

# Qi Culture Research Travel Development Research

Yuli Kan

The Department of Tourism, Zibo Vocational College, Zibo 255013, Shandong, China

**Abstract:** Qi culture is an important branch of Chinese excellent traditional culture. This article uses Qi cultural resources as the core to explain the value of Qi culture research travel, analyzes the current problems of Qi culture research tourism, and proposes strategies for the development of Qi culture research tourism. It is expected to provide a basis for enriching the content level of research travel and expanding the depth of research.

**Keywords:** Qi culture; Research tourism; Zibo

## 1. Research background

Research travel is a group outing practice activity. As an important part of the comprehensive practical curriculum, it has the characteristics of curriculum, education, public welfare, practicality and group, which is rare in the growth process of young people. Experience<sup>[1]</sup>. In recent years, the country has vigorously promoted the development of youth research trips, which is of great significance for cultivating students to practice the core values of socialism and expanding the space for cultural tourism development. Qi culture is a unique regional traditional culture formed by the pre-Qin Qi State as its core, and is an important part of Chinese traditional culture<sup>[2]</sup>. At this stage, how to make full use of the rich Qi cultural resources and explore the development of Qi cultural research tourism has aroused the attention of many scholars. This article focuses on Qi cultural resources and launches research on research tourism, hoping to have a certain reference effect on the development of research tourism in the future.

## 2. Qi Culture's research and tourism value

Qi culture was conceived and produced in the process of historical development. It has a unique cultural model and distinctive cultural characteristics, which is embodied in two cultural forms, material and non-material<sup>[2]</sup>. As the "head of the Five Hegemonies of the Spring and Autumn Period and one of the Seven Heroes of the Warring States Period", Qi State has created a Qi culture characterized by change, openness, pragmatism and tolerance<sup>[3]</sup>. Qi culture has a long history, rich and diverse remains, and rich spiritual and cultural connotations. It is of great value and significance to the multicultural development of our country, and has extremely high research and tourism value.

### 2.1 Material heritage

Linzi, the capital of Qi State, has a large number of historical relics and cultural relics. It is one of the most important capitals in the history of our country, and it is also an important part of our country's historical and cultural development sequence<sup>[4]</sup>. At present, there are about 2,374 immovable cultural relics in Zibo City, including 1 world cultural heritage and 18 national key cultural relics protection units<sup>[4]</sup>. The ruins of the ancient city of Qi, the tombs of Tianqi kings, and the Linzi tombs enjoy important positions both at home and abroad.

### 2.2 Intangible Heritage

Qi culture has the characteristics of openness, diversification, and pragmatism, and it occupies a particularly important position in the history of ancient Chinese cultural development<sup>[3]</sup>. Intangible cultural resources, as a kind of spiritual culture, subtly influence the living habits, behavior patterns, spirit and psychological structure of Qi people and their descendants. Qi Culture's study tour has a certain educational significance for cultivating modern youth values and outlook on life<sup>[2]</sup>.

### 2.3 The connotation of Qi culture thought

Because of the unique geographical environment, Qi culture has inherent pragmatism from the very beginning, and its most prominent manifestation is to advocate the prosperity of the people and the development of the economy. Qi's thought of enriching the people not only had a great influence on the governance strategies of the rulers of the Qin and Han Dynasties and later generations, but also had an important influence on the Confucian culture that had occupied China for more than two thousand years<sup>[6]</sup>. To this day, this thought also has important practical significance in building a harmonious society and carrying out socialist construction for us. The most salient features of Qi culture are: reform, opening up, and democracy. This is in line with the development of our time.

## 3. Problems in Qi Culture Research and Tourism

### 3.1 The lack of unified planning for the development of Qi culture research and study travel

Copyright © 2021 Yuli Kan

doi: 10.18282/l-e.v10i4.2565

This is an open-access article distributed under the terms of the Creative Commons Attribution Non-Commercial License

(<http://creativecommons.org/licenses/by-nc/4.0/>), which permits unrestricted non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

Qi culture research and study travel products are mostly a subsystem of scenic tourism products. Research and study projects are too scattered, and most of different types of projects are distributed in different areas. Each research and study base is fighting alone, lacking the awareness of resource sharing, and the research and study products are highly homogeneous. There is a lack of high-quality research and study travel routes. At the same time, the functional facilities such as shopping and accommodation that complement the research and study travel are even more fragmented. The complete development of related industries is also very lacking, and there is a lack of top-level design.

### **3.2 Research and study travel products lack competitiveness**

The two major brands of Qi culture and the origin of world football have achieved certain results, which have an important supporting role for research and tourism. However, the existing research products do not sufficiently excavate cultural characteristics and cannot adapt to students' practice and research development. They are mostly based on visits, lacking participation, innovation and experience, and fail to highlight the popularization, curriculum, education, and experience of research tourism. With the characteristics of sex and public welfare, professional services for youth research also need to be strengthened.

### **3.3 Lack of professionalism in the design of research travel courses**

At present, the school does not pay enough attention to and understanding of research travel. Most research travel courses are developed by bases or travel agencies. Due to their lack of educational perspective and curriculum thinking, research courses have unclear objectives, insufficient curriculum resources development and utilization, lack of educational significance, and fuzzy curriculum evaluation. For other issues, most research tutors are served by tour guides, and there is a lack of professional talents.

## **4. Qi Culture Research and Tourism Development Strategy**

### **4.1 Construction of Qi Culture Research and Tourism Base**

The author recommends that Qi culture be used as the leader to jointly develop Zibo Tao Liu culture, Lu Shang culture, Liao Zhai culture, red culture, local folk customs and many other cultural resources to establish a hierarchical, three-dimensional research tourism base, that is, one core, four main bodies and three supplements. Develop research and study tourism products, build Zibo's "Qi Culture Great Research and Study Tour" brand, and build core competitiveness.

### **4.2 Create a three-dimensional cultural study and tourism course**

The Qi Culture Research and Tourism Base should explore the connotation of Qi culture and design research and tourism courses. According to the research and study travel goals of different stages of elementary school, junior high school, and high school, various types of activity courses such as nature, history, geography, science and technology, humanities, experience, etc. will be developed in a targeted manner.

### **4.3 Design a diversified theme research and study tour route**

Relying on Qidi's numerous cultural tourism resources and supplemented by Qi cultural studies and tourism courses, we will create a number of high-quality research and study travel routes: such as the "Foreign and Western Qifeng" historical and cultural tours, "Qifeng Shaoyun" Folklore Tour, "Science and Technology" craftsman tour; through personal production, you can feel the spirit of the craftsmen of the great country and so on.

### **4.4 Construction of a virtual platform for Qi culture research and education**

Deeply explore the educational value of Qi cultural resources, incorporate modern technology elements such as virtual reality, and innovate research and study travel products. According to the characteristics of the physical and psychological development of young people, explore the integration of some cooperative, barrier-breaking, and unlocking game modes, enhance the fun and competitive nature of research activities, enhance the learning experience, connect schools and research bases, online and offline, and establish a three-dimensional A flexible, flexible and convenient research and study travel channel.

## **5. Conclusion**

As the birthplace of Qi culture, Zibo has rich cultural resources and high value of research tourism. This article proposes development strategies for Qi culture research tourism by building bases, creating courses and designing routes, but the development methods and marketing strategies of Qi culture research tourism are insufficient.

## **References:**

---

- [1] Li Jun(2017). Review of domestic research travel research in the past five years[J]. Journal of Beijing Institute of Education, 31(6):13-19.
- [2] Lin Jing(2014). Research on Qi Culture Tourism Development in Zibo City[D]. Shandong University of Technology.
- [3] Yang Xinliang, Chen Chao(2014). Some thoughts on the development of Qi culture tourism[J]. Shandong Economic Strategic Research, 289(7):59-62.
- [4] Wu Zhenwei(2017). Zibo Cultural Relic Resources and Qi Cultural Tourism Development[J]. Humanities World, 93(7):33-36.
- [5] Yao Qingfeng(2018). Research on the Spatial Form of Linzi Ancient City from the Perspective of Qi Culture[D]. Shandong University.
- [6] Zhang Yue(2006). The Thought of Enriching the People\_The Value Core of Qi Culture[J]. Dongyue Critical Collection, Volume Missing(6):210-215.