

# Taking Qi Cultural Tourism as an Example to Analyze the Integrated Development of Culture and Tourism

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**Abstract:** Culture and tourism have a natural coupling relationship. They complement each other. How to deeply integrate them to achieve superimposed effects is a popular and important issue in the development of tourism. This article takes Qi cultural tourism as an example, analyzes the highlights and experiences in the development of Qi cultural tourism, and briefly expounds the significance, essence and effective measures of the integrated development of culture and tourism.

**Keywords:** Qi Culture; Tourism; The integrated development of culture and tourism

There is a natural coupling relationship between culture and tourism. Tourism is the support of cultural development, and culture is the soul of tourism development. The competitiveness of tourism products is ultimately reflected in the competition of culture. Culture undertakes an important task—serving the tourism industry and enhancing the taste and style of tourism. Linzi, a district of Zibo City, was once the capital of the State of Qi for more than 800 years. It is known as the “head of the five hegemony in the Spring and Autumn Period and one of the Seven Heroes of the Warring States Period.” It is the birthplace of the splendid Qi culture. In the integration of culture and tourism, we always insist on integrating the core element—“Qi culture” into the whole process of tourism industry development, and realizing effective guidance for the integrated development of culture and tourism, and providing the “Linzi Practice” of integrated development of culture and tourism.

## 1. The significance of the integrated development of culture and tourism.

(1) The integration of culture and tourism is conducive to expanding cultural influence and enhancing cultural soft power.

Tourism is an important form of cultural consumption and an important channel for cultural inheritance. Based on the needs of the tourism market, we will deeply explore, develop and utilize cultural tourism resources, and integrate them into tourism products and services. So that tourists can naturally complete the dissemination and inheritance of culture in the process of visiting, experiencing, feeling and identifying. Therefore culture can be shining in the world and expands the influence of culture.

(2) The integration of culture and tourism makes the tourism industry more vigorous and competitive.

Culture, the soul of tourism and the most natural and natural IP for tourism, is the core element supporting the development of tourism. Whether designing tourism products or shaping tourism images, once culture is implanted, it will bring extremely high added value and make it uniquely attractive. Therefore, only by integrating the promotion of cultural connotation through the whole process of tourism development and realizing the unification of the appearance and cultural connotation of scenic spots can the affinity, vitality and attractiveness of tourism be enhanced, and the quality and upgrading of the tourism industry can be better realized.

## 2. The essence of culture and tourism integration

The integration of culture and tourism is not just the addition of elements, but mutual penetration and deep integration. In essence, it is the unity of the “tourism” in culture and the “culturality” in tourism.

(1) Comprehensively expand tourism in culture

The so-called “tourism in culture” refers to the possibility of transforming a cultural resource into a tourist resource. There are mainly the following three situations:

① Obvious resources—cultural objects themselves are tourist attractions.

Such resources are abundant in Qi cultural tourism. As the ancient capital of Qi State, Linzi District has many ancient tombs and ancient cultural relic, which is known as the “underground museum”. A group of celebrities, cultural relics and historic sites show Qi culture. Such as the Qi Culture Museum, China Ancient Car Museum, Eastern Zhou Dynasty Martyr Keng, Cuju (ball-kicking) Museum, Jiang Taigong Temple, Guan Zhong Tomb, etc., present a magnificent historical picture of the ancient Qi State to tourists.

② Potential resources—through refining and processing, cultural objects can be transformed into tourist landscapes, tourist situational experience and tourist souvenirs.

In the Qi cultural tourism, Linzi District has developed the “Jiang Festival” (a folk memorial ceremony for the birthday anniversary of Jiang Taigong), the experience of Cuju, and the common people’s Wen Shao through the excavation of Qi cultural elements such as

Jiang Taigong, Cuju and Music of Shao. Participatory, interesting and educational tourism activities, as well as tourist souvenirs with the theme of Qi culture, such as Qi totem, Cuju, brick carving, ceramics, etc., make static and abstract culture glow with vitality.

③ Invisible resources—the influence of regional cultural image on the overall image of regional tourism.

Walking into Linzi District, you can feel the strong Qi cultural heritage and regional culture from the naming of roads (Taigong Road, Yanying Road, Wenshao Road, Jixia Road, etc.), the design of street lamps and street signs, themed sculptures and the numerous museums. The image is prominent.

(2) Digging deeper into the cultural aspects of tourism

The so-called “culturality in tourism” refers to the uniqueness, richness and rationality of cultural integration in the whole process of tourism activities.

① Seeking differences in quality and chasing novelties and differences is the nature of human beings. And it is also the origin of motivation for tourism behaviors. For tourism, the culture integrated into it must be differentiated and differentiated in order to have meaning and value.

Linzi was used to be the capital of Qi State for 800 years and has deep regional cultural roots. This is a unique business card of Qi cultural tourism and has an intangible value that cannot be copied. In the past few years, Linzi District has paid attention to the discovery and integration of regional cultures in promoting the development of cultural tourism, attaches great importance to the inheritance and development of intangible culture, and uses the historical celebrities, historical stories, historical relics and customs and folklore hidden in Qi district to spread the voice of Qi culture to the world, reappearing the charm of Qi culture and realizing the deep integration of culture and tourism.

② Pursuing abundance in quantity. Simple cultural content is impossible to meet the needs of tourists’ needs of cultural experience. We must strive to fully integrate the content in all aspects of tourism activities such as food, accommodation, transportation, travel, shopping, and entertainment.

At the beginning of the development of Qi Culture, most cultural attractions did not fully consider the needs of tourism functions. There were problems such as loose cultural heritage, low level of cultural display, few dissemination carriers, and poor participation. Tourists’ visiting time was short and the tourism income was too low. In order to improve the quality and influence of the cultural tourism industry, Linzi District has effectively integrated Qi Cultural Industry Park, Qi Cultural Tourism Festival, Jiang Taigong Culture, Football Culture and other tourism resources, adjusted development thinking, optimized support carriers, and extended the industrial chain. Starting from the needs of all aspects of tourist tourism activities, Linzi District created cultural tourism experience destinations, and achieved good results by introducing local specialties, cultural theme hotels, special shopping and entertainment activities, etc.

③ The itinerary should be reasonable—cultural content and tourist landscape, cultural content and tourist activities, cultural content and tourist psychology, should be compatible with each other.

Taking the Qi Culture Study Tour as an example, Linzi District has developed a series of courses such as Qi-seeking, Cuju-kicking, Quest and handicrafts-making, etc. Cultivate children’s creative ability, practical ability and teamwork ability through situational, experiential and interesting activities. So that outstanding Qi cultural traditions can be deeply impressed into the hearts of children, opening up a new model of moral education. In the Cuju classroom and the Cuju experience area of the Linzi Football Museum, children can learn about the evolution and production of Cuju, make their own characteristic Cuju by themselves, or wear ancient costumes to travel to the ancient times and experience the fun of Cuju., Face to face with the distant ancient civilization.

### **3. Effective measures for the integrated development of cultural and tourism**

#### **3.1 Resource integration, scientific planning and top-level design**

Resource integration is a process of resource optimization allocation with a clear direction, integrating regional tourism resources, highlighting characteristics, and forming a joint force for regional tourism development. It is an inherent requirement for regional tourism development and an inevitable choice for achieving win-win results in various places.

Linzi District takes the construction of Qi culture inheritance and innovation demonstration zone and the creation of a national-level tourism demonstration city as an opportunity to integrate local superior resources, far-sighted, and scientific planning. The cultural tourism industry of the whole district is carried out in accordance with the idea of “one belt, two wings, four poles and ten points”. Scientifically coordinate the layout, with Zihe as the link, Qi culture as the main line, and the four poles of Jiang Taigong, Guan Zhong, Cuju, and Jixia Xuegong<sup>[2]</sup>. A number of high-quality cultural tourism projects such as Qi Culture Research Base and Qi Ancient City will be planned and constructed with high standards and high levels.

#### **3.2 Integrate modern technology and creative cultural tourism industry**

In an innovative society, the core of innovation lies in creativity, and creativity is the core of cultural tourism. Without creativity, cultural tourism will lose its vitality. The so-called cultural tourism creativity is to deeply explore and re-recognize the cultural value of tourism, from a multi-dimensional perspective to refine the cultural content, imagery and symbolic meaning contained in tourism resources, to complete the transition from static to dynamic, from old-fashioned to lively, from sightseeing to participation and experience, and then to a series of changes in leisure and recreation, thereby comprehensively improving the taste and grade of tourism landscapes, effectively enhancing the cultural value of tourism products and the value experience of tourists.

With the advent of the era of autonomous tourism, tourists pay more and more attention to the sense of experience that tourism products bring to them, and they always “love and love” immersive experience projects. The rapid integration of the ever-changing modern technology and cultural tourism has just met the needs of tourists. A variety of innovative, conceptual, and experiential new tourism products continue to emerge, which also endows the tourism industry with new connotations. For example, the Qi Culture Museum uses modern technology such as sound and light to vividly show visitors the tactics invented by the great general Tiandan

during the Warring States Period-Fire Bull Array,which makes people immersive.

### **3.3 Function integration,resource sharing,creating a coexistence space that is livable and suitable for travel**

In the context of global tourism,the development of cultural tourism is not simply an industrial issue,but a panoramic and full coverage of the tourism industry.It is a scientific and systematic tourism with optimized resources,orderly space,rich products,and developed industries.It requires the participation of the whole society,the participation of the whole people,and the joint construction and sharing.Therefore,the development of the cultural tourism industry must also consider the integration of the social functions of the region and the life needs of local residents.Functional integration is actually a process of realizing the sharing of resources between local residents and tourists and realizing a normal coexistence space that is suitable for living and traveling<sup>[1]</sup>.

### **3.4 Cross-industry integration,extend the industrial chain,and create a new type of tourism industry.**

With the advent of the era of large tourism consumption,the connotation and extension of tourism continue to expand.From online to offline,from tourism to"tourism+",the industrial chain continues to extend,and cross-border integration becomes inevitable. Based on the brand advantage of"Football Origin",Linzi District actively builds a characteristic Cuju town with the Qi Culture Research Base in Shandong Province as the main body.It successfully integrates Cuju culture,sports events and youth campus football industry,and the Cuju cultural industry chain has been extended.Successfully realized the cross-industry integration of tourism and culture,sports,and education.

### **3.5 Comprehensive marketing and all-round promotion**

In addition to the conventional marketing methods,like image promotion,event promotion,it is popular nowadays to build a"smart travel platform",which implement"Travel to Zibo with one mobile phone"plan.It will build an online service center for tourists through websites,Wechat public accounts,Tiktok,etc.Projects and activities in the scenic area are pushed in current time,and intelligent experiences such as online booking and online payment are realized.Through online and offline all-round marketing and promotion,the popularity of cultural tourism in Zibo City will be improved.

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