Thesis on Chinese Tourism Culture

The content of tourism culture

How to understand and practice tourism from a cultural perspective

With the rise and rapid development of the tourism industry, the position and role of culture in the tourism industry are becoming more and more important. It is becoming the soul and pillar of the entire tourism industry, determining the development direction and success or failure of the tourism industry. Tourism activities are essentially cultural activities. Both tourism consumption activities and tourism business activities have a strong cultural nature. Only by digging out cultural connotations, it will have the charm of attracting tourists. To understand tourism from a cultural perspective, we must clearly recognize the tourism function of culture. The tourism function of culture is determined by the essence of culture, the basic types of culture, and the basic characteristics of culture.

Elective experience of tourism culture

I took the public elective course of Chinese Tourism and Culture. Let’s say nothing else. First of all, it will be of great benefit to my future travel. This course is like a cultural tour guide, guiding me how to not forget to experience and Feel the local cultural characteristics. As a travel enthusiast, and I am in the best college time of my life, I have a lot of time and opportunities to get close to the places I want to go. Of course, I have to fund my wallet. However, taking this course as an elective course is beneficial to us after all, and it is more like a 3D impact trip, with teachers leading us to places we have been or haven't been. Experience various cultures, food culture, tea culture, architectural culture, custom culture, language culture, wine culture and so on. Secondly, the subject of Chinese tourism culture is also very beneficial to our study. Just like our architecture major, travel is very necessary. As long as five years of university majors, we will be required to go to many places for internships. , Just to look at the architecture, Shanghai, Hongcun, Hangzhou, Chongqing and other places are all we are going to, so this course also helps us to learn how to better learn from the local internship in the future. Architectural culture. In summary, the study of this course will be of great help to our future life and study, and I am honored to take this course as an elective.