

SWOT Analysis of University Libraries Participating in Local Culture Promotion in Tourist Cities

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Abstract: SWOT analysis method is used to study the behavior of university libraries in tourist cities participating in the promotion of local culture. Libraries can promote the spread of local culture and realize library innovation service by expanding the cultural promotion service platform through the rungs, making good uses of the local literature resource reserve advantages, recommending travel books, route planning, scenic tour exhibition explanation and other services. For university libraries, participating in local cultural promotion activities is also of positive significance to their own development.

1. Introduction

Tourism city refers to "a city that can attract tourists because of its unique natural scenery or cultural resources, with scenic spots as the core, tourism industry as the main body, and tourism output value exceeding 7% of the city's GDP." In the context of national rejuvenation, it is not only the general trend, but also an important opportunity for university libraries to deeply excavate local characteristic culture and carry forward the traditional culture of the Chinese nation. University Libraries in tourist cities [1] participating in cultural promotion activities can better serve major national strategies and provide strong support for building a beautiful China and carrying forward Chinese traditional culture. SWOT analysis of University Libraries' participation in local cultural promotion in tourist cities refers to the use of SWOT (s-strengths' own competitive advantages, w-weaknesses' competitive disadvantages, o-opportunity development opportunities and t-threats threats and challenges) analysis method to study the behavior of University Libraries' participation in local cultural promotion, and organically combine the library's participation action strategy with internal resources and external environment, The situation is analyzed based on the internal and external competitive environment and conditions [2]. Their own strengths and weaknesses are internal factors, while opportunities and challenges are external factors. Strategy is an organic combination between what the library can do (i.e. strengths and weaknesses) and what it can do (i.e. opportunities and challenges of the environment).

2. Strengths of University Libraries in Tourist Cities

2.1. Talent Advantage

The progress of information technology has promoted the process of document digitization and networking [3]. While people have convenient access to information, they are also faced with the confusion brought by the information explosion. University Libraries in tourist cities should comply with social development and provide information sorting and screening services for tourists with their own knowledge and expertise. China's colleges and universities have made great progress in terms of the overall scale, and the proportion of college faculty in the total population of the country is increasing year by year, which also lays a human foundation for colleges and universities to participate in cultural promotion. In principle, the number and structure of university library staff are configured for the long-term development goal of the University. With the expansion of the scale of colleges and universities, the number of professional librarians in libraries is also increasing. The Librarians of the library carry out knowledge services all year round, form a deep accumulation of knowledge, deeply tap local cultural resources, and create a brand culture, tourism and leisure education base with elegant style and rich connotation, which is the unique competitiveness of the combination of Library and urban development. The core value of Libraries in tourist cities participating in cultural promotion is to attract tourists to read, absorb literature value and realize cultural inheritance. Colleges and universities gather many high-end professionals, have a large talent team, professional academic literacy and scientific research ability, and are powerful partners of local governments in promoting local culture, as shown in Figure 1:

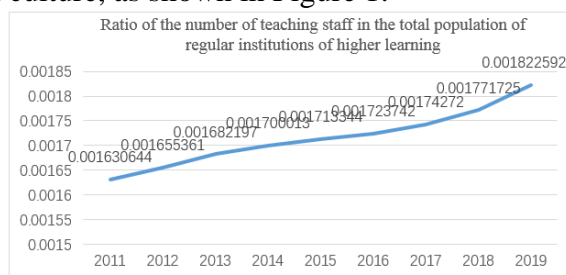


Figure 1: The proportion of the number of teaching staff in Colleges and universities in the total population

2.2. Advantages of Literature Resources

University libraries have rich literature resources, including politics, economy, culture, social customs and many other fields. They have various categories and complete disciplines. They can excavate the local deep culture from all aspects and angles, fully reflect the knowledge service value of the library, and meet the needs of tourists to experience different cultures. Realize the accurate connection between the supply of library knowledge services and tourists' exploration of local cultural needs. The cooperation between the government and university libraries can spread culture and inherit history with the help of Library creativity, document resources, knowledge services and other resources.

2.3. Geographical Advantage

Located in a tourist city, the university library has unique geographical environment resources. The tourist city can attract a large number of tourists. The university library has the opportunity to

deeply tap the local culture and promote it to realize innovative knowledge services. (Figure 2)

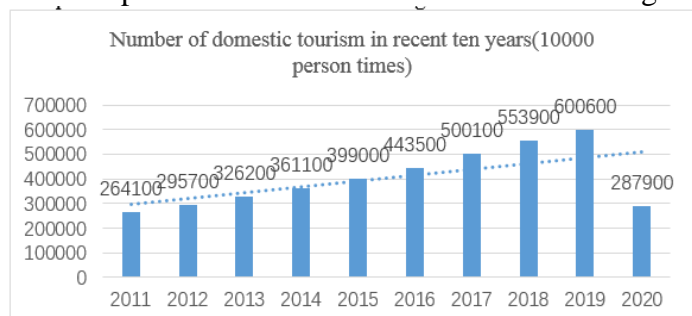


Figure 2: Domestic tourist arrivals in recent ten years

3. Weaknesses of University Libraries in Tourist Cities

3.1. Shortage of Personnel and Funds

The shortage of personnel and funds is a long-term and common difficulty for university libraries whose operating funds depend entirely on funding. University librarians should undertake a large number of on-campus discipline services, teachers and students' daily borrowing of books and materials, issuance of literature collection certificates and other knowledge services, as well as cultural promotion activities for on-campus students, so as to achieve the training goal of Building Morality and cultivating people. Transferring some librarians to participate in urban cultural promotion activities will inevitably consume certain human, material and financial resources. Without the strong support of the government and schools, it is difficult for librarians to unite their strength to launch high-quality, stable and sustainable cultural promotion projects. In addition, cultural promotion projects need to create rich and vivid activity scenes with the help of modern science and technology, and the cost is also considerable. Solving the shortage of funds and personnel is a difficult problem for university libraries to participate in local cultural promotion.

To carry out cultural promotion activities, university libraries must invest some books, CDs, newspapers and other literature. The borrowing and reference behavior of tourists will inevitably bring certain loss to these literature resources. Over the years, it will cause damage or loss to the fixed assets of the library. The local government or cooperation department needs to negotiate which party will pay for this loss. If these funds are borne by colleges and universities, they will lack the motivation to carry out cultural promotion. If the follow-up funds are not in place and can not be supplemented in time, the sustainability of the project will be greatly reduced.

3.2. Uncertainty Caused by Multi-party Cooperation

Cultural promotion activities are the combination of many factors. The activity place, resource status, personnel quality, facility conditions and environment will affect the final perception of tourists. For cultural promotion activities for tourists, the investment of all parties is different, and the benefits brought by the activities to all partners are different. The library carries out cultural promotion more for the purpose of public welfare, but other participating departments may pay more attention to the possible economic benefits of the activities. In case of emergencies such as the sharp reduction of tourists caused by the COVID-19, all parties need to coordinate response measures, while some partners may suspend cultural promotion activities for the purpose of reducing losses.

4. Opportunities in University Library Development

With the rapid development of science and technology and the interconnection of all things, libraries in tourist cities have broad prospects to participate in local cultural promotion activities. With the development of economy, people's demand for tourism in pursuit of cultural life has shown explosive growth. This also provides an opportunity for libraries to participate in local cultural promotion. Nowadays, the core concept of global tourism is to expand the space for tourism development through the organic integration of regional resources and industrial integration, which also provides a good opportunity for the library to participate in local cultural promotion activities. Through the integration of culture and industry and the development of creative products, it plays a role in publicizing local culture and libraries.

4.1. A Good Political and Economic Development Environment Opens up the Space for University Libraries to Innovate Knowledge Services

Since the reform and opening up, the good political and economic environment has greatly enhanced the national strength, the national disposable income has been increasing, and the national tourism consumption has increased year by year, providing fertile ground for the prosperity of cultural promotion activities (figure 3). Cultural promotion is an important cultural activity advocated by the state. The state vigorously advocates culture to benefit the people and attaches great importance to the construction of public cultural service system. With the opening of the 14th five year plan, library services will once again usher in the opportunity of rapid development. The library will be transformed into the third generation library characterized by "knowledge-based" and "intelligent service". The substantial increase in tourism consumption has created material conditions for tourists to participate in cultural promotion activities.

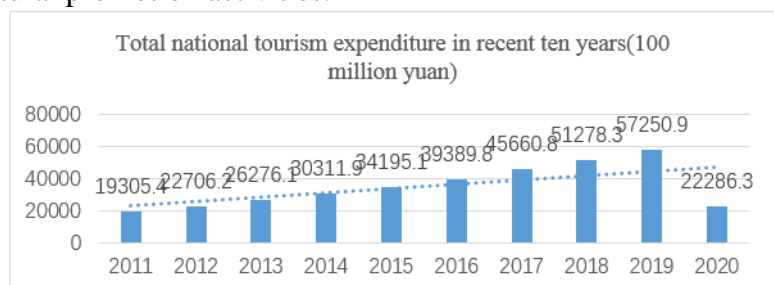


Figure 3: Total national tourism expenditure in recent ten years

The library's participation in local cultural promotion activities has changed the passive service concept of the traditional library from passively waiting for readers to actively providing and guiding tourists to receive knowledge services. It is also the social value embodiment of library document sorting, information collection and knowledge promotion.

4.2. Promoting Development through Application

The rapid development of science and technology is both a challenge and an opportunity. Colleges and universities (especially science and engineering and comprehensive) have talents with different technologies. There are hidden dragons and crouching tigers among college teachers and students. The library can seek the talent support of colleges and departments by virtue of the combination with colleges and departments, give full play to the professional advantages of talents and participate in cultural promotion. Build a multi-functional [4] modern technology experience hall integrating low-carbon, environmental protection and intelligent application. Starting from intelligent access control,

24-hour intelligent machine services, intelligent networks for borrowing and returning, and even borrowing and returning from other places, AR and VR experience, provide popular media resources, which can be used to make new tourism products combined with the latest development of modern science and technology for tourists. The application of modern information technology such as mobile Internet technology, artificial intelligence, AR and VR technology [5], 3D technology has enriched the means of cultural promotion activities, expanded the breadth and scope of cultural communication, and improved the effect of cultural promotion activities. Small videos, light shows, reading booths, etc. make cultural promotion activities more attractive. "Wechat circle of friends", "video Number", "Tencent QQ", "microblog" and "live broadcast" can make cultural promotion activities widely and rapidly spread [6].

4.3. It is Conducive to Building the Brand of University Library Itself

In the process of deeply excavating local culture and actively carrying out cultural promotion, the library has organized and purposefully built the brand activities of the library [7], and made it large-scale, diversified and normalized to become a familiar brand. Through the systematic planning of cultural promotion activities, it will develop into a city loved by tourists. For example, according to the characteristics of its own collection, unify the process and content of activities, or set up a special operation team to launch activities with local cultural characteristics according to the needs of tourists, pay attention to the evaluation and continuous improvement of the effect of brand activities after each activity, and develop into an important cultural tourism activity that meets the needs of tourists and tourists yearn for and like.

5. Threats to University Libraries

5.1. Impact of Emergencies

There are many uncertainties in social life. Taking the new crown outbreak in 2020 as an example, the epidemic has limited people's travel, and the tourism industry has suffered an unprecedented setback. As shown in Table 1, the outbreak of the epidemic in 2020 has greatly reduced the number of tourists and consumption of residents. The number of tourists in 2020 is only 47.94% of that in 2019, and the consumption is only 38.93% of that in 2019. Such emergencies have had a great impact on offline cultural promotion activities.

Table1: The number of Chinese tourists and residents' consumption in 2010-2020

Year	Number of tourists (100 millions)	Per capita Household consumption (Yuan)
2010	21.03	6890
2011	26.41	7020
2012	29.57	7480
2013	32.62	8020
2014	36.11	8690
2015	39.9	9099
2016	44.35	10027
2017	50.01	11125
2018	55.39	12126
2019	60.06	12100
2020	28.79	4711

5.2. Competitive Pressure of Knowledge Services from Internet Companies

The development of mobile terminals has attracted more and more Internet companies to participate in knowledge services and become library competitors with advanced technology and capital strength. They use the powerful network influence and the interaction of sound, image, video and virtual reality to present their products in a more flexible way. Combined with big data technology and various marketing methods, they realize the accurate connection between supply and demand based on user portrait, and have a very strong liquidity. Comparatively speaking, the function transformation of the library is slightly slow because of the solidification of the traditional mode. In the application of new science and technology, university libraries should speed up the pace of development with the help of talents and technological advantages of colleges and universities [8,9].

6. Suggestions on Cultural Promotion Activities in Tourism City Libraries

University Libraries in tourist cities should determine the cultural theme according to the characteristics of the city, position the development direction of cultural promotion activities, and determine the nature and ideas of activities around the theme.

6.1. Construction of Special Theme Museum around Cultural Theme

Through the construction of thematic libraries with the theme of urban culture, it provides a driving force for the library to deeply tap its own resources. While carrying out the secondary construction, it revitalizes the existing book resources, which not only improves the utilization rate of book resources, but also helps the library to improve its own brand effect and improve the influence and reputation of university libraries. The thematic library with the theme of urban culture has a rich collection of books. Through the in-depth excavation of literature resources, space reconstruction and cultural promotion activities, we can expand and extend knowledge services and shape the brand of university libraries. In the process of building the theme museum, we should break through the limitations of the traditional functions of the library, including exhibition and publicity, academic research and ideological education. Through promotion activities, the theme museum will be built into a multi-functional combination of library, museum, archives, science and Technology Museum, art museum and bookstore.

6.2. Build Cultural Promotion Brand

The tourism city library can carry out reading promotion activities centered on local culture, make full use of the library's professional ability of document collection and sorting, and conduct scientific book selection. Through the analysis of the reading needs of tourists and local cultural characteristics, it can investigate the book awards, book borrowing and sales ranking list combined with the reading theme of local culture, and analyze and screen according to the research results, Combined with the library's own book collection and the theme orientation of the activities held, provide appropriate literature resources for the promotion of local culture.

6.3. Build a "Cultural Tourism Integration" Base

Libraries in tourist cities can form a diversified investment and construction mode through cooperation with the government, construction and tourism enterprises, scenic spots and booksellers, so as to create a "cultural tourism integration" base and provide tourists with cultural tourism experience with local characteristics. At the same time, we can also consider building a low-carbon

environmental protection leisure tourism demonstration base using clean energy in the scenic spot, which not only protects the scenic spot environment, but also promotes culture. The collection focuses on documents, books and periodicals with local characteristics. There are also good precedents in China. For example, Hangzhou West Lake scenic spot has built a "Qizhong book bar" which collects more than 60 categories and nearly 200 books with the theme of Yue Fei. Fujian Hongkeng Tulou has built a "guest reading house" with the theme of introducing Hakka family instructions, Hakka couplets and Tulou architecture. The children's film library in Qinhuangdao's "Qin emperor seeks the first sea of people" scenic spot collects old film films and old projectors to provide children with experiential learning ways with books and physical materials in an intuitive way [10].

6.4. Site Setting in Scenic Area

The library can also cooperate with the scenic spot department to set up sites in the scenic spots for rich and colorful activities in various forms Cultural promotion activities of "reading + n" mode. It can adopt the forms of reading + sharing, games, live broadcasting, competitions and other forms, interspersed with interactive exchange and replacement. Through the reading of literary works combined with local culture, poetry Solitaire, painting competitions and the production of some cultural and creative products, such as drawing laser printed images with local cultural characteristics on bookmarks, cups, schoolbags, fans and other items, the activities are more popular with the public. In the Internet era, libraries should change from the traditional position service mode to take the initiative. Adopting the mode of Library + scenic spot enterprises can not only rely on enterprises to solve the capital problems needed, but also rely on the library's knowledge resources to provide better cultural services. It can even expand cooperation with "cultural tourism enterprise groups", "home stay operators" and "online booksellers". In order to meet the challenges of the new era to the traditional functions of the library, the library should actively adjust its service strategies, contact a variety of potential partners, hold various activities in the form of popular with tourists, gather scattered tourists through community discussion and micro class sharing, and carry out the "double line" mode of "online communication" and "offline experience", so as to expand the scale and benefit of reading promotion activities, Provide readers with unique knowledge services. According to its own knowledge resources and combined with the city's culture, the library conducts deep mining and provides appropriate books and image materials. While interested, tourists can place orders online, and online booksellers can send them directly to tourists' homes by express. So that tourists can still aftertaste the local urban culture after returning home.

6.5. Innovate Channels and Enhance Tourists' Stickiness with Creativity

In order to make the cultural brand promotion activities of university libraries develop for a long time, we should not only pay attention to the connotation and quality of the activities, but also innovate channels and widely publicize them through modern media technology. Make use of the University Library's own "Wechat official account", "Video Number", "Tiktok number" and other publicity media to expand close cooperation with local governments, tourism departments, bookstores and booksellers, and make full use of social networks, such as "Wechat group", "QQ group", "Wechat program" and "Circle of friends" to expand publicity. Through the "reading gift bag", "reading points", "member points" and other marketing activities, stimulate tourists' desire for further reading, develop potential users and gather popularity. Taking Qingdao University as an example, the university is located in the tourist city of Qingdao, and actively participates in the activities of Qingdao Municipal practical people's reading kiosks. The number of participants in the erudite reading kiosks of Qingdao University ranks first in the city, and actively participates in the shooting of promotional videos of the reading kiosks, which has played a positive role in promoting local

cultural promotion activities. The library can also cooperate with the development enterprises of "cultural and creative products" to produce some products with local cultural elements and sell them in the scenic spot in combination with the characteristics of local culture. It not only has commemorative significance, but also can be spread to a wider range through tourists to expand the influence of local culture.

6.6. Give Full Play to the Role of College Student Volunteers in the Promotion of Local Culture

Most university libraries have set up their own volunteer teams of college students. As a specific group, college students have a strong sense of social responsibility and participation in social activities, as well as a high level of knowledge, and can provide good cultural knowledge services. University Library Volunteers are composed of college students from different majors, which makes it possible to provide professional volunteer services [11]. For the library, it expands the service platform and service radius. Cultural tourism services can exercise students' verbal communication skills. As the keynote speaker of cultural promotion activities, college student volunteers can carry out public welfare cultural and reading promotion activities in the form of literature exhibition combined with local traditional culture, children's story meeting, lecture, training and sharing meeting.

With the Internet in modern society, college student volunteers can rely on their own knowledge advantages to play a positive role in promoting the innovative practice of traditional culture. At the same time, it optimizes the human resource allocation of reading promotion professional team to a certain extent. The age level and knowledge structure of college students represent the future of China's science and technology. With the participation of college student volunteers with active ideas, good network knowledge literacy and mastering modern media technology, more photography, painting and micro video works can be used to show the excellent creativity of college student volunteers in cultural promotion activities, so that college student volunteers can exercise at the same time, It also improves the quality of reading promotion activities. During the period of volunteer service, many volunteers will also share their experience in cultural promotion volunteer service in the form of text, photos or videos in the circle of friends or other we media platforms, resulting in the secondary expansion of the impact of the activity. For college student volunteers, providing cultural promotion services for Chinese and foreign tourists can exercise their language expression skills, the excavation and utilization of cultural resources, and even their foreign language level.

In the peak tourism season, university libraries take the needs of mass tourists as the guide, cultural promotion as the purpose, books and multimedia works as the means and volunteers as the bridge. While realizing the cultural communication of tourism cities, they have expanded their own influence and achieved the brand of local universities.

To promote the high-quality development of the library [12,13], we need to carry out forward-looking strategic planning and top-level design, give play to the leading role of the library in local knowledge, constantly expand the influence of the library's reading brand activities, and improve the library's archive management level [14,15]. Explore the convergence of diverse and integrated social and industrial forces, strengthen cooperation with other industries and departments, carry out online and offline "cultural tourism integration" activities, enhance social cooperation, make full use of new media, strengthen the construction of we media team, and create a library culture promotion brand with local characteristics by using wechat (official account, video Number), microblog, Tiktok, little red book and other new media. The "Qizhong book bar" jointly built by Zhejiang Provincial Library and West Lake scenic spot is a model of "cultural tourism integration" jointly built.

6.7. Coordinated Development of Online and Offline to Enhance "Risk Control Capability"

University libraries can also use social media such as Wechat group blog webcast and microblog

to carry out online and offline cultural promotion [16]. Carry out cultural promotion activities by uploading audio and video, holding virtual conferences, exhibitions, online reading, discussion, and even games and entertainment. Emergencies may have an impact on tourism behavior. The library shall make emergency plans with the joint office. Make full use of the Internet platform and use a variety of new media means to carry out online publicity for cultural promotion projects with local characteristics, so as to attract potential tourist resources after the end of emergencies.

6.8. Strengthen the Cultivation of Cultural Popularization Talents

In the information society with developed network technology, the library is facing the survival challenge of where to go. At the same time, modern media technology also brings unlimited development opportunities to the library. University libraries should pay attention to the cultivation of talents who can use new media for cultural promotion, so as to reserve personnel for the future service transformation of the library. Relying on the knowledge and technology advantages of colleges and universities, University Libraries give full play to the one-stop development advantages of industry, University and research, and combine the national cultural promotion strategic objectives to develop cultural promotion activities and products with high-tech content, so as to promote development with demand.

7. Conclusion

Tourism plus cultural connotation can promote the improvement of tourists' tourism quality; Tourism behavior itself is beneficial to the promotion and dissemination of culture. The cooperation between university libraries and scenic spots is an exploration of the integration of culture and tourism. University Libraries give full play to their resource advantages of scientific research and knowledge, take the initiative to meet the opportunities and challenges under the background of the new era, participate in local cultural promotion activities, while spreading culture, enhance the academic and social influence of the University, not only serve the public, but also spread culture, but also make publicity and advertising for colleges and universities, which is not only the need of survival, but also a new exploration to give full play to the function of the library. While spreading culture, it can also solve the problem of continuous decline in resource utilization and realize the integration of resources cooperation and utilization.

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