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**Research on the new trend of urban tourism cultural geography under the background of globalization**

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**Abstract:** Cultural geography of tourist city is the interweaving of culture and geography, which is an important part of human geography. It is a process of exploring the arrangement of cultural phenomena and the development and evolution law of geographical spatial combination through different periods of research. It is closely related to cultural landscape, ecological development and geographical changes. For the cultural geography of tourism city, the main purpose of the study is to understand its development process, find the main development direction of the current city, and get the corresponding balanced development. This paper expounds the concept and characteristics of the globalization background, analyzes the research trends of tourism city culture and urban geography under the current background, and probes into the integration and integration of tourism city cultural geography research

Outlook.

**Key words:** globalization; Tourism city culture; Urban geography; Fuse; New trend

**1. Research trends of tourism city culture under the background of globalization**

Tourism city culture refers to the development of the city in the long history. Having an image, it can inspire people to a certain extent. Ideological and emotional activities, different cities have different cultural history, which includes material civilization, spiritual civilization and political civilization. China's tourism city culture grows on its own land, which has a close relationship with China's five thousand years of history. After experiencing ups and downs and ups and downs of fate, the unique pride of the Chinese nation is vividly reflected in the tourism city culture. However, in the context of globalization, people concerned have noticed that this kind of spiritual outlook and cultural inheritance is gradually fading. In terms of urban architecture, different cities tend to develop more and more in a unified style. The emergence of various European and French architecture makes the ancient architectural characteristics of the city gradually disappear, and the architectural ideas lack a certain innovation. The blind introduction of foreign development concepts does not consider the adaptability and characteristics of the city itself. This leads to the emergence of the "four unlike" problem, and there are certain problems in the material and cultural construction of the city. On the other hand, the language and culture of the city are gradually forgotten. Cultural exchange is the only way of the wheel of history, which is an effective channel to create wealth and promote the communication between different cultures. However, from the perspective of urban development, foreign cultures are both opportunities and challenges. Dialect has always been an important symbol of tourism city culture, but at this stage, dialect is gradually submerged in the long history of the city, how to realize the integration of local culture and foreign culture, is the main trend of tourism city culture research. In the process of globalization, the combination of tourism city culture and tourism has become the current development trend. It is a kind of creation of city brand effect, which effectively integrates tourism city culture and tourism publicity together to create the image of "city trademark", which also has certain research value.

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cultural geography of tourist cities in China, it is

A branch of human geography, which can be studied from a separate aspect, also has a certain mutual relationship. Language and religion are important cultural elements in the study of cultural geography of tourist cities. Religion is not very popular in China and has certain regional characteristics, but the regional differences are not very significant. Under the background of globalization, linguistic geography is very important, it is the effective integration of tourism city culture and geography. In the process of research, it is necessary to clarify the concept that the world is generated through language and has a culture-specific thinking mode. Based on the current development research, relevant personnel should clarify the development relationship between language and geography, and find the overlap between basic culture and formal culture. In addition, in the study of cultural geography of tourist cities, some new elements and modern facilities in the city should be reasonably selected to meet the needs of people's life and conform to the image characteristics of the city, so as to avoid the destruction of the traditional culture of the city in the process of urban development.

## **2.The prospect of cultural geography of tourist cities under the background of globalization**

For the current urban development, in the process of studying the cultural geography of tourist cities, relevant personnel should look at the integration and contradiction between foreign cultural geography and local cultural geography of cities from a speculative perspective. "Cultural colonization" is a concept derived from globalization. Cultural geography of tourist cities can be called the advanced history of national culture to some extent. It is the epitome of China's growth process, is the regional culture formed in different historical environments, so that the city presents different temperament, spirit and habits, has made immortal contributions to the overall development of our country, in the process of tourism city cultural geography research, relevant personnel should have certain information, Taking how to promote and publicize our culture as the main keynote in the research process, we should correctly view the thoughts of "going out" and "bringing in". On the other hand, in the context of globalization, some foreign cultures should be studied from a correct perspective, not completely negating and affirming, but starting from the characteristics of China's urban development, with an open vision, advanced culture is the common wealth of mankind, should overcome their existing shortcomings, bring forth new ideas, so as to obtain broader prospects for development. On this basis, the relevant departments can vigorously develop cultural industries such as urban tourism to further develop the value of the city.

To sum up, under the background of globalization, cultural geography of tourist cities is facing different degrees of impact. In the process of research, its research fields and methods have changed to some extent. Relevant personnel need to conduct specific research on this aspect, find the right research direction, and take the propaganda of China's local culture as the core content to realize the integration of different stages. So as to promote the characteristic development of the city.

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