

A Study by College Students on the Current Situation of Qinling Cultural Identity and its Improvement Ideas: A Case Study of Xi'an Universities

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Abstract: Qinling culture has a long history and deep inside information, which is the ancestor of the Chinese nation and an important symbol of Chinese culture. Taking Xi'an colleges and universities as an example, this study analyzes the present situation of Qinling cultural identity of college students by means of literature research, questionnaire survey, interview method, and puts forward how to enhance the cultural identity of college students in Qinling from three aspects: opening Qinling cultural public elective course, building campus Qinling cultural practice activities and using modern scientific and technological means. It provides a theoretical basis for colleges and universities and local cultural

Keywords: Qinling Culture; Cultural Identity; Xi'an University

1 Introduction

In today's multi-cultural blending, college students face a more complex situation of cultural blending, deepen the inheritance and development of the excellent Chinese traditional culture of college students, for the healthy development of college students themselves and to build a socialist cultural power, Strengthen the soft power of national culture, cultivate a high degree of cultural consciousness and cultural self-confidence, the great rejuvenation of the Chinese nation Chinese Dream is of great significance^[1].

Qinling conservation of all things, nomadic civilization, farming civilization, Central Plains culture, Western region culture, Bashu Jing Chu culture and so on blend collision here^[2]. constitute a multi-cultural system that combines cultural relics, lifestyle, value orientation, social system, customs, and aesthetic feelings. the qinling spirit contained therein is the mainstream values of society and one of the important pillars of the chinese cultural spirit. it is the ancestor of the chinese nation and an important symbol of chinese culture. The humanistic spirit of Qinling culture plays a positive role in establishing correct outlook on life, values and world outlook for college students. Therefore, this paper takes the cultural identity of Qinling as the research content, takes the college students of 10 representative colleges and universities in Xi'an as the research object, through the literature research, the questionnaire survey, the interview method, understands the to the Qinling culture identity situation, provides the reference for our country outstanding traditional culture research, trains the university student's traditional culture accomplishment, strengthens their identity to the Chinese outstanding traditional culture, thus acts as the cultural communicator^[3].

2 Basic information

2.1 Research ideas and content

This paper follows the basic idea of "problem raising-statistical data-investigation research-policy suggestion" to carry out the research. Taking Xi'an colleges and universities as an example, through literature collection, field investigation, environmental protection education and other exploration of the value of Qinling history and culture and ecological environmental protection, from the perspective of college students' cultural identity, this paper investigates the identity of college students in Qinling history and culture, tourism resources, ecological protection, and analyzes the particularity of college students' cultural identity to Qinling, as well as the factors that restrict college students' cultural identity to Qinling, and puts forward ideas and strategies to the cultural identity of college students in Qinling, Lead young students to participate in the construction of excellent traditional culture new fashion.

2.2. Questionnaire design

The questionnaire is divided into four parts: the first part is the basic situation, including the gender, grade, political outlook, major and college; the second part is the basic cognition of Qinling culture, including the status of Qinling culture, historical culture and ecological environment protection; the third part is the emotional identity of Qinling culture; the fourth part is the cultural education mode of Qinling, the educational content and educational methods of college students.

2.3. Sample distribution of questionnaires

This study selected representative colleges and universities as research units in Xi'an, and carried out sampling questionnaires and targeted interviews. It mainly includes Xi'an Jiaotong University, Northwest Polytechnic University, Northwest University, Xi'an

University of Architectural Science and Technology, Shaanxi University of Science and Technology, Xi'an University of Finance and Economics, Xi'an Institute of Aviation, Shaanxi Preschool normal College, Xi'an Mingde Institute of Technology, Xi'an Institute of Aeronautical Vocational and Technical College, 10 Xi'an Universities. Based on this, 400 copies were distributed and 369 copies were recovered, of which 331 were valid questionnaires, and the effective rate was 89.7%. Table 1 Sample of questionnaires

Sample classification		percent
sexual distinction	male	59.8%
	female	40.2%
Professional category	Arts	33.9%
	Science and Technology	56.1%
	Arts and Sports	2.5%
	other	7.6%
political status	Party members	4.1%
	communist youth league member	76.6%
	democratic party	0.0%
	the masses	19.3%
grade	freshman	57.6%
	sophomore	29.1%
	junior	10.3%
	senior	3.0%
Institutions	Double First Class Colleges(World-class universities and world-class disciplines)	8.1%
	Public Colleges and Universities	77.7%
	independent college	9.7%
	Higher Vocational Colleges	4.5%

2.4. Analysis of findings

(1)The Basic Cognition of Qinling Culture among College Students

The survey shows that 56.7% of the college students have not been to the Qinling Mountains and 36.9% of the college students have occasionally gone to the Qinling Mountains, and the reasons for the college students to go to the Qinling Mountains are more attracted by the scenery of the Qinling Mountains, and to the Qinling Mountains.

(2)Students' emotional identity of Qinling Culture

In terms of college students' emotional identity to Qinling culture, 44.85% of college students said they would actively understand Qinling culture and 43.33% of college students said they would passively accept Qinling culture. More than 90% of college students held "very awe" and "more awe" of Qinling culture. And up to 93. Thirty-three percent of college students agree that "Qinling is the ancestor of the Chinese nation and an important symbol of Chinese culture". This shows that college students have a positive attitude towards Qinling culture, high emotional identity, but poor learning initiative.

3 Enhancing the cultural identity of Qinling Mountains

3.1 Opening of the Qinling Culture Public Elective Course

By offering public elective courses with the cultural characteristics of the Qinling Mountains, college students have a comprehensive understanding of the cultural history and natural environment of the Qinling Mountains, and have a certain contact and understanding of the Qinling culture in a subtle way.

3.2 Building cultural practices in the Qinling Mountains on campus

Through carrying out lively and interesting Qinling cultural practice activities, creating characteristic Qinling cultural brand activities, making college students feel the charm of Qinling culture by means of campus cultural activities such as students' favorite cultural competitions, drama performances, etc.

3.3 Strengthening modern scientific and technological means for Qinling Cultural education

Colleges and universities should strengthen the propaganda of Qinling culture in the form of short video or short articles by using new media positions such as Weibo, WeChat, portal, shaking platform and so on. Colleges and universities should use new technology, such as 3 D、VR、AR, to provide new perceptual cognition and practical experience for Qinling culture, which can effectively promote the promotion of Qinling cultural identity.

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