

# The Tourism Aesthetics of the Characteristic Theme Bars: A Case Study of the "Sea Story" Bar in Boao, Hainan Province

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**Abstract:** This paper studies the characteristics, value, function and best sightseeing plan of the tourism aesthetics of the theme bar "The Story of the Sea" in Boao, Hainan province. Combining the experience of field research and the theory of tourism aesthetics, it explores the tourism aesthetics of the theme bar. Study found that tourism aesthetic characteristics, value and function mainly reflects in the natural landscape, cultural landscape and social customs, tourism practitioners, tourism facilities and travel products, tourism, food and other aesthetic process, greatly enriched the tourists in the personalized, thematic, emotional experience, create and spread the good tourist destination image. In this paper, from the Angle of space and perspective, time and activities, the tourists formulate a variety of choices for the best tour plan, the space emphasizes the near and far, the combination of point and surface, dynamic and static tourism, etc., pay attention to the time to comply with the four laws of the choice of low season tourism. With the change of day and night, the laws of tourists, scene change, music rhythm and so on also affect the choice of tourists to visit.

**Keywords:** theme bar; tourism aesthetics; culture; "sea story"

## 1. Introduction

The theme bars refers to the bars in as a particular culture the center, through the hardware and software facilities to show local culture, which can meet the needs of specific consumers. It is the combination of "theme" and "bar", with culture as the theme, in the consumers' real experience, with natural, unique, cultural characteristics, etc (Cheng & Li, 2013) [1].

In the 1990s, bars were gradually integrated with the ancient town. Tourism bar has become a new form of tourism industry in ancient towns. At present, there are many studies on tourism bar. Researches are mainly ancient towns with local characteristics, such as Dali Foreigners Street Bar [2-4], Lijiang Ancient Town Bar Street [5-7], Phoenix Ancient Town Bar [8-10], Yangshuo West Street Bar [11-12] and other typical representatives. There are also massive studies on urban leisure bars [13-14]. From the perspective of content, most of them are based on the perspective of tourists, Research has

been carried out in cultural perception [2], cultural interaction [3], national culture [4-5], cultural post-modernity [6], cultural change [7], cultural communication [8], localism [9], consumer culture [10], commercialization [11], leisure culture [12-13] and other aspects. It can be seen that tourist bars often combine tourism culture, tourism aesthetics and leisure and entertainment together to form a distinctive business style [14]. In view of this, this paper takes the "Sea Story" theme bar in Boao Paradise Town as an example to explore the tourism aesthetics of theme bar.

## 2. "Sea Story" in Boao, Hainan

Boao Beach Bar Park as a scenic spot, also known as Boao Bar Street, is located in the core area of Qionghai city, Tropical Coastal National Agricultural Park, covering an area of 25.14 mu. Among them, "Sea Story", as the premier seaside bar, owns great popularity and influence with its unique fishing boat theme style. It is the new landmark of Boao Beach Bar park, tourism culture card, favored by the majority of tourists. The theme is novel, and the creativity comes from the sea culture, it uses the old ship wood, coral, shells, reef blocks and other original ecological materials for the overall decoration, with the ornament of horse lights, to create a romantic atmosphere, elegant environment, soft lighting, beautiful music excellent seaside leisure bar. "Sea Story" is open to all tourists for free. Its main function is to provide tourists with a leisure place for eating, drinking, entertainment and sightseeing, which is both commercial and public welfare.

## 3. The Characteristics, Value and Function of Tourism Aesthetics

The characteristics, values and functions of the tourism aesthetics of "Sea story" are mainly reflected in the natural landscape, cultural landscape and social folk customs, tourism practitioners, tourism facilities and tourism commodities, and tourism food. It concretely combines the natural beauty with the humanistic beauty, and interprets the content and form of image beauty, color beauty, dynamic beauty, auditory beauty, hazy beauty.

Firstly, to environment, architectural style, landscape design and creative theme cater to people's pursuit for beauty. Tourists are not only limited to superficial

experience, but also feel the unique local culture, tourism symbols and brand effect in the process of watching, playing, resting, eating and drinking, chatting, photographing and leaving messages.

Secondly, the integration of natural landscape and cultural landscape is another feature of tourism aesthetics. On the one hand, the beauty of the unique natural landscape is constructed by the blue sea and white sand, and the sea breeze waves, which give visitors a convergence of visual, auditory, tactile and sensory experience. On the other hand, the beauty of cultural landscape and folk customs lies in stories and culture. Abandoned boats, old houses, crockpots, Wells, lanterns and windmills tell the story of Qionghai fishermen who used to go fishing and work hard, and restore their old life. At the same time, the beauty of the cultural landscape, folk customs, more attention to the harmony with the natural environment, based on the clean beach, clear sea water, blue sky and fresh air.

Thirdly, "Sea Story" is enhanced by the beauty of tourism practitioners. The waitresses are mostly local girls, dressed in blue and white fisherman's clothes, creating a scene of their own. The beauty of the fisherman's dress interprets the beauty of nature and humanity. The fishermen girls and boys are lively, cheerful, healthy and hospitable, providing warm service and experience for tourists. The beauty of the image, attitude and spirit of the service staff create a pleasant tourism experience for tourists and make them have a strong desire to visit the old place again. In addition, the friendly attitude of the operators has also brought a good reputation.

Fourth, tourism facilities, tourism products also have a certain sense of beauty. In terms of location, it is located in the coastal line of Boao, close to the town center. The entrance is a shelterbelt, which is highly accessible and provides convenient conditions for tourists to enjoy themselves. Nearby convenient transportation, tourism signage system, a variety of hotels, restaurants, shopping shops, streets and corners, enough to provide one-stop tourism service function. From the micro point of view, the facilities and equipment of "Sea Story" pay more attention to the overall structure and detail decoration. Old shops, cabins, fishing boats, wooden tables and chairs, Wells, windmills, sails, small horse-lights, lighthouses and other facilities are not only indispensable architectural decoration elements, but also have the local, characteristic and artistic aesthetic characteristics of sea atmosphere and fisherman's style. As a tourist attraction, "The story of the Sea" has its unique tourist souvenirs, such as sauce, wine, partridge tea, windmill, wooden pot, lantern, etc., unique Qionghai fishing village local style, local taste, but also has a certain folk art.

Finally, it has aesthetic value and function in diet. It offers a wide variety of cocktails, beers, South Seas cuisine, Qionghai cuisine and many other dishes, including the open-air Fisherman's Barbecue, which not only showcases the craftsmanship, but also attracts tourists with its beautiful color, aroma and taste. Not only the color, smell, taste and shape of the dishes themselves,

but also the use of plates and cloth with local colors, as well as the outdoor platform or bar facing the sea, while playing light or soft music, slow lighting.

#### **4. The Best Sightseeing Plan**

##### **4.1. Space and Perspective for Sightseeing: Combine Near and Far, Point and Surface, Dynamic and Still**

From the point of view of space, first of all, take in the full view of Yudai Bay. Grasp any point, focus on a tourist attraction, to meet the tourist needs of a certain tourism. For example, climb a lighthouse and look down on the landscape and people, watching the tide rise and fall, people come and go, and flowers bloom. Afterwards, stay at the huge fishing boat, the open table, the main hall of the bar, the field path and the "South Sea fisherman's House", "Fisherman's Shop" and other places. If free, you can also go to the old houses around, Prajna Sea, Love Sea and other places for new mood.

The perspective, rhythm and mode of sightseeing influence the aesthetic effect to a certain extent. Firstly, combine a variety of ways. For instance, look at the waves roll up, the fishing fire flickers horizontally; Look up at the clear sky, fishing sails fluttering, starry sky boundless, bright moonlight, fireworks gorgeous; Look down at all living beings happy, visitors crowded, the sea still sound, breeze gently blowing. Secondly, it can be combined with dynamic and static tour forms. For instance, sit on fishing trees for rest, overlooking meditation, taking photos, chatting and eating, seeking a kind of static beauty; Otherwise, walk on the beach, listen to the sea breeze, waves, insects, birds, people's voices, playing music and interweaving harmonious rhythm, combined with how lights, fishing fire and fireworks jump, reflect, overlap, multifarious. And at this point, you will suddenly forget myself, feel anything approachable, arousing the special interests of writing poems and paintings.

##### **4.2. Time and Activities for Sightseeing: Seasonal Preference and Day-Night Change**

The development of tourism activities in time also pay attention to. Boao town year-round mild climate, belonging to the tropical monsoon climate, dry and rainy seasons, rich heat, abundant rain. The annual average temperature is 24.1 degrees Celsius, and summer is the coolest season. Except the typhoon rainy season, other time is suitable to visit, especially from November to March each year for the tourist season. There are different viewing schemes at different times of the day and in different weather. Generally sunny days are the best for sightseeing, while cloudy, rainy and typhoon days are not. Nevertheless to the visitor that pursues individual quiet space to some, might as well choose to come in off-season, the landscape at that time adds a quiet beauty more.

The landscape changes caused by the alternation of day-night and the law of work and rest also affect the effect of sightseeing. Watch the sun rise over the sea and it is suitable to take photos during the day. At noon, you should enjoy amorous style architecture, characteristic

decoration and seaside characteristic food. At four or five o'clock in the afternoon, people began to increase, and the atmosphere gradually tends to be noisy. In the evening, watching the red sun deep into the sea, watching the flashing fishing lights, stepping on the sand, splashing in the sea, feel the harmony of the beauty of man and the sea. Most tourists like to go out for sightseeing during the day, and seek whole-hearted relaxation in "Sea Story" at night to relieve fatigue and hardship during the journey and obtain excellent comfort. At night, there was a lively atmosphere everywhere.

### 5. Enlightenment and Thought

The tourism image of "Sea Story" theme bar is undoubtedly a successful example among many theme bars. It embodies the characteristics, values and functions of tourism aesthetics in natural landscape, cultural landscape and social folk customs, tourism practitioners, tourism facilities and tourism commodities, tourism diet and so on. It pays particular attention to the perfect combination of natural landscape and cultural landscape, with the "sea" and "story" as the core, creating a tourist attraction with unified overall style and strong cultural beauty for tourists. Combined with space and time, form and content and other aspects of tourism activities, enough to meet the tourist leisure entertainment, sightseeing photography, dining and shopping and other needs.

Nevertheless, in terms of overall development, the phenomenon of blind imitation and lack of personality of other bars in Boao Bar cannot be ignored. Some post-modern tourism facilities and tourism environment without heavy protection have become the pain feet of the bar's operation and development, which are inconsistent with its theme image and affect the overall style. Noisy modern music has caused auditory pollution for the surrounding environment and affected the overall atmosphere of the bar on the sea. Therefore, tourism-themed bars should inject local cultural connotation, innovate cultural characteristics and highlight the individuality of regional culture. Cultivate tourist interest points and core attractions from a new perspective, and create unique cultural experience for tourists. At the same time, focus on building brand image, comprehensive use of official publicity, media publicity, network publicity, word-of-mouth publicity and other channels, so that more guests recognize the brand. In addition, strengthen the maintenance of the brand, improve management, service quality, establish a good brand image, enhance the competitiveness of the brand. On the whole, the tourism development and planning of theme bars should reduce deliberate imitation and vicious

competition, highlight the creativity and individuality of diversified development of style bars, so as to guide a sustainable development of the Boao Bar street.

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