

A Literature Review of Social Value of Tourism

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Abstract: Tourism is an industry involving many aspects and fields. It plays different roles in society and individual tourists. By sorting out the literature about the social value of tourism in recent years, this paper explores the aesthetic value, comfortable physical and mental value, cultural value, spiritual value, educational value and social development value of tourism. It is found that there are some problems in the existing research, such as the monotony of research methods and the lack of interdisciplinary research.

Keywords: Tourism; Social value

1. Introduction

Tourism is a kind of spiritual emptying, a kind of physical relaxation. Tourism has an impact on society and individual tourists. A tour can let you enjoy beautiful scenery, beautiful experience, beautiful culture, let people better perceive beauty. Many studies on the value of tourism are based on its economic value, emphasizing its role in driving the economy and promoting income growth. This paper explores the social value of tourism by sorting out relevant research in recent years.

2. Aesthetic Value

Tourists can enjoy beautiful scenery, delicious food, gorgeous performances, and experience the charm of various cultures in the process of traveling. Tourism gives tourists a sense of beauty and embodies its aesthetic value. Yao Wenlong and Xie Zhengfa (2017) said: "The most direct value of national art in the tourism exhibition project is the ornamental value. The pure ornamental value is the external surface value, which is the aesthetic experience and enjoyment of the audience through watching the tourism exhibition." [1] Tourists can gain aesthetic experience and taste edification in the process of watching tourism performances. They can also experience the charm of blending various aesthetics in the process of tourism. Du Changchun (2016) said in his article on the concept, value and development strategy of tea culture tourism: "In the process of tea culture tourism development, the project developers present to tourists the beauty of nature, ecology, the beauty of combination of movement and quiet and the beauty of blending scenes. This not only enables tourists to enjoy the profound cultural background of tea culture and lush tea forest. Beauty experience also enables tourists to strengthen their own ecological concepts in the natural ecology, and to realize and respect life in self-reflection. [2] He not only thinks that tea culture gives tourists a variety of aesthetic

experience, but also raises the aesthetic experience to the perception of human and natural ecology.

Tourism is an industry that creates beauty. Tourists experience the beauty of architecture and scenery, enjoy the blooming of cultural beauty, immerse themselves in the unique artistic beauty of the nation, and appreciate the mellow beauty precipitated by a long history in various types of tourism. After viewing, the pleasure of body, mind and spirit is gained.

3. The Value of Comfortable Body and Mind

Tourists go to beautiful places, feel the natural scenery, listen to the voice of natural organisms, immerse themselves in green plants, can relax their body and mind, participate in leisure activities and sports, and also play the role of physical exercise and health. Zhu Yuqiong (2015) and others believe that recreational sports tourists can get comfortable feelings and free and free free and free enjoyment through their personal participation. [3] The view of Zhou Dao Equal Person (2005) better summarizes the positive impact of tourism on tourists' individual body and mind. They put forward the following suggestions: "In the border area of Hunan, Hubei, Chongqing and Guizhou, mountains and rivers, forests, natural hot springs, wind, rain, ice and snow, as well as blue sky, fresh air, bright sunshine, appropriate temperature, together with unique folk customs, folk songs and dances, and national sports, these beautiful selfhood." However, the environment and the unique humanistic atmosphere are undoubtedly beneficial to people's physical and mental health. In this natural and humanistic environment, people carry out sports and leisure activities, resulting in physical fitness, eliminating tension and boredom, stimulating spirit, exercising will, cultivating noble sentiments and other functions that are incomparable in the modern urban and rural living environment of

sports activities. Therefore, the development of sports leisure tourism in Hunan, Hubei, Chongqing and Guizhou border areas has unique value in improving people's physical and mental health, pleasure and quality of life. [4] Sun Wei et al. (2013) also emphasized the significance of ice and snow sports tourism for tourists' health. They believed that ice and snow sports tourism could promote people to participate in sports activities and exercise. [5] Lian Enyong and Liu Jiyou (2008) said that sports tourism has a fitness function: "Sports tourism is a higher level of tourism than sightseeing tourism, through personal participation in a fitness, adventure or war-watching sports activities, not only can enhance physical fitness, physical fitness, but also cultivate sentiment." [6] Even if we just go out to breathe fresh air, take a spring outing, go outing, and change a different environment, we can give tourists physical and mental relaxation. What's more, we often find the vastness of the world on the way of traveling. Many troubles are cleared away instantly, and return to work and life to become more energetic and better mood.

4. Cultural Value

4.1. Understanding and respecting new culture

For tourists, every trip is a process of learning new culture and feeling the charm of different cultures. Through folklore tourism, we can get in touch with the colorful folk culture in various places. Folk culture is a window of our multi-ethnic culture. We can observe, experience and explore the form, lifestyle and ideology of our national culture. [7] In the process of participating in tourism, we can learn a lot about different cultures and increase our knowledge. In the process of participating in leisure sports tourism, people can not only understand the development process and achievements of sports, enrich their knowledge structure, improve their cultural quality, but also lay the foundation for national fitness activities. [8] When we go to unused areas and visit scenic spots and historic sites, we have a subtle understanding of some local history and culture. When we go to minority areas, we watch and participate in evening parties, appreciate primitive music performances, and participate in enthusiastic dance carnivals. We feel their enthusiasm and respect their culture.

4.2. Enhancing cultural excavation and promotion

For tourist destinations, the development of tourism is conducive to a better understanding of local culture, enhance the sense of cultural identity and pride, in order to better protect and promote local culture. Museums, folk culture halls, historical relics or non-heritage Arts in many places play an important role in the cultural heritage of a region, and bring more identity, sense of belonging and pride to the local residents. [9] Tourist activities

try to show some values in human history. Therefore, many festival activities represented by them are taken as a platform for exhibition, but they have made great contributions to the protection of culture, and have protected, excavated and preserved those customs, festivals, behavior habits and the accompanying handicraft, architecture and music which are on the verge of extinction or extinction.[10-11]. The combination of traditional literature and art, performance and new forms of expression and communication makes more cultures innovate and continue.

4.3. Intermediary of cultural communication and communication

Whether local residents or tourists, they all bear the identity of cultural disseminators. Local residents represent the local culture, while tourists also undertake the transmission of their own culture. In the process of tourism, local cultures are integrated and exchanged, and tourism promotes cultural exchanges.[12-13]. up to the entry-exit tourism, the exchanges between tourists and residents of the destination show the different cultures of the two countries, and also the dialogue between different civilizations. [14]

5. Spiritual Value

5.1. Enhancing cohesion and solidarity

In any tourist destination, the development of tourism activities cannot be separated from the government's policy support, the participation of residents and the leadership of enterprises. Any form of tourism comes from multi-party cooperation. It can be said that tourism can play a role in uniting destinations and enhancing local cohesion. When displaying local charm and receiving tourists, local residents will spontaneously generate regional awareness and enhance local cohesion. [15] When traveling abroad, we often have stronger patriotism, which is the same reason. No matter where they are, the descendants of Yan and Huang are very attached to the mainland of their motherland and their ancestral places. The search for the roots of surnames reflects a strong sense of national identity and belonging. [16] Tourists have a better understanding of the local residents when they travel to different ethnic areas and learn about the local history, culture and religious culture. The exchanges among different nationalities have also enhanced the understanding among nationalities, at the same time, strengthened the cohesion of the Chinese nation, which is conducive to social harmony.

5.2. Promoting the positive energy of society

When displaying local living habits and folk culture, tourist destinations always resort to different forms of artistic performances, such as charm of Xiangxi by means of singing and dancing, which not only shows the

local charm culture, but also shows the local people's desire to overcome difficulties and fight for a better life in the natural environment. [17] Such performances show us the positive energy of society. Nowadays, sports tourism in many areas is leading a healthy lifestyle, allowing tourists and destination residents to exercise leisure together.

6. Educational Value

6.1. Carrier of education

Tourism also plays an active role in education. Although there are many touching heroes and deeds in the revolutionary period of our country, we are still shocked by the appropriate forms of artistic expression. The development of red tourism can carry forward the great national spirit, and it is also an effective carrier of Ideological and moral education. [18] In some places, after the disaster, disaster memorial places have been set up. This kind of black tourism can also give tourists education and enlightenment, such as moral education, safety education, environmental protection education and so on. [19] Some urban tourist destinations also help tourists understand the process of urban and rural development. For example, Xiaogang Village can let people understand the practice of reform and opening up in rural areas. Urban tourist destinations are helpful for tourists to understand the process of socialist development in China. [20]

6.2. Improvement of residents' quality

In the process of tourism development, the residents of tourist destinations participate in tourism, constantly understand the local culture and history, and constantly improve their own quality. At the same time, destination tourism units will also carry out tourism training, improve the quality of tourism practitioners, and improve the quality of local residents bit by bit. The development of tourism in some remote areas has attracted many tourists. In the process of tourism, tourists have brought about an open ideology and culture, and the residents of the destination communicate with them.

7. The Value of Social Development

7.1. Promoting regional development

Tourism promotes the development of destination cities. In the development of tourism in Yunnan Province for decades, a better tourism image has been established. Now the transformation from sightseeing tourism to leisure tourism is a re-promotion of the tourism image of Yunnan Province. It also puts forward higher requirements for the development of public utilities such as infrastructure, reception service and management mechanism of the destination, thus speeding up the pace of its urban development. [23] For rural tourism destinations, the development of tourism can increase infrastructure

conditions such as investment in transportation facilities construction and communication facilities in rural areas, and provide a feasible path to promote urbanization. [24] The development of tourism can shape the image of a region, and the image of many regions is displayed through tourism. Therefore, the development of attractive and high-quality tourism can create a good image of a region.

7.2. Enhancing the protection and utilization of facilities

For industrial tourism and sports tourism, the development of tourism can make multiple use of facilities. When facilities are not only used for industrial production, their utility value is also enhanced. [25] For sports venues, competition alone cannot make full use of the venues. For a lot of time, venues or facilities are idle. Using these facilities as tourist attractions not only increases tourists' tourism choices, but also makes full use of or protects sports facilities and venues. For rural or urban tourist destinations, tourism development makes the local infrastructure construction more perfect, which can not only facilitate the lives of residents, but also provide more convenient services for tourists.

7.3. Protecting the local environment

The concept of eco-tourism has made tourism destinations pay more attention to the protection of local ecological environment, health environment, cultural environment and so on. Many historical relics and non-heritage skills have been protected. The protection of local ecological environment has also left more green mountains and rivers that can attract tourists. The local residents and enterprises have also established a green development concept.

8. Conclusions

8.1. Uniformity of research methods

After reading about 40 literatures, the research on tourism value is basically based on the methods of literature research or interviews. A few literatures only have data to support the analysis of economic value. The social value of tourism does not have an appropriate measurement standard, most of the literature is qualitative research, research methods are single.

8.2. Lack of Interdisciplinary Communication Research

Tourism is an industry that involves many industries and fields, and its value cannot be studied only from the perspective of tourism. Only two articles in the literature are studied from the perspective of sociology [26] [27]. Tourism involves government policies, the development of tourism enterprises, the development of tourism desti-

nations, the behavior and psychology of tourists, and social processes. Follow-up studies can study the value of tourism from the perspective of sociology, psychology, behavior and other disciplines through interdisciplinary research.

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