

The Tourism Pattern Based on Lifestyle: A Case Study of Suzhou City in China

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Abstract : In the new round of institutional reform of the State Council, Ministry of Culture and Ministry of Tourism were formed into a new department, Ministry of Culture and Tourism, which embodied the idea of the fusion development of cultural and tourism industries. At the same time, domestic tourists pay more attention to the tourism experience and tourism quality. The tourism patterns have been changed from the sightseeing mode of the individual scenic spot to the lifestyle mode of feeling the cultural atmosphere of the tourist destination. Therefore, this paper focuses on the tourism pattern based on lifestyle, studies the development status, content, and implementation measures of the tourism pattern. As the tourism pattern based on lifestyle integrating cultural and tourism industries in-depth, tourists can experience the living atmosphere, living conditions and living quality of the tourist destination, and deeply understand the urban cultural connotation during the trip. Suzhou has taken a series of measures to build up a tourism pattern based on lifestyle-'Suzhou life' tourism, including regional planning of tourism, integration of cultural resources, construction of urban atmosphere, and upgrading infrastructure. 'Suzhou life' tourism is based on the Suzhou food (cooked wheaten food, dim sum, specialty snacks), tourist attractions (Suzhou gardens, the ancient city) and characteristic recreational ways (appreciating Kun opera, enjoying Suzhou Pingtan, tea drinking). And the continuous integration of the three components above meet the spiritual, cultural needs of tourists and upgrade the tourism pattern based on lifestyle. Finally, the paper puts forward the tourism pattern planning suggestions.

Keywords : tourism pattern, lifestyle, integration of cultural and tourism industries, Suzhou life

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