

On the development strategies of Qilu folk culture and sports industry from the perspective of a strong cultural province

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Abstract: This paper discusses and analyzes from the aspects of cultural protection, inheritance and innovation, cultural tourism industry innovation, cultural tourism publicity and promotion, and cultural tourism market system. It is proposed to make full use of the unique genetic advantages of Qilu's history and culture in order to strive to create a group of sports cultural brands with local characteristics, promote the integration of sports and traditional culture and the cultural field from the supply side, stimulate the vitality of cultural development, and promote Shandong's economic and social development in high-quality.

Keywords: culture; Qilu; cultural and sports industry; strategies

1. Basic concepts analysis

Cultural self-confidence is the most basic, deepest and most lasting force in the development of a country or a nation. Qilu culture is a fusion of Qi culture and Lu culture, formed in the course of thousands of years of historical development. Qi and Confucianism have significant differences in origin, but Qi and Lu cultures gradually converged with the development of the two cultures. The Qilu culture with rich historical connotations has been formed, and it has gradually become the soul of Chinese culture after the fusion of Qin and Han Dynasties.

Folklore, also known as folk culture, refers to the relatively stable cultural matters that a nation or a social group has gradually formed and passed down from generation to generation in the long-term production practice and social life. When creating and developing social culture, the people gradually form a cultural life related to it, and this cultural life is, in a sense, not only a social and historical tradition, but also a part of the daily life of the public. [[1] Qu Yu. Research on Qilu Culture and Folk Art [J]. Art Appreciation, 2020(14):56-57.]

2. Background analysis of the construction of a strong cultural province

Modernization is a modernization in which material civilization and spiritual civilization are coordinated. [[2] Shen Tingyu, Jiang Xiaorong, Ji Yuya. High-level construction of a strong cultural province [N]. Zhejiang Daily, 2022-06-23(005).] Without the prosperity of culture, there can be no great rejuvenation of the nation. Shandong Province is in a critical period of strategic transformation from big to strong. It is a long-term strategic task to leap from a province with a large cultural resource to a strong cultural province. Shandong Province sits on the land of Qilu, which is a treasure trove of profound cultural resources. It is inclusive and has accumulated rich resources. It is striving to build a moral and cultural highland that honors morality and kindness, bursts with vitality, prosperous and colorful, and is civilized and harmonious. From the perspective of value, the coordinated development of cultural undertakings and cultural industries is based on the unification of social and economic benefits. Culture itself can also be regarded as an industry. What it can bring to people is not only its own value, but a greater value after combining with other industries. This is what we often call "cultural empowerment". From the perspective of goals, the coordinated development of cultural undertakings and cultural industries to meet the needs of the people for a better life is the common pursuit. The fundamental purpose of economic and social development is to meet the growing needs of the people for a better life, because the spiritual and cultural life is an integral part of a good life.

3. SWOT analysis of the development of Qilu folk culture and sports industry

3.1 The Strength of Qilu Folk Culture and Sports Industry

Shandong Province has a long history and culture, and its folk cultural resources and sports resources are colorful and unique. Mount Tai has been assessed as a natural and cultural heritage by the United Nations Educational, Scientific and Cultural Organization. The Taishan International Mountaineering Festival is well-known at home and abroad, and has been recognized as a national sports tourism boutique event by the State Sports General Administration. Weifang kites are included in the national intangible cultural heritage. In addition, Linzi, the origin of ancient football, has a great influence on the development of folk sports, attracting domestic and foreign tourists to participate. The Shandong provincial government has given sufficient policy support to the development of folk sports. The "Implementation Opinions on Implementing the Guofa No. 31 Document Xujin Tourism Reform and Development" (2014) proposed "We should vigorously develop sports tourism, such as Tai Chi, Health Qigong, Mantis Boxing to Cha Boxing and other sports, to enrich the cultural connotation of sports and leisure products." The special plan for the Development of Boutique Tourism in Shandong Province (2018-2022)" clearly stated that "We should use traditional festivals to organize high-quality folk festivals such as flower fairs, lantern fairs, and mountain fairs".

3.2 The Weak of Qilu Folk Culture and Sports Industry Development

Folk cultural and sports products have the problems of single product type and unbalanced regional development. First, due to people's insufficient understanding of the folk culture and sports industry, and because the folk culture and sports tourism industry has not yet started in some areas, the promotion of tourism product processing, tourism catering industry, tourism agriculture, tourism industry, etc. is weak; Second, management The system and operation mechanism need to be improved, the ability to integrate development elements and resources is insufficient, and the construction of the supporting system for the development of the folk culture and sports industry is relatively lagging behind. It can provide the most basic tourism needs such as food, housing, transportation, travel, shopping and entertainment. The incomplete infrastructure of folk culture and sports tourism has a great impact on tourists' enthusiasm for tourism.

3.3 The Opportunities for Qilu Folk Culture and Sports Industry

Cultural and creative industries and boutique tourism industries are listed as the "Top Ten Industries" in Shandong Province for the transformation of new and old kinetic energy. With the continuous development of my country's market economy, people's tourism consumption needs have undergone significant changes. The development of folk culture and sports tourism resources is an important task for contemporary tourism innovation. Folk culture and sports tourism are highly experiential and require The joint participation of tourists is a high-level, high-grade cultural tourism project with good development prospects. [[3] Liao Yongsheng. Research on the development of folk sports tourism resources [J]. Contemporary Sports Science and Technology, 2022, 12(05): 10-12.]

3.4 The Threat of Qilu Folk Culture and Sports Industry

The in-depth integration of culture and tourism is currently growing in people's yearning and demand for a "better life". The integration of culture and tourism has become an important path and carrier for building a cultural powerhouse, enhancing cultural confidence, and promoting cultural "going out". Tourism is endowed with a new Historical mission and responsibility. While the scale of the industry continues to expand, the purpose of people's travel is no longer simple sightseeing. Tourists pursue refinement and personalization whether it is for physical consumption or cultural entertainment. Therefore, the pursuit of quality and personalized demand brought about by consumption upgrades are new issues that should be faced in the further development of the cultural tourism industry.

4. On the development strategies of Qilu folk culture and sports industry

4.1 Construct the Qilu Cultural Brand

Guided by the brand of "Hospitality Shandong", with the brand of "Top Ten Cultural Tourism

Destinations" as the backbone, supported by the sub-brands of 16 cities, and based on the corporate brand, product brand and service brand, the brand system of "Hospitality Shandong" will be constructed. Coordinate the promotion of the "Hospitality Shandong" brand, the construction of spiritual civilization, the construction of integrity in Shandong, and the construction of the business environment, and make good use of the platform of the CCTV Brand Power Project to continuously enhance the influence of the "Hospitality Shandong" brand. It is necessary to strengthen the protection and utilization of cultural resources, and create more cultural landmarks, cultural phenomena, and cultural products that carry Chinese culture and show the charm of Qilu. Cultivate the main players of the Qilu sports history and culture brand market, establish a Qilu sports history and culture investment and financing platform, actively promote various market entities to invest in the development of Qilu sports history and culture industries, and support small and medium-sized sports and cultural enterprises to develop Qilu sports history and culture towards specialization, quality, and Specialization and innovation will enhance the competitiveness of enterprises. [[1] Liu Linxing, Yu Hongliang. Research on Qilu Sports History and Culture Brand Building Path [C]. Collection of Abstracts of Papers of the 12th National Sports Science Conference - Poster Exchange (Sports History Branch), 2022:68-69.]

4.2 Coordinated development of cultural undertakings and cultural industries

Create a cultural industry growth pole and provide more high-quality public cultural products and services. Rich natural resources and profound human resource endowments are the strong foundation for the development of cultural and sports industries in Shandong Province. To transform cultural resource advantages into cultural industry advantages, it is necessary to strengthen innovation-led, creative-driven, differentiated, and branded industries to cultivate characteristic industries; strengthen technological empowerment, and promote the development of emerging cultural formats in terms of development level, development grade, and development scale.

4.3 Deepen the integrated development of culture, sports and tourism

Actively promote the "activation" utilization of cultural resources, develop urban tourism, rural tourism, marine tourism, red tourism, industrial tourism, health tourism, and research tourism, and build a global cultural tourism product system. Strengthen cultural "empowerment", vigorously cultivate tourism performances, intangible cultural heritage tourism, exhibition tourism, museum tourism and other cultural and tourism integration development formats, and create a cultural tourism complex integrating cultural creativity, vacation and leisure, and health and wellness.

4.4 Promote the sound development of the public service system

Collaborate to promote public cultural services and tourism public services, and strive to build a service network that is suitable for living, business and tourism. In accordance with the concept of "integration and sharing, global coverage", a number of comprehensive cultural and tourism service facilities will be constructed and renovated, the tourism service functions of public cultural facilities will be improved, and the cultural connotation of tourism public facilities will be enhanced. Promote cultural services into tourist attractions and resort areas, introduce cultural facilities such as cinemas, theaters, bookstores and other cultural facilities in tourist gathering areas, and build a new space for culture and tourism shared by host and guest.

5. Conclusion

Qilu culture has a long history. Under the requirements of building a strong cultural province, the coordinated development of Qilu's cultural and sports industry has a long way to go. To promote the coordinated development of Qilu's cultural and sports industry, we must first focus on the construction of Qilu's sports history and culture brand, and further optimize the supply-side structure and improve the supply level by focusing on inheriting traditions, learning from others' strengths, and combining with the needs of the times. Secondly, strengthen the integration of Qilu sports historical and cultural resources and cultural brand building planning and publicity, and carefully plan and hold Qilu sports historical and cultural expositions, product exhibitions, investment negotiations, cultural performances, forums and other activities. Third, promote the integration of Qilu's cultural and sports resources, and promote the implementation of major projects, major projects and major policies in the cultural and

sports industry.

References

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