

Research of Literature-Driven Local Tourism Development: A Case Study of Honggao Film and Television Base

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Abstract: As the development of China's literary tourism resources continues, it is important to understand the mechanism of literature on local tourism development. This paper selects the Red Sorghum Film and Television Base as a research case, and uses rooting theory to analyse interview data, finding that literary tourism products are an important medium of communication between authors and readers; literature is the basis for the construction of scenic spots and motivates tourists' tourism behaviour; and cultural tourism products that meet tourists' aesthetics and imagination can make tourists have a good spiritual experience. The study can help scenic area managers to better create literary tourism destinations.

1. Introduction

Literature plays an obvious role in promoting the development of tourist destinations. Influenced by the popularity of literary works and the humanistic atmosphere, tourist attractions are full of culture atmosphere, creating a richer spiritual experience for tourists' leisure travel, making more and more tourists choose literary tourist destinations. The famous literary work Red Sorghum Family was successfully applied to the tourism development of Honggao Film and Television Base, promoting the development of the local green economy and meeting the spiritual and cultural demands of tourists. Through the compilation of relevant literature and field observations, this paper studies the mechanism of Mo Yan's famous full-length novel The Red Sorghum Family driving the development of the Honggao Film and Television Base on the basis of understanding the current situation of the development of Honggao Film and Television Base, and provides useful thoughts and references for the development of literary tourism destinations in the future.

2. Literature Review

2.1 Tourist Destinations

In 1988, the concept of tourism destination was first proposed by Gunn, an American scholar, who believed that the main components of tourism destinations are attraction groupings, service communities, transportation access and regional access [1]. According to the British scholar Harris, a tourist destination is a tourist area that is managed by a unified administration. It is a specific

geographical area that is a complete individual with the guarantee of tourism management and planning [2]. In the context of tourism, the British scholar Holloway argues that a tourist destination can be a scenic area, a town, a region within a country, a country as a whole, or even a larger place, and he argues that tourist destinations are also characterized by attractiveness, accessibility, and comfort [3].

2.2 Literary Tourism

Some scholars tend to place literary tourism in the field of heritage tourism research. They generally agree that literary tourism is a kind of tourism related to authors, history and humanities, as John mentioned that there is a growing awareness that literary elements are one of the most important factors in the development of tourism [4]. In addition, there are Chinese scholars who believe that literary tourism is a tourist's love for literary works, which arouses the reader's interest in the author himself, and thus visits the author's hometown, places where the author has stayed or classic scenes described in literature [5]. The essence of literary tourism is the shift from the perception of the abstract world of literary images to the experience of concrete literary tourism resources [6].

Through the above literature discussion, this paper argues that literary tourism is a tourism activity in which tourists experience literary resources and visualize literature through a material platform out of aesthetic demand for literature. However, most of the current studies on literary tourism analyze local tourism resources and tourists' perceptions from the perspective of literary tourism products, and few researchers focus on literature itself and analyze the driving factors and mechanisms of literature on local tourism.

3. Research Methodology

The main characteristic of rooted theory is its focus on the development of phenomena and its emphasis on the diversity and complexity of information. The study of literary tourism is diverse and complex, and this paper therefore argues that this approach is appropriate for the study of the processes and mechanisms of literature-driven local tourism development.

4. Study Content

4.1 The Red Sorghum Family and Honggao Film and Television Base

The Red Sorghum Family is the work of the famous contemporary writer Mo Yan, who was born in 1955 in Gaomi County, Shandong Province. His hometown experienced three years of natural disasters during his childhood and ten years of the Cultural Revolution during his youth, and he was immersed in Gaomi culture during childhood and youth. The Red Sorghum Family is a literary achievement in Mo Yan's work dedicated to exploring the original vitality of the national culture, exploring the essence of life from the primitive and barbaric world, and writing the history of the nation in the national struggle and folk life.

Honggao Film and Television Base is a key cultural tourism project in Shandong Province. It is located in the northeast township of Gaomi City, 300 meters from Mo Yan's former residence, covering an area of 2,760 acres. It is located at the junction of Weifang and Qingdao, no more than 2 hours drive from Qingdao, Weifang, Yantai, Weihai and other major tourist cities. Honggao Film and Television Base is red sorghum, Yangge and other TV series important shooting site. It is a national AAA-level tourist attractions. The place to Mo Yan literature and red sorghum culture as the core, focusing on the development of rural, film and television, literature theme style and other

industrial chains. Honggao Film and Television Base plans to be built in three to five years, “a century of rural folk museum, the world’s literary tourism destination”.

4.2 Sources of Data

The data for this study is from interviews. First of all, the team contacted the person in charge of Honggao Film and Television Base, and with its assistance, they could freely enter the scenic spot and carry out an investigation, and the research time was August 21-31, 2021, a total of ten days. To get to know the tourists better, the group stayed at a local hotel, entering the scenic area at 8: 00AM every morning and leaving at 17.00PM. This study uses the data collection method of in-depth interviews. The interviewees are mainly tourists, and the interviewees are guided to answer questions freely within the scope of the topic, focusing on the interviewee’s understanding and emotions about the Red Sorghum Family, as well as the differences in perception between novels, film and television dramas and realistic scenic spots. The interview location was selected at Mo Yan’s former residence, single family compound, Eighteen Mile Slope Folk Village and other scenic spots, interviewing local residents and tourists in different places to understand the development process of Honggao Film and Television Base.

A total of 33 in-depth interviews were obtained. All of these interviewees had experience of reading the Red Sorghum novels or watching the Red Sorghum films and videos. The demographic characteristics were : 20 males and 13 females; 5 were under 20 years old, 7 were 21-30 years old, 7 were 31-40 years old, 5 were 41-50 years old, 5 were 51-60 years old and 4 were 61 years old or older; 2 had less than primary school education, 3 had primary school level, 5 had junior high school level, 15 had high school level and 8 had university degree or above; the occupational composition was dominated by retirees, students, public officials and business people. The occupational composition of the group was mostly retired persons, students, public officials and businessmen, with 3, 5, 11 and 6 persons respectively. In order to facilitate the organization of the data and to clarify the origin of the concepts, each interviewee was numbered, in order, as Ti01, Ti02, ..., Ti33.

4.3 Rooted in Theoretical Coding

Rooted theoretical coding mainly includes three main stages: open coding, spindle coding, and selective coding. The question of the rooted theoretical coding gathers in the sense that visitors can feel the literary elements through which facilities in the scenic spot? How do tourists experience the scenic spots? What experiences can visitors get in the scenic area?

4.3.1 Open Coding

For the coding process, the qualitative analysis software Nvivo 10 was used. Firstly, the collected interview data was freely coded using the free coding function to iteratively compare the data and extract the sentences needed for this study. The generic coding function was then used to extract repetitive types of these sentences, integrating the same or similar types and using as much of the original text as possible to be faithful to the original. The final result was 48 concepts. For the sake of space, only concepts related to scenic architecture are shown below as examples of open coding.

4.3.2 Spindle Coding

In practice, Nvivo 10’s class coding function is used to cluster and assign classes to concepts based on their logical relationships, resulting in 16 classes: architecture, landscape, speciality cuisine, commerce, services, amenities, amenities, entertainment, transport, tourism motivation, visitor viewing, visitor participation, purchasing, aesthetic experience, entertainment experience,

educational experience and escape experience. This leads to a deeper understanding of the theoretical logic implicit in the empirical data through further dissection of the primary sources.

4.3.3 Selective Coding

Through a comprehensive systematic analysis of the concepts and categories generated by open coding and spindle coding, the original data is extracted, collated and integrated multiple times, and compared with the existing relevant research results and theories to ensure that the concepts, categories and definitions are closer to the original material. Finally, 3 core categories were summarised, which constitute the 3 dimensions of culture-driven local tourism development: the physical construction of the landscape, visitor behaviour and spiritual experience.

The literary tourists in this study have seen the Red Sorghum family novel and related film and television works, and then come to the Honggao Film and Television Base with this initial impression, enjoy the landscape on the red sorghum, experience the storyline, build a bridge between the novel and reality, feel the scenic spot from a literary point of view, and depict the Shandong Gaomi in their hearts. With this as a clue, this study constructs and develops a theoretical framework for a literary-driven model of local tourism development.

Within this theoretical framework, the typical structure of the relationships between the 3 main classes is shown in Fig 1.

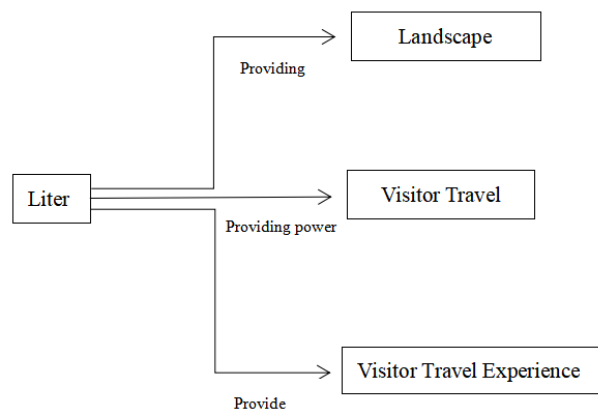


Fig.1 A Model of Literature-Driven Local Tourism Development and Mechanisms.

5. Research Conclusion

The development of literary destinations is an important element of tourism development today. The literary drive for destinations is not blind, and the literary drive for local tourism is not untraceable. This paper finds that literature drives destinations in three ways.

5.1 Literature-Driven Tourism Scenery Construction

Literary tourism destinations are built on the basis of literature, and all elements of the scenic spots are inextricably linked to literature. The scenic spots are based on various depictions in literature, constantly restoring story scenes and characteristic characters, and applying various cultural elements to the architecture, landscape and cuisine, making the scenic spots the best platform for readers to combine their imagination with reality.

5.2 Literature is the Main Driver of Tourist Behavior

Literary tourism is a literature-based tourism activity, where literature is the main driving force behind the act of tourism. Literary reading and the viewing of films and dramas inspire the desire to consume literature in its place of origin, so readers become literary tourists. Literary tourists experience culture in a variety of ways in scenic areas through visiting attractions, watching performances, buying souvenirs and role-playing, experiencing literary tourism destinations in both a material and spiritual way.

5.3 Literature as an Important Reference for the Tourism Experience

The main way for literary tourists to experience in literary tourism destinations is to perceive the characters, scenes, plots, etc. in literary works through tourist behavior in scenic spots. Under the aesthetic role of tourists, they get a full range of material, spiritual and cultural enjoyment. The degree of scene reduction and cultural atmosphere of the scenic spot have become an important reference for the tourist experience.

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