

Research on Historical and Cultural Resources of Tourist Cities by 3P Analysis Method -Take the ‘Spring City’-Jinan as an Example-

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Abstract

In order to better integrate historical and cultural resources into tourism brand design and improvement of tourism quality, this paper puts forward a 3P analysis method with literature research and field survey from the perspective of experience design. This method mainly sorts out tourist cities' historical and cultural resources with determining the historical Place, historical People and events Performance from the time perspective. This paper also takes the ‘Spring City’-Jinan as the case example to discuss and sort out its historical and cultural resources in the framework of 3P analysis method. The analysis results show that, the 3P analysis method provides an innovative idea not only for comprehensive combing of historical and cultural resources of tourist cities but also for designing tourism products. This method is also valuable in clarifying the cultural characteristics of a tourist city. The details are as follows: inspiration for historical and cultural resources integration; highlighting the ‘uniqueness’ of cultural elements; inspiration for protecting ancient streets, old buildings and folk arts exhibition.

Keyword: The 3P analysis method, Tourism, Historical and cultural resources, Experience design

1. Introduction

Maslow believed that only when people have needs can they take action [1]. Tourism activities are people's demands for traveling, sightseeing, study, exploration, fitness, vacation and other activities [2]. In order to adapt to the change from ‘static lifestyle’ to ‘active lifestyle’ and to satisfy people's demand for seeking high-quality route, the improvement of service quality has become an important aspect of tourism development.

However, how can China give full play to its advantages and improve the quality of tourism services for occupying a position in the international tourism market?

The five-thousand-year history and culture provides unique conditions for the development of China's tourism industry. Although since the Reform and Opening up Policy, China's tourism industry has

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Received(January 03, 2020), Review Result(1st: January 28, 2020, 2nd: February 11, 2020), Accepted(March 13, 2020), Published(March 31, 2020)



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achieved unprecedented development, the current industry lacks profundity and systematicness both in sorting out historical and cultural resources and in designing and developing tourism products. It is an urgent task for tourism designers not only to grasp the historical and cultural resources profoundly and systematically, but also to display the resources in tourism design for improving tourism experience.

Taking the historical and cultural resources in Jinan of Shandong province as an example, this paper puts forward a 3P analysis method of resource integration around historical and cultural resources from the perspective of tourism user experience. The 3P analysis method adheres to the integrity thinking, hierarchy thinking, orderly thinking and adopts the method of system theory analysis. It not only can provide an analytical framework for sorting out and analyzing historical and cultural resources, but also can be helpful for improving tourism design.

2. The basic principles of 3P analysis method

“History and culture are the destinations in searching for dreams and they make modern tourism become a high-level spiritual journey for human beings [3].” For tourists, understanding the historical and cultural resources of a tourist city is a journey of seeking unknown history and culture. For a tourist city, only highlighting the local special history and culture, can the city get a better praise from tourists and can further expand its popularity and influence. For tourism designers, only perceiving and grasping the historical and cultural resources in comprehensive, systematic, profound and detailed ways, can they present profound implications of historical and cultural resources comprehensively and profoundly when designing and developing tourism service system.

Historical and cultural resources are all-inclusive. Generally speaking, the materialized resources of historical culture mainly refer to historical relics; and the spiritual resources include historical people and important historical events [4]. The 3P refers to three important resources in history and culture, namely, historical Place, historical People and historical Performance. The 3P analysis method is a model that analyzes the historical and cultural resources of tourist cities around the above three elements from the time perspective.

The first P is historical Place which means combining the place elements according to the geographical space order or historical chronological order. Spaces are the objective basis of history exists and are the space carriers of historical and cultural resources. Clear concepts of historical spaces enables tourists feel historical background better. Therefore, combing historical places resources of tourist cities become the first priority.

The second P is historical People which means combining and summarizing famous historical people in chronological order. Tourists' impression of a tourist city often comes from a certain historical or cultural celebrity. For example, when we mention Qufu, we will think of Confucius, and when we mention Shaoxing, we will think of Lu Xun. Geographic spaces can give a city distinctive bones. But it is the people that enrich the city. For tourists, traveling is a journey of looking for a city's history, is a dialogue with historical people and also is a spiritual journey. Therefore, combing historical people has rich connotation for grasping historical and cultural resources.

The third P is historical Performance which means the analysis of specific historical performance resources around historical culture or people from the perspective of history. As a kind of culture and a way of life, folk custom is constantly changing with time, and gradually forms a special regional folk festival. Local folk festivals also become the memorial carrier of a city's historical and cultural heritage, and form a unique tourism historical resource -- historical performance resource. Analyzing folk festivals can both grasp the characteristics of local people and deeply understand the cultural inheritance of a city.

3. The application of 3P analysis method in Jinan

Jinan is an ancient cultural city. To the south is Mount Tai and to the north is the Yellow River. More than 4000 years ago, Longshan (means dragon mount) Culture originated from here. In December 1986, it was declared a national historical and cultural city by the State Council. Through the accumulation of history, Jinan has become a comprehensive historical and cultural city with 'spring water' as the city image, historical people such as Yu Shun and Laoshe as cultural symbols, and various folk festivals related spring water and people as cultural activities.

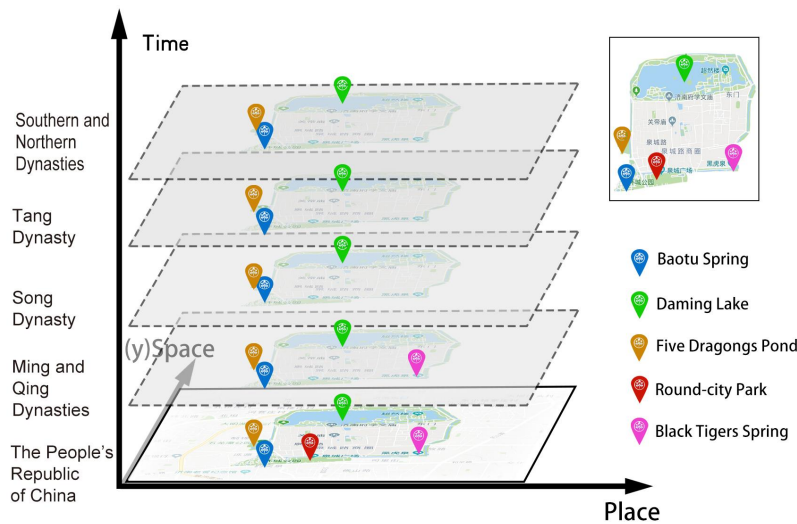
In order to show 3P analysis model deeply, this part takes the historical and cultural resources of Jinan for an example and discuss and combine the origins and accumulations of the historical spaces, historical people and historical performance. This method both can provide an innovative way for combining tourism resources and designing tourism landscape and can provide an innovative route for improving tourists' experience.

3.1 The historical Place resources of Jinan

Jinan has superior geographical conditions and beautiful natural environment. It is known as the numerous springs in the world. In history, scholars have never been stingy in their praise of Jinan. "The

beauty of Jinan comes from nature, with mountains in the south and lakes in the north. Beyond mountains and lakes, there are 72 springs, and springs forms a stream through the city and around the city walls”. History books also had records of Jinan’s springs. “In the 18th year of Duke Huan of Lu (694 BC), Duke Huan mat the king of Qi at Luo” (from Shui Jing Zhu). Luo once was Baotu Spring.

In 2013, the national 5A-class tourism scenic spot ‘Best Spring in the World’ were officially approved. [Fig. 1] shows the five parts of this scenic spot and their historical time.



[Fig. 1] Historical Place Resources of Jinan

On one hand, this scenic spot effectively integrates the historical and geographical resources of Jinan; on the other hand, the scenic area is mainly composed of the four famous waters of Jinan including Baotu Spring, Daming Lake, Five Dragon Pond and The Black Tiger Spring. These four waters are connected by The Round-city Park which highlighting the characteristics of ‘Spring City’ and forming a unique tourism experience. [Table 1] shows the resources of the above five historical spaces from the perspective of time.

[Table 1] The Main History of the five parts in ‘Best Spring in the World’ Scenic Spot

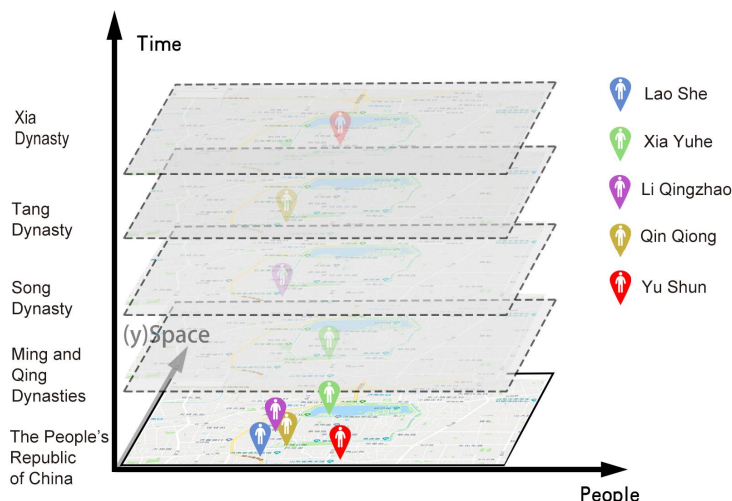
Place	Main Historical Records
Baotu Spring	①694 BC: Duke Huan mat the king of Qi State at Luo. ②Northern Wei Dynasty: Li Daoyuan, an famous essayist, said in Shui Jing Zhu: “Luoshui (shui means water) river originated from the southwest of the old LiCheng county. The headwaters flowed upwards and looked like the wheel. The headwaters flowed upwards and looked like the wheel. The water formed a few feet white big wave. The voice was similar to the hidden

	<p>thunder.”</p> <p>③Tang and Song Dynasties: Zeng Gong, an famous essayist in Han dynasty, first called the spring ‘Baotu Quan (Quan means spring)’.</p> <p>④Qing Dynasty: Liu E, a poet in Qing dynasty, recorded in The Travels of Lao Ts’an: “Three big springs bottomed up from the bottom of the pool and had two or three feet above the water’.</p>
Daming Lake	<p>①Northern Wei Dynasty: The earliest record was found in Shui Jing Zhu. It was called ‘Pi’ and ‘Li Shui’.</p> <p>②Sui and Tang Dynasties: It was called ‘Li Shui Pi’.</p> <p>③The end of Jin Dynasty: Yuan Haowen, a famous litterateur and historian, began to call it ‘Daming Lake’ which still in use today in Ji’nan Travel.</p> <p>④The 13th century: Marco Polo, an Italian traveler, described Daming Lake in his travel notes as “a place with beautiful gardens and scenery pleasing one’s eyes and with mountains and lakes never be stopped by our minds”.</p>
The Black Tiger Spring	<p>①Name Origin: The spring source is in a deep cave at the foot of a steep wall. In ancient times, there was a swarthy rock in front of the cave. When the water struck the rock, the voice liked a roaring tiger. In addition, the rock also looked like a crouching tiger, so it was named ‘black tiger’.</p> <p>②In the golden autumn of 1991: Two giant tigers were added to the east side of the spring with a copper one and a stone one. They look like walking down the mountain and are very mighty.</p>
Five Dragons Pond	<p>①Northern Wei Dynasty: According to the record in Shui Jing Zhu, this water area was existed before the Northern Wei dynasty. It was called ‘Jing Chi’.</p> <p>②Song Dynasty: It was called ‘Siwang Lake’.</p>
The Round-city Park.	<p>①History: The park was restored and reconstructed around the original moat. The moat of Jinan was first built in Han dynasty.</p> <p>②In 2010: It completed the reconstruction and began its navigation formally, connecting the four spring groups into an organic whole. They are the Black Tiger Spring, Baotu Spring, Five Dragons Pond and Pearl Spring. This forms a landscaping center characterized by lakes, mountains, spring water, and constitutes a new spring tour landscape zone.</p>

In addition to the five historical places mentioned above, Jinan also has many historical space facilities, such as Qianfo Mount and Furong Street.

3.2 The historical People resources of Jinan

Thanks to the unique geographical conditions, Jinan has gurgling spring water and owns the spirit of heaven and earth. It once nurtured a lot of wise people and famous historical events. The author did a survey in tourists. “Before you came to Jinan, which historical people related to Jinan do you know?” The 40 respondents were all first-time visitors to Jinan. Among them, 90% tourists chose Lao She, followed by Li Qingzhao, Xia Yuhe, Qin Qiong and Yu Shun. [Fig. 2] shows the survey results and their living periods.



[Fig. 2] Historical People Resources of Jinan

[Table 2] shows the relationship between the above five characters and Jinan.

[Table 2] A Historical Review of Jinan's Historical People Resources

People	Time	Introduction
Yu Shun	about 2277-2178 BC	①One of 'The Three Emperors and Five Sovereigns'. ②In the story of 'Shun once tilled in Lishan', Shun had great prestige among people because of his noble character. ③He was the holy king of China during the Longshan culture period also.
Qin Qiong	(? -638)	①He was born in Licheng county of Jinan. ②Main experience: At the end of Sui dynasty, Qin Qiong went and seek refuge with Li Yuan (an emperor), and made a contribution to the establishment of Tang dynasty under Li Shimin's authority. ③The representation of 'Shandong Hero'.
Li Qingzhao	(1084-about 1155)	①She was born in Jinan. ②An outstanding graceful and restrained female poet in the Southern Song dynasty; ③Her Song poems reached a perfection stage in artistic and formed an unique style -- 'Yi'an style'. She was honored as 'the greatest poetess in the history of Chinese literature'.
Xia Yuhe	During the period of Emperor Qianlong	①She is a character in Qiong Yao's (a famous writer) novel Princess Huanzhu. ②She was born in Jinan and was famous for the love story with the emperor Qian Long.
Lao She	1899-1966	①He was the first Chinese writer to win the title of 'people's artist'. ②Jinan was his second hometown. ③He wrote some proses like Autumn in Jinan and Winter in Jinan.

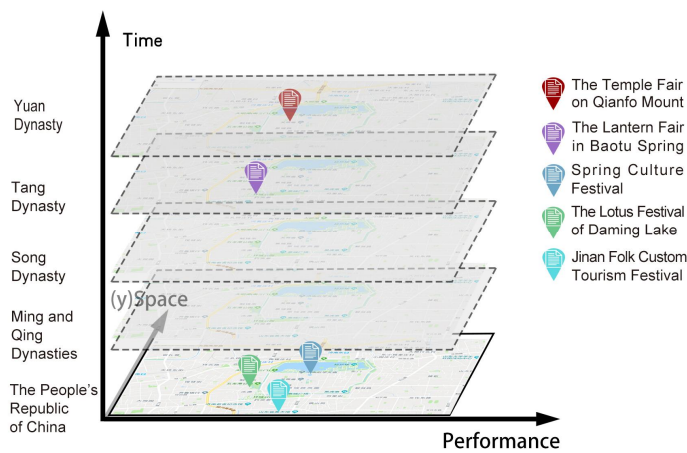
These five celebrities have both historical people and literary figure, but they all have a close

relationship with Jinan. From the history, Yu Shun and Jinan have the longest history. From this we can also see Jinan has a long history.

3.3 The historical Performance resources of Jinan

In addition to history place and people, another major carrier of cultural heritage is historical Performance about places and people, which is the third P of the 3P analysis method. These performances are folk custom and folk custom festivals.

Jinan has a long history and rich culture. Rich and colorful folk customs resources make the city own its unique charm. [Fig. 3] shows the specific representative events and there historical time. They are ‘The Temple Fair on Qianfo Mount’, ‘Lantern Fair in Baotu Spring’, ‘Spring Culture Festival’, ‘Lotus Art Festival in Daming Lake’ and ‘The Folk Custom Tourism Festival’.



[Fig. 3] Historical Performance Resources of Jinan

These festivals have not only the special folk festivals that have been handed down from history to the present, but also the main folk festivals newly developed according to Jinan’s characteristics. [Table 3] shows the festivals’ history and features.

[Table 3] A Historical Review of Jinan’s Historical Performance Resources

Performance	History	Features
The Temple Fair on Qianfo Mount	Yuan Dynasty: The 9th day of September was designated as The Temple Fair on Qianfo Mount.	①On both sides of the mountain road are all kinds of stalls. ②In Xingguo Temple on Qianfo Mount, monks chanted sutras and performed Buddhist rituals. The smoke of joss stick surround the mountain, drums and rocks sing together, and

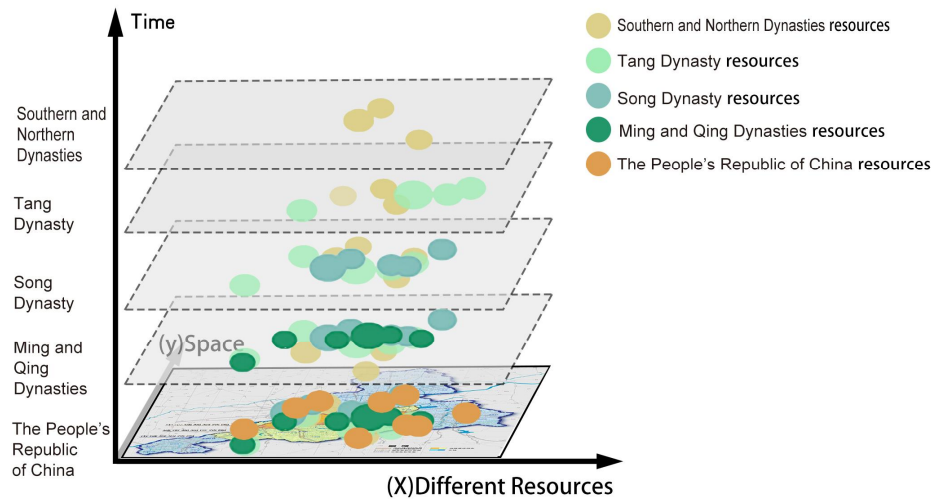
		incense flourished. ③One of Jinan's eight scenes -- 'appreciate chrysanthemum on Qianfo Mount' adds more colors for the fair, and is so special funny.
The Lantern Fair in Baotu Spring	Tang Dynasty: Set the 15th day of the first lunar month as the Lantern Festival.	①Special activities: Lantern activity in Baotu Spring. ②Art programs: walking on stilts, rowing land boat, playing the lion, etc.
Spring Culture Festival	In September 2013, Jinan held the first 'Spring Culture Festival'.	①Topic: Water and Springs Conservation Action. ②Festive Features: The organic combination of spring water, culture, art and development makes spring water culture festival become an urban paradise for people and tourists to experience and appreciate.
The Lotus Festival of Daming Lake	In 1986, the 20th Standing Committee of the 9th Municipal People's Congress formally approved the Lotus flower as the municipal flower of Jinan. The first lotus flower exhibition was held in that year.	①Special activities: Lotus Fairy Selection Competition with the theme of 'health, vitality, youth and fashion', Lotus Lantern Festival, Evening Party of Chinese Valentine's Day, Dragon Boat Race, Beer Festival, Summer Garden Party at night, Lotus Parade Performance and some other activities. ②Other activities: Visitors can enjoy delicious food during lotus food week and beer festival. They also can float lotus lanterns to express good wishes and hopes. ③Taoist blessing ceremony will be held in front of the temple of the North Pole. Daming Lake recreates the spectacular scene of the lantern display.
Jinan Folk Custom Tourism Festival	Since 2002	①Folk art performances like local opera, yangko, stilts, magic, monologue and folk art performances; folk handicrafts with special style like dough modelling, egg decorating, sugar painting and facebook. ②Other folk activities that enthusiasm for the general public and tourists like carried sedan, magic lantern, shadow play and paper cutting. ③Local traditional manufacturer and snacks display.

In the development of tourism resources, the government and tourism developers have carried out rich and colorful activities around these festivals and formed unique historical event resources in Jinan.

3.4 The application of 3P analysis method in the tourism resource development in Jinan

The above analysis of the historical resources of Jinan shows that, as a famous culture city, Jinan does not lack high-quality history resources. The 3P analysis method can effectively integrates Jinan's existing historical and cultural resources which showed in [Fig. 4]. From the figure, it can be clearly seen that the historical resources in the city are cultural resources which have accumulated with time. This lays the foundation of tourism era. In recent years, the promotion of government awareness take Jinan's tourism into an unprecedented development prospects.

Firstly, in historical spaces, in 2013, the national 5A-class tourism scenic spot ‘Best Spring in the World’ with the five main parts of ‘Baotu Spring, Daming Lake, Five Dragon Pond, the Round-city Park and the Black Tiger Spring’ were officially approved. This marks a zero breakthrough in the history of 5A-class tourism scenic spots in Jinan.



[Fig. 4] Historical and Cultural Resources Map of Jinan

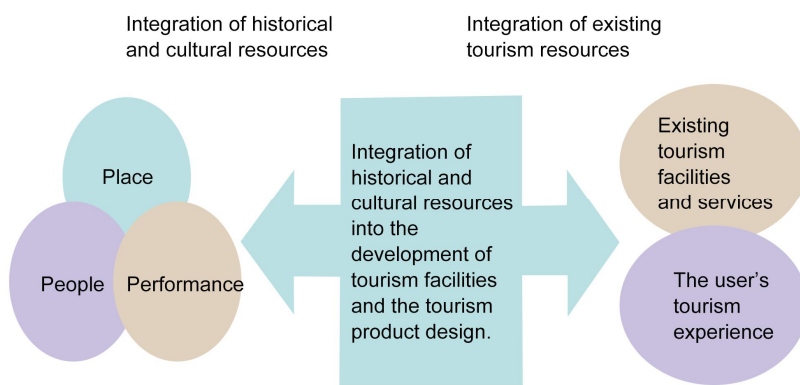
Secondly, in historical people, in history, Jinan has left behind many historical resources related to people. Thanks to the efforts of tourism developers, these resources also have become Jinan’s tourism cards. The first historical tourism resource related to Yu Shun is Qianfo Mount. In the story of ‘Shun once tilled in Lishan’, Lishan is Qianfo Mount now. It is said, Lishan road was the tilling place of Shun. Jinan’s flourishing high-grade commercial street -- Shun Jing street (Jing means well) is also related to Yu Shun. On the street, there is an old well. It is said that this well was dug by Shun and it was also the material evidence of Shun once tilled here. The garden style hotel -- Shun Geng villa -- was built on the original site of Shun tilled. There are also many historical resources related to Qin Qiong, such as the locust tree for horse-fastening on Qianfo Mount and the name of ‘Huaiyin District’. Among them, the story of Qin Qiong and Five Dragons Pond is the most popular one. In 1982, when the two sides of Five Dragons Pond were being cleaned up, a Tang dynasty stone tablet was dug up and inscribed with the inscription ‘the residence Qin Shubao who was the Left Protection General (an ancient official title) and the Duck of Hu country in Tang dynasty’. The government has also established the former residence of Qin Qiong beside the Five Dragons Pond. In addition, ‘Li Qingzhao Memorial Hall’ beside Baotu Spring Park and ‘Shuyu spring’ in front of the memorial hall, Lao She

Memorial Hall in Daming Lake and Lao She's former residence near Baotu Spring have become famous landmarks in Jinan. Although Xia Yuhe is not a real historical figure, her extraordinary love story with emperor Qianlong has spread. In 2016, at the time of emperor Qianlong visited Jinan for 267 years, Baihua Zhou, Yuhe Ju and Zhilan Di where Xia Yuhe once lived opened successively. This fulfilled the wishes of numerous 'Yuhe fans' and became a new cultural landmark of old Jinan. The riverside of Daming lake and Quehua bridge where emperor Qianlong and Xia Yuhe once read poems and painted have become a tourist route for tourists to find traces of them.

Thirdly, in historical performance, 'The Temple Fair on Qianfo Mount' and 'The Lantern Fair in Baotu Spring' are two folk festivals with the longest history. In addition, Jinan's urban development, historical evolution and folk customs have the most direct and close relationship with spring water. As the soul of Jinan, spring water has also bred many festivals with unique spring city characteristics, such as 'Spring Culture Festival'. Similar to Spring Culture Festival, 'The Lotus Festival of Daming Lake' and 'Jinan Folk Custom Tourism Festival' are both folk custom festivals formed under the current historical conditions in Jinan to highlight the city's characteristics, which fully embody the characteristics of Jinan folk custom culture inheritance.

4. The value of 3P analysis method

Based on the case study of Jinan, the author has drawn a tourism development and design model based on 3P analysis method [Fig. 5] from the perspective of tourism experience, combined with the current situation of domestic historical and cultural tourist cities.



[Fig. 5] The 3P Analysis Method Model

As shown in the figure, the model is divided into three stages. The first stage is the integration of historical and cultural resources based on 3P analysis method. The second stage is the integration of existing tourism resources, which is divided into two aspects: one aspect is combing the existing tourism facilities and services in tourist cities through investigation; the other aspect is collecting and sorting out the user's feedback. The third stage is the practical application stage, that is, the tourism design and develop stage. In this stage, the results of the first two stages are effectively utilized, and historical and cultural resources are truly integrated into the tourism products development and design from the perspective of improving tourism experience.

The model has the following characteristics. Firstly, through the integration of existing historical and cultural resources, the culture of a tourist city will be divided into vivid character symbols, such as Confucius in Qufu. In recent years, Qufu takes Confucius as a cultural symbol into the whole city tourism. On the one hand, the traditional tourism resources have been improved step by step and formed a main tourism route with 'Confucius House, Confucius Temple and Confucius Forest'. On the other hand, Qufu has built a new batch of tourist facilities around Confucius' cultural resources, such as the 'Holy Land of Mount Nye' tourist area. In addition, Qufu has also held cultural activities such as 'Sacrifice to Confucius' to restore history and allow tourists to experience history and culture during traveling. Secondly, the model effectively integrates the resources of historical sites and integrates the originally scattered scenic spots into groups. Take Xi'an as an example. Xi'an is one of China's four ancient capitals. It brings together the history and culture of 13 dynasties [5]. The Terra-cotta Warriors and Horses excavated in the Qin Tomb, The Big Wild Goose Pagoda are all cultural symbols of Xi'an. Integrating the resources of historical sites not only saves time for tourists to explore themselves, but also helps them to understand a tourist city in general. Finally, the model takes the user experience into account, breaking the disadvantage of separating tourism development and design from reality, and providing reference for the development of tourism resources from the perspective of user needs.

Specifically, the 3P analysis model has four detailed values.

4.1 Inspiration for integrating existing historical and cultural resources

Historical and cultural resources are accumulated with the precipitation of history and they represent a city's spirit. It should not be a rigid existence, but should be a real resource integrated into the city. The core value of 3P analysis is to integrating existing historical and cultural resources and make them alive.

Resource integration is a long-term process. Tourism and cultural departments must give full play to

their governing functions. They not only should sort out the historical and cultural resources of tourist cities in all aspects, but also should do a good job in top-level design to carry out scientific and reasonable development. And they should put the resources into all aspects of city tourism including clothing, food, housing and transportation, so that the places, people and performance belonging to a city play a role in attracting tourists as a whole. They should become tangible and visible real resources for every citizen and tourists, allowing culture to integrate into their life, allowing culture to lead the tourism experience, and allowing tourists to experience history and culture.

4.2 Highlighting the ‘uniqueness’ of cultural elements

The 3P analysis method inspired the systematic and comprehensive integration of historical and cultural resources. Specifically, the first thing to highlight or emphasize is the ‘uniqueness’ of cultural elements.

As the core element of historical context, culture carries the humanistic spirit and cultural accomplishment of a city. In order to give full play to a city’s historical context in tourism, it is necessary to make good use of the city’s unique celebrities, famous mountains and famous water resources and to make them become tourism experience products with local characteristics and highlighting cultural elements. For example, a high-quality tourist route should be built around celebrities and their historical residences, or a historical tourism plan should be built around unique historical events. On the one hand, these well-built cultural places and celebrities residences can enable tourists follow the planned route and experience the local characteristic culture in depth as if they were dreaming back to the long river of history. On the other hand, these cultural elements integrated into all aspects of citizens’ life can increase citizens’ cultural confidence and enhance their sense of pride.

4.3 Inspiration for protecting ancient streets and old buildings

Protecting a city’s characteristic ancient streets and buildings is a main way to highlight the history and culture. Only in this way can make a historical city have modern prosperity, and can embody the antique historical charm. In urban planning, building a modern city is a major trend of urban development. However, the newborn of a historical city do not mean to tear down old buildings and built new buildings, and also do not mean to make the city become an isolated island in the modern city. Protective repair should be carried according to the city’s inherent style. With reasonable planning and design, it should be closely integrated into citizens’ life, so that it can interact harmoniously with

the construction of a modern city. It is necessary to make the precipitated history and culture be vividly reproduced in the modern prosperous cities. Citizens and tourists can understand the history of the city while walking and relaxing. This closeness makes the history and culture that have been sleeping for thousands of years appear as living and find a kind of value new life. This will be the dynamic cultural museum of a city.

4.4 Inspiration for carrying on folk art exhibition

The most inclusive cultural type among cultural elements is folk culture. Through historical development, a city has not only accumulated unique folk festivals, but also inherited intangible cultural heritage including various folk activities, folk crafts, flavor foods and so on. The 3P analysis method provides a new model for the induction and exploration of folk arts resources. Urban tourism can develop or undertake tourism experience activities combined with local characteristics and folk customs, or can open special tourism festivals centering on folk festivals. Urban tourism can also incorporate local characteristics and folk meanings into the tourism experience activities or tourism festivals for creating a one-stop tourism experience such as participating in folk activities, watching folk performances, experiencing folk craft production, and tasting special delicacies, so that tourists' bodies can participate in the tourism experience. Through visual, auditory, tactile, olfactory and other sensory activities and feelings, the historical experience can no longer be empty imagination. This will make people feel more specific, vivid, and cordial.

5 Conclusion

History and culture are the symbol and memory of a city. They can attract tourists as name cards, and can gather local people and stimulate their pride. Historical and cultural demand is an important driver of tourism. The tourism process actually is a process of experiencing culture and feeling of culture. At the same time, culture is also the soul of a city and a city's IP.

On the one hand, the 3P analysis method can establish the IP of urban tourism resources. In the era of mass tourism, the 3P analysis method puts soul into the development of 'all-around tourism [6]'. This method also uses culture resource in tourism design, opens up our mind and provides us an example using special innovation practice. Only by constantly digging into the regional culture, combining with the needs of tourists, designing and developing diversified tourism products, the connotation of the scenic spot will be dynamic and rich. The application of 3P analysis method in the

stage of tourism development and design can make tourism development and design closer to tourist from the perspective of user experience and further make tourism resources really 'alive' and 'move'. Finally, this method enables users to deeply perceive and experience culture in the process of tourism.

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