

A Research Based on the Spatial Form of Cultural Tourism from the Perspective of Tourism Cooperation

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Abstract: In recent years, with the improvement of China's economic level, China has gradually changed from a major economic power to an economic power. In the process of development, the country gradually recognized the development value of tourism, and in order to achieve sustainable development and promote the transformation of the improvement of China's economic system, combined with the actual situation of China's tourism industry, there has been a good job of marketing, research under the threshold of tourism cooperation. The spatial form of cultural tourism is very necessary. It does not only display the wonderful landscapes of various tourist attractions in China, but also it fully reflect on the excellent culture of China, which can promote the further development of tourism.

Cultural tourism is a new concept. It refers to the process of feeling, knowing, understanding, and observing the specific content of human culture. It mainly refers to tracing the remains of cultural celebrities and famous sites by appreciating the traditional culture of other countries and other regions, or Participating in tourism for the purpose of organizing various cultural activities organized by the locality, this kind of seeking cultural enjoyment is now the main reason for tourists [1]. Strictly speaking, cultural tourism actually belongs to the category of sports and is also one of the types of tourism. There is an obvious connection with the connotation of tourism. The executive meeting of the State Council of China made the first cultural industry special plan "Cultural Industry Promotion Plan" in July 2009, which means that China's cultural industry has gradually risen to the level of national development strategy and has entered the implementation link [2]. Therefore, China's tourism industry has developed rapidly, and the tourism economic level has been continuously improved. With the cooperation of the National Tourism Administration and the Ministry of Culture, the two different areas are mentioned in parallel, and a series of policy measures have laid a solid foundation for China's cultural tourism and created a strong development atmosphere [3]. This article mainly elaborates the research on the spatial form of cultural tourism from the perspective of tourism cooperation.

1. The Significance Of Tourism Cooperation

Latzel of Germany believes that from the perspective of human geography, cultural dissemination is actually the national cultural differences created by natural conditions will gradually accompany the communication of various nationalities, and continue to weaken or even eliminate. Material culture is the basis for effective communication among various ethnic groups [4]. It can be seen from the characteristics of modern cultural communication that cultural communication and economic activities are closely linked, so tourism cooperation has gradually become the main method of modern tourism cultural communication, which can not only effectively promote the cultural communication of various nationalities, but also fully expand the theme of tourism cooperation. It can allow multiple nationalities or multiple countries to obtain the dividends obtained from the communication and communication activities of national cultures in various aspects of tourism cooperation, which can effectively enhance the initiative and enthusiasm of the cultural transmission of various nationalities, and can promote national and local Tourism agencies, tourism service providers, tourism product developers and tourism practitioners can obtain corresponding economic benefits, and can fully mobilize the tourism development initiative

of various countries, and can fully promote the tourism economy in various countries [5].

2. Cultural space

From the original point of view, cultural space is actually a physical space, place or place with hidden cultural nature or cultural significance. The formation of cultural space is closely related to the local environment, local historical scenes, and local traditional culture, but it is dominated by the main bodies of the country, government, society, tourists, and local residents in the development process [6]. Cultural space itself has the obvious uniqueness of non-material characteristics, and its characteristic is essentially the complexity of space. It can be clearly seen from domestic and foreign studies that space is actually a special place created by human body's subjective consciousness activities, which itself has the philosophical significance of "space". However, as can be seen from actual life, the concept of space originally originated from human practice. It is also the actual reflection of the order, relevance, and structure of various things in the human mind. It is a main mode of existence of a special substance. The cultural space shows the actual spatial dimension of each human world, which is symmetrical with time. Therefore, cultural space mainly uses time to achieve the purpose of vertical continuation and vertical development. After the integration of this spatial structure and culture, it will inherit, gather and accumulate the urban spirit and cultural development achievements of the past and present in the space. It is also a new culture created by combining "spiritual foundation" and "local unique material kit" mode. Therefore, the cultural space is actually a place where culture and humanity coexist. Once a cultural space is formed, it cannot be separated from the current cultural creation, and it needs continuous acquisition and support during the evolution of time [7].

3. Cultural Tourism Space

3.1 The Relationship Between Culture And Tourism

Culture is the main factor in the development of tourism, and it is also the key to clarifying the value of cultural tourism and building a cultural tourism space. Chinese research scholar Jia Xiangchun clearly pointed out that culture is actually the most important content of many tourism activities. Only in the cultural intervention and cultural communication tourism activities can we avoid simple and tedious travel activities and make tourism a truly connotative and content activity. . The potential value of tourism activities is closely related to the attitude of local residents to culture. Only if local residents can actively participate in cultural preservation and cultural inheritance activities can they effectively protect local traditions, excellent and distinctive culture, and effectively promote the local tourism economy. Development [8]. However, because "culture" itself is a very broad term and has different meanings in different fields, in the eyes of tourism experts, "culture" often refers to the cultural connotation hidden in local tourism resources, such as China's famous tourist attractions The history of the "White Horse Temple", the remains of famous musicians in the music capital "Vienna", the story of the film festival "Venice" due to the film festival civilization, and so on, Listen to the culture. Compared with the experts' emphasis on the connotation of tourism culture, the public tourists' perception of tourism culture is more straightforward and obvious. Therefore, if the local traditional, excellent and distinctive culture and tourism resources can be combined into one in the process of developing local tourism resources, the attractive value of tourist attractions can be enhanced through historical and cultural values. Although this behavior deviates slightly from the main theme of cultural tourism, it is in line with the current marketing ideas of tourism providers.

3.2 The Focus Of Cultural Tourism

In the 1990s, China's economy developed rapidly at this stage, people's economic level gradually improved, and people's quality of life gradually improved, so people have higher requirements for mental nutrition. Simple reading can no longer satisfy people's demand for the past. Based on this, tourism has gradually entered people's lives. At this stage, people's tourist interest is no longer about

changing moods and reading beautiful scenery, but "discovering the past." However, the essence and core of China's cultural tourism have also undergone certain changes. Instead of displaying unique traditional culture alone, it has hidden cultural connotations and cultural brand symbols in various landscapes, while increasing its actual value. It also allows tourists to experience the joy of "discovering beauty and discovering the past". At present, scholars at home and abroad have not yet defined the definition of cultural tourism, and there are also obvious differences in the definition and essence of cultural tourism and tourism culture. However, cultural tourism is based on local cultural resources. Through the local cultural resources, it continuously meets the cultural needs of tourists, thereby achieving the purpose of enhancing the value of the tourism industry and promoting the tourism economy. The cultural tourism space based on tourism cooperation is relatively broad, and it is a special space formed after the joint union of various regions and countries [9]. However, its important components have not changed, and it still emphasizes product attributes and tourists' medical examinations. Through cultural tourism, it provides strong support for tourism cultural resources, and encourages tourists to obtain corresponding cultural examinations in the process of tourism, thereby increasing the knowledge of tourists. Secondly, through cultural tourism, it provides a special special cultural experience for tourists from all over the world and countries, allowing tourists to experience the connotation of tourism resources in depth, so as to realize the purpose of all-round cultural and spiritual enjoyment.

3.3 Spatial Relationship

At present, there are few research documents on the spatial form of cultural tourism, and some scholars are involved in related content. However, due to different backgrounds, different research directions, different research attractions, and different research purposes, relevant research on spatial form of cultural tourism is very rare, and only There are still huge differences in several articles. However, in the context of the tourism cooperation viewing valve, if you want to further study the spatial form of cultural tourism, you must first clarify the current situation of the tourism industry, the actual impact of the tourism cooperation viewing valve on the cultural tourism spatial form. It can be seen from the actual situation that tourism cooperation requires that local partners can fully integrate tourism resources, can use traditional ethnic culture as an effective link, give play to their relative advantages, strengthen the development and utilization of ethnic cultural resources shared by various regions, and establish a sense of integration of cultural tourism, Let traditional culture become the core of cultural tourism, promote colleagues in the development of tourism in various places, and promote the spread of culture in various places. Based on this, the cultural tourism space under the background of the tourism cooperation viewing valve is very large. If it is assumed that the cultural tourist attractions in various places are one point, then the cultural tourism space will form a relatively special one according to the number of tourist attractions in various places. The three-dimensional picture has different numbers of points in different regions, and the speed of its cultural spread also has obvious differences. Culture is originally the spiritual core formed in the development process of tourism in various places, and space is an important carrier to carry tourism. The interactive relationship between culture, tourism and space directly affects the actual effect of local cultural tourism. Taking the current ancient city in China as the main research object, the layout of the ancient city, the different designs of each area, the landmark buildings in each area, the traditional residential houses, etc. are all part of the cultural space, but its layout planning is directly affected by the traditional Chinese culture-Feng Shui influences. Therefore, the ancient city has obvious central axis symmetry, and the regional cultural composition of the ancient city itself will also be affected by the loess culture and royal culture.

3.4 Practical Significance

Today, the research hotspots of research scholars are still homestay tourism space and cultural heritage space. Because tourism cooperation has not been open for a long time, so far no real case can verify the value of tourism cooperation. However, from the perspective of foreign research, tourism cooperation can undoubtedly speed up the export of cultural materials of various countries, and can obtain certain cultural materials from other countries, and can promote cultural

communication between the two sides. However, because the real value of tourism cooperation has not yet been recognized at home and abroad, there is relatively little marketing of tourism cooperation at home and abroad, and there is little research on the spatial form of cultural tourism in the context of the tourism cooperation valve. It is impossible to further verify the spatial relationship. The main research is still the artistic conception space. This kind of artistic conception space can affect tourists' perception and image to a certain extent, and can attract tourists to a certain extent [10]. However, to further promote the development of China's tourism industry, it is necessary to further increase the emphasis on the tourism industry and promote the formation of cultural tourism space.

Conclusion

The actual situation of the cultural tourism spatial form directly affects the development of the local tourism industry and has a great impact on China's tourism economy. In other words the Research scholars should pay more attention to this area and actively study it.

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