A Survey on College Students' Understanding of Culture-Oriented Travel—Taking Universities in Guilin as an Example

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Abstract: *Guilin is a city with beautiful scenery and is quite rich in cultural resources. However, the tourist industry of this city is mostly limited to the promotion of landscapes, neglecting the cultural resources embedded in landscapes. So combining traditional culture with modern tourism is an urgent need. In this paper, a survey was made to investigate college students' views and attitudes towards the integration of culture and tourism in Guilin. The findings of the survey indicates that most students have a positive attitude towards the integration of culture and tourism. Through the survey, some problems of the tourist industry of Guilin are identified and corresponding suggestions are provided based on the current situation of tourism in this city.*

Keywords: *Guilin, Tourism, The integration of culture and tourism, Survey*

1. Introduction

The integration of culture and tourism refers to the combination of traditional culture and modern tourism to achieve the purpose of promoting tourism with culture and highlighting culture through tourism[1]. Under the impact of modern culture, tourism mostly stays on the development of landscape scenery. As a result, the rich culture contained in landscape scenery faces the risk of being neglected or even extinction. In response to this situation, on March 13, 2018, the State Council approved the establishment of the Ministry of Culture and Tourism to replace the former Ministry of Culture and the National Tourism Administration; in 2019, the first national conference of culture and tourism was held in Beijing to discuss how to promote the integration of culture and tourism. A proposal was put forward to "respect the law, adapt to local conditions, seek progress in a stable manner, and encourage innovation".

As we all know, Guilin is famous for its landscape. Guilin is located in southern China, south of the Xianggui corridor, and is a world-famous scenic tourist city and a sacred place of wisdom for ten thousand years. At the same time, Guilin is rich in human resources and has long-lasting folk customs and ethnic cultural heritage. The rich culture and magnificent scenery complement each other. These cultures are embedded in clothing, food, scenery and festivals.[2] Students from colleges and universities in Guilin can better experience and feel Guilin's landscape and folk customs. Thus they are chosen as subjects to analyze people's perceptions and feelings about the integration of culture and tourism. Therefore, this paper conducted a survey to study people's perception of Guilin tourism and culture among college students in Guilin.

2. Research Content

This paper designed a survey to investigate perception and attitudes of students towards the integration of tourism and culture in Guilin. A total of 248 questionnaires were distributed in this study. 248 questionnaires were returned with a returning rate of 100%. The information collected from the survey is sorted and analyzed as below with the purpose of providing assistance in the analysis and solution of the problem, and thus offering suggestions on related research.

2.1. Subject of the study

A total of 248 students in Guilin universities were surveyed, of which 149 were male, accounting for 60.08% of the total; 99 were female, accounting for 39.92% of the total. The subjects cover all age groups,

among which 5 were under 18 years old, accounting for 2.02% of the total; 202 were between 18 and 25 years old, accounting for 81.45% of the total; 3 were between 26 and 30 years old, accounting for 1.21% of the total; 38 were over 30 years old, accounting for 15.32% of the total.

2.2. Data analysis

The questionnaire is divided into four parts with 13 objective questions and 1 subjective question. The first part designs questions asking respondents about the basic conditions of their trips; the second part sets questions about the respondents' basic knowledge and feelings about Guilin tourism; the third part sets questions on the respondents' knowledge of integration of culture and tourism as well as their opinions and suggestions on improving Guilin tourist culture. In this study, the data and information from the returned questionnaires were sorted out as shown below.

2.2.1. Respondents' choice of travel time.

Among 248 respondents, 184 respondents chose to travel during holidays, accounting for 74.19% of the total; 43 respondents would choose to travel at will, accounting for 17.34% of the total; the remaining 8.47% of respondents chose not to travel.

2.2.2. Respondents' travel preference.

72 respondents preferred to travel alone, accounting for 29.03% of the total; 49.19% of respondents preferred to travel with family; 72.18% preferred to travel with friends.

2.2.3. The basic knowledge and feelings respondents have about tourism in Guilin.

In order to get a comprehensive understanding of what college students know and feel about Guilin tourism, the questionnaire includes six questions related to tourist resources in Guilin.

Guilin is rich in and famous for tourist attractions. To the question (Respondents can choose more than one option) "What is your favorite tourist attractions in Guilin", 140 respondents prefer Yangshuo, which is far away from downtown Guilin, accounting for 56.45% of the total number of respondents; 50% of the respondents like the Elephant Trunk Hill in Guilin the most; The attraction of Two Rivers and Four Lakes is liked by 105 respondents, accounting for 42.34% of the total; the attraction of Jingjiang King's Tomb also receives 28.23% of the total number of respondents; 19 respondents choose the "others" option. And the answer given by them were mostly ancient villages, which accounted for 7.66% of the total. More details are shown in table 1.

Table 1: Favorite Tourist Attraction

Tourist attraction	Yangshuo	Elephant Trunk Hill	Two Rivers and Four Lakes	Jingjiang King's Tomb	Nanxi Hill Park	Yao Hill	Fubo Hill	Other Attractions
Percentage	56.45%	50%	42.34%	28.23%	25%	25%	12.9%	7.66%

Guilin attaches much importance to tourist promotion. And the overall impression is an important factor for respondents when choosing whether to visit Guilin or not. To the question "What is your overall impression on Guilin ", 134 respondents had a very good impression on Guilin, accounting for 54.03% of the overall data; 107 respondents had an average impression, accounting for 43.15% of the overall data; the remaining 7 respondents had a poor impression on Guilin city, accounting for 2.82% of the overall data.

Under the background of the integration of culture and tourism encouraged by China, the rich and colorful tourist culture of Guilin has been developed. In order to know what tourist culture in Guilin is the most attractive, the questionnaire set the question (Respondents can choose more than one option) "What tourist culture in Guilin is attractive to you", in hope to find out the preferences of the respondents in the background of integration of culture and tourism from the data. There are six options given, respectively people, tangible objects, festivals, architecture, food and landscape. The results are shown in table 2. 37.28% of the respondents thought that landscape culture could attract them to visit Guilin. Just as an old Chinese proverb says that "food is most essential for people", 134 people chose food culture for this question. In addition, 17.25% of the respondents preferred architecture culture.

Many attractions in Guilin have tour guides to guide tourists and provide information about the attractions. In some other tourist sites, signs are placed to introduce these tourist attractions. This is an important way for tourists to learn about Guilin culture. In fact, not all tourists are willing to accept this way of getting information. The questionnaire set the question "do you accept the way of learning about

tourist culture during the travel time" in order to understand tourists' degree of acceptance about the way of learning about tourist culture. Among the respondents, 210 people are willing to accept tourist culture, accounting for 84.68% of the total; only 38 respondents are unwilling to accept tourist culture through communication, accounting for 15.32% of the total. This indicates that the majority of travelers accept cultural communication by tourist attractions.

Table 2: Preferred Travel Culture.

Travel Culture	Landscape	Food	Architecture	Festival	Tangible	People
Percentage	37.28%	23.34%	17.25%	11.15%	7.32%	3.66%

In order to understand the satisfaction of tourists with the promotion of Guilin tourist culture, the questionnaire set the question of "How do you evaluate the promotion of tourist culture in Guilin?". A total of 130 respondents thought that the promotion of Guilin tourist culture was sufficient and did not need to be improved, accounting for 52.42%; 118 respondents thought that the promotion of Guilin tourist culture was still insufficient and needed to be strengthened, accounting for 47.58% of the total.

Guilin has adopted a variety of forms in tourist publicity to increase the attraction of Guilin tourism and highlight the characteristics of Guilin tourist culture. In order to find out whether the large-scale promotion of Guilin tourist culture is effective, the questionnaire set "Do you think the real Guilin tourist culture is consistent with the promotion" to find out whether the promotion of Guilin tourist culture conforms to the reality. A total of 190 respondents (76.61%) thought that Guilin tourist culture was consistent with the propaganda; however, 58 respondents (23.39%) thought that Guilin tourist culture was not consistent with the propaganda.

2.2.4. Respondents' awareness of the integration of cultural tourism and their opinions and suggestions

In order to understand tourists' awareness of integration of culture and tourism and their opinions and suggestions on improving Guilin's tourist culture, the questionnaire set four questions.

Under the background of integration of culture and tourism, people need to realize the significance of integration of culture and tourism, so the questionnaire set the question "Do you think it is meaningful to combine culture and tourism?". 157 respondents think it can promote tourist consumption and therefore upgrade domestic demand, accounting for 63.31% of the total; 26 respondents think it can meet tourists' needs. Only 6 respondents think it was meaningless and do not feel the positive effect of integrating culture and tourism, accounting for 2.42% of the total.

To understand the respondents' awareness of integration of culture and tourism, we must first know the way they understand tourist culture, so the questionnaire set the question (More than one option can be chosen) of "Through what ways do you understand tourist culture". The number of respondents who learned about tourist culture through the Internet was 207, accounting for 83.47%; 97 respondents learned about tourist culture from magazines and newspapers, accounting for 39.11%; 110 respondents learned about tourist culture through textbooks, accounting for 44.35%; 3 respondents chose other ways, accounting for 1.21%.

In order to understand tourists' preference for different cultural communication methods, the questionnaire designed the question (More than one option can be chosen) "What communication methods do you prefer to learn tourist culture". The results of the questionnaire, as shown in table 3 below, indicate that the tourist culture through Internet publicity is most preferred, the number of people who choose this option accounted for 77.02%; the number of people who choose the option of friends and family is slightly lower than the former; and 45.56% of the respondents prefer to obtain tourist culture from magazines and newspapers.

Table 3: Preferred Ways to Learn about Tourist Culture.

Way	Friends and Family	Internet Publicity	Magazines and Newspapers	School Textbooks	Other ways
Percentage	66.13%	77.02%	45.56%	26.21%	2.82%

The last question in the questionnaire was an open-ended question "What do you suggest for the future promotion of tourism and culture in Guilin? The questionnaire received many suggestions, among which the more characteristic ones are "develop immersive tourist projects, increase promotion efforts to better inherit history and culture, make documentaries, use more modern media , pay attention to environmental protection, more travel tips", and so on. The suggestions are very specific and valuable.

2.3. Findings of the study

Based on the survey, the study has the following findings.

2.3.1. Guilin's tourism culture has been developed, but there are still problems.

Under the background of integration of culture and tourism, Guilin's tourist and culture promotion has been greatly developed and achieved good results. Especially among college students and young people, Guilin's mountains and waters are favored. For choice of attractions, tourist attractions like Elephant Trunk Hill and two rivers and four lakes are the most popular among tourists attractions, which reflects that the promotion of landscape culture is quite effective. However, this also reflects that under the background of integration of culture and tourism, the development of Guilin's human tourist culture, such as folk customs, is not enough. Some crafts and legends that must be well protected will lose attention and face the serious situation of cultural loss in such an environment. Therefore, how to balance the development of the two and implement appropriate protective measures is an urgent issue at present.

Fortunately, there are still tourists who are interested in ethnic characteristics and other human resources. This has played a positive role in the development of tourism.

2.3.2. People are more receptive to cultural transmission in tourism.

People are more receptive to a series of cultural communication during their travel time, indicating that the masses are willing to receive the diverse tourist culture and accept various information to enrich their spiritual world. In the face of vivid and interesting way of communication, 84.68% of the surveyed people are more inclined to accept local culture. This means that a part of the tourist culture can also be known and understood through dissemination.

Most people choose to travel in groups, therefore interesting and diverse tourist culture can be introduced and promoted during their travel time in Guilin. From multiple perspectives, it is necessary to continue developing tourist culture such as introducing folklore and legends, which can effectively protect and inherit the ethnic culture and preserve cultural diversity.

2.3.3. There is a positive perception of cultural and tourist integration.

People attach more importance to the significance and positive effects of integrating culture and tourism. Only 2.42% of the respondents surveyed think that the integration of culture and tourism is meaningless. That means most people have consciousness and a positive attitude toward the protection of cultural heritage through the integration of culture and tourism.

The integration of culture and tourism especially the promotion of tourist culture needs the support of Internet technology. Nowadays, people can get abundant information from the Internet, which makes the dissemination of tourist culture more convenient. Network communication is widely accepted by most people and can make tourist culture no longer limited to word of mouth but have more effective means of communication.

3. Suggestions

Integration of culture and tourism refers to the interpenetration, cross-fertilization or integration and reorganization between culture, tourism industry and related elements. That is to say, Culture, tourism industry and their related elements gradually break through the industry boundary and intermingle to form a new symbiotic relationship as a result.

The questionnaire survey shows that only 2% of people think that the integration of culture and tourism is meaningless, which indicates that it is very meaningful to vigorously promote the integration of culture and tourism. In the process of promoting tourism, various problems will arise such as insufficient propaganda, unreal propaganda, poor quality of service, etc. In response to the above problems, this paper puts forward the following suggestions.

3.1. Increase the efforts of publicity and improve the depth of publicity

As a tourist city, Guilin has unique geomorphic features, rich landscape resources and many minorrity ethnic groups. These are valuable tourist resources that should be fully utilized and promoted through various ways and media. The following are some specific ways.

Firstly, increase network publicity. Short video on the Internet is very popular now. We should seize

the opportunity and use the network platform, such as TikTok, Bilibili, Wotobuy, etc to promote Guilin by posting short videos and tweets about scenery spots, ethnic customs, etc to let more people know and understand Guilin

Secondly, combine tourism and culture. In the process of publicity, we should take into account both tourism and culture to avoid favoring one over the other. It is highly recommended to combine the two organically by promoting culture through tourism and introducing tourism through culture. The integration of culture and tourism helps Guilin culture to be better understood by more people in tourist promotion and also make Guilin tourism contain more cultural value.

Finally, improve the depth of publicity. Many people know about Guilin through a passage in elementary school textbook entitled "Guilin's landscape is the best in the world ". However the real look of Guilin should be more than just landscape and culture is the soul of Guilin. Therefore, Guilin's tourist promotion should touch the cultural core such as the legend of Elephant Trunk Hill, the story of Liu Sanjie, the legend of the Sun and Moon Pagoda, etc. In this way Guilin will attract more tourists from China and abroad.

3.2. Strengthen the leading role of the government to regulate the tourist industry

From the survey we know that commercial fraud, theft and other behaviors have become the biggest obstacles to hinder the development of tourism in Guilin and there are numerous complaints from tourists. This reflects the negligence of some government institutes. Therefore, the government should play a leading role to do research. Besides, the government should also solve the problems reflected by tourists and prevent fraud, theft and other undesirable behaviors from occurring.

3.3. Spread the real look of Guilin and avoid false propaganda

False propaganda refers to the false information given by some travel agencies in the tourist publicity. And they use advertisements or spread false information about tourist products and services that do not match the reality, leading to the misunderstanding of Guilin by tourists. In the promotion of Guilin tourist culture, we must eliminate false propaganda, which requires tourism-related departments to supervise and regulate the behavior of travel agencies.

Acknowledgements

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