

# Research on the Path of Improving the Cultural Literacy of College Students under the Background of Regional Culture

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**Abstract:** Taking the Qingdao regional culture as the research background, the influence of scenic spot culture, material and intangible culture and red cultural attractions on the improvement of college students' cultural literacy is studied. Through the systematic analysis of the composition, structure and development characteristics of regional culture, the path of regional culture to improve the cultural literacy of college students is explored, and the characteristics and changes of regional culture are revealed. According to the research on various regional cultural development and influencing factors, the analysis proposes a path for improving the cultural literacy of college students, and provides a certain theoretical reference for the setting of cultural attractions and the means of university education in the region.

**Keywords:** regional culture, scenic spot culture, material culture, intangible culture, red culture

## 1. Introduction

At present, the main force of inheriting and promoting the excellent traditional Chinese culture is college students, so it is of unshirkable and significant for college students to actively cultivate and enhance their own cultural literacy. However, colleges and universities generally pay attention to the transfer of professional knowledge, and do not pay enough attention to the cultivation of moral education, values and humanistic qualities of college students. College students, on the other hand, pay more attention to aspects that are closely related to their vital interests, such as employment. The main reason is that there is a focus on test-taking training and a lack of emotional experience; Focus on the teaching of professional knowledge, and ignore the improvement of comprehensive humanistic literacy; Simplify the expansion of excellent texts and ignore excellent cultural inheritance. In view of this, colleges and universities should base themselves on the current situation of college students' cultural literacy, continuously optimize teaching content, innovate teaching methods, extend traditional classrooms, and improve the effectiveness of college students' cultural literacy education<sup>[1]</sup>.

At present, some college students yearn for life in Europe and the United States, like the culture of other countries, and have little understanding of their own culture and do not have a deep understanding. The regional culture of the university station is the place where college students study, live or work, and attention should be paid to the cultivation and improvement of regional culture to the cultural literacy of college students.

Located on the shores of Jiaozhou Bay on the Shandong Peninsula, Qingdao is an important coastal city and an international port city in northern China, where Chinese and Western cultures meet frequently and are typical regional cultural representatives.<sup>[2]</sup> Taking Qingdao's regional scenic spot culture, intangible culture, red culture and universities as the research objects, the research on the path of regional culture to improve the cultural literacy of college students was carried out.

## 2. The influence of regional attraction culture on the cultural identity of local college students

According to the statistical analysis of "Classification, Investigation and Evaluation of Tourism Resources" (GB/T18972-2003), Qingdao's tourism resources contain 156 tourist spots<sup>[3]</sup>, and tourism resources are quite rich. Among them, historical buildings account for about half of the total number of outstanding historical buildings in Shandong Province<sup>[4]</sup>.

### ***2.1. Effects of natural landscapes on the physical and mental health of college students***

The subtle changes of nature will have an important impact on people's psychology and physiology, especially for college students in adolescence. Natural landscapes can cultivate students' sentiments, enable them to release their youth and vitality, and deepen communication with nature. For example, people in a harmonious, beautiful and comfortable environment can always feel comfortable and quick thinking, and even be inspired to create; The wind in nature allows air to flow, which in turn improves the comfort of the human body.

Taking the natural attractions in qingdao as an example, the main attractions in the city are shown in the following figure. It can be seen that qingdao's natural attractions are complete and beautiful. The natural attractions in this area cover mountains, water, islands, seas and other elements, and are the main components of a beautiful environment. For the increasingly heavy study and work pressure of college students, maintaining closer contact with nature can enhance the harmony between people and between people and nature, and release the nature of college students; Enrich the observation and imagination of college students; Contributes to the physical and mental development of college students. Natural landscape is not a culture, but a beautiful and comfortable natural environment is the basic and guarantee for improving the cultural literacy of contemporary college students. Natural landscapes can better cultivate college students' sense of belonging and identity with the city where the university is stationed.

### ***2.2. The influence of humanistic landscape on the improvement of college students' cultural literacy***

Different eras and different groups have different cultural, political and historical backgrounds, and the cultural landscape is also deeply affected. The culture displayed by the cultural landscape to the public or college students can reflect the characteristics of life, spirit and other characteristics of the corresponding era in more detail. In addition to the real objects that can be touched, the cultural landscape also shows the more valuable hidden information inside. The cultural landscape can reflect the source of the culture of an era, the path of cultural dissemination, and the development and change of culture. Therefore, the cultural landscape has typical spatio-temporal characteristics. The vast majority of the human landscape is built on the infrastructure of nature and humanities, with the characteristics of interdisciplinarity. It is of great significance in guiding college students to environmental protection and utilization, the coordinated development of man and nature, and the promotion of spiritual culture.

For example, Qingdao in modern history has a history of being occupied by Western powers. As shown in Figure 2, it is a typical cultural landscape in Qingdao. It reflects that Qingdao's modern history has integrated Chinese and Western cultures, reflecting the intersection and independence of different cultures in architecture and art. Some buildings with European characteristics and buildings with religious elements have been given historical colors and traces. The cultural landscape in Figure 2 consists of four subcategories, which can also be summarized into two parts. One part contains the entities of human spiritual needs, which are modified on the basis of the natural landscape, integrating the natural landscape into human culture; Part of it is that human beings rely on subjective creativity and modern technological tools to build landscapes with cultural connotations. The humanistic landscape can reflect the development of society and civilization, and can also reflect the ability of man and nature to live in harmony. Under the modern higher education system and concept, the humanistic landscape is of great significance in improving the spiritual civilization of college students, inheriting the essence of traditional human civilization, enhancing the personal spiritual realm, patriotic feelings and pride.

## **3. The influence of regional intangible culture on the improvement of college students' cultural literacy**

### ***3.1. Influences of folk culture***

Folk culture regulates the language, psychology and other behaviors of individuals and groups in a non-legally compulsory way, and has certain characteristics such as regional differences and group differences. As a social and cultural norm, it has a positive role in improving the humanistic literacy of college students, which is mainly reflected in:

Cultural cognition. Folk culture covers a relatively broad range including traditional culture, living

customs, humanistic history, etc., further continuing the framework, development mode and emotional factors of national culture. The understanding and learning of these cultures can improve the aesthetic and cognitive level of traditional culture among college students.

**Character building.** Folk culture is not about shaping the personality of the individual, but about a society as a whole. It reflects the national psychology, national spirit, and shapes the national character, and this collective cultural accumulation will have a great impact on the spiritual personality of individual college students and the spirit of cooperation and identity of the team.

**Self-regulation.** Folklore is expressed as a stylized mode of behavior and life habits, a kind of "convention", which is steadily passed on to society. It occupies a decisive position in the process of individual socialization and has a broad binding effect on individuals. Although it is not legally mandatory, it is one of the most powerful moral constraints. College students who live and study in a certain area are subtly influenced by local folk culture.

**Psychological regulation.** Most of today's college students are facing multiple pressures such as family happiness, academic competition, graduation and employment, and the relatively monotonous school and family environment is not conducive to relieving many pressures. The infiltration of folk culture and the participation of folk culture activities can effectively release and vent psychological pressure, so that the life and psychology of college students can be effectively adjusted.

After several years of accumulation and development, Qingdao, as a central coastal city in China and a coastal resort tourism city, has formed a unique marine folk culture, typical of which is the custom of offering to the sea: Tian Heng Festival, etc.; Temple Fair: Qingdao Tianhou Temple Xinzheng Folk Culture Temple Fair, etc. Most marine folk culture is a sacrificial custom based on the Mazu faith, which has strong folk characteristics. Qingdao, which has a unique marine environment, has also formed a unique "Qingdao cuisine" and formed a characteristic food culture by the sea. In addition, Qingdao's regional culture can be better promoted and developed through the edutainment form of folk village tourism. For example, Laoshan Folk Village, with its intangible cultural heritage museum, the people's stage, the first long corridor of Chinese lantern riddles and other special attractions, shows the original appearance of traditional life in laoshan area from different aspects. Qingdao folk culture is of great significance to contemporary college students in cultivating a sense of belonging and inheriting a sense of cultural sustainability.

### ***3.2. Influence of Qingdao Beer Festival Culture***

Qingdao International Beer Festival is a large-scale festival with beer as the medium, integrating economy, trade, tourism and culture, and relying on the Qingdao Beer Museum and Qingdao Beer Group, forming a unique beer culture. As the largest beer event in Asia, the successful holding of the Tsingtao Beer Festival not only promotes the progress of other festivals, but also helps Qingdao to form a unique tourism system, thereby enhancing the economic benefits of tourism. However, interests are a double-edged sword, and since its inception, the beer festival has attracted more than one million visitors from all over the country. In a short period of time, a large number of people poured into the densely populated Qingdao, which is bound to cause traffic jams, environmental pollution and ecological damage. This requires the government and the people to jointly maintain ecological balance and environmental harmony. In addition to the government's large amount of police force investment, a large number of volunteers are also needed, and local college students have undoubtedly become the main force of volunteers. This volunteer experience can not only become a valuable asset in their lives, but also allow them to personally experience the charm of Qingdao Beer Festival culture and continuously improve their cultural literacy.

### ***3.3. The Influence of Laoshan Taoism and Tea Culture***

Laoshan Taoism has a history of more than 2,000 years, and many Taoist palaces, inscriptions, ancient trees, etc. that have been preserved to this day exude the Taoist "unity of heaven and man" and "Taoist nature" The concept can not only make college students realize the importance of harmonious coexistence between man and nature and ecological balance, but also help motivate college students to inherit China's excellent traditional culture, establish cultural self-confidence, and enhance their own cultural literacy.

As the northernmost green tea in China, Laoshan tea has a long history of cultivation and has detailed records in the Laoshan Tea Culture Museum. Among them, Xiaoyang Chunlaoshan Tea is a

representative green tea brand in the north, and its connotation of "doing things seriously, acting honestly, pioneering and innovating, and pursuing excellence" not only encourages enterprises to develop and innovate, but also continuously inherits the Laoshan tea culture<sup>[5]</sup>. The beauty of Laoshan Mountain lies in the connection between mountains and seas, the mineral water quality of Laoshan Mountain is excellent, and Laoshan Mountain, which is known as the "first mountain on the sea", is also known as the "second jungle under the Taoist world", which truly achieves the first tea in Jiangbei, China, "Xianshan Holy Water Laoshan Tea". The unique geographical location of Laoshan tea and the influence of Taoist culture have also become a major selling point. The charm of Taoist culture adds a bit of unique charm to Laoshan tea culture in the clouds, and the corporate culture also helps to improve the cultural literacy of college students.

### ***3.4. Influences of language and culture***

The vocabulary in the Qingdao dialect mainly includes ancient words, foreign words and original words.<sup>[6]</sup> Qingdao had ancestors living in groups thousands of years ago, and there were relatively complete ancient cultural development sequences such as Dawenkou culture, Yueshi culture, and Longshan culture in the area, which was an important area where the ancient Dongyi culture and Qi culture overlapped, and had a profound impact on the formation of Qilu culture and even Chinese civilization<sup>[7]</sup>. Open and frequent foreign exchanges have enabled foreign cultures to continuously integrate with local cultures and incorporate a large number of unique foreign vocabulary. These foreign words can often be divided into transliterations, meaning words, and morphological words. For example, "Coulee" refers to manhole covers, derived from the German "gully", "big concubine" is also derived from the German language "Dame". In addition, due to the colonization of modern Japan, the Qingdao dialect has also appeared in the "car rudder" and "tatami" Such Japanese-language vocabulary, immigrants have also incorporated many foreign words into the Qingdao dialect. Just over a hundred years after Qingdao opened up to trade, the dialect was formed late, and soon became a new dialect after integrating the dialect characteristics of the surrounding region. And because of the frequent economic and cultural exchanges, a considerable number of words do not have corresponding words in Mandarin, and can only explain their approximate meaning, forming original words in Qingdao, such as describing the big as "how is big", and the metaphor is small with "well dots." ". Therefore, college students will also be influenced by multiple cultures when they come into contact with Qingdao dialect, and cultivating the coordinated development of multiculturalism is more conducive to the improvement of college students' own cultural literacy and the comprehensive and coordinated development of local college students.

### ***3.5. Influence of Red Culture***

The unique red culture formed in Qingdao over the past hundred years embodies the excellent historical and cultural traditions and lofty revolutionary spirit of the Communist Party of China and the people of Qingdao<sup>[8]</sup>. Among them, the material level is the revolutionary martyrs' memorial hall such as the Osawa Mountain Anti-Japanese War Memorial Hall, the revolutionary martyrs' cemetery such as the Laixi Revolutionary Martyrs Cemetery, and the former residences of celebrities such as the former residence of Yang Mingzhai. On the spiritual level, there are theatrical works such as "The People's Heart is My Hometown", such as "Red • Mark" and other song and dance works, such as "Running Forward along the Socialist Avenue" and other folk music song works.<sup>[9]</sup> Qingdao's red culture shows the glorious course of the Communist Party of China in leading the people of the whole country to a new era, and reproduces the glorious epic of the heroic struggle of the people of Qingdao in the fight against the Japanese and Western powers. However, most college students are familiar with special cuisine and Internet celebrity punch points, and few students are keen on Qingdao's red cultural heritage. The essence of cultural self-confidence lies in the strong spiritual pillar inherent in a party's culture. Only when college students understand and carefully learn the inner essence of Qingdao's red culture can they enhance their national pride and consolidate their cultural self-confidence. Integrating red culture into students' ideological and political education, and educating college students to learn the excellent moral qualities of selfless dedication and courage to dedicate themselves to outstanding communists in red culture can effectively enhance college students' moral character cultivation, establish a correct outlook on life, values and world outlook, cultivate patriotic feelings, consolidate college students' cultural self-confidence, and enhance college students' cultural literacy.

#### 4. Conclusion

In recent years, cultural tourism and development, as a new type of industry, have not only promoted local economic development, but also played an increasingly important role in improving the cultural literacy of college students. On the basis of fully analyzing the formation characteristics and development process of Qingdao regional culture, this paper studies the path of improving the cultural literacy of college students from the following aspects:

##### ***4.1. The influence and improvement path of natural landscape culture***

Natural landscape culture is conducive to cultivating college students' sentiments, deepening communication with nature, enhancing students' observation and imagination, and has an important impact on improving the psychology and physiology of college students. Thus, to cultivate a sense of belonging and identity of college students to the city where the university is stationed.

##### ***4.2. The influence and improvement path of cultural landscape culture***

The humanistic landscape has the characteristics of interdisciplinarity, which can guide college students to improve their awareness of environmental protection and utilization, the coordinated development of man and nature, and spiritual and cultural awareness. It is of great significance in improving the spiritual civilization of college students, inheriting the essence of traditional human civilization, and enhancing the spiritual realm of individuals.

##### ***4.3. The influence and improvement path of regional intangible culture***

Qingdao's unique marine folk culture, Qingdao Beer Festival culture, Laoshan tea culture, language culture and red culture have given great support to college students' spiritual personality shaping, teamwork spirit, and national cultural identity. It is of far-reaching significance for contemporary college students in cultivating a sense of belonging and inheriting the sustainable consciousness of culture.

##### ***4.4. The influence and promotion path of red cultural attractions***

The red cultural attractions reproduce the spirit of the revolutionary ancestors who are not humble and heroic, and reflect the unique spiritual outlook and national integrity of the red culture in the depths of the soul. It provides a considerable amount of material for college students' red culture education, and has a positive effect on enhancing college students' patriotic feelings, moral character cultivation and college students' cultural self-confidence.

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