

Original Research Article

Using Qi Culture to Promote Regional Economic Development

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Abstract: Qi culture is the main source of Chinese national culture, with profound cultural connotation and rich cultural atmosphere. With the continuous deepening of economic development, the development of regional cultural values has also become the main content of regional economic and social construction. This article discusses the causes of regional culture and summarizes the strategies for using Qi culture to promote regional economic development.

Keywords: Qi Culture; Regional Economic Development; Countermeasures

1. Introduction

Regional culture is a very distinctive cultural content formed by people in a certain area in the course of many years of life. This cultural content has a pivotal position in the development of modern economy. Cultural economic benefits are in the process of regional economic development played a pillar role. China is rich in land and resources, and the types of regional culture are rich and colorful. In the process of cultural precipitation for thousands of years, different regions of China have formed their own unique regional cultural content. Qi culture actually refers to the cultural heritage of the lower Qi region in the pre-Qin period. The geographical location of which is approximately equal to the area of Shandong Province in China. Therefore, Shandong is not only one of the important birthplaces of China's excellent traditional culture, but also has unique historical and cultural resources, and is highly respected by the Qi culture, which is also important in promoting the development of the regional economy effect.

2. Regional cultural differences and causes

2.1 The formation of regional culture

The definition of regional culture is due to the difference in geographical environment and natural conditions, resulting in differences in historical and cultural backgrounds, which has formed a cultural characteristic that is obviously related to geographical location. This culture is regional culture. The formation of Chinese regional culture has experienced a long time. The road began to take shape during the Spring and Autumn Period and the Warring States Period. The Hundred Schools of Contention of Zhuzi and the National Style of the Book of Songs are both characteristics of regional culture and matured during the Qin and Han Dynasties. Among them, Sima Qian's Historical Records and Zhu Gan's Hanshu. Geography makes the regional culture more obvious to a certain extent. Based on the river basin, the regional culture is divided into three categories: the Yellow River Basin, the Pearl River Basin, and the Yangtze River Basin.

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2.2 Characteristics of regional culture

Regionality: Due to the diversity of China's geographical environment and ancient regional administrative independence, various regional cultural styles have been formed, such as the famous Sanqin culture, Bashu culture, Central Plains culture, Jingchu culture, *etc.* Different cultural forms in various regions constitute the diversity of the Chinese national culture. For example, the central and western provinces are dominated by farming culture, while the eastern commercial culture is more developed. To a certain extent, this is the result of the relatively closed geographical location of the central and western provinces and the relatively open geographical environment of the eastern provinces.

The long-term nature of the formation process: The development history of the Chinese nation has more than 5,000 years, and regional culture has gradually evolved in this long history, and has formed its own unique characteristics. Most of these regional cultures are named after the names of the princes during the Spring and Autumn Period and the Warring States Period, two or three thousand years ago, such as the "Pakistan, Shu, Jing, Chu" mentioned above. The country will be destroyed, and the dynasty will continue to change^[1]. However, these cultures formed in history have been left behind and become local unique regional cultures.

Permeability and inclusiveness: Everything is impossible to exist alone, especially in the long-term unified state in our history, people in various regions will naturally communicate with each other and influence each other. Sovereign culture tolerates foreign culture, and foreign culture influences overlord culture. At the intersection of regions, multiple cultures merge to form a unique culture with multiple cultural characteristics. For example, Hanzhong area in Shaanxi, the regional culture includes Guanlong culture and Diqiang culture, Bashu culture, Jingchu culture, *etc.*

3. Analysis of alignment culture

3.1 Concept of governing the country

In the pre-Qin period, Qi State was located in the northern part of Mount Tai, and was a territorial place for Tai Gongwang. The idea of governing the country advocated by the monarch of Qi State is to respect virtue and merit. And enjoy the concession of axe and martial arts conferred by the King of Wu, which eventually made Qi national talents come out in great numbers, and the national strength was strong. The so-called law of state governance, if the law of morality continues to develop, and the way of strengthening the country can be changed to the way of benevolence. On the basis of this, the law of morality is still carried out.

3.2 Institutional cultural structure

From the perspective of institutional cultural structure, the outstanding feature of Qi's institutional culture is changed and innovated. Just as Jiang Taigong's political and economic systems, such as simplifying etiquette and emphasizing industry and commerce, further laid the prototype of the reform and innovation system culture, then Qi Huangong made drastic changes to the domestic economic development, and gradually formed the the characteristics. Afterwards, Guan Zhong proposed the salt and iron franchise policy and the improvement of the national economic governance system. At the same time, he also carried out the cultural reform of the "hundreds of controversies"^[2]. These reform systems have promoted the prosperity of Qi, the strength of the army, and the emergence of talents. Seeing seeking change.

New Qi culture features and the institutional culture characterized by the wise type can effectively promote social and economic development, while the institutional cultural structure of the benevolent type can ensure social harmony and stability, both of which are indispensable.

4. Use Qi culture to promote regional economic development

4.1 Promoting the coordinated development of other industries with culture

At present, the Qi cultural industry seeks the integration of cultural creative resources and the development of new formats of industrial factors through the cultivation of new formats and the extension of the industrial chain. The back

end of the industrial development extends to the downstream derivative products and service markets in the industrial chain. The main output of the cultural industry is increasingly transformed into productive services provided to related industries, which makes the cultural industry more and more integrated with the real economy and evolves into a socio-economic life scene under the name of "experience economy". In the use of Qi culture to promote the development of the enterprise industry, one is to strengthen the connotation construction and improve the cultural consumption grade. When building a local cultural brand, the refinement and innovation of cultural resources must be strengthened according to local conditions and local conditions, and provide pure, civilized and unique cultural packages to tourists. Second, in the process of development and utilization of local cultural resources, it is essential to give priority to social benefits. Local culture is a historical memory and witness, and an effective carrier for traditional cultural education.

4.2 Handle the relationship between protection and utilization

The material form of local culture is part of non-renewable resources. Once damaged, it cannot be reversed. Therefore, it is necessary to establish a legal protection system at all levels to prohibit the destruction of the original appearance of local buildings, the isolation of local cultural resource groups, and the destruction of resources. Severe punishment is imposed on individuals, units or organizations. When developing and using local cultural resources, more attention must be paid to both development and protection based on the principle of "effective protection and rational use" and the "social benefits first". Orderly and scientific plan should be carried out without predatory development and utilization, at the same time, it is also important to protect the restoration and local cultural resources in material form^[3]. Once there is a contradiction between development and protection, protection must be given top priority, and local cultural resources cannot be destroyed under the pretext of urban construction and commercial development. For spiritual resources, more propaganda and dissemination efforts should be made, from one place to another, from within the province to outside the province. The more the audience, the more local culture can be developed and inherited, which will become national culture.

4.3 Serve the economic development and benefit local people

The development and utilization of local resources should adhere to the principle of putting people first, serve the progress of local social life, create a harmonious development environment, and benefit local people. The result of the development is for people to enjoy more and better resources. In the process of development, the interests of the local people and the violent demolition and destruction of the countryside cannot be damaged. The reasonable economic interests of the investment builders and local residents should be ensured.

4.4 Establishing distinctive brands for regional economic development

In the process of building a distinctive economy, it is necessary to focus on the economic development potential of the regional culture itself, and at the same time, and local cultural brands will be built based on regional cultural characteristics. This special cultural brand is built on the basis of regional cultural content. The humanistic feelings covered in it are very strong. In the modern social and economic development process, more attention must be paid to the brand effect. A well-known brand is often synonymous with strong economic development traction. The attraction of the brand to the audience is very strong. If the cultural brand is put aside, the special economic projects will suffer significant losses. It can be found that regional culture has established a distinctive brand for regional economic and social construction^[4]. Therefore, in using Qi culture to promote the development of regional economy, it is necessary to take the development strategy of distinctive brand.

5. Conclusion

To use Qi culture to promote regional economic development, it is necessary to inherit the local cultural connotation and spiritual essence, but also to advance with the times, endow the local culture with a new era content, in

the process of development and utilization, rational innovation, enhance cultural vitality, highlight the charm of the local, to maintain the vitality of local culture, only in this way can sustainable development be achieved.

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