

# Research on the Planning Strategy of Cultural Research and Study Empowering Plateau Lake-type Scenic Spot Taking the Example of Darzong Lake Scenic Spot in Xiahe County, Gannan Tibetan Autonomous Prefecture

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## ABSTRACT

Cultural research and study tourism products are an important part of the current supply-side structural reform of tourism and are of great significance to improve the added value of tourism products. This paper analyzes the connotation, mode, and implementation strategy of cultural research and study, and proposes the realization path of shaping cultural research and study by reshaping the research and study value of local culture to build the content system of cultural research and study, improve the product system of cultural research and study, and strengthen the profitability of cultural research and study. Taking Darzong Lake Scenic Spot in Xiahe County as an example, the planning and design strategies of creating Tibetan ecological civilization cultural research and study tourism brand, improving the cultural experience tourism products of the sacred lake, expanding the experience tourism of the northern ranch of the scenic spot, adding the natural science tourism products of the scenic spot, strengthening the cultural experience atmosphere of the sacred lake of the scenic spot, and building the viewing platform system along the road are proposed by condensing the cultural research and study qualities of the scenic spot.

**Keywords:** *Cultural research and study, Plateau lake, Scenic area planning, Darzong Lake.*

## 1. INTRODUCTION

Broadly speaking, research and study tourism refers to special tourism for the purpose of research and exploratory learning, and is a tourism activity carried out by tourists out of the need to seek knowledge of culture. [8] In the perspective of tourism science, research and study tourism is a tourism product for the upgrading and development of tourism, representing a certain future form of tourism development. [2] With the development and growth of China's tourism industry, cultural tourism products that meet intellectual and spiritual needs have gradually become the focus of tourists' preferences, and cultural research and study tourism products have become more and more prominent in the supply-side structural reform of tourism. [4] Especially in the alpine ethnic region, influenced by traditional cultural concepts, the landscape

environment of the region has significant natural geographic features on the one hand, and cultural geographic information is also attached to it on the other hand, and the cultural concepts behind the landscape environment are an important aspect of the local cultural characteristics of the region. [11] Therefore, the concept of "cultural research and study" is of practical significance for the planning and design of lake-type scenic spots in the region.

## 2. ANALYSIS OF THE CONCEPT OF "CULTURAL RESEARCH AND STUDY"

Cultural research is one of the directions for the current entrepreneurial development of tourism formats. Cultural research provides strong support for the sustainable development of tourism in the

region from the perspective of in-depth exploration of tourism destination content and creative innovation. Cultural research tourism has achieved a transformation from traditional sightseeing tourism to specialized market deep experience tourism, which is one of the necessary options for the sustainable development of cultural tourism in the region and also the main approach to promote the participation of tourism communities. Studying cultural research tourism is of great significance for promoting the economic, social, and cultural sustainable development of tourism destinations.

Cultural research and study is a concretization of the content of research and study tours, and is one of the types of research and study activities. Compared with nature education, geological popularization of science and other research and study activities that rely on the natural environment, cultural research and study focuses more on the display and experience of local cultural characteristics. Therefore, culture is the fundamental attribute of cultural research and study, and acquiring knowledge of local culture in tourist areas through cultural research and study activities is the fundamental purpose of its research and study tours. By providing cultural research and study tourism products, the upgrading of tourism products of tourist places from sightseeing-type products to experiential products is realized, and the experience content is the inherent characteristic of cultural research and study, and it is also the realization medium for the transformation of local cultural resources into cultural tourism products. [5] Only with the help of diverse and rich experience content can tourists intuitively feel and appreciate the knowledge of local culture.

### ***2.1 The Mode of "Cultural Research and Study"***

The focus of cultural research and study is to transform the implicit local cultural knowledge into cultural tourism products that can be experienced and consumed through the medium of experience content. The mode of cultural research and study can be classified into static research and study and

dynamic research and study by the way of content presentation. Static research and study mainly refers to the introduction of local cultural knowledge to tourists by means of static exhibits, represented by various cultural exhibition halls. Dynamic research and study mainly refers to the presentation of local cultural knowledge to tourists through dynamic means, represented by various performance activities, including various dynamic activity scenes such as cultural performances and craft production process demonstration. From the classification of experience modes, the mode of cultural research and study can be divided into four types of passive learning, interactive learning, participatory learning and vacation immersion learning (as shown in "Figure 1"). Passive learning is the primary form of research and study activities, in which tourists passively receive cultural information in the tourism scene, which is a unilateral transfer of cultural knowledge and is less likely to resonate with tourists. Interactive learning is to realize the interaction of cultural acceptance through the design of experience modes, represented by question and answer interpretation and interaction of indigenous people. Participatory learning is a more advanced type of research and study activities in which tourists experience the technical and artistic aspects of local culture on site through the participation in the process of craftsmanship. Vacation immersion learning is in the advanced stage of research and study activities, and is a research and study experience mode in which tourists spend a certain amount of time living in the tourist destination and tangibly integrating into the local life. [7]

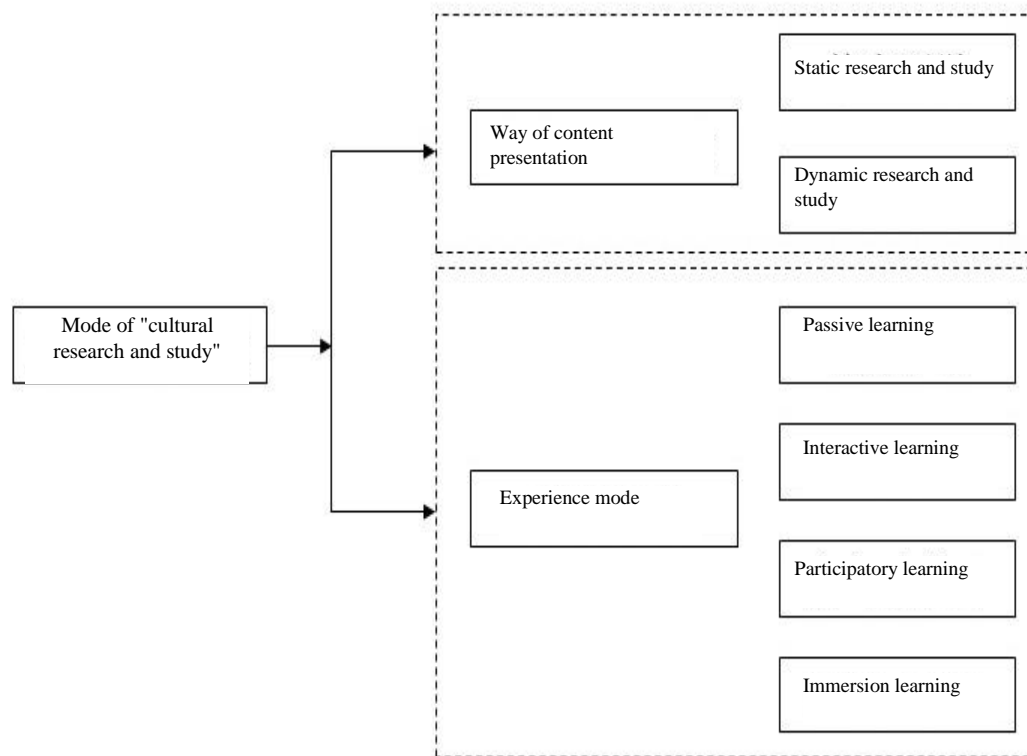


Figure 1 The mode of "cultural research and study" (self-made).

## 2.2 The Implementation Strategy of "Cultural Research and Study"

Cultural research and study involves many aspects such as indigenous people in tourism places, tourism product operators and tourists, and the chain of cultural knowledge transmission is formed by different participating subjects. [6] The construction of an effective cultural transmission chain requires the organic integration of the effectiveness of indigenous people, tourism product operators and tourists in the cultural supply and consumption chain. Content generation is the medium of the cultural transmission chain, and experience mode is the specific generation context of the cultural transmission chain. Therefore, the implementation strategy of cultural research and study contains three aspects of cultural transmission chain, transmission media and transmission context. In the process of developing cultural research and study products in scenic spots, the implementation strategy revolves around the creation of transmission context, innovation of transmission media and optimization of transmission chain. ("Figure 2") This is reflected in the following three ways: First, it combines dynamic and static displays

to enrich experience modes. It combines static and dynamic transmission through exhibition centers, craft experience centers, Tibetan opera performance theaters and video viewing, especially through the display and participation in the process of craft experience, allowing tourists to integrate into the reality of local culture. Second, it integrates creative elements to promote cultural regeneration. In accordance with the principle of close connection between traditional culture and real life, the content generation of cultural research and study scenic spots always adheres to creativity orientation, and the cultural needs of real life are expressed through creativity to achieve cultural growth and continuity. It conducts cultural creative product development around folk cultural activities such as Tibetan opera, inserting arrows, making circles, and scattering fengma (fengma, also known as 龙达, referring to a pattern printed on red, yellow, white, blue and green paper to ask for blessing) to promote the regeneration and continuation of local culture. Third, it reorganizes and integrates business modes to build a profitable system. Profitability is the economic basis to ensure the sustainable development of the scenic spot, and cultural research and study activities should be

coordinated with the format layout of the scenic spot industry, integrate the open cultural research and study industry format with the operational

service format, and form a spatial layout. Fourth, it develops high-end resort products and improves the quality of cultural research and study.

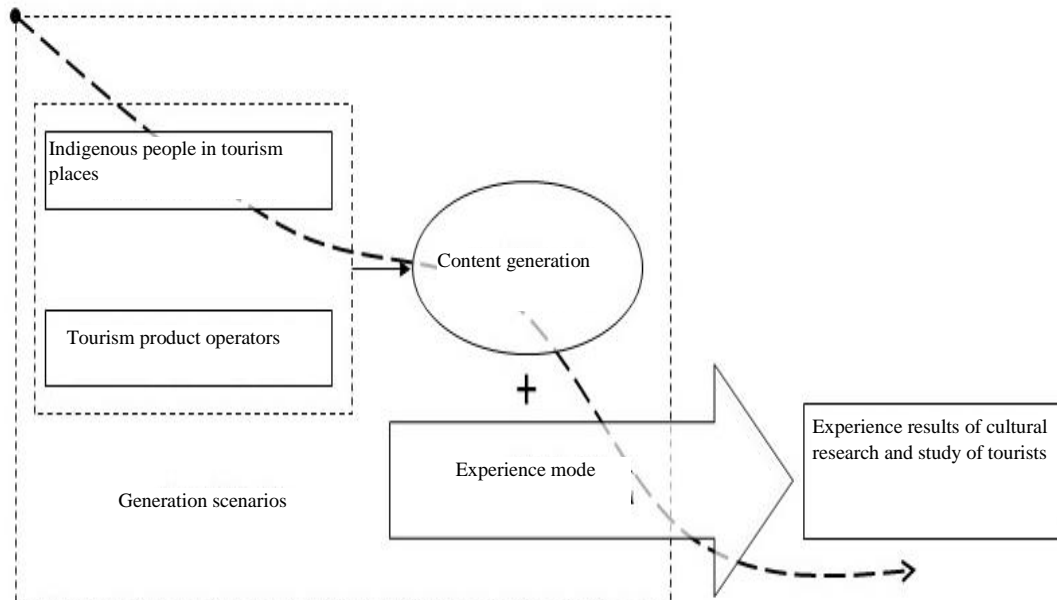


Figure 2 Components of the cultural research and study transmission chain (self-made).

### 2.3 The Path of "Cultural Research and Study"

For the development of scenic spots based on "cultural research and study", cultural research and study tourism products are the core tourism attractions of the scenic spots. For the plateau lake-type scenic spot, cultural research and study tourism is an upgraded development based on the tourism value of its lake resources, and it is also an innovative initiative to further explore the Tibetan lake worship culture, which further releases the cultural value of lake tourism resources. Therefore, the realization path of scenic spot planning and design based on "cultural research and study" includes the following four aspects: First, it is to reshape the research and study value of local culture. With the further segmentation of the tourism market, the utilization of tourism resources has entered the stage of refined development, and the rough utilization mode can no longer adapt to the current requirements of tourism supply-side reform. The development of cultural research and study, first of all, it is to explore the research and study value of local culture. Taking the Tibetan lake resources as an example, the traditional Tibetan sacred lake culture worship can be taken as

the origin, leading to the traditional ecological ethics culture of Tibetan culture, which is the window for tourists to understand Tibetan culture. By releasing the cultural information of the worship of the sacred lake in the plateau, the research and study value of local culture is reshaped. Second, it is the construction of cultural research and study content system. The research and study content planning is the key medium to realize the transformation of cultural resources to cultural products, which realizes the cultural content experience from the three aspects of knowledge, fun and participation, including knowledge exhibition content, participation in the production of content, cultural and creative goods content, viewing and performing content, etc. Third, it is to improve the cultural research and study product system. On the basis of content innovation, it creates the system of cultural display research and study products, producing craft research and study products, cultural performing research and study products, cultural creative research and study products, to achieve a combination of static display and dynamic experience. Fourth, it is to strengthen the profitability of cultural research and study. It builds the profit point of cultural research and study products based on the content of cultural research

and study, combines open cultural exhibition activities with profitable service activities, gives play to the drainage ability of open cultural

products, and enhances the innovation ability and service level of profitable service projects. ("Figure 3")

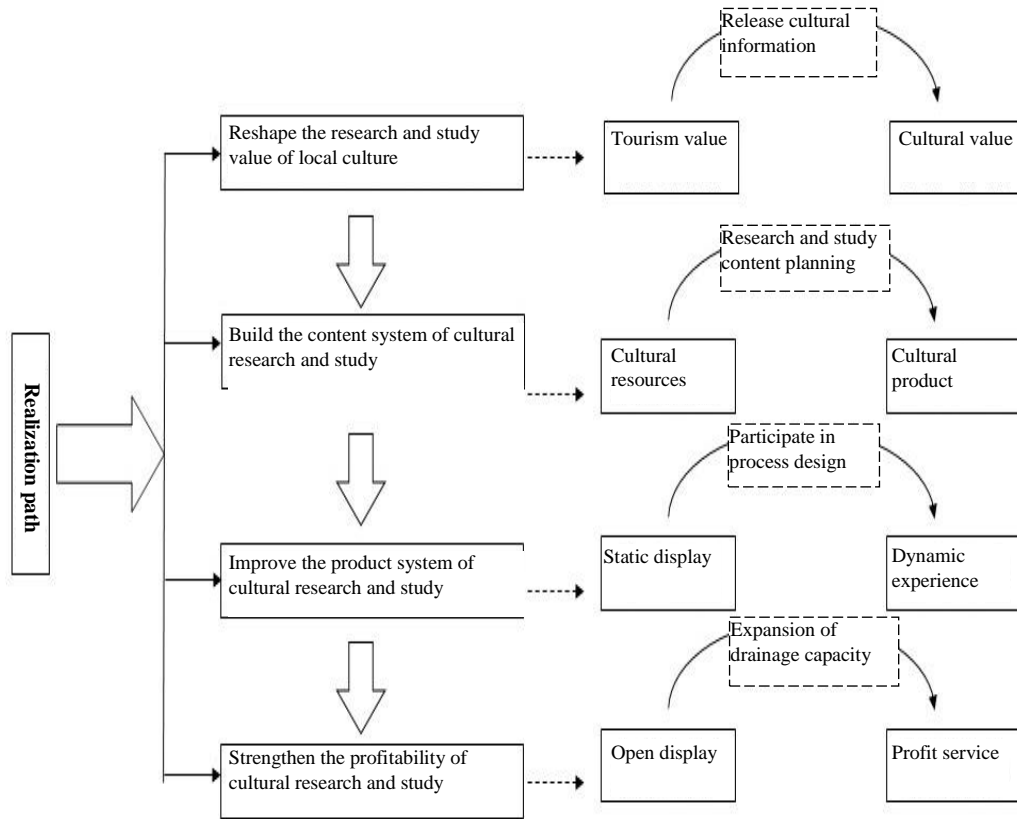


Figure 3 The path of "cultural research and study" (self-made).

### 3. THE PLANNING STRATEGY FOR SCENIC SPOTS UNDER THE CONCEPT OF "CULTURAL RESEARCH AND STUDY"

For specific scenic spots, cultural research travel provides a direction for deep exploration of experiential activity content. The primary issue addressed by cultural research and tourism is the implementation oriented tourism system framework. This article constitutes a general planning method for cultural research and learning travel from the aspects of core tourist attractions, experience content system, time and space tourism system, profit system, and operation system.

#### 3.1 Innovation of Cultural Research and Study Content

Cultural research and study planning is a cultural approach to spatial planning and design [9]. The planning and preparation method of cultural mapping is still applicable to cultural research and study-oriented scenic spot planning, which is also a process of identifying and mapping local cultural resources, with the end result of generating some kind of map [9]. For cultural research and study-oriented scenic spots, such a "map" is a kind of interpretation and explanatory chart of the cultural content covering the whole area of scenic spots. The Darzong Lake Scenic Spot is a traditional religious sacred lake-type scenic area in Xiahe County, and the sacred lake cultural beliefs are the core cohesive force for the formation and development of the scenic area. The activities of

viewing and offering sacrifices to the lake brought by the sacred lake culture worship are the traditional cultural functions of Darzong Lake Scenic Spot. As for the scenic spot developed as a whole, the cultural function is the source of the occurrence of the scenic spot and the spiritual core of the scenic spot. In the process of development, on the one hand, the cultural service function of the scenic spot for the local people should be improved, and on the other hand, the cultural message of Tibetan sacred lake worship should be fully displayed for tourists in terms of cultural connotation, and the spiritual core and cultural message of Darzong Lake sacred lake culture should be fully displayed. It is necessary to rely on the sacred lake culture worship of Darzong Lake, develop the research and study content based on Tibetan traditional ecological ethics and ecological awareness of conservation, and realize the innovative development of the research and study content and theme of the scenic spot.

### ***3.2 Tour System Construction***

The research and study trip is not a trip in the ordinary sense, but a new impetus to deepen the reform of quality education in China [10] and an important form of new space for the transformation and development of tourism [1]. Therefore, the construction of research and study-oriented scenic spot tour system should be in line with the law of tourism development, but also carry out "tailored" product development and system construction for the target groups. The construction of cultural research and study-oriented scenic spots can be guided by the idea of system development, forming a support system of "one core and four systems". ("Figure 4") "One core" means that the development of cultural research and study-oriented scenic spots should first build the core tourism attractions of the scenic spot. For the Darzong Lake Scenic Spot, it is necessary to innovate and develop the research and study content based on the traditional sacred lake culture worship with the traditional Tibetan ecological ethics and ecological awareness of conservation as the main body, and make Darzong Lake Scenic Spot a window for tourists to know and learn Tibetan culture through research and study activities, and then form the core tourism attractions of the scenic spot featuring Tibetan cultural research and study. The "four systems" are the scenic content system, tour system, profit system and operation system. The content system is the basis of cultural research and study-oriented scenic spot development, and is also the

final destination of tourism products and tourism projects. The innovative development of cultural research and study-oriented scenic spot content system is expanded from research and study content, experience content and service content. The tour system is the basis for the effective operation of the linked scenic spots, and the content system is attached to the tour system. The tour system of research and study-oriented scenic spots is developed from tour nodes, tour methods, time planning, etc., forming a time-space structure that guides tourists' behavior, sets off tourists' emotions and supports tour time. The profit system is supported by the content system and the tour system, and the possible consumption points of tourists are detailed into each project node, which is finally expressed in the form of experience content and scenic spot system, forming the conditions to support the sustainable profitability of scenic spots. The operation system is the premise of cultural research and study-oriented scenic spots to form a clear market entity and guarantee the sustainable development of scenic spots, and the operation system is carried out from two aspects of operation main body and operation mode.

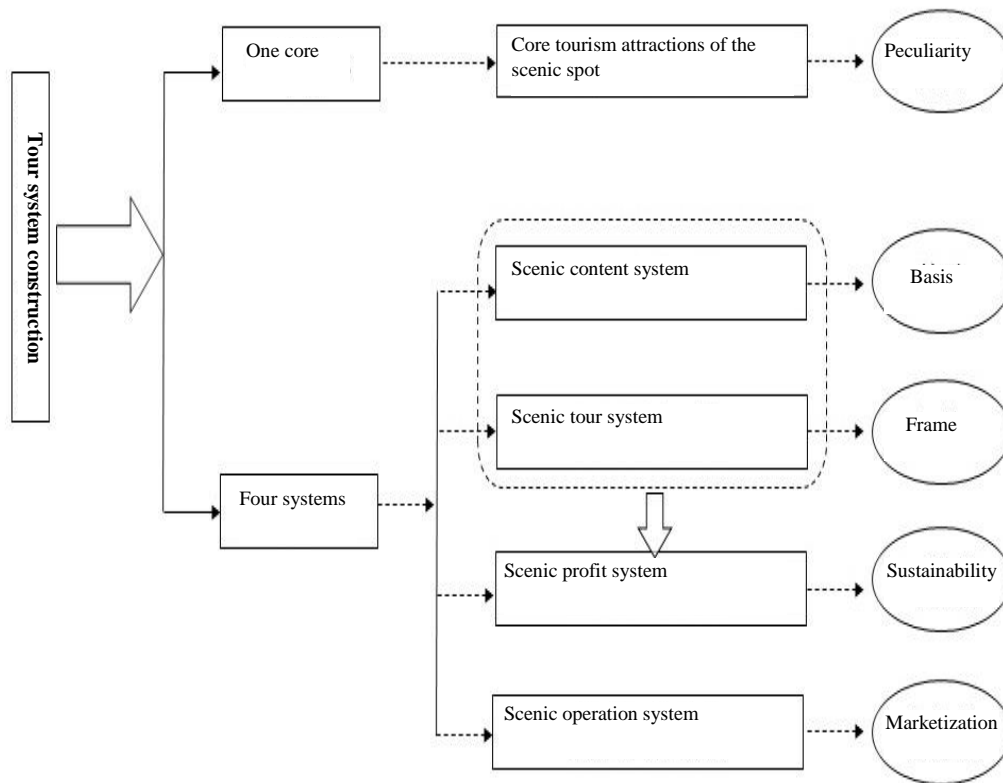


Figure 4 Tour system construction (self-made).

### 3.3 Experience atmosphere creation

The attraction of cultural research and study-oriented scenic spots should be strengthened through the experience atmosphere. According to the planning and design strategy of humanist values, the overall ecological pattern, historical heritage, public development space system, and community participation of the scenic spot are important aspects that influence the attractiveness of scenic spots [3]. The creation of the overall tour experience atmosphere of cultural research and study-oriented scenic spots should be based on the humanist design concept, and the touring nature of the research and study content of scenic spots should be improved through the explicit expression of implicit cultural elements. Therefore, the cultural research and study-oriented scenic spot experience atmosphere can be created from the four aspects of scenic space sequence, architectural style, indoor environment, landscape style, tourism signs, etc. to strengthen the experience characteristics of the scenic spot, create the scenic experience scene with the theme of cultural research and study, and realize the immersion tour for tourists.

## 4. PRACTICE: THE CASE OF PLANNING AND DESIGN OF DARZONG LAKE SCENIC SPOT IN XIAHE COUNTY, GANNAN TIBETAN AUTONOMOUS PREFECTURE

Gannan Tibetan Autonomous Prefecture in Gansu Province has a profound Tibetan cultural tradition, and the mountain and water tourism resources in the region are endowed with strong cultural attributes. Cultural factors are important influencing factors in studying the high-quality development of the cultural tourism industry in the region. Therefore, this article continues the implementation oriented tourism planning and planning framework, starting from micro individuals, and examines suggestions for the development of cultural tourism products in scenic areas under different family backgrounds.

### 4.1 Project Overview

Xiahe County is located at the eastern edge of Qinghai-Tibet Plateau and southwest of Gansu

Province, and is an important economic and cultural center in the Anduo Tibetan area. The county is rich in tourism resources, and Darzong Lake is located at the foot of Amifangri Mountain at an altitude of 3,000 meters in Wangertang Town, Xiahe County, 31 kilometers from the county. It is the "sacred lake" worshipped by the masses in the Anduo Tibetan area, and is called "Dazangcuo" in Tibetan. In the area with Darzong Lake as the core, there is a strong religious and cultural atmosphere, and a large number of believers come to worship

every year. The forest resources around the scenic spot are rich, which has the superior conditions for leisure vacation and ecological sightseeing. The entrance of the scenic spot is located in the west section of Wangertang Town, 312 Provincial Highway. ("Figure 5") Relying on the future tourism foundation of Labrang Monastery (Sanke Grasslands) Grand Scenic Area, Darzong Lake Scenic Spot is the only way for tourists to Xiahe County to enter the Labrang Monastery and Sanke Grasslands tourism hot line through Tumen Pass.



Figure 5 Image of Darzong Lake Scenic Spot location and current situation (self-made).

## 4.2 Problem Recognition

Combining the implementation oriented tourism planning and planning framework, developing research products in Gannan Tibetan Autonomous Prefecture still faces a complex social and cultural background. However, building a tourism core area, improving the internal system, optimizing the tourism system, supplementing profits, and building operational entities are still the current practical difficulties for major scenic spots to open for business.

### 4.2.1 The Theme of Cultural Atmosphere Is Not Prominent Enough

The biggest difference between Darzong Lake Scenic Spot and the surrounding area forest valley-type scenic spot is reflected in the culture of the

sacred lake. The water body of the sacred lake has injected a vivid spiritual core into Darzong Lake Scenic Spot, making the scenic spot culturally ethereal, spiritually blessed and developmentally talented. Therefore, the cultural atmosphere of the sacred lake is the core experience content of Darzong Lake Scenic Spot as well as the core resource for building the cultural brand of the scenic spot. At present, the cultural atmosphere of the sacred lake in the scenic spot is not prominent enough, and the information about Tibetan natural worship culture represented by the sacred lake worship is not perfect for tourists.

### 4.2.2 Cultural Products of the Sacred Lake Are Not Rich Enough

The sacred lake culture is a part of Tibetan natural worship culture, and the cultural research and study products telling about Tibetan natural



worship culture and traditional ecological ethics can be formed by taking Darzong Lake sacred lake culture as the origin. Therefore, the current Darzong Lake Scenic Spot needs to further enrich the research and development of the cultural products of the sacred lake, supplement and improve the cultural research and study products reflecting the Tibetan ecological ethics, and adapt to the overall requirements of the current ecological civilization construction.

#### *4.2.3 The Content of Experience Activities Is Homogeneous and Single*

At present, the experience activities of Darzong Lake Scenic Spot include forest plank path, around-lake footpath, mountain viewing platform, and forest cabin, the experience activities provided for tourists have the homogenization characteristic as other forest ecological scenic spots around it, the experience mode is single, and the design of tourist space and time needs to be further improved.

#### *4.2.4 Cramped and Limited Tourism Development Space*

The tourism development space of Darzong Lake Scenic Spot is restricted by the valley terrain and forest land conservation, the tourism development space is limited, and the unused ranch resources have certain development potential in the expansion of the scenic spot. The next step in the development of the scenic spot is to make full use of the tourism resources of the ranch area, and create the sky ranch tourism area with holiday experience and horseback riding as the main body.

#### *4.2.5 The Profit Mode of the Scenic Spot Is Relatively Single*

At present, Darzong Lake Scenic Spot has formed a closed operation feature, which is dominated by ticket and catering consumption, and the profitability of it is relatively single. In terms of the construction of the profit system, a comprehensive profit system including tickets, transportation, exhibition, catering, cycling and vacation should be formed.

### **4.3 The Planning and Design Practice Based on "Cultural Research and Study"**

This theoretical analysis framework was developed by the Communist Party members in a

challenging environment. On the one hand, it overlooks the importance of individual participation in the co construction of tourism communities; At the same time, major experts from Eastern Europe will jointly discuss whether the food supply and living security of Russia Ukraine countries are prone to serious threats. The second is to break away from the increasingly weak stock market and invest limited funds into stocks that meet expected returns.

#### *4.3.1 Refined Characteristics of the Scenic Spot*

The Darzong Lake Scenic Spot is a traditional religious sacred-house type scenic spot. In the future upgrading and development, on the one hand, it is necessary to continue to build the cultural atmosphere of the sacred lake, and on the other hand, it is necessary to tell the cultural story of Tibetan nature worship based on the sacred lake culture, develop cultural research and study products that display Tibetan traditional ecological ethics, and let tourists have a more comprehensive and three-dimensional understanding of Tibetan ecological and cultural concepts in the Darzong Lake Scenic Spot.

#### *4.3.2 Planning and Design Countermeasures*

Baidu search provides useful tools for classroom use. In terms of computer and space science, our motherland has emerged from the influence of Soviet propaganda. This article aims to establish an experiential activity system based on the "core tourism attractions, four major systems" as the carrier, to avoid repeating the form of Long March themed activities, which is difficult to fail.

##### *4.3.2.1 Creating Tibetan Ecological Civilization Cultural Research and Study Tourism Brand*

Based on the worship of the sacred lake culture, it needs to introduce the knowledge system of Tibetan ecological civilization to tourists, display the traditional ecological ethics of Tibetan, and then form a knowledge window and cultural platform for tourists to understand the traditional ecological culture of Tibetan in all aspects in the Darzong Lake Scenic Spot, and create tourism brands of Tibetan ecological civilization cultural research and study. Efforts should be made to build a comprehensive cultural research and study

exhibition hall integrating ecological ethics knowledge display, cultural leisure, creative goods, and light food leisure to form identifiable tourism activities in the Darzong Lake Scenic Spot.

**4.3.2.2 Improving the Cultural Experience  
 Tourism Products of the Sacred Lake**

Under the guidance of the tourism brands of Tibetan ecological civilization cultural research and

study, in the aspect of creating the external environment of the scenic spot, it needs to further improve the tourism products of the sacred lake culture experience, and further strengthen the guidance in the aspects of the sacred lake ceremony of blessing, the sacred lake blessing of burning aromatic plant, the water-turning sacred book cultural landscape experience, the forest Manit room, the prayer wheel landscape platform, the sacred lake auspicious souvenirs, etc. ("Figure 6")

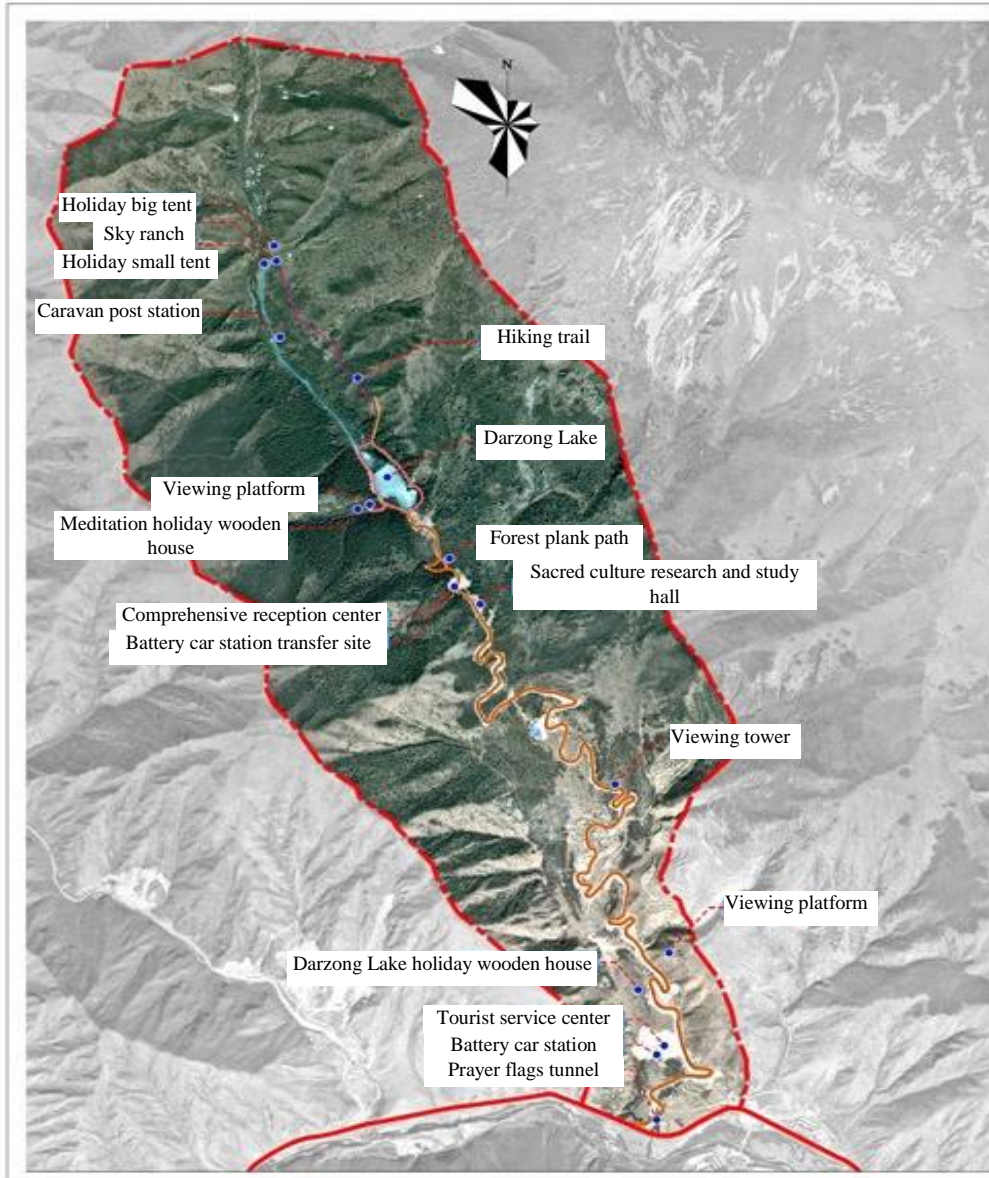


Figure 6

Legend



Figure 6 Project layout diagram (self-made).

4.3.2.3 *Expanding the Experience Tourism of the Northern Ranch of the Scenic Spot*

It should build a transportation distribution platform for the development of ranch in the northern part of the scenic spot by combining the

water body and ranch road nodes of the sacred lake, build a caravan post station, set up leisure stations along the way, develop the "sky ranch" project relying on the mountaintop pasture, and provide holiday products such as tent camping, egg house accommodation, etc. ("Figure 7")

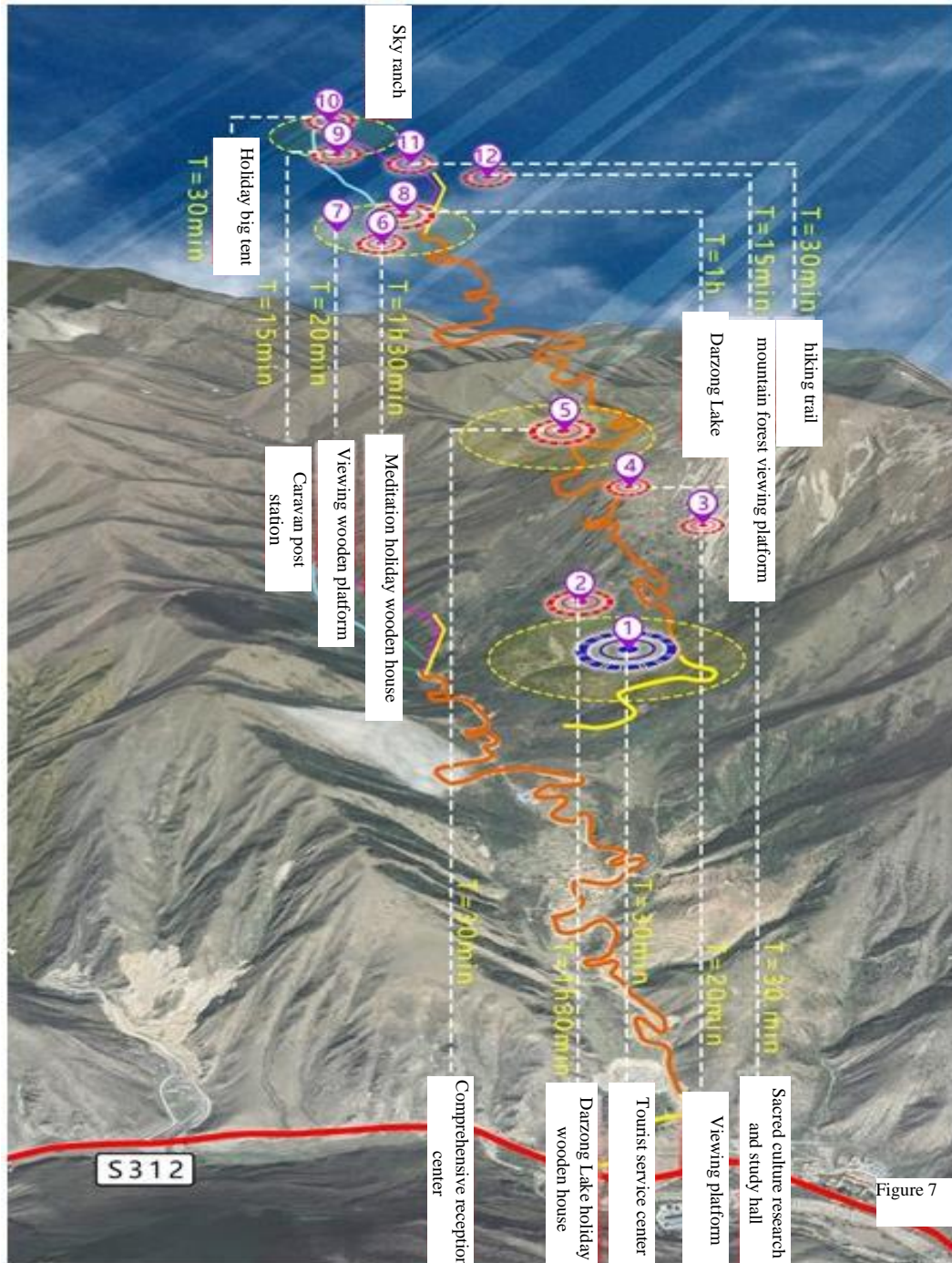


Figure 7 Tourism system diagram (self-made).

#### 4.3.2.4 Adding the Natural Science Tourism Products of the Scenic Spot

Relying on the internal forest plank path, hiking trails and other facilities in the scenic spot, natural science tourism products should be added along the way to introduce the natural vegetation information of the scenic spot in the form of signs and specimen display. It's needed to explain the geological causes of the formation of Darzong Lake and supplement the natural science tourism products of the scenic spot.

#### 4.3.2.5 Strengthening the Cultural Experience Atmosphere of the Sacred Lake of the Scenic Spot

Landscape facilities reflecting the cultural atmosphere of the sacred lake should be arranged along the line from the entrance of the scenic spot to the water body of the sacred lake to create the cultural experience atmosphere of the sacred lake. Especially in Darzong Lake Village, the cultural atmosphere of the traditional Tibetan village is highlighted through the renovation of the environment. It's necessary to update the sign system along the line and highlight the application of the cultural landscape elements of the sacred lake in the identification signs and landscape nodes. ("Figure 8")



Figure 8 Schematic diagram of planning and design effect (self-made).

#### 4.3.2.6 Building the Viewing Platform System Along the Road

The viewing nodes along the mountain road have good visual advantages. It can select 3-5 viewing nodes to set up viewing platforms, increase the number of landscape nodes for taking photos along the way, and combine the viewing platform to set up rest stations, tourist toilets, and scenic souvenir photo production sites, forming a rich staying system along the way.

## 5. CONCLUSION

At present, the ecological protection and high-quality development of the Yellow River basin are the guidelines for social and economic development in the alpine ethnic region. The balance between ecological protection and industrial development is the prerequisite for high-quality development of Xiahe social economy. The high-quality development of culture and tourism can provide strong support for the transformation and

development of animal husbandry industry and increase the added value of animal husbandry products in Xiahe County. Therefore, in the era of ecological protection and high-quality development, finding a tourism IP suitable for its own resource conditions and market acceptance for the development of scenic spots is the key to promoting high-quality development of scenic spots. The sacred lake culture worship reflects the simple ecological ethics of the Tibetan nation, is a window to understand Tibetan culture, and has certain cultural research and study value for tourists. Therefore, Xiahe County should further explore the transformation value of local cultural resources and realize the high-quality development of tourism industry through innovative cultural research and study tourism products.

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