

# Analysis on the Operation Strategy of Educational Bookstore from the Perspective of Place Spirit

Kehui Liu

Xiamen Academy of Arts and Design.Fuzhou University  
Ligong Road 852 Hao, Xiamen Academy of Arts and Design.Fuzhou University , Jimei Qu,Houxi Zhen  
Xiamen,Fujian,China  
0086 18405031600,515729144@qq.com

## Abstract

In the past of decade, the rise of the Internet and the rapid development of digital publishing, and e-commerce platforms have caused a tremendous impact on the traditional educational physical bookstores. A large number of traditional education bookstores are facing the crisis of high awareness, low recognition and brand aging. This paper Based on the deconstruction and interpretation of the place spirit , and combine the brand development status of educational bookstores, to explores the management strategies of educational bookstores. By the methods of grasping spatial characteristics, constructing spiritual connotation and embracing internet business in educational bookstores, the result of paper looks forward to providing reference and inspiration for the development of Educational Bookstore in the new era.

**Key words:** Place Spirit, Educational Bookstore, Operation Strategy

In the past decade, the rise of the Internet and the rapid development of digital publishing and e-commerce platforms, has exerted a huge impact on the educational physical bookstores.the operation of such bookstores like xinhua bookstores in many regions is facing difficulties. In the past, the traditional xinhua bookstore, as the carrier of the expression of spiritual culture, was often ignored Its special meaning by people.Most of the traditional bookstores were in a monotonous environment, losing their cultural and regional semantics, making the space look very scarce.

## I .Interpretation of Place Spirit

The spirit of place is originally an architectural phenomenology concept, which was proposed by norbershula in 1979. He believes that "place is a space with clear characteristics, a place where life occurs, and a whole composed of concrete" things "with the essence, shape, texture and color of substance" [1]. As a part of human activities, place includes more intangible phenomena besides existing phenomena: such as feeling, cognition, etc., namely place spirit [2].

The bookstore, as a social space, should deliver a kind of value pursuit and humanistic care in addition to pursues the economic benefits.When readers read or buy books on the Internet platform, their purpose is too strong, there is no Screening process, that is the scene of "shopping". Physical bookstores can provide readers with immersive reading

experience and social consumption scenario, which cannot be replaced by any Internet e-commerce. Education bookstores have such advantages as brand influence, sales cost and sales channels and so on, there is every chance to seize the contemporary consumer market and revitalize the brand image.

## II.The Perceived Space

Norbershultz defines "place" as a whole composed of specific places with the essence, shape, texture and color of substance, and the integration of these things determines a "characteristic of environment" [3]. Place shelf should be a kind of space structure system with humanist value orientation. If we look at the place only from the perspective of function, we will ignore the connection and game of its special identity and the cultural, economic, geographical and other factors behind it.

### A. Grasp the Cultural and Economic Context

Place spirit cannot be separated from material carrier. The educational bookstore is located in the urban space, rooted in the surrounding environment, architecture, landscape and other signs of "things".At the same time, educational bookstores has the double value of economy and culture, so, the location of the educational bookstore becomes a complex process. At present, more and more bookstores choose to cooperate with the government or real estate developers , take the bookstores as the center to promote the spiritual character of the overall surrounding environment. In the case of Suzhou's ESLITE bookstore. the ESLITE bookstore is located in an industrial park. Under the support of the government, it has become a cultural landmark with exhibition halls, cafes and restaurants in Suzhou. Some other bookstores will choose different addresses for different customers,for example , the Momicafe bookstore is located in the quiet town of scenic area or Cultural and Creative blocks. it satisfy the young consumer groups aesthetic orientation and value preference, thus produced the different service experience from past traditional entity bookstore. This bookstore attracting people, as a place for consumers and the space of "intertextuality" spiritual significance.

### B. Create Indoor Atmosphere

The main function of bookstore is to provide reading space for readers. The impact of digital media actually weakens the corresponding perception between physical bookstore and reading space. The place spirit is the extension of the place

entity form and the indoor environment. As an accessory link of the space, the indoor environment also has the place attribute. This space environment not only has the use value to meet consumers' functional needs, but also should reflect the historical context, environmental atmosphere and other spiritual elements [4]. When a large number of design of the same style, pattern or materials appear in front of consumers, the spatial semantics of the bookstore as a place for consumption become very scarce. Therefore, the specific atmosphere and connotation of the bookstore, the pursuit of cultural orientation and value identification of consumers, and the transformation of abstract place spirit into intuitive decorative expression are of positive significance for strengthening the perceived link between readers and reading space. Take the Bell bookshelf of Shanghai as an example, the famous bookshelf all depends on adornment formally "beautiful" : use a lot of glass element to decorate, cooperate the lamp on spiel, make whole space gutty the feeling of time tunnel and so on; Top of top bookshelf, mirror condole top and the desk lamp of British classic wind showed its unique bright individual character.

### **III. The Spiritual Connotation Constructed**

Compared with the cognizable of the concept of "place", the spirit of place is more like a tendency of "nihilism", which is explained by the representative opinion as "the general atmosphere in the space where people live and live" [5]. The perception of people based on the situation of place leads to the emergence of "sense of identity and engagement". Although a brick-and-mortar bookstore without its own cultural spirit and spirit can survive temporarily by means of stunts, it cannot survive in the long run after all. In essence, the exploration of the place spirit of the physical bookstore is to explore its inner cultural expression and value pursuit.

#### *A. Change the Business Model*

The task of a bookstore is not only to sell goods, but also to sell lifestyle, spread spiritual ideas and shape consumption attitudes. Nowadays, the mixed business of bookstores is an inevitable trend, and people begin to redefine their understanding of bookstores. The "crossover" composite business model of the physical bookstore shows the all-round experience space and diversified presentation forms of the bookstore. Take Librairie Avant-Garde as an example, the operator pays attention to the study of "cultural creative products" : the notebooks related to books, coffee cups, personal t-shirts, and red classic series of cloth bags, etc., become the unique symbols of the pioneer bookstore. In addition. The bookstore has also added leisure areas and even movie studios, which play one film per day for readers. It combines bookstores, cafes and creative stores to form a diversified product operation, which gets rid of the profit of traditional physical bookstores witch only relying on book sales, and then changes from traditional single marketing to integrated marketing.

#### *B. Rebuild reader identification*

Nowadays, bookstore has become a cultural form that outputs values and gathers certain groups of people. Through the influence and interaction between consumers and the

bookstore space, it maintains and strengthens the spirit that the bookstore needs to deliver, so as to create a place space with a sense of direction and identity. The bookstore needs to define consumers as independent thinking and free individuals. Through sharing, reading has evolved into a social activity and identity. Therefore, the bookstore has become the connection point of cultural groups with a clear representation of cultural community. The wormhole bus bookstore of Gulangyu has launched a reading sharing program, which has been well received. It combines with a hundred home-stays on Gulangyu to create a comfortable reading scene through a bookcase, a chair and a lamp. Everyone can communicate with each other and obtain local cultural information. The bookstore changed from the goal of maximizing its own value to the goal of improving the actual experience of customers.

#### *C. Strengthen artistic links*

As an external material expression carrier of internal spiritual value, bookstore is more like a comprehensive art experience space than a sales place of paper media. With paper books as the carrier, it is more about spreading a diversified and trendy idea, with the purpose of promoting the public's interest and cognition in art. Taking Yan Ji You as an example, it focuses on creating an urban cultural space, inviting scholars, writers or celebrities from all walks of life to sign and meet in almost every month. It also invite public interact with art, creativity, design and exhibitions in cultural salons. In the book reading of one yuan activities, a variety of art form emerged, which radiated and attracted the favor of a large number of users and capital.

### **IV. Bookstore Display Under the Internet "+"**

The spirit of place is embodied in the dialogue between "reality" and "space", which is the external expression of material and cultural space. Although the Internet is a virtual connection carrier, it can create a physical bookstore to continue the spiritual expression of the carrier and communication situation. The bookstore is a place for consumer based reading experience, which determines that it must change its thinking mode at any time to improve its competitiveness.

#### *A. Embrace digital business*

In the Internet era, physical bookstores are no longer independent stores based on a certain point, but more often rely on the connection and interaction with the Internet. The bookstore under the "Internet +" demands to make full use of the emerging technological means to attract the readers accustomed to and digital reading back to paper books. When the spiritual value of the bookstore is spread and promoted through the Internet, the traffic war in reading can be transformed into the content war, and the virtual place can also become the entrance of readers' consumption. In Harbin Gogo Bookshop, it makes full use of WeiBo and WeChat as kind of marketing channels, directly interact with readers and get real-time feedback. The new planning scheme of bookshop can also be known in time. Gogo bookshop's WeChat subscription number in Wechat subscription number of bookstore is on top, which become a powerful channel for the literary dissemination and value promotion of bookstore provides

### B. Shared reading mode

In today's pervasive social media world, sharing is just as important as reading. The expression of the spirit of physical bookstores lies in how to provide more and better cultural value-added services, to get the recognition and communication of readers and share reading. By analyzing users' habits and big data, the Shared bookstore can accurately grasp readers' reading preferences and demands, and thus enhance readers' stickiness. Such communication mode can even extend to offline physical bookstores. The first "sharing bookstore", Sanxiao bookstore in Hefei has gained great popularity. It mainly provides diversified cultural products for readers, and provides services for personalized and differentiated demands. As a new type of business, sharing bookshop is a significant practice to explore the management of physical bookshop no matter what the result is.

### V.the Conclusion

With the advent of the Internet era and the impact of book e-commerce, the traditional reading media has undergone profound changes. The traditional physical educational bookstore like Xinhua bookstore, is faced with huge bottlenecks, also brings opportunities for the brand construction and marketing of emerging physical bookstores. Some people say that the current development of bookstores is only a false image, physical bookstores will eventually face the death of business in the market. But in any case, the essence of reading books is the transmission of knowledge and wisdom. The bookstore take on the responsibilities with the heritage of human civilization, its spirit once has rooted in people's mind, change the change over time, the material will not die. That spirit has the very strong vitality and adaptability, which is self evolution and the most fundamental driving force of the change in bookstore.

### References

- [1] M.Christian Norberg-Schulz.*Toward a Phenomenology of Architecture*. Wuhan: Huazhong university of science and technology press,China,2010
- [2] J. Lai Dingming. *Do virtual libraries need physical space? A critical thinking*,Vol.03, South Architecture,1999,pp.22-24
- [3] M.Christian Norberg-Schulz.*Toward a Phenomenology of Architecture*. Wuhan: Huazhong university of science and technology press,China,2010.
- [4] D. Wangmeng, *Constructing spiritual space of life: the application of display art in interior space*.Jinan:Shandong Normal University,2013.
- [5] J.Zhou kun,Yan ke,Wang jin. *Site spiritual reinterpretation and on the conservation and reuse of architectural heritage*,Vol.03,Journal of Sichuan Normal University(Social Sciences Edition),2015,pp.68-73.

