

# *Research on the Development of Li Bai Cultural Tourism Products in Southern Anhui Based on Network Text Analysis*

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**Abstract:** Against the background of the in-depth development of cultural and tourism integration, the cultural connotation of my country's tourism industry has significantly improved. As a part of cultural tourism, Li Bai cultural tourism is a typical representative of the integration of traditional culture and modern tourism. Research on the development of Li Bai cultural tourism products has practical and theoretical significance. This study uses network text analysis method to select several Li Bai cultural tourism scenic spots in southern Anhui, and uses tourists' evaluations to study the perception of Li Bai cultural tourism. Li Bai's cultural tourism product development ideas are proposed from the perspective of the six elements of tourism, travel, shopping and entertainment tourism, hoping to provide a basis for the development of cultural tourism products with similar themes.

## 1 Introduction

In April 2018, the Ministry of Culture and Tourism was officially established. This was a landmark event in the integrated development of culture and tourism in our country, and poetry and distant places truly came together. In fact, there is a close connection between culture and tourism. The cultural industry and tourism industry are always interdependent and mutually reinforcing. For the cultural industry, tourism provides a carrier for cultural communication. For the tourism industry, culture is an important factor in improving tourism quality<sup>[1]</sup>. Over the past six years since the establishment of the Ministry of Culture and Tourism, the integrated development of culture and tourism has entered a new era. As General Secretary Xi Jinping emphasized during his recent inspection in Anhui, it is necessary to further promote the integrated development of culture and tourism, develop all-region tourism, and build cultural tourism into a pillar industry.

Li Bai is one of the most famous poets in the Tang Dynasty of my country and is known as the "Immortal of Poetry". At the same time, the Li Bai effect has also made many cultural landscapes

related to him well known to the world. Li Bai spent most of his life traveling around. While admiring the landscape, he also left behind many famous poems and related legends wherever he went<sup>[2]</sup>. In order to commemorate Li Bai, later generations built various commemorative buildings based on various documents and folklore.<sup>[3]</sup> Anhui, especially Wannan, has an indissoluble bond with Li Bai. According to records, Dangtu County in Ma'anshan City is the place where Li Bai died. There are Li Bai's Tomb, Caishiji, Taibai Tower and other ruins in the city. There are also Taohuatan Jingting Mountain in Xuancheng and Tianmen Mountain in Wuhu, etc. Many natural landscapes were originally unknown, but became famous all over the world because of a poem by Li Bai, and were endowed with special cultural meanings.

Foreign research on tourism product development started early, and the theoretical research is relatively complete, and most of them are analyzed based on specific cases and are practical. Smith (1994) divided tourism products into three levels. The first level is materials and services, the second level is reception, and the third level is tourists' freedom of choice. Abdelati (2015) advocated that tourism product development should match the destination tourism development goals and should follow the development principles of concentration, diversification, and correlation<sup>[4]</sup>. In recent years, many scholars have studied the perceptions of different groups of tourism products through field surveys. Dale (2017) used Bali as a case study to study the differences in perceptions and evaluations of tourism products between residents and tourists<sup>[5]</sup>. EddyK (2016) used questionnaires and structural equation modeling to study the relationship between tourists' perception of tourism products and tourism experience. Theoretical research on tourism product development in my country started relatively late compared with foreign countries, and was mainly concentrated in the 1990s. At that time, scholars mainly explored the concept of tourism products. Lin Nanzhi and Tao Hanjun (1994) believed that tourism products are a kind of tourism experience, that is, satisfying one's material and spiritual needs through experience. Wang Hongxing (2005) believes that any service that can meet the needs of tourists can be called a tourism product.<sup>[6]</sup> At the same time, there are also many studies on tourism product development theories and strategies. Wu Bihu (1999) first proposed the RMP analysis theory. After this theory was put forward, it was recognized by many scholars in the field of tourism product development research. Subsequently, the academic circle generally used Angpu theory to guide tourism product development<sup>[7]</sup>. Wen Meiling (2017) proposed that the design of sports experience tourism products can be considered from the perspectives of feeling, action and relationship marketing, and proposed a development strategy for sports tourism. In terms of innovative design of tourism products, Wang Wenyu (2015) proposed from a cultural perspective that the design and development of tourism cultural products can take a path that combines protection, inheritance, development and innovation. In addition, there are also studies on the innovative design of tourism products for a specific tourist destination<sup>[8]</sup>.

Looking at the research on tourism product development at home and abroad, we can find that many studies focus on practicality. Recent research has also placed more emphasis on tourists' travel experience and travel perceptions, and in the process of tourism product development, they have also paid more attention to the integrity of tourism products. Developing tourism products that are favored by the public is still an issue worth exploring. At the same time, based on the analysis of the current research status of Li Bai cultural tourism, it can be found that Li Bai cultural tourism resources in southern Anhui are relatively abundant, but there are few studies on this aspect. Therefore, this article starts from Li Bai cultural tourism in southern Anhui, selects several Li Bai cultural tourist attractions in southern Anhui, studies the perception of Li Bai cultural tourism with the help of tourists' evaluations, analyzes the problems existing in the current development of Li Bai cultural tourist attractions, and proposes Li Bai cultural tourism Tourism product development ideas.

## 2 Research design

### 2.1 Overview of the case location

Wannan mainly refers to the area south of the Yangtze River in Anhui Province, including six prefecture-level cities: Wuhu, Ma'anshan, Tongling, Huangshan, and Chizhou Xuancheng. It can be found from Li Bai's works that he had deep feelings for southern Anhui and visited almost every corner of southern Anhui. At the same time, the relics related to Li Bai also provide resources for tourism development<sup>[9]</sup>.

After searching on well-known travel websites such as Ctrip and Mafengwo, this article selected three scenic spots of different types with the highest number of reviews among Li Bai-related attractions in southern Anhui as of March 2024 as case sites for analysis. According to the classification in my country's resource classification standards, the three case sites belong to three different types: hilly tourist resorts, ponds and cemeteries.

*Table 1. Statistics of the number of online comments in the case site*

| <b>Case location</b>                                     | <b>Ctrip website comments (number)</b> | <b>Mafengwo website comments (one)</b> | <b>Subtotal (number)</b> |
|--|--|--|--------------------------|
| <b>Jingting Mountain (hill-type tourist destination)</b> | 1529                                   | 118                                    | 1647                     |
| <b>Peach Blossom Pond (Tan Pond)</b>                     | 1218                                   | 778                                    | 1996                     |
| <b>Li Bai Cemetery (Mausoleum District Cemetery)</b>     | 123                                    | 97                                     | 220                      |

#### 2.1.1 Jingting Mountain

Jingting Mountain is a famous historical and cultural mountain in China. It is located in the northern suburbs of Xuancheng City. It was originally named Zhaoting Mountain. In the early Jin Dynasty, it was renamed Jingting Mountain to avoid the emperor's taboo. It is a branch of Huangshan Mountain and stretches for more than ten miles from east to west. In October 1987, Jingting Mountain was listed as the first batch of provincial-level scenic spots by the Anhui Provincial Government. In January 2012, Jingting Mountain was approved as a national 4A tourist attraction. According to records, Li Bai climbed this mountain seven times and left many famous poems.

#### 2.1.2 Peach Blossom Pond

Peach Blossom Pond is located 40 kilometers west of Jingxian County, bordering Huangshan Mountain to the south, Jiuhua Mountain to the west, and connected to Taiping Lake. It is well-known because of the popular poem "To Wang Lun". On the east bank of Peach Blossom Pond, there is the Dongyuan Ancient Ferry, which was the place where Wang Lun sang farewell to Li Bai. At the same time, there is also the Tage An Pavilion built in the Ming Dynasty. On the west bank, there are Yudun, Shubanshi, Rainbow Hill, Banishing Immortal Tower, Diaoyin Terrace, Huaixian Pavilion, Wang Lun's Tomb and other scenic spots.

### 2.1.3 Li Bai Cemetery

Li Bai Cemetery is located in Dangtu County, Ma'anshan City, pillowing Qinglin Mountain, facing Qingshan River, and forming a Li Bai cultural tourism line with Caishiji and Tianmen Mountain. There are Taibai Stele Forest, Taibai Temple, Li Bai Tomb, Qinglian Academy, Shiyong Pavilion and other scenic spots in the park. Li Bai's tomb completely preserves the tomb structure of the Tang Dynasty. Taibai Temple and Xiangtang focus on the architectural style of Ming and Qing ancestral halls. The "Taibai Stele Forest" is inlaid with 106 classic poem steles of Li Bai written by famous calligraphers.

## 2.2 Data collection

This article uses the Octopus Collector for data collection. At the same time, after the crawling is completed, the crawled results are manually processed to delete duplicate comments, irrelevant comments, etc. in the data, and targeted selection of information about Jingting Mountain, Taohuatan and Li Bai Cemetery on Ctrip and Mafengwo websites comments, finally from the two major websites The website obtained 1,588 tourism evaluations about Jingting Mountain, 1,198 tourism evaluations about Peach Blossom Pond, and 152 tourism evaluations about Li Bai Cemetery as samples for this study, with a total of 2,938 comments and a total of 134,630 words.

## 2.3 Research methods

### 2.3.1 Text analysis method

This article uses text analysis method and uses ROST CM6 software to conduct high-frequency word analysis on thousands of comments on three scenic spots captured from the website, and conducts emotional analysis on the tourism comments on Jingting Mountain, Peach Blossom Pond and Li Bai Cemetery Scenic Spots respectively. analyze.

### 2.3.2 Establish analysis categories

Based on the results of high-frequency word analysis, the analysis categories are constructed, and combined with the tourist comments captured from the three attractions, three main categories of tourism resources, scenic spot services, and tourism environment are summarized. Among them, tourism resources include two subcategories: natural scenery and humanistic value; scenic spot services include two subcategories: basic services and supporting facilities; and tourism environment includes two subcategories: overall atmosphere and accessibility.

Table 2. Category list of analysis of tourist comments on Li Bai cultural tourism in southern Anhui

| Main category     | Subcategory      | Comment example   |
|-------------------|------------------|---|
| Tourism resources | Natural scenery  | With beautiful scenery, beautiful environment, lush vegetation and fresh air, it is a good place for tourism, vacation, leisure and stress relief.      |
|                   | Humanistic value | It is said that more than 300 poets and writers have visited it and left more than 600 poems and essays. It is known as the "Jiangnan Poetry Mountain". |
|                   | Basic            | Li Bai Cemetery is not big, but it should be  |

|                             |                       |   |
|-----------------------------|-----------------------|---|
| <b>Scenic area services</b> | services              | good in spring and summer. Unfortunately, there is no tour guide inside.  |
|                             | Supporting facilities | The parking fee is 10 yuan/time. Remember to return to the parking lot the same way you came.   |
|                             | Overall atmosphere    | The classic southern Anhui architectural style, green bricks, gray tiles, small bridges and flowing water, and the beautiful environment make people relaxed and happy. |
| <b>Tourism environment</b>  | Accessibility         | There used to be road construction all the way and it was very difficult to drive.  |

### 3 Analysis of research results

#### 3.1 High-frequency word analysis

Table 3. Distribution of high-frequency words in Li Bai cultural tourism reviews in southern Anhui

| Serial number | Keywords           | Word frequency | Serial number | Keywords                                   | Word frequency |
|---------------|--------------------|----------------|---------------|--|----------------|
| 1             | Li Bai             | 699            | 16            | Suitable                                   | 159            |
| 2             | Jingting Mountain  | 607            | 17            | Air  | 152            |
| 3             | Scenic spots       | 516            | 18            | Peach Blossom Pond is a thousand feet deep | 144            |
| 4             | Peach Blossom Pond | 480            | 19            | Convenient                                 | 140            |
| 5             | view               | 455            | 20            | Climb mountains                            | 133            |
| 6             | Attractions        | 416            | 21            | Play                                       | 117            |
| 7             | landscape          | 408            | 22            | Beautiful                                  | 117            |
| 8             | Tickets            | 384            | 23            | Not as good as Wang Lun's love for me      | 116            |
| 9             | Place              | 328            | 24            | Free                                       | 107            |
| 10            | Xuancheng          | 231            | 25            | Poet                                       | 102            |
| 11            | Neither            | 191            | 26            | Taibai                                     | 101            |
| 12            | Worth a visit      | 188            | 27            | History                                    | 100            |
| 13            | Environment        | 172            | 28            | Tourists                                   | 97             |
| 14            | Worth              | 172            | 29            | Hour                                       | 92             |
| 15            | Culture            | 168            | 30            | Jiangnan                                   | 89             |

Through the analysis of Table 3, it can be seen that the number one high-frequency word in the tourism reviews of the three scenic spots is "Li Bai", which shows that the motivation of tourists to visit these scenic spots is largely because of Li Bai, that is, tourists are very Pay attention to the humanistic value of tourism resources.

In addition, the high-frequency words ranked from 2nd to 7th, 9th, 10th, and 13th are tourists'

perception of scenic spot services and tourism environment, ranking from 12th, 14th, and 16th. From the high-ranking high-frequency words ranked 19th, 22nd, and 24th, it can be seen that tourists' emotional tendency towards scenic spot services and tourism environment is generally positive.

Among the top 30 high-frequency words, the 11th, 18th, and 23rd high-frequency words are all Li Bai's poems, which shows that Li Bai's poems will be mentioned repeatedly when tourists visit scenic spots. Because of these famous sentences, scenic spots such as Jingting Mountain, Peach Blossom Pond and Li Bai Cemetery are well-known to everyone; the high-frequency words ranked 15th, 25th, 26th, 27th, and 30th reflect what tourists think. Being able to feel Li Bai culture in these scenic spots or gain historical and cultural knowledge about Li Bai during travel can reflect tourists' favor for the humanistic value of Li Bai cultural tourism resources in southern Anhui.

### 3.2 Sentiment Analysis

In order to better analyze tourists' emotions towards three different types of attractions, this paper further conducts emotional analysis on the collected texts (Table 4). From the results, it can be seen that tourists have the highest proportion of positive emotions towards three different types of attractions, reaching up to 70.98%, 68.10% and 67.74%; negative emotions and neutral emotions account for a small proportion, but they are different in specific scenic spots. Jingting Mountain and Taohuatan account for the least neutral emotions, 14.16% and 14.83% respectively. Li Bai Cemetery has the lowest proportion of negative emotions, accounting for 15.48%.

Table 4. Sentiment analysis table of travel reviews

| Attractions               | Emotion category  | Total proportion | Generally | Moderate | High   |
|---------------------------|-------------------|------------------|-----------|----------|--------|
| <b>Jingting Mountain</b>  | Positive emotions | 70.98%           | 30.68%    | 23.72%   | 16.58% |
|                           | Neutral emotion   | 14.16%           |           |          |        |
|                           | Negative emotion  | 14.86%           | 11.54%    | 2.74%    | 0.06%  |
| <b>Peach Blossom Pond</b> | Positive emotions | 68.10%           | 27.59%    | 22.65%   | 17.86% |
|                           | Neutral emotion   | 14.83%           |           |          |        |
|                           | Negative emotion  | 14.86%           | 11.80%    | 3.91%    | 0.56%  |
| <b>Li Bai Cemetery</b>    | Positive emotions | 67.74%           | 29.68%    | 23.23%   | 14.84% |
|                           | Neutral emotion   | 16.77%           |           |          |        |
|                           | Negative emotion  | 15.48%           | 11.61%    | 1.29%    | 1.29%  |

It can be seen that Li Bai cultural tourism in southern Anhui has generally received good feedback from tourists. Tourists' comments on the three types of tourist destinations: Jingting Mountain, Taohuatan and Li Bai Cemetery are all based on positive emotions. This shows that it is also consistent with the analysis of the previous high-frequency word analysis results in which words with positive emotions ranked higher.

However, the negative emotions of some tourists' evaluations in the analysis results still deserve attention. Combined with the analysis of tourism reviews, the reason why tourists have negative emotions and make negative evaluations is largely because they are not satisfied with the scenic spot services and tourism environment during Li Bai cultural tourism. Specifically, it causes tourists to have negative feelings about Wannan. The main factors causing negative emotions about regional Li Bai cultural tourism are:

① Ticket prices are too high. "Tickets" ranks higher among the high-frequency words in Li Bai cultural tourism reviews in southern Anhui, indicating that the ticket issue is more prominent in

scenic spot services. In their comments, many tourists believe that the ticket price for the scenic spot is too high, and there are many hidden consumption or repeated consumption in the scenic spot, which is very unacceptable; ② The supporting facilities are not perfect. From the negative comments of some tourists, we can find that many tourists mentioned that there was no tour guide service during the tour, and the parking lot in the scenic spot was relatively small, making parking more difficult; ③ The overall atmosphere in the scenic area is not good. In the negative emotional comments, some tourists also mentioned that the tourism inside the scenic spot is highly commercialized, and many antique buildings ruin the overall atmosphere of the scenic spot.

#### **4 Ideas for the development of Li Bai cultural tourism products in southern Anhui**

The six basic elements of tourism include food, accommodation, transportation, travel, shopping, and entertainment. Based on the previous analysis of the evaluation of Li Bai cultural tourism in southern Anhui, the following will discuss the design of Li Bai cultural tourism products from the perspective of the six basic elements of tourism.

##### **4.1 Food characteristics**

As the saying goes, "Food is the most important thing for the people", and tourists pay more attention to food during travel. However, during the previous analysis process, there were almost no food-related words among the high-frequency words commented by tourists. It can be seen that the food in the Li Bai Cultural Tourist Area in southern Anhui did not leave a deep impression on tourists. As one of the six basic elements of tourism, the development of food and beverage products can be improved from the following three points.

First of all, local food habits should be combined with Li Bai culture to develop food products that have both southern Anhui characteristics and Li Bai culture. The southern Anhui region is the birthplace of Anhui cuisine, one of the eight major cuisines, and has given birth to many famous dishes that are world-renowned. After combining with Li Bai culture, special dietary products such as Taohuatan stinky mandarin fish and Jingtingshan hairy tofu can be developed. With the help of The star product in Anhui cuisine has sparked Li Bai culture. Secondly, we can also learn from the successful experiences of some large scenic spots to develop some Internet celebrity gourmet products, such as developing ice cream in the shape of the gate of Li Bai's cemetery. Finally, Li Bai cultural elements can be added to the catering services in the scenic spot. For example, store names, box names, etc. can be adapted from Li Bai's poems, Li Bai's pictures and life stories can be displayed in conspicuous places in the hotel, and service staff can also wear Li Bai-related clothing, etc. .

##### **4.2 Accommodation environment**

B&Bs and hotels next to scenic spots related to Li Bai culture also need to be integrated with Li Bai culture, because the accommodation environment will actually have a certain impact on tourists' travel evaluation. At the same time, in the previous analysis, we also found that tourists have a certain impact on the tourism atmosphere. The perception is not limited to the interior of the scenic spot. Based on this, the suggestion for accommodation products is to create a good atmosphere for Li Bai cultural tourism on the premise of providing basic rest and leisure. Because tourists' accommodation is very important in the entire tourism process, if tourists can also experience many elements related to Li Bai culture during their accommodation, this will also deepen tourists' impression of Li Bai cultural tourism.

### 4.3 Transportation accessibility

According to the previous analysis and tourists' comments, it can be seen that the three case sites selected in this article are all a certain distance from the urban area, and the Taohuatan and Li Bai Cemetery scenic spots are still in the county town, and most tourists come to visit by car. Therefore, the following strategies are proposed to improve transportation accessibility for Li Bai cultural tourism. First of all, develop a special line for Li Bai culture, and develop a number of high-quality lines for Li Bai cultural tourism based on the situation of the scenic spot, so that the road to the scenic spot will not only have more diverse choices, but also make the playability higher. Secondly, improve infrastructure and related supporting services. In addition to providing campsites, parking lots, etc. for self-driving tours, we can also provide car rental services to meet the needs of tourists. Finally, Li Bai culture should be integrated into transportation. For example, posters related to Li Bai culture can be posted on the carriages of dedicated lines, and roads leading to scenic spots should be named after Li Bai's famous works.

### 4.4 Play experience

From the previous analysis, it can be seen that most of the tourists' comments on Li Bai cultural tourism are satisfactory, but there are also negative comments. Therefore, when improving the play experience, we should focus on the issues involved in negative comments from tourists. First of all, ticket prices should be appropriately lowered to achieve one-ticket admission, and measures such as half-price tickets should be implemented on Li Bai's birthday, death anniversary or during the off-season. Secondly, the supporting facilities in the scenic area should be improved and tour guides should be provided in the scenic area so that tourists can gain relevant knowledge about Li Bai culture during their travels. And build a large parking lot to solve the problem of parking difficulties. Finally, some shops that hinder the overall atmosphere of the scenic spot should be appropriately relocated, and antique buildings that are incompatible with the scenic spot should be demolished to retain the original style of the scenic spot and enhance the tourist experience.

### 4.5 Travel and Shopping

Shopping is an important part of tourism activities, but according to the above analysis, it can be found that there are almost no words related to shopping among the high-frequency words in travel reviews, which shows that tourists are not impressed enough by the shopping in Libai Cultural Tourism Scenic Area in southern Anhui. Therefore, tourists' tourism shopping experience should be improved from the following aspects. First of all, distinctive Li Bai cultural tourist souvenirs should be developed and designed to attract tourists to buy them. For young people, you can co-brand with large brands to design Li Bai culture backpacks, clothes and other products. For middle-aged and elderly people, we can design some Li Bai culture office supplies, or we can further cooperate with local tea companies to design Li Bai culture tea products, etc., to create a characteristic brand. Secondly, a good shopping atmosphere must be created. The core feature of Li Bai culture must be highlighted in the scenic area, and overall planning must be carried out to avoid excessive commercialization. Finally, good shopping services need to be provided. Conduct unified training for sales staff and establish unified standards for shopping services. At the same time, Li Bai culture can also be reflected in services, such as using poems to communicate with tourists, using poems to greet tourists, and introduce products.



## 4.6 Entertainment experience

Entertainment experience plays a great role in the tourism process, because it can enrich the experience of the tourism process and obtain direct pleasant feelings. From the previous analysis, it can be seen that tourists mainly take a fancy to the humanistic value of tourism resources when traveling to Li Bai culture. Therefore, when designing entertainment experience products, the humanistic value of tourism resources should be highlighted. For example, the Li Bai Cultural Tourism Scenic Area in southern Anhui can be linked to organize a Li Bai Cultural Festival event to attract tourists to check in at the scenic spots involved in the event, and reward tourists who successfully complete the tasks with Li Bai cultural and creative products. At the same time, some daily interesting activities can also be set up, such as Li Bai creative cultural performances, Li Bai cultural knowledge quizzes, etc., to better spread Li Bai culture.

## 5 Conclusion

This article collects tourist reviews of Li Bai cultural tourist attractions in southern Anhui on tourism websites, and uses high-frequency words mined from the reviews to establish three main categories of tourism resources, scenic spot services and tourism environment, as well as natural scenery, humanistic value, The six categories of basic services, supporting facilities, overall atmosphere, and accessibility were used to analyze tourists' emotional attitudes towards the Li Bai Cultural Tourism Scenic Area in southern Anhui. Based on the analysis results, the development ideas of Li Bai cultural tourism products are put forward from the perspective of six basic elements of tourism, hoping to provide reference for the research and development of Li Bai cultural tourism.

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