

Study on the Transformation Trend of New Complex Functional Bookstores under the Perspective of Integration of Culture and Tourism

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Abstract: With the rise of popular cultural consumption demand, the proportion of spiritual consumption in cultural tourism space is gradually increasing, and the emergence of new complex functional physical bookstores in modern cultural tourism space where multiple business forms coexist has enhanced the humanistic reading atmosphere for the landscape landmark. Based on the discovery and application of new physical bookstore space functions by the modern concept of integrated space construction for cultural tourism, a series of space design proposals for the reconfiguration of the “culture+” scene in physical bookstores have emerged accordingly. In addition to providing book retailing services, bookstores have been able to enhance the quality of spiritual and cultural consumption through the creative design and functional development of bookstore spaces. Diversified creative development models such as “bookstores+cultural creation”, “bookstores+exhibition”, “bookstores+education”, “bookstores+café”, etc., are leading to new cultural space business concepts and business models. The gradual transformation of bookstore cultural space to scenario-based and integrated functions is an important trend in promoting the development of modern cultural tourism industry.

1. Introduction

The most representative of the nineteenth-century British bookbinding and fine publishing movement, the Sangorski & Sutcliffe Bookbinding Company, called for “more decoration and brighter colors for books in library spaces,” arguing that “nothing is more monotonous and duller than rows of purple, dark maroon, and dark green books” [1]. In the later stages of the fine publishing movement, the spirit of book craftsmanship led the binding companies of the time to turn their attention to interior space design. It became a social trend to have a private study in order to match the beautiful binding of a book. Zimmer, a German sociologist and philosopher, has argued that space makes interactions possible, and the space constructed by the human mind and its interactions expands the spatial imagination of sociology. In the era of traditional publishing, bookstores were the places where publications and readers were most closely intertwined. However, the emergence of a large number of online book-buying platforms in the era of digital publishing has had a great impact on physical bookstores, which are facing the crisis and challenge of either elimination or transformation. The convenience and affordability of online book buying platforms

have attracted readers while boosting book sales. However, the inability of online bookstores to meet the public demand for a social and cultural environment in terms of spatial experience is also evident. In the rising stage of industry transformation and upgrading, and the integration and development of the cultural tourism industry, the creation of a spiritual and cultural space that adapts to the needs of the cultural tourism industry - new complex functional physical bookstores - has become a hot dynamic that has attracted the attention of many parties in the industry of culture and tourism in recent years.

2. The “Culture +” Space Reconstruction Mode of Bookstore Integrating Culture and Tourism

Based on the discovery and application of new physical bookstore space functions in the modern development of cultural tourism integration, a series of space design proposals for the reconfiguration of “culture+” scenes in physical bookstores have emerged accordingly. In addition to providing book retail services, the new complex function bookstores use the space medium to enhance the quality of publishing and cultural consumption through the creative design and functional development of bookstore space. Diversified creative development models such as “bookstores+cultural creation”, “bookstores+exhibition”, “bookstores+education”, “bookstores+café”, are becoming new business thinking and business models. The development of new physical bookstores is a combination of traditional publishing, digital publishing, creative cultural and tourism products, visitor centers, and landmark landscapes, and the overall transformation to scenario-based and integrated functions. From a theoretical perspective, the significance of the creative operation of the complex bookstore for the development of the cultural tourism industry can be related to Transylvania's “urban space design theory”, Jan Assmann's “cultural memory”, and the concept of “cultural space” proposed by UNESCO. From a theoretical perspective, it can be related to the concept of “cultural space” proposed by UNESCO. From a practical level perspective, its transformation and rapid development sustains traditional publishing culture with social services, while providing new opportunities for other potential markets in the cultural industry.

Human social activities give social connotations to physical spaces, and the composite bookstore space, a new highlight of cultural tourism, also carries the function of transmitting cultural information. Bookstores make full use of the openness and fluidity of the spatial media function to present books and cultural information in a multi-dimensional and three-dimensional manner, and establish a good interactive relationship with visitors through creative design. At present, the most representative common models for the integration of book sales with the cultural tourism industry and creative economy worldwide can be summarized in three categories.

2.1 Create a New Type of Physical Bookstores in Historic and Cultural Preservation Buildings

The famous El Ateneo Grand Splendid bookstore in Buenos Aires, Argentina, is located in the Grand Theater built in 1903. The interior of the bookstore is a luxurious and splendid theater-style construction and style, with exquisite reliefs and gilding. The bookstore is filled with books in the space where the theater seats were removed, and the stage with wooden floor and large red curtain was converted into a café for book buyers to meet and relax. The Livraria Lello bookstore in Porto, Portugal, is located in the old city of Porto, a UNESCO world heritage site. Founded in 1906, the bookstore is built in a neoclassical style, with Art Nouveau-style floral and botanical motifs carved into the walls and staircases. The best-selling books in the bookstore are the works of Portuguese writers, both old and new.

On the domestic front, new types of bookstores that integrate cultural and tourism spaces have

emerged in recent years. For example, the Dayin Bookstore built in the Wukang Building, a representative building of the Udaik style in Shanghai, in 2016; the Sinan Bookstore-Poetry Store opened in the former site of the historic St. Nicholas Church in Shanghai in 2019; the Model Bookstore-Poetry Space converted from the former Chinese Anglican Church in Beijing in 2019; the “Underground Book Depository” built under the Daci Temple in Chengdu in 2015; the Wormhole Bookstore opened in the century-old building “Haitian Structure” on Xiamen's Gulangyu Island in 2016. The list goes on and on. These new bookstores, which are found in historically and culturally protected buildings, are in themselves landmark tourist attractions and “punching points” for people to enjoy their leisure life. The books and other cultural and creative products being sold in them act as a sort of tourist souvenir reflecting the local characteristics and cultural connotations. The unique historical and humanistic value of the bookstore's architectural environment brings higher attention to the cultural and creative products in the store.

2.2 Create Special Bookstore Cultural and Creative Space in Landmark Humanistic Buildings

The most typical example is the bookstore dedicated to the city's museums, galleries and libraries. For example, the Libreria Arion Esposizioni, located in the famous Palazzo delle Esposizioni, the largest cultural center in the center of Rome, has a simple and stylish interior design that contrasts with the palatial and classical appearance of the exhibition hall. Usually, the most important feature of the bookstore is that it sells books and publications that show the theme of the exhibition in the museum, thus reflecting the close relationship between the bookstore and the characteristics of the museum. In terms of cultural and creative products, physical bookstores of art museums, museums and libraries have a unique advantage in terms of resources. Many cultural and artistic resources in their collections become creative materials for the transformation of cultural and creative products, and unique thematic books combined with unique cultural and creative products win a rather wide audience for the bookstores. Some of them will also develop into regular consumers of the branded cultural and creative products in the museums.

2.3 Transform Industrial Heritage into a New Resource for Bookstore Culture and Tourism Space

Industrial heritage includes industrial cultural relics with historical, cultural, architectural and artistic values, and such industrial-related social activity sites have a certain potential for development. As spaces of historical and cultural memory of modern urban development, they can produce a wonderful chemical reaction when fused with new bookstore spaces, attracting people to stop and stay. Lisbon, Portugal, for example, has turned an abandoned 19th-century industrial area into a bookstore named Ler Devagar. Dating back to its building history, the industrial area was once a printing factory. It was in this same building that the first issue of the Portuguese Express, *Expresso*, was born in 1973. With a selection of 50,000 basic books, the bookstore often hosts film screenings, lectures, concerts and other cultural events. It is open until midnight, and on weekends until the wee hours. After Ler Devagar was redeveloped in 2008, it formed an emerging creative cultural area of the city with the surrounding restaurants, clothing and galleries, which contributed to the further enhancement of the bookstore's cultural energy. For example, the old abandoned railway station in North England was transformed into Barter Books in 1968; the trendy bookstore “ZiWU Bookstore” was opened in the No.8 Bridge Creative Park, an unused old factory building of the former Shanghai Automobile Brake Factory; the first bookstore project restored and transformed from an industrial mine site in China, the silo branch of Nanjing LIBRAIRIE AVANT-GARDE, etc. More and more industrial relics are transformed into bookstore spaces for cultural

tourism in various places, showing their own unique era imprints and new cultural missions with great individual characteristics.

3. A Landmark Bookstore Development Path That Integrates Cultural and Tourism Landscapes

Cultural and creative industries have been regarded as a new industrial force to promote economic development. Some studies consider creative industries as new industries that break through the traditional industrial classification approach and reflect the new development of social division of labor [2]. The development of creative industries is based on the traditional industrial foundation and incorporates new connotations such as creative concepts, innovative technologies, cultural ideas and intellectual property rights. Since the cultural and creative industries have cross-industry integration characteristics, they also have the potential to drive the development of various industries around them in a certain space. At present, the new complex functional physical bookstore takes book sales as the main body “internally”, and promotes each other with other cultural products and services. The “exterior” coexists and prospers with the surrounding public space. The integration of industries strengthens the social influence and penetration of bookstores.

Dayin Bookstore, located in the Wukang Building, an outstanding historical building in Shanghai, launched a realistic “Wukang Building Ice Cream” in 2021, which became a hot summer product for citizens and tourists alike, with sales exceeding 40,000 yuan by October. This creative ice-cream highly reproduces the most classic “acute angle” side of the Wukang Building. Holding up the ice-cream at the same angle of the Wukang building to take a photo, has become the most attractive creative highlight. The ice-cream is priced at 25 yuan a piece. The new hawthorn flavor makes the color of the ice-cream more similar to the brick red of the facade of the Wukang building. In addition, the outer box of the ice-cream is designed with the design of the Wukang building on both sides, along with the “building can read” logo and the small program code of Shanghai's “Xuhui Cultural Tourism”, giving the creative product a new digital form of “code” to spread culture. As an important representative of Shanghai's maritime culture and urban heritage, the Wukang Building is the earliest outer-corridor apartment in Shanghai and one of the only three remaining ship-shaped buildings in the world. Dayin Bookstore is located within the space of the Wukang Building. The cultural sales of the bookstore and the landmark public attraction generate creative sparks, and it can be said that the “Wukang Building Ice Cream” is an innovative derivative of the cultural IP of the Wukang Building. The bookstore uses this geographical advantage to appropriately transform its historical and cultural value into a resource for the bookstore to develop cultural and creative products.

The branding of bookstore culture into the development plan of urban cultural tourism industry has become an important part of the current protection and inheritance of the city's cultural heritage and enhancement of the city's soft power. The bookstore space and the historical and cultural space are integrated with each other to jointly shape the local cultural memory. For example, Shanghai Century Duoyun Culture Development Co., Ltd, a subsidiary of Shanghai Century Publishing Group, has created a number of bookstores with urban cultural tourism characteristics, and is committed to creating a number of new urban cultural spaces integrating various functions such as study rooms, lecture halls, exhibition halls, meeting rooms, literary gardens and living rooms. What is particularly noteworthy is that “Century Duoyun” focuses on the discovery of different characteristics and image derivation of each bookstore, and strengthens the correlation between the architectural style of the bookstore and the brand's cultural and creative design. Sinan Bookstore, a cultural landmark of Shanghai, was officially opened in April 2018. Once the former residence of General Feng Yuxiang and twice the residence of poet Liu Yazi, the century-old building where the

bookstore is located has the unique appearance of an old foreign house, attracting many visitors to come and visit it every day. To commemorate the anniversary of its opening, Sinan Bookstore launched the “Sinan Impression” series “Turning Sound” octave box in the shape of the classic architectural appearance. This exquisite music box shows the overall architectural appearance of Sinan Bookstore in a 1:200 miniature model, with flowerbeds, attics, window lattices, steps and other details of the original building structure being carefully restored. The warm melody accompanies the classic appearance of the Sinan Bookstore and builds a beautiful imagination of the bookstore and the urban landscape for the listener: where there are books, there is the hometown of all book lovers. Another Sinan Bookstore - Poetry Store not only developed artistic porcelain plates and church elements to highlight the architectural features of the century-old church in which it is located, but also applied 3D printing technology to create architectural model decorations of the bookstore, with the pure white church shape drawing people into the pure world of poetry. Taking the centuries-old cultural building in which, it is located as an entry point, the bookstore uses creative design and new media technology to construct a modern urban public image and carry and spread the spirit of the bookstore brand.

“The concept of “Century Duoyun” is to combine the bookstore industry, tourism industry, publishing industry and cultural and creative industry in a multi-faceted way, analyzing the different historical and cultural aspects, industrial environment, consumer demand, cultural aesthetics and living customs of urban areas. With the upgraded spatial functions of the composite bookstores, it enhances the socio-economic value of the cultural space of the bookstores and their cultural and creative products, and creates a cultural and tourism landmark leading the fashionable cultural consumption. These complex bookstores, which have emerged from the development of new cultural and tourism integration, are not only full of historical and cultural style in their architectural space, but also creative in the books and cultural and creative products they display and sell.

4. Transformation of Cultural and Creative Resources in Museums, Art Galleries and Library Bookstores

In recent years, the country has issued rules and regulations to support physical bookstores, proposing a variety of models for the “innovative development of physical bookstore business models”. The construction of new physical bookstores has been targeted at creating “a comprehensive cultural experience consumption center”, highlighting cultural creativity and branding effects, and the overall planning and operation of all these aspects and the design of each unit have always been “centered on the inherent spirit of publishing culture” [3]. The success of the commercial consumer market does not fully represent the success of the bookstore's integration with the cultural tourism industry. The “main” product for the survival and development of bookstores is the spiritual enjoyment and humanistic atmosphere brought by books. In this regard, museums, art galleries, libraries and other culture and tourism spaces with their own public resources have shown superior conditions for cultural and tourism development compared to general bookstores.

For example, the newly launched library cultural and creative products of Shanghai Library Bookstore develop cultural and creative products for resources such as historical literature atlases in the library collection, forming their own unique cultural and creative highlights [4]. Treasures from the collection, such as Xiaojiaochang New Year paintings, Western rare books, ancient books and inscriptions, have become the inspiration for the design of Shangtu's cultural and creative products, giving historical stories and folklore flavor to its cultural and creative products. For example, the “Fruits” glass plate is part of the “Xujiahui Collection” series of creative products, which was inspired by the annual exhibition of fine literature held by the Shanghai Library on November 2,

2020, “Civilizational Mutual Appreciation: Rare Documents from the Xujiahui Collection of the Shanghai Library”. In 1897, the renovation of the Xujiahui General Hospital of the Jesuits in Shanghai was completed, and a new independent two-story study room was created in the northeast corner, with the upper floor containing Western classics and more than 80,000 volumes of European and Western books on a dozen subjects, and the lower floor being a Chinese bookstore with about 120,000 volumes of good books and various local chronicles. In 1956, the Xujiahui Collection was transferred to the Shanghai Library, and since then it has received hundreds of thousands of books from the Asian Cultural Council Library, the Haiguang Library, and the former Shanghai Concession Bureau of Public Works Library, becoming a mecca for the collection of rare books and modern newspapers in Western languages at home. The “Fruits” glass plate launched by the Shanghai Bookstore is a set of products from the “Vitality” series of the “Xujiahui Library” collection, with all the patterns coming from the Xujiahui Library's collection of the book was written by Michał Piotr Boym (1612-1659), a Polish Jesuit, and was first published in Vienna in 1656, the first European work on the flora and fauna of the Far East and China. The book describes more than twenty species of plants and several species of animals, with a total of 23 hand-colored color plates. These fascinating graphic materials are designed and transformed into new creative products with a wonderful visual language. The 15.5 cm diameter lead-free tempered glass plate is colorful and lively, and is beautifully packaged with the original hand-drawn manuscript and the explanatory cards, forming a perfect blend of historical and cultural texts and modern commercial design [5].

Relying on the abundant historical and cultural resources in the library, the Shanghai Library Bookstore extracts visual elements from the collection of fine art that are suitable for transformation into cultural and creative products and incorporates them into the creative design of practical products. This method of transformation has given the cultural and artistic collections, which were originally only available from afar, a modern and popular character that is approachable and accessible to the general public, expanding the dissemination range of audience groups. As the bookstores above advocate the concept of cultural and creative R&D: “Using books and culture to give products the power to touch people's hearts.” At present, the vast majority of art museums, museums, painting academies and other branded bookstores adopt this cultural creative thinking, constantly tapping into their own collections and quality exhibition resources to extract suitable inspirational elements for derivative design, making cultural and creative products a living heritage of static historical and cultural heritage.

5. Conclusion

Historic buildings, windy neighborhoods, revolutionary sites, and industrial relics, the architectural scenes that best demonstrate the character of a region, are becoming unique carriers for the integration and development of composite brick-and-mortar bookstores with the cultural tourism industry. The trend of transformation and integration of culture and tourism functions of new-style bookstores provides a diversified and innovative path to promote local spiritual civilization and cultural consumption upgrade, and also gives bookstore operations a more socially beneficial mission. Art exhibitions, academic lectures, handicraft studies, recreation and dining have become the new connotation themes of the composite entity bookstore, and through the creation of an open cultural exchange environment, it forms a public landmark of tourism for spreading spiritual culture. In November 2021, Shanghai · The first Bookstore's Own Cultural and Creative Festival hosted by Shanghai Book and Magazine Distribution Industry Association was opened. A research report *Current Situation and Development Prospect of Cultural and Creative Market in Shanghai Book Sales Industry* was released. The cultural and creative industry service promoted by the book sales

industry in Shanghai is only a regional sample of the vast cultural and creative industry in the country, but it is typical to some extent because it reaches consumers, makes the regional sample active and has high market sensitivity. The integrated development of cultural tourism in recent years has prompted the new complex bookstore to focus on the research and development, production and sales of cultural and creative products in the book sales industry, promoting the sales of publications through the exhibition and creative marketing forms of cultural and creative products, forming a new trend of attraction, value-added and service, such as the integration of culture and tourism industry and creative economy. With the transformation and upgrading of new complex functional bookstores integrating cultural and tourism spaces, these traditional businesses are more deeply integrated into the public life of society, and thus take up the mission of cultural memory space construction, historical and cultural preservation and inheritance, bookstore brand building and output, etc., and contribute to the integration and development of the current culture and tourism industry.

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