

On the Tourism Market of Guo Moruo's Spiritual and Cultural Sitcom Performance under the Background of Cultural and Tourism Integration

Yuejia Yang

Sichuan University of Science & Engineering, 510000, China

yangyj3@foxmail.com

Abstract

This paper studies Guo Moruo's spiritual and cultural sitcoms as the manifestation of Guo Moruo's spiritual quality. Based on the full study of the existing Leshan traditional tourism projects, such as Moruo library, it further studies how to promote economy, improve artistic standards, cultivate sentiment, explore cultural themes in the tourism performance market, and form cultural products in line with the socialist values with Chinese characteristics. It is one of the local tourism projects in Leshan city.

Keywords

Guo Moruo; Tourism Market; Cultural; History.

1. Academic History and Research Trends of Related Research at Home and Abroad

The research on Guo Moruo's cultural sitcom is relatively less, especially the comparative study of sitcom and traditional tourism market. At present, there are many discussions on the tourism market sitcoms, such as the Enlightenment of the future development of live performance, the tourism brand research of "impression series", the innovation research of local art forms, and the promotion of the tourism performance market resource utilization on economic development, while the research on Guo Moruo's spiritual and cultural sitcoms is still in its infancy.

The existing research results are as follows: 1. We have searched the papers of "China Academic Journal Network" since 1980, and found 404 papers on Zigong tourism, but no papers on Guo Moruo's cultural sitcom. 2. The research is not comprehensive enough. From the aspect of coverage, there are local tourism characteristics of popular places, but lack of tourism characteristics of other cities. At present, the research on the local tourism characteristics of Leshan mainly focuses on the tourism market of Leshan Giant Buddha, Emei Mountain and Minjiang River, and the research on Guo Moruo's spiritual and cultural tourism has 32 papers in the "China Academic Journal Network" since 1980, among which the research direction of Guo Moruo's spiritual and cultural tourism is relatively scattered, while the research direction of Guo Moruo's spiritual and cultural tourism is relatively scattered. The study of sitcom has hardly been involved. 3. Lack of systematic discussion. In the existing achievements, they only illustrate the role of sitcoms in promoting the economy reflected in the tourism market. They not only fail to comprehensively discuss the ideological content, artistic characteristics, creative background and other issues of local Guo Moruo's spiritual culture from the perspective of art, but also lack of history, aesthetics, folklore and idioms in the research of Guo Moruo's spiritual and cultural sitcoms. It is a systematic explanation of linguistics, ideological and political education and other disciplines.

1.1. Compared with the Existing Research, this Topic has Unique Academic Value and Application Value

Historically, Leshan City in Sichuan Province is a national famous historical and cultural city, one of the first batch of open cities in China, and an excellent tourist city in China. Leshan City has a strong historical accumulation, and numerous outstanding talents have been born. Among them, Mr. Guo Moruo is a writer of great significance in Chinese history, one of the founders of Chinese new poetry, one of the founders of Chinese historical drama, one of the four halls of oracle bone studies, and one of the academicians of the first Academia Sinica. To commemorate him, there is a museum in Leshan Normal University "Guo Moruo research center" stores his life-long works in the library of Leshan Normal University, so that his spiritual quality can be inherited and carried forward.

The situational drama tourism market of Guo Moruo culture is a valuable spiritual wealth for people, even Sichuan people. Unfortunately, so far, this research is still in its infancy. This topic intends to develop the spiritual heritage of Sichuan people through the study of Guo Moruo culture's sitcom tourism market, to provide reference for future academic research, and also try to explore the contemporary significance of Guo Moruo culture's sitcom tourism market, to serve the social, economic and cultural construction.

This topic focuses on Guo Moruo's spiritual and cultural sitcom as a manifestation of Guo Moruo's spiritual quality. Based on the full study of the existing Leshan traditional tourism projects, such as Moruo library, and then further study how to promote the economy, improve the artistic level, cultivate sentiment, explore cultural themes in the tourism performance market, and form a culture in line with the socialist values with Chinese characteristics Cultural products, one of the local tourism characteristics of Leshan. For example, during the Anti Japanese War, Guo Moruo disguised himself to return home to serve the motherland, and shared the feelings of home and country with the motherland, as well as the spiritual quality of not afraid of difficulties, trying to restore the hard situation at that time, and using the contemporary mainstream values to summarize the excellent traditional cultural concept and spiritual quality of the Chinese nation, reflecting a good aesthetic consciousness, creating a unique style Excellent sitcoms in literature and aesthetics can promote the development of Guo Moruo's sitcoms tourism market.

2. Research Content

2.1. The Research Object of this Subject

The research of this topic is based on the following understanding: sitcom tourism market is a kind of art form, generally indoor drama, without location, several or more people perform drama clips on the stage, tourists can further experience and understand the local customs after watching. Traditional tourism refers to the tourism of walking to explore and see the scenery, getting knowledge and culture, and understanding and interviewing folk customs after arriving at the destination. It includes six elements of tourism, namely "eating, living, traveling, traveling, shopping and entertainment".

Sitcom tourism market is an extension of traditional tourism "entertainment", and also a category of art. It is also a reflection of local social life. A comprehensive study of sitcom tourism market can provide help for social and economic development, cultural construction and tourism resources development.

2.2. Overall Framework

The overall framework of the research is mainly divided into two parts. The first part is the research on the traditional tourism market, such as how the Leshan Giant Buddha in Leshan City shows the Buddhist culture to tourists, the price of tickets, the number of tourists, Mount

Emei, whether tourists will choose to visit at the same time, the survey on the satisfaction of tourists in Minjiang River, the research on the operating cost of cruise ships, the survey on the consumption of tourists, etc. Secondly, the sitcom is a traditional tourism market, and there is a lack of the creation of this kind of writer's script. Guo Moruo's literary achievements are widely spread in the form of words. If it can be adapted into the form of drama, it will give people a feeling of immersive, thought-provoking and impressive. The second part is the research on the performance market of situational drama in the tourism market, such as the investigation on the performance market of Sichuan Opera with salt culture theme such as "return my River and mountain" by Zigong Sichuan Opera House, the investigation on the opera with salt culture theme such as "salt God" by Zigong song and dance troupe, and the successful case study on the "impression" series of live performance in Yunnan, Guangxi and other places in the past. It also studies the excellent sitcom cases such as "see Wutai mountain again" and "Rishengchang ticket shop" and so on. Finally, it puts forward some feasible suggestions and opinions on the development of the sitcom tourism market of Guo Moruo's spiritual culture in Leshan City, sums up the past experience, and improves the defects of the drama, so as to make the drama better.

2.3. Key and Difficult Points

The key and difficult point is to put forward some feasible suggestions and opinions on the development of Moruo spirit sitcom tourism market. That is to say, through the study of successful cases in other regions, we can find out the local sitcom tourism market suitable for Zigong, and the creation of sitcom needs the knowledge of literature, art, history, economics, philosophy and other disciplines. Among them, the script creation of sitcom plays a relatively important role and has a high degree of difficulty. The drama art circle has always attached great importance to the creation of scripts, believing that scripts are the foundation of a drama. Only good scripts can more richly and comprehensively show the local conditions and customs of Zigong, and also can drive the development of urban tourism economy. At the same time, the shortage of excellent script writers also caused the lag of Guo Moruo's spiritual and cultural sitcom tourism market.

Therefore, the research on the "performing arts + traditional tourism" market of Guo Moruo's spiritual and cultural sitcom has a certain positive significance for the script creation of Guo Moruo's spiritual and cultural sitcom.

3. Innovation

Its characteristics include academic thought, academic viewpoint and research method

It is a huge three-dimensional project to study the situational drama tourism market of Moruo spiritual culture. We must enrich the content from an all-round and multi angle. It is an important perspective of this topic to study closely with history, ideological and political education, aesthetics, folklore, linguistics and other related disciplines. Based on this, the subject mainly through breaking the boundaries of disciplines, to carry out the following aspects of comprehensive research: 1. Combined with the perspective of art, literature, aesthetics and history to study the creative background, prototype and intention of the works; 2. From the perspective of Ideological and political education to study Guo Moruo's spiritual and cultural sitcom and patriotism; 3. To study Guo Moruo's spiritual culture and southern Sichuan folk culture from the perspective of folklore, and its role in local tourism; 4. To explore the rhetorical art of Guo Moruo's spiritual culture in sitcom from the perspective of linguistics. Finally, the summary of research experience is raised to the height of theory and method, which provides theoretical reference for Guo Moruo's spiritual and cultural sitcom related research. In a word, in the research of this topic, we strive to make the material preparation detailed, the

method has a breakthrough, the vision is more open, the thinking is more meticulous, in order to have more new excavation and discovery.

4. Innovation of Research Perspective

Situational drama belongs to the category of art, and it is also a valuable spiritual wealth. The research on the tourism market of the situational drama of Moruo spirit in this topic is no longer just from the perspective of literature, but from the perspective of history, folklore, linguistics, aesthetics, ideological and political education to think about the impact of Guo Moruo's spiritual and cultural situational drama on the development of contemporary society and culture. It has the value of innovation.

5. Innovation of Research Path

Put the research of Moruo spirit sitcom tourism market into the field of social, economic and cultural development, explore the two-way and interactive construction relationship between Moruo spirit sitcom tourism market and social, economic and cultural development, and innovate the research path.

As one of the branches of Social Sciences, art studies not only promote the development of Zigong's sitcom tourism market, but also play a positive role in promoting the development of the national sitcom tourism market. Finally, the value and significance of this paper can be achieved, that is, to promote the faster and better development of Zigong's tourism industry through the study of Guo Moruo's spiritual and cultural sitcom, so that the practitioners of Zigong's cultural tourism market can get some enlightenment and create more Guo Moruo's works in order to make greater contribution to the national tourism market, we should strengthen the construction of Zigong's local famous tourism brand.

Acknowledgements

This paper is the phased research result of the Leshan Normal College Guo Moruo's scientific research project "Tourism Market Research of Guo Moruo's spiritual and cultural sitcom performance under the background of cultural and tourism integration" (subject number: gy2020c04) of Sichuan Guo Moruo research center in 2020.

References

- [1] Hou Junwei. New interpretation and reconstruction: phenomenology of spirit in Nirvana of the Phoenix [D]. Shandong Normal University, 2019.
- [2] Wang nursery rhyme. Knowledge and action in the new era [D]. Shandong University, 2017.
- [3] Ning Yadi. Review of Guo Moruo's literature creation in Japanese period (2009-2015) [D]. Ningxia University, 2016.
- [4] Wang Xiaoqiang. On the metaphorical principle of the times in the theme processing of Guo Moruo's Anti Japanese war drama [J]. Journal of Yan'an University (SOCIAL SCIENCE EDITION), 2012,34 (05): 98-102.
- [5] Niu Linhao. Guo Moruo's view on early traditional culture from the traditional spirit of Chinese culture [J]. Historiography monthly, 2011 (09): 134-136.
- [6] Chen Fulong. Guo Moruo's creation and chivalrous culture spirit [C] Guo Moruo Research Association of China, Guo Moruo Memorial, international Guo Moruo Research Association (igma), Shandong Normal University. International Symposium on Guo Moruo literature and historical data and annual conference of igma. Guo Moruo Research Association of China, Guo Moruo Memorial, international Guo Moruo Research Association (igma), Shandong Normal University: Guo Moruo Research Association of China, 2010:120-129.

- [7] Chen Fulong. Guo Moruo's creation and chivalrous cultural spirit [J]. Journal of Shandong Normal University (HUMANITIES AND SOCIAL SCIENCES EDITION), 2010,55 (04): 19-24.
- [8] Zhang Jianfeng. The cultural spirit embodied in the image of Goddess by Guo Moruo [J]. Journal of Chengdu University (SOCIAL SCIENCE EDITION), 2010 (03): 66-68.
- [9] Liu Dianxiang. The May 4th New Culture and the spirit of the 20th century: on Wen Yiduo's evaluation of Guo Moruo [J]. Chinese literature research, 2009 (02): 5-9 + 57.