

# **Thesis on Chinese Tourism Culture**

The comprehensiveness of tourism behavior, the extensibility of time and space, the interestingness of the landscape, the richness of tourism content, and the objective regulations to meet the diverse cultural needs of tourists, urge the tourism industry to have a cultural form that suits its own development needs. This is tourism culture. Tourism culture can be divided into traditional tourism culture and modern tourism culture. The former mainly includes tourists and tourism landscape culture; the latter adds tourism culture and cultural dissemination . Tourism and cultural tourism to play a modern building but most big benefit performance of new management ideas.

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# **The relationship between tourism and culture**

## **1. National culture is related to the competitiveness of tourism products.**

Culture is the soul of tourism development, and tourism is the support of cultural development. The competitiveness of tourism products is ultimately embodied in cultural competition. People in the industry know that the various elements of tourism reflect and reflect the application of culture and the taste of tourism products to a certain extent, and reflect the understanding of culture by planners, planning, and developers. Only by closely combining tourism and culture can such tourism products have more vitality. This basic law is extremely prominent and typical for the tourism development of ethnic cultural resources. For example, the Boduna Dragon Boat Festival Cultural Tourism Festival, the Longhua Temple Daxiong Hall Consecration Ceremony, etc., are all typical examples of a full understanding and excavation of ethnic culture.

## **2. Tourism and culture are inseparable.**

Culture, as the soul of tourism, is always contained in tourism activities and shows great charm. Looking at the history of tourism

development, although each period has its own unique form of expression, in essence it has many things in common, that is, the cultural enjoyment that tourists pursue in tourism activities. Culture has strong nationality and development. Every nation has its own culture, and their regionality determines the difference of culture. However, in the process of development, regional cultures must be interconnected and communicated with each other, and human tourism activities are a movement of mutual exchanges and integration of various cultures. The theme and connotation of tourism are mainly culture. Therefore, organizing tourism and participating in all activities in tourism must be closely integrated with culture.

## **The content of tourism culture**

As a specific cultural form, tourism culture has its specific connotation and corresponding extension. In a broad sense, tourism culture is the sum of material and spiritual wealth related to tourism created by mankind in the past and present. It is based on the intrinsic value factors of general culture, based on the elements of tourism, and acts on a special cultural form in the whole process of tourism. As a new cultural form, the theoretical basis of tourism culture is those parts that clearly reflect the

special needs of tourism economy and tourism activities, such as tourism, tourism economics, tourism psychology, tourism education, tourism sociology, tourism Literature, tourism aesthetics, tourism marketing, tourism management, tourism resources, tourism development history, tourism service art, tour guide art, and various forms of entertainment with complex tourism characteristics. In addition to the theoretical basis, tourism culture has a broader extension. It involves tourism-related parts in literature, art, philosophy, natural history, archaeology, folklore, religion, sports, dietetics, architecture, ecology, horticulture, color science, public relations and other disciplines; It is more embodied in specific tourism forms such as tourism browsing, tourism entertainment, tourism accommodation, tourism services, tourism shopping, tourism environment, and tourism professional team building. In a word, tourism culture permeates many elements of food, housing, transportation, travel, shopping, entertainment and related services related to tourism .

Among them, I am most interested in architectural tourism culture. As we all know, architecture is a subject that goes global, and it is necessary to personally experience a large number of outstanding buildings. Therefore, as a student of architecture, where we should go and see, we should not just look at the flowers, but have a thorough look at the architecture wherever we go. It is natural to take some photos of buildings from a

professional angle. In addition, we can also use pen sketches to enhance our understanding and impression of the buildings, and at the same time achieve the purpose of training the skills at hand, He Leer Not for?

## **How to understand and practice tourism from a cultural perspective**

With the rise and rapid development of the tourism industry, the position and role of culture in the tourism industry are becoming more and more important. It is becoming the soul and pillar of the entire tourism industry, determining the development direction and success or failure of the tourism industry. Tourism activities are essentially cultural activities. Both tourism consumption activities and tourism business activities have a strong cultural nature. Only by digging out cultural connotations, it will have the charm of attracting tourists. To understand tourism from a cultural perspective, we must clearly recognize the tourism function of culture. The tourism function of culture is determined by the essence of culture, the basic types of culture, and the basic characteristics of culture.

Let me talk about an example of mine. For twenty years of my life, I have traveled to many places and felt a lot of regional culture. Among

them, the trip to Putuo Mountain last summer made me deeply feel the cultural atmosphere of this trip. Putuo Mountain is located in Zhoushan, Zhejiang Province. It is an island. In the past, it was necessary to take a cruise. In Buddhist stories, she is the dojo of Guanyin Bodhisattva, and as a result, she has become one of the four famous mountains in Buddhism. I have been to Mount Wutai and Mount Jiuhua, which are also among the four famous Buddhist mountains. When I went to Mount Wutai, I was still young and didn't understand any Buddhist culture. Because I yearned for Huangshan Mountain at that time, I just treated Jiuhua Mountain as a preheated dessert, and didn't give much consideration to its profound cultural connotations. Last summer, the freshman summer vacation, the whole family set off again to Mount Putuo. This time, I finally got a bit of a head. I knew the reason why this mountain was famous, and understood that the purpose of going is not just to visit the mountain. Water, the most important thing is to feel the smell of fireworks in the fairyland on earth. The central area of Mount Putuo is the Puji Temple. Puji Temple is the largest temple on the island. The incense here is very prosperous, and people come here to pray for blessings and worship Buddha. Although I am not a devout disciple of Buddhism, but there is a mother who believes in the Buddha, I am somewhat affected, and I also have a kind of inner reverence for the Buddha. Whenever you enter a hall, you have to pay a few visits, and you have a little knowledge of some basic Buddhist

etiquette, but it is only because of the degree of feeling and understanding of this culture. Some are not. Those devout believers are crazy. For some temples or Buddha statues on the mountain, they actually kneel down to the mountain in three steps. What a culture of obsessiveness! The Guanyin of the South China Sea is located in the southern part of the island, so it can be seen in many places. We have been there to watch it the next day, and we are full of admiration for its accomplishments and dignity. In the evening, we returned to our residence. We were tired and we had to go to sleep. However, due to the large-scale Buddhist cultural activities at the Guanyin of the South China Sea around 12 o'clock in the evening, our mother and auntie got up and went. We were lost in sleep. From this, we can see that the mothers and their attitude towards Buddhist culture. Fayu Temple is another famous temple here, and the incense is also very strong. After the experience of Puji Temple and Fayu Temple, I know that in Buddhist culture, the level of Daxiong Hall is higher than Jiulong Hall. In addition, many relatively large temples have a set of very orderly levels. Generally, the first thing you see when you enter the temple is the Tianwang Hall, which houses the four heavenly kings and Maitreya Buddha; and then the Nine Dragon Hall, which is actually very angry. The inside is also magnificent; at the end is the Daxiong Hall, which contains Nanwu Amitabha Buddha and Arhats, etc., which is indeed more than that of Kowloon. On the left and right



sides of the courtyard of the Daxiong Hall, there is usually the Ksitigarbha Palace. And Guanshiyin Hall. A majestic and majestic temple represents not only the pure Buddhist culture, but also the various cultures associated with it, such as belief, geomantic omen, architecture, sculpture, literature, and art. I was deeply touched on this Buddhism trip to Mount Putuo, and my assimilation and comprehension of Buddhist culture and the understanding of the true meaning of tourism have also been further improved.

## **Elective experience of tourism culture**

I took the public elective course of Chinese Tourism and Culture. Let's say nothing else. First of all, it will be of great benefit to my future travel. This course is like a cultural tour guide, guiding me how to not forget to experience and Feel the local cultural characteristics. As a travel enthusiast, and I am in the best college time of my life, I have a lot of time and opportunities to get close to the places I want to go. Of course, I have to fund my wallet. However, taking this course as an elective course is beneficial to us after all, and it is more like a 3D impact trip, with teachers leading us to places we have been or haven't been. Experience various cultures, food culture, tea culture, architectural culture, custom culture,

language culture, wine culture and so on. Secondly, the subject of Chinese tourism culture is also very beneficial to our study. Just like our architecture major, travel is very necessary. As long as five years of university majors, we will be required to go to many places for internships. , Just to look at the architecture, Shanghai, Hongcun, Hangzhou, Chongqing and other places are all we are going to, so this course also helps us to learn how to better learn from the local internship in the future. Architectural culture. In summary, the study of this course will be of great help to our future life and study, and I am honored to take this course as an elective.

As for the teacher, the personal feeling is that he is very engaged. He speaks with relish and seriousness. The content of each class is very novel and unique. In addition, the teacher is also very rigorous and has high requirements for the students who come. , But sometimes it is still humorous to ask questions or remind some classmates by their names. Finally, I hope that the teacher can still be a disseminator of Chinese tourism culture with full enthusiasm, and spread the cultural atmosphere to those students who just travel for the sake of the mountains and rivers.