

The Development of Museum Tourism from the Perspective of Leisure Experience-Take Chengdu as an Example

Xie Yadan

Management School, Chengdu University of Information Technology, Chengdu, Sichuan, China

Keywords: Leisure Experience, Museum Tourism, Development, Chengdu

Abstract: The Museum is a Window of Urban Culture, Witnessing the Development of Human Society and Nature, and Plays a Very Important Role in Educating the Public and Inheriting Civilization. Chengdu Has a Very Rich Museum Resources, and the Museum Tourism Industry Has an Advantage over Other Tourism Industries. However, the Tourism Industry in Chengdu Museum Still Has Problems Such as a Single Form, Relatively Low Social Influence, and Relatively Insufficient Funds. Based on This, This Paper Conducts an in-Depth Study on the Development of Tourism in the Chengdu Museum from the Perspective of Leisure Experience, and Proposes Upgrade Strategies for the Development of Museum Tourism.

1. Introduction

1.1 Literature Review

Shan Yanfang conducted an in-depth study on the tourism development of Guizhou Provincial Museum. He found that the tourism function of Guizhou Museum is not perfect, and there are still many problems. Relevant departments should carry out multi-faceted and multi-channel publicity and development (Shan, 2015). Zhang Lihua and Zhou Liyun believe that the collaboration between the film industry and the tourism industry includes film and television culture festivals, film and television theme parks, film premieres, and museums around TV filming techniques. These activities not only reflect the artistic charm of film and television culture, but also stimulate tourism consumption (Zhang and Zhou, 2015). He Zuxing and Xia Guixia started from the four levels of business and organization integration, product integration, technology integration and market integration, and deeply studied the integration of tourism industry and sports and leisure industry. The study proposes that the driving of professional talents and the creation of a good market environment are effective ways to integrate the tourism industry with the sports and leisure industry (He and Xia, 2015). Taking the Zhenshan Village of Huaxi District as an example, Li Wei analyzed and discussed the tourism of ethnic minority villages in Guizhou. The study believes that the homogenization of tourism products, the distortion and desalination of national characteristics have become the main problems currently plaguing the development of tourism in ethnic minority villages in Guizhou. It is necessary to solve these problems in a targeted manner in order to innovate the tourism industry and realize the sustainable development of village tourism (Li, 2016).

1.2 Research Purposes

The modern museum is not only a cultural and educational institution of a city but also a country, and it is also a place for the public to visit and relax. The museum not only provides visitors with enjoyment, fun and education, but also meets the cultural and spiritual needs of many tourist groups. Therefore, the museum's high cultural concentration and publicity and education functions are the driving force for its tourism attraction. As one of the ancient capitals of China, Chengdu has a very rich museum resources. The development of museum tourism has also greatly promoted the development of the tertiary industry in Chengdu. However, in the perspective of leisure experience, the development of tourism in Chengdu Museum is still affected by multiple factors and faces a serious bottleneck. Therefore, this paper has carried out in-depth research on the development of

tourism in Chengdu Museum, which is of great significance to the further development of museum tourism in Chengdu.

2. Analysis of the Advantages of Carrying out Museum Tourism in Chengdu

The museum is one of the most distinctive components of tourism resources. In many regions and countries, visiting museums has become an important tourism project (Xiong, 2016). As an ancient capital of China, Chengdu has more advantages in carrying out museum tourism than other forms of tourism, mainly in the following aspects.

First, the Chengdu Museum has a relatively fixed geographical area and is convenient for tourists to visit. The museum is a fixed building with a relatively closed area. In a specific period of time, the geographical scope of the museum is basically fixed. As one of China's top ten ancient capitals, Chengdu has a wealth of museum resources. In Chengdu, most of the museums with large scale, rich collection resources and long-term good reputation are concentrated in Chengdu. For tourists, the route to the museum is better, the traffic is more convenient, and it is more convenient for tourists to visit. Moreover, the Chengdu Museum has a superior geographical position, and its surrounding tourism supporting service facilities are also relatively well developed. For example, the development of the Jinsha Site Museum has a very large driving effect on the development of the tertiary industry and real estate in the region.

Second, the number of Chengdu museums is large and the types are more diverse. At present, there are more than 70 museums in Chengdu, including comprehensive museums, religious museums, Sichuan Folk Museum, Sichuan Opera Museum, Hakka Folk Museum, Celebrity Special Museum, Mausoleum Culture Museum, Ethnology Museum, and Chinese Medicine Museum. Geological Museum, Giant Panda Museum and various private museums. In particular, private museums have developed rapidly, and the number of constructions has exceeded 30 so far. In these museums, the types are diverse and the museum resources are more distinctive. As can be seen from the above classification, the theme of the degree museum is more diverse. At the same time, the exhibits in various museums are unique and non-replicable. This makes Chengdu Museum Tourism one of the most distinctive tourism in China. For example, the Jinsha Site Museum displays the unique ancient civilization of Chengdu, and the Sichuan Cuisine Museum displays the unique food culture of Chengdu.

Third, the location of the Chengdu Museum is more flexible and easy to construct. In Chengdu, in addition to the construction of museums of ruins, other types of museums are more flexible. The exhibits, artifacts and tourism resources displayed in the museum can be moved freely. Therefore, the construction of museums is relatively easy compared to other tourism resources (Zhang, 2015). Moreover, the city has a very rich museum tourism resources, and its development potential is very huge. In recent years, due to the flexibility of choice, the Chengdu Private Museum has developed rapidly, bringing new development momentum to the museum tourism industry.

3. Problems in the Museum Display

Although the tourism industry in Chengdu has developed rapidly, it has certain advantages. However, in the actual development process, there are some problems in the tourism industry of Chengdu Museum, which has caused the development of tourism in Chengdu Museum to be limited.

First, the museum's exhibition style has gradually changed, but the form is relatively simple. In recent years, the construction of the Chengdu Museum has been relatively fast, such as the Jinsha Site Museum. In the process of construction of these museums, most of the construction methods adopted are to be reconstructed and expanded on the original basis. Moreover, the museum construction has adopted relatively advanced protection measures and exhibition methods to maximize the protection of the museum. However, as far as the overall development of the current situation is concerned, the research, exhibition, collection, management, and scale of the Chengdu Museum are in a relatively extensive management mode, with a relatively fixed and single form and a low level of development.

Second, the tourism industry of Chengdu Museum has developed to the present, and its social influence is still relatively low. At this stage, the museums in Chengdu pay less attention to the multi-directional marketing propaganda of online media. The author found through interviews that many citizens have reported that there are fewer museums and less familiar museums. Many citizens and tourists only know about several famous museums such as Wuhou Temple, Jinsha Site and Du Fu Caotang. For some museums with regional characteristics in Chengdu, such as Chengdu Sichuan Cuisine Museum and Sichuan Opera Art Museum, there are very few people who know it. There are even many people who don't even know of these museums.

Third, the museum has a relatively simple source of funds and relatively insufficient funding. The source of funding for most Chengdu museums is the government's financial allocation. For a long time, this channel of access to funds has been in a very fixed state. However, with the continuous development of museum tourism, it is difficult to adapt to the current social development rhythm and demand by relying only on financial subsidies. At the same time, the ticket revenues collected by the museum for visitors are not transformed into the economic advantages of its development. The resource advantage has not been brought into play, and the shortage of funds has become a major obstacle to the development of tourism in the Chengdu Museum.

4. The Upgrade Strategy of Tourism Development in Chengdu Museum from the Perspective of Leisure Experience

With the continuous development of the market economy, the competitive pressure of tourism is growing. Providing a good experience for visitors has become a necessary condition for the tourism industry to achieve commercial success. Under the trend of increasing demand for leisure experience, the tourism industry of Chengdu Museum should conform to the development of the times, continuously improve its service quality, enrich the form of tourism experience, and create a museum tourism with regional characteristics.

Constantly enrich and deepen the connotation of the collection and further expand the service space. Most museums in Chengdu have a certain reputation and are permanent buildings for the public. However, since many museums have been built for a long time, there is only a very limited expansion space. Therefore, relevant management personnel can use multimedia, digital and other advanced scientific and technological means to transform the museum collection display from the form of "physical + picture + text" into electronic navigation and artistic display. When conducting product demonstrations, professional equipment should be used to show the value and connotation of exhibits to visitors who do not have professional knowledge. At the same time, in the process of display, some auxiliary tools can be added to help visitors better understand and feel the connotation of the exhibits. Moreover, museum-related managers can also add some theme activities on holidays or irregularly. At the event, citizens can be encouraged and invited to participate. For example, the Wuhou Temple Museum will hold some collections of cultural activities from the three countries from time to time, and invite some writers and scholars to carry out interactive exchanges to make the culture of the Three Kingdoms better publicized.

Gradually enhance the audience experience atmosphere. For some private museums or newly built museums, their software and hardware facilities are in a process of continuous improvement, with high plasticity. Therefore, in the process of perfecting these museums, some elements of leisure experience can be added to enhance the experience of visitors. First of all, scenes can be set up in the museum to create an atmosphere of interaction with visitors. In this process, the coordination and unification of the museum exhibits and the surrounding environment should be maintained. Second, add some leisure activities that give visitors a sense of participation. For example, some museums of ruins can add some archaeological simulations to protect the museum from damage, allowing visitors to participate and experience a high-level leisure experience. At the same time, some Sichuan Museums and other museums displaying local characteristics can also add some leisure activities related to the main body of the museum, which not only enriches the

museum's form of sightseeing, but also greatly enhances the tourist interest and increases the attraction of the museum.

Increase the funding support of the museum and expand the source of funds for the museum. At present, the source of funds for museums is mainly government financial subsidies and ticket sales, and the funds are relatively short. Therefore, relevant departments should increase support. Specifically, relevant departments can set up a museum fund pool to guide local well-known enterprises to fund sponsorship and broaden their access to funds for museums. At the same time, it is reasonable to guide the museum to transform the resource advantages, increase its own operational capacity, and expand the source of income. In the context of the increasing demand for recreational experience tourism, museums should obtain more sufficient capital income to better build experiential tours. In this regard, the government should also take the lead in guiding other companies to provide financial support for the development of museum tourism so that the regional tourism industry can develop better.

References

- [1] Shan Y.F. (2015). Research on Tourism Development of Guizhou Provincial Museum, *Guizhou Social Sciences*, 36 (3), 106-111.
- [2] Zhang L.H., Zhou L.Y. (2015). A New Path to the Development of Cultural Industry from the Cooperation of Film and Television and Tourism, *Contemporary Television*, 30 (3), 61-61.
- [3] He Z.X., Xia G.X. (2015). Research on the Integration Development of Sports and Leisure Industry and Tourism Industry, *Journal of Xi'an Institute of Physical Education*, 32 (6), 685-689.
- [4] LI W. (2016). Study on the Difficulties and Countermeasures of Tourism Development in Minority Villages in Guizhou--Taking Zhenshan Village in Huaxi District as an Example, *Guizhou Ethnic Research*, 38 (2), 130-133.
- [5] Xiong J.J. (2016). Analysis of Museum Tourism Industry from the Perspective of Field Theory Practice, *Knowledge Economy*, 18 (17), 93-93.
- [6] Zhang Y. (2015). The Development of Tourism Industry in Ruins Museum--Creating the Red Tourism Classic Scenic Spot of the Ruins of July 31, *Consumer Guide*, 66 (3), 210-210.