

Research on the Development Strategy of Guangzhou Museum Tourism

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Abstract: Cultural tourism has become a new tourism trend. Museum tourism, as an emerging tourism method in recent years, is one of cultural tourism. This study summarizes the tourism resources of Guangzhou museums, analyzes the development status of Guangzhou museums, and then conducts interviews with museum staff and visitors to find out the problems existing in Guangzhou museum tourism, and finally combines the actual situation of Guangzhou. In terms of funding, construction, tourist satisfaction, etc., measures for the development of museum tourism in Guangzhou are put forward.

1. Introduction

Guangzhou is an internationally prosperous metropolis and an international business center. Its comprehensive tourism competitiveness ranks among the top in the country. Its long history and culture are deeply rooted in the urban context of Guangzhou. It complements the development of Guangzhou's tourism economy and attracts a lot of As a new form of experience, cultural tourism has become a new highlight of Guangzhou tourism. On August 27, 2019, the Guangzhou Academy of Social Sciences held the "Guangzhou Blue Book: Guangzhou Cultural and Creative Industry Development Report (2019)". The report pointed out that Guangzhou's museums are rich in resources, but the development is not enough. We must strive to make museum tourism a Guangzhou. An important part of city tourism. In recent years, people have become more fond of cultural tourism, and museum tourism has great potential. Museum is an important part of urban cultural tourism, and it plays an important role in giving tourists the sightseeing experience and understanding. A museum has a great role in the city. It inherits the culture of the city, expands the exchanges of the city, expands the care of the city, and promotes the Development and innovation of the city [1]. This research will analyze and collect information on museum tourism resources in Guangzhou, conduct actual surveys of representative museums in Guangzhou and the surrounding environment, collect the views of museum visitors, find and analyze problems, and put forward some suggestions on this basis Suggestions and measures for the development of museum tourism in Guangzhou.

2. Literature Review

2.1 Research on the Management and Construction of the Museum

Wang Guoxiu (2005) pointed out that museums with cultural landscapes are the first choice for tourists to visit. Therefore, the construction of museums should combine tradition and modernity to meet the needs of the market economy and promote the development of tourism [1]. Wang Jin (2006) aimed at the current situation of Chengdu museum tourism resources and proposed that the museum should incorporate modern high-tech so that it is not only an exhibition, but also interactive and dynamic in order to attract more tourists [2]. Zhang Lan and Cong Shasha (2008) used a questionnaire to investigate the motives of visitors to the Shanghai Museum. They not only found that the lack of interactive projects in the museum led to the reduction of visitors' stay time, but also found that the channels for visitors to understand the museum are very narrow. Change the old concept and integrate the tourism resources of the museum [3]. Zhang Wenbin and An Laishun (2009) elaborated on the positive role of museums in urban cultural construction from three aspects: the positioning of urban cultural construction, the development of urban museums, and the role of museums in urban cultural construction [4]. Xu E (2010) discussed the problems in the development of Chinese museum tourism, analyzed the reasons for the problems, and put forward the development countermeasures related to Chinese museum tourism, indicating that museums can carry out long-term and effective cooperation with tourism related departments [5].

2.2 Research on Museum Visitor Experience

Li Lin (2009) took the museum exhibition audience evaluation index system as the research object, and tried a new discussion on the new subject of museum exhibition work-how to realize the exchange and communication between exhibition planners and target audiences[6]. Li Hai'e and Xiong Yuanbin (2014) built a conceptual model of the perceived value of museum visitors, and conducted a questionnaire survey on the perceived value of visitors. They found that compared with before the free opening, visitors paid more attention to the value of the leisure experience and place of the museum, and proposed that the museum should To realize the role change, we must not only remember the culture, but also create the culture [7]. Wen Jingbo and Ma Baoxia (2019) elaborated on the advantages of museum display in the digital age by comparing with traditional museums, and believed that museums in the digital age enhanced the experience of visitors, allowing visitors to more truly integrate into history, and it is easier to absorb and transform knowledge [8].

3. Development Status of Tourism in Guangzhou

Guangzhou is located in the south-central part of Guangdong Province, on the northern edge of the Pearl River Delta, adjacent to the South China Sea, adjacent to Hong Kong and Macau, and is China's southern gateway to the world. It is the core city of the Guangdong-Hong Kong-Macao Greater Bay Area, the Pan-Pearl River Delta Economic Zone, and the Belt and Road Initiative. Hub cities also attract a large number of tourists from home and abroad for sightseeing.

3.1 Clear Development Direction

During the "Thirteenth Five-Year Plan" period, Guangzhou has made clear the development positioning and goals of the tourism industry. Guangzhou will adhere to the market as the guide

To focus on structural reforms on the tourism supply side, and at the same time, explore the upgrading of tourism consumption, develop diversified tourism products, and continuously expand

Guangzhou's tourism functional areas. Guangzhou will also exert its strong penetration of "tourism", realize the extensive tourism of social resources, and strive to realize the expansion of urban public space and public tourism resources. In terms of capital security, Guangzhou will integrate and optimize tourism industry development funds, increase investment in the tourism industry, and strengthen management of tourism development funds. In 2018, Guangzhou received a total of 223,045,200 tourists, an increase of 9.23% year-on-year, and the total annual tourism revenue was 400.819 billion yuan, an increase of 10.9% year-on-year.

3.2 Tourism Traffic is More Convenient

According to statistics, during this year's National Day Golden Week, Guangzhou's passenger flow surged, and Guangzhou's role as a transportation hub in South China has become increasingly prominent. On October 1 alone, the number of passengers sent by Guangzhou South Railway Station in a single day reached 420,000, a record high. On September 30 before the holiday, the total passenger volume of Guangzhou Metro reached 11.133 million, which once again set a record for the highest passenger flow in a single day. Up to now, Guangzhou has four railway stations and high-speed railway stations: Guangzhou Railway Station, Guangzhou East Railway Station, Guangzhou South Railway Station and Guangzhou North Railway Station. Guangzhou West Railway Station has ceased operations. Every railway station is connected by subway underground, and the transportation is very convenient. Guangzhou City is the fourth city in China and the first city in Guangdong Province to open a subway. Underground transportation extends in all directions, and the same is true on the ground. Line 21, which just opened in December of this year, runs directly from Tianhe District to Zengcheng District, making it more convenient and faster for people coming from Zengcheng to visit. It is no longer a minibus that can only take a few hours and costs two more. Three hours.

4. Interview and Research

In order to gain a deeper understanding of the Guangzhou Museum, the author chose the Guangzhou Museum and interviewed the practitioners and a tourist in the museum. The interview time is controlled within 15 minutes, and detailed on-site transcripts are collected as research materials.

4.1 Interviews with Practitioners in the Museum

Question 1: What role do you think museums play in city tourism?

Answer: Of course, it cannot be said that museums are an important part of city tourism, which also increases the economic income of tourism, and also allows tourists to feel the culture and history of Guangzhou, etc., so that they can become interested in the city, and then go everywhere. Tourism, which increases the economic income of the city. Therefore, museums are still very important, and development must be emphasized.

Question 2: Do you think the local government is helpful to your library?

Answer: Actually, we don't have sufficient funds for tourism. Some places are too old to be repaired or replaced, and the facilities are not complete. They cannot meet all the tourist needs of tourists. They are different from other tourist destinations. same.

Question 3: What other problems do you think your library has?

A: In addition to the above, I think it just didn't collect the opinions and questions of tourists. They didn't understand their feelings after the visit, and the facilities are not enough for night, etc. That's it for now.

4.2 Interviews with Tourists

Question 1: What do you think of the service staff of the museum?

Answer: Speaking of service staff, there are really too few people. There are only one or two volunteers, and no one is explaining to us tourists. There is only one staff member on each floor standing at the entrance of the stairs.

Question 2: Have you ever visited other museums in Guangzhou? how do you feel? Answer: I went to the Museum of the Nanyue Kings of the Western Han Dynasty the day before yesterday. The appearance of the museum is indeed beautiful, the architecture is very distinctive, and it is a tomb. I heard that there were two free lectures at around 10 in the morning and around 3 in the afternoon. Many people went there under pressure, but I didn't meet them. To be honest, the Museum of the Nanyue King in the Western Han Dynasty is more advanced than here.

Question 3: Do you have any suggestions for the museum? Answer: The facilities need to be improved. Don't be stingy about the funding. Some corners are old; I feel that this place will be crowded for events. If it can be expanded, it can be expanded to attract our tourists. Add some modern things to it. Have fun, otherwise, except for those scholars who want to do research and visit, most of us ordinary tourists will find it boring.

5. Conclusions and Recommendations

5.1 Analysis of Guangzhou Museum Issues

(1) The lack of market surveys for museum operations: It is learned from museum practitioners that Guangzhou Museum lacks surveys. Tourist satisfaction is the ultimate goal of museum tourism. Only by satisfying tourists can the museum itself become more famous. This requires investigating and asking questions from visitors who have visited the museum, collecting their opinions, and extracting their precious opinions in order to improve the quality of the museum. However, in the articles and posts posted on the official account or Weibo of some museums, no questions about investigating tourists' views on the museum were found.

(2) The explanation service is not in place: there will be tour guides to explain when going out for sightseeing, and the museum tourism industry needs to explain to make tourists more impressed with the information of the museum. However, the explanation service of Guangzhou Museum is weak. For example, the Guangzhou Museum has no explanation staff, and only one volunteer is arranged on each floor. From the volunteers, only the museum-related instructions and visit recommendations can be learned, and there is a serious lack of explanation staff.

(3) Shortage of funds: The "Notice on the Free Opening of National Museums and Memorials" passed in 2008 has made many museums across the country open for free. At present, only Guangzhou Museum, Western Han Nanyue King Museum, Liwan District Museum and Huangpu District Museum are left in Guangzhou, and the admission fee is 10 yuan. Free opening is conducive to giving play to the value of museums as a non-profit cultural institution, and is conducive to strengthening cultural exchanges and cultural propaganda. However, too many free openings have reduced museum revenue and indirectly hindered the construction and development of museums.

5.2 Suggestions for the Development of Guangzhou Museums

(1) Expand publicity channels and increase market research: At present, online promotion is the main publicity method, and more and more tourists learn about tourist locations through the Internet. Therefore, museums in Guangzhou should increase online promotion channels, such as official

website, WeChat public account, Weibo should be registered and active. New news, new activities, etc. of the museum are often pushed through the Internet, so that visitors have a strong interest in the museum and revisit the museum. Therefore, a sign can be arranged at the exit of each museum to print information such as the QR code of the museum's WeChat public account or Weibo account, so that visitors can follow the museum's dynamics after visiting. When visitors pay attention to the museum, the official can send visitors a questionnaire about the satisfaction of the museum's experience, or set up a survey area at the museum's exit to give visitors a day-to-day questionnaire, collect visitors' questions and opinions, and take visitors appropriately. Suggestions to improve the quality of the museum and increase the satisfaction of visitors.

(2) Selling souvenirs to increase capital income: At present, only the Guangzhou Museum, the Western Han Nanyue King Museum, the Liwan District Museum and the Huangpu District Museum are left in Guangzhou. Tickets are 10 yuan. Among so many museums in Guangzhou, only four museums charge fees, and the fees are not high, which leads to insufficient funds for museums. However, if the ticket price is increased, or more museum fees are charged, it may lead to a decrease in the satisfaction of tourists. After all, many tourists prefer to open it for free. Therefore, it is necessary to change another way to increase the fund income of the museum, such as setting up one or two shops at or around the door to sell the souvenirs of the museum. Of course, it should not be sold excessively. Nowadays, many ancient towns, resorts and other tourist destinations, All due to excessive commercialization, the original tourist destination has become a commercial street where people sell souvenirs, and the price is not cheap. Guangzhou museums can increase their income by selling souvenirs, but they cannot commercialize them.

(3) Training professionals and recruiting more volunteers: When tourists are traveling in museums, it is very important to explain services. When tourists do not understand the information of exhibits, they need to explain to tourists. This requires that the explainers should be professional and familiar with the information of each exhibit. The museum should conduct regular training to train professional personnel to serve tourists. Volunteers are also an important part of the museum. For volunteers, many people are still willing to try and practice, and most of them are college students. As we all know, students need to have 2 points for practice during university to graduate. Therefore, when the museum recruits volunteers, it can provide stamps for college students and increase their practice points, so that more volunteers will come to the museum for tourists. service.

(4) Complete facilities and low-carbon tourism: In terms of facilities, the museum should take into consideration convenient facilities for various groups of people-the disabled, pregnant women, and children; since most middle-aged tourists usually bring their own water bottles when traveling, the museum should Hot water should be provided inside; during the visit to the museum, tourists will definitely take pictures, and now most people take pictures with mobile phones, so the museum should cooperate with shared power bank merchants to provide tourists with charging services. In addition, under the influence of global warming and harsh environment, it is extremely important to promote "green tourism" and "low-carbon tourism". In the development and construction of museum tourism, low-carbon environmental protection should also be considered as much as possible, so as to not only provide better services for tourists, but also achieve low-carbon, green and contribute to society. In my opinion, the development of museum tourism is a cyclical process. The museum sells souvenirs, integrates with other industries, increases funds, and then uses funds and market research to improve the museum's facilities, introduce modern high-tech, and recruit talents. As a result, tourists are more satisfied with the museum's services and more people will visit Visit the museum and buy souvenirs. So this is a cyclical process, and it will continue to improve.

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