performance. Su Shi's "To compare the West Lake to Xizi, it's always appropriate to wear light makeup and heavy makeup" expresses the beauty of the West Lake thoroughly and vividly. Literary tourism resources of classical literary works themselves mainly include novels, legends, myths, poetry, etc. Because a certain literary work makes a certain place become a tourist attraction, that is to say, literary works directly lead to the generation and development of such scenic spots.

The second is to develop literary resources into related songs, dances and video works.

Generally speaking, literature as a tourist resource has limited attraction to tourists, because most tourists may have limited literary level, but if it can be developed into related songs, dances and video works, its attraction will be greatly increased.

Thirdly, literature resources should be exploited as the relevant background of tourist attractions.

Literary resources developed as the background of scenic spots mainly refer to literary works that are too thin or difficult to develop into independent scenic spots, such as couplets of poems, legends, anecdotes, painting, calligraphy, operas, songs and dances, and literary celebrities with little preservation of relevant relics. Similar resources are difficult to develop into independent scenic spots, but can be used as a background to improve the literary atmosphere of tourist attractions. For example, the Jinshan Temple and Leifeng Pagoda in Hangzhou inject the living soul into the legend of Xu Xian and Bai Niang.

5. Marketing and Planning of Literary Tourism Resources

Marketing process is an important link in the development of literary tourism landscape products. In the process of developing literary tourism landscape products, we should fully rely on the cultural accumulation and historical background of scenic spots, make use of abundant literary tourism resources, supplemented by various forms of marketing methods and means, introduce scenic spots to the outside world and attract tourists from all over the world. With the help of literary tourism resources, we can cater to tourists' cultural infatuation and attach importance to the pursuit of artistic travel. Tourism development mode is a more distinctive form of tourism development. [2]

5.1 Give Full Play to the Role of Modern Media

Literature is abstract in essence. To attract tourists, it must be packaged, developed and displayed in an appropriate form. Emphasis should be laid on the use of a variety of marketing channels, not only on the news propaganda of the mainstream media, but also on the new media and outdoor advertising and other aspects of propaganda. Making full use of modern forms and means to package and utilize literary resources, combining with the latest technological innovation, actively using tourism micro-blog, tourism micro-film, tourism animation, tourism games, and other marketing means, using modern means such as light, television and film to package and publicize, and striving to create a new mode of tourism marketing. For example, Fenghuang in Western Hunan is a small town with a unique flavor. It also has the unique charm of literary celebrities' humanities and their masterpieces. But the real hot spot of tourism is the tourism brand created by Hunan Satellite TV and the local government in the late 1990s. The charm of literature and tourism complement each other, and the tourism of Fenghuang has become famous ever since.

Similarly, the attraction of literary resources to tourists will undoubtedly increase by means of modern media to develop literary resources into related songs and dances and influence works. People who have seen the movie "Five Golden Flowers" are amazed at the beauty of mountains and rivers in Dali, Yunnan Province. Dali is now a tourist attraction in Yunnan and even in the whole country.

Similarly, there are large-scale dance drama "Landscape Guilin" and large-scale Guilin landscape performance "Impression Liu Sanjie" and so on. On the other hand, with the popularity and sensation of TV dramas adapted from literary masterpieces, corresponding, some simulated landscapes with literary masterpieces as the blueprint have been vigorously developed, which will inevitably lead to the development of tourism. The sensation of "Water Margin" and "Romance of the Three Kingdoms" made "Water Margin City" and "Three Kingdoms City" springing up in mainland China. Family-known influence and emotional appeal of the original works, coupled with the sensational effect after the film and television broadcasting, developed products - the simulation landscape based on literary masterpieces, economic benefits must be objective.

5.2 Organizing Thematic Image Planning Activities

In this regard, many provinces and municipalities have a lot of experience to learn from. Henan Province, for example, has also made full use of various festivals. There are Peony Culture Festival in spring, Xiaolangdi Waterfall Festival in summer, Heluo Culture Tourism Festival in autumn and Funiu Mountain Skiing Tourism Festival in winter. In addition, the Yellow Crane Tower in Wuhan, Hubei Province, is also making full use of various literary resources to carry out various festival activities with distinctive themes and characteristics, so as to make full use of all available cultural resources. In recent years, the Tourism Department of Yichang, Hubei Province, jointly with the cultural tourism enterprises in the Three Gorges Valley, has launched a series of tourism cultural activities, such as "New Three Gorges in Calligraphy and Painting", "New Three Gorges in Image", "New Three Gorges in Music", "New Three Gorges in Poetry", "Panoramic New Three Gorges and Live Carnival".

5.3 Focus on Brand Building and Brand Effect of Literary Tourism

Under the background of increasingly individualized and diversified tourism market demand, tourism has entered the era of brand competition. Only by creating tourism brand effect, can we transform resource advantage into industry advantage, and win a place in the increasingly competitive tourism industry. To enlarge the brand effect of tourism, we should first pay attention to cultural packaging and brand publicity. Cultural packaging and brand publicity are effective ways to make tourism bigger, stronger and sustainable.

Literary landscape products have unique advantages in brand building. Ancient and modern celebrity masterpieces themselves are a cultural brand with high recognition, Association and reputation, and have strong premium ability. It is said that 60% of the visitors to Phoenix come to Shen Congwen for their familiarity with Shen Congwen's works, Border Town, Long River and Hunan Travel Stories. But in the heart lurks a kind of travel expectation. It can be said that without Shen Congwen, there would be no Phoenix tourism. Shen Congwen's profound cultural connotation and immense intangible assets have been exploited in terms of commercialization. That is, the living customs and customs of Tuojiang River and Diaojiaolou in Shen Congwen's works are becoming the reason why people are becoming more and more popular. Of course, in order to magnify the brand effect of tourism, we need to highlight the characteristics, improve quality, accelerate infrastructure construction and other hard conditions to escort.

6. Conclusion

In today's increasingly competitive tourism industry, tourism developers should fully understand the role of literary tourism resources in tourism development, be good at combining literary resources with tourism development, and promote economic development by means of literary resources. This paper explores the relationship between literature and tourism, and studies the influence of literature on tourists' cultural and spiritual needs. The author hopes that the development and utilization of literary tourism resources in China will be different and create good social and economic benefits. Tourists can also get physical and mental pleasure and improve spiritual self-cultivation.

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