

Research on Confucian Cultural Tourism Development under the Background of Cultural and Tourism Integration

Yuli Kan

The Department of Tourism, Zibo Vocational College, Zibo 255300, Shandong, China

Abstract: Qufu, as the birthplace of Confucius, is the origin of Confucian culture and has rich cultural tourism resources. However, the development of Qufu's tourism industry is still limited to the sightseeing tour, and its unique cultural advantages have not been substantiated and three-dimensionally explored. This article sorts out the problems in the development of Confucius cultural tourism, and discusses the materialization of intangible cultural heritage. The theme product development, festival activity development and other tourism development models promote the protection and inheritance of Confucius culture and improve the quality of Qufu cultural tourism products.

Keywords: Cultural and tourism integration; Confucius culture; Tourism development

1. Research background

There is a natural connection between culture and tourism. Culture is the soul and stamina of tourism products, and tourism products are the manifestations of culture. What tourism products give tourists is a process of experiencing different cultures, and tourist destinations without cultural connotation will lack long-term vitality. Embedding intangible culture into material attractions, and organically combining heritage protection and tourism development, and forming an atmosphere and promoting the unique cultural resources of the region through tourism are not only conducive to the sustainable development of regional tourism, but also conducive to the sustainable development of regional tourism. Inheritance and protection of culture.

Qufu, the "Holy City of the East", is the birthplace of Confucius, as well as the place where Confucius gave lectures, buried and sacrificed for descendants. There are countless cultural monuments and unparalleled cultural resources. It is irreplaceable and unique. As a traditional tourist destination, Qufu has also experienced problems in recent years, such as product aging, single form, and shortened staying time of tourists. These phenomena have restricted the development of Qufu's tourism industry.

2. Problems in the development of Confucius cultural resources

2.1 The construction of cultural landscape focuses on external expansion and lacks cultural connotation

In the tourism development of Confucius culture, a number of cultural landscapes such as the Six Arts City of Confucius, the Hometown Garden of Confucius, and the Analects of Confucius Stele Garden were built^[3]. In terms of development, it pays attention to the extensional style and the growth of the number of Confucius cultural resources, while ignoring the exploration of the connotation. The cultural products are single, mostly static and ornamental products, and lack participatory and conceptual derivative products. The cultural sensibility conveyed to people is very great. Limited, unable to meet market demand.

2.2 Emphasize cultural heritage and ignore folk culture

Qufu has a long history and rich cultural heritage, which provides a good development foundation for the development of tourism. Cultural heritages such as Sankong and Yanmiao can be used directly as cultural landscapes and have been well protected and developed. However, the Kong family culture and folk customs, which have been formed under the influence of Confucian culture for a long time, have been paid attention to, resulting in the disadvantages of low cultural taste of tourism products, poor overall tourism environment, and inconsistent with the development trend of tourists' high-level cultural experience needs.

2.3 The market specificity of special tourism products is not strong

Confucian culture has a very broad market influence, but due to the different strengths of relevance of cultural concepts around the world, there are differences in the market segments of the "Three Confucian" tourism. For example, special tours such as Confucius's hometown study tour and Confucius's hometown tour were initially launched for the international market, but due to the lack of obvious content characteristics of the activity arrangement and the weak pertinence of different source markets, they did not clearly reflect Confucian Confucianism and Confucianism. The difference between the cultures of the source area makes the product less attractive.

2.4 Participatory and performance projects lack norms

In recent years, in order to change the passive situation of the past "three holes" tourism static appreciation and enrich tourists' travel experience, Qufu City has actively explored the development of performing arts activities, and has achieved more significant results. At present, it has formed a big play a day in the apricot altar sacred dream, two ceremonies a week to open the city, four sacrificial offerings to Confucian dance and ancient Lu music in January, two annual celebrations, such as the School Tourism Festival and the Confucius Cultural Festival^[1], etc. The series of deductive projects attracted many Chinese and foreign guests. Although the development of this

series of performance projects helps to change the situation of static viewing in the past, the performance methods are relatively similar, the performance content and the Confucianism to be expressed are somewhat disconnected, and the similarities between the projects are not formed. A complete series of Confucian performance products. At the same time, the Confucius Cultural Festival, the Confucian Memorial Ceremony, and other festivals are too politically colored, and marketing and public participation are insufficient. The choreography and production of performance projects such as adult ceremonies, the sacred dream of the apricot, and the ancient music of Lu are not high. Participation needs to be awaited. strengthen.

2.5 Cultural artistic conception is destroyed

As a world cultural heritage site, cultural artistic conception is precious, and it is also the reason why the holy city has become a holy city. The cultural artistic conception of "three holes" is facing the erosion of modern business. Any scenic spot has a guiding space for brewing feelings, which is an important part of the scenic spot. However, many commercial houses and booths that are incompatible with the solemn and solemn atmosphere have been built on both sides of the "three holes", which destroys the overall artistic conception of the "three holes". Many restored historical districts often create a scene of a commercial street, which is extremely disproportionate to the old city of the Ming Dynasty. Culture is the soul of Qufu tourism, and the erosion and destruction of cultural atmosphere will be fatal.

3. Thoughts on Confucius Cultural Tourism Development

The cultural resources of Confucius are extensive and profound, and the cultural value is great. Through the intervention of tourism activities, high-quality and attractive tourism products can be formed, and the development level of Qufu's tourism industry can be improved. This article analyzes the development of Confucius cultural tourism from the three aspects of resources, market and products, following the principles of protection, authenticity, experience, participation, and puts forward the following ideas for the development of Confucius cultural tourism.

3.1 Joint development with tangible cultural heritage

Qufu has rich cultural relics, among which Confucian Temple, Confucian Mansion and Confucian Forest, collectively referred to as "Three Confucianism", are must-visit attractions for tourists.^[2] At present, three-hole tourism is still dominated by static sightseeing. Therefore, it needs to be organically integrated with the profound Confucian culture, and use specific objects or a dynamic process to show tourists the broad spirit of Confucian culture and enrich the "three-hole" tourism. Content, enhance attractiveness and market competitiveness. In the process of tourism development in the "Three Kongs" heritage sites, distinct tourism themes should be created according to their specific cultural connotations.

3.1.1 Pilgrimage

In the development of Confucian cultural tourism, the Confucian Temple is used as the carrier to display the sacrificial culture, so that the entire Confucian Temple tour is carried out around the core purpose of paying homage to Confucius, offering sacrifices to Confucius, and experiencing the thousand-year-old Confucian culture. Perform Confucian music and dance on a regular basis, allowing visitors to participate in Confucian worship activities, learn sacrificial etiquette, and jointly create a solemn and far-reaching sacrificial environment.

3.1.2 "Kong Fu" Life Tour

Relying on Confucius Mansion, develop the etiquette culture and Confucian food culture of Confucius culture. First of all, reproduce the life scenes of Confucian Mansion, including the ancient official culture and the life of feudal aristocrats. Secondly, dig out the etiquette culture in life, such as welcome ceremony, reception etiquette, dressing, dining etiquette, etc., through the gestures of tour guides and other service personnel, so that visitors can experience a heavy etiquette culture. Finally, the food culture of Confucian Mansion is displayed with utensils, books, inheritors and other carriers. Introduce tourists with different banquet specifications and levels through utensils, invite inheritors of Confucian cuisine to make famous dishes and cakes of Confucian cuisine on-site, design tourists to participate in the production and tasting projects, and form a series of food products.

3.1.3 Root-seeking tour to worship ancestors

The descendants of Confucius, no matter how poor or low, are buried in the family cemetery after death, have never been interrupted for many years, reflecting the profound concept of clan. Relying on the tombs of Confucius, Han tombs, Ming tombs, Kong Shangren's tomb, Yu's archway, etc. It highlights the clan culture of the Kong clan. At the same time, Confucian worship activities are held in Konglin on Qingming Festival to explore the sacrificial culture of the Kong clan. Finally, relying on legendary stories such as Confucian disciples guarding the tomb, burning books to pit Confucianism, Yu's memorial to increase the interest of Confucianism.

3.2 Thematic product development

Through the creation of three themed tourism routes of Confucius Root Seeking Tour, Confucius Spring and Autumn Experience Tour, Confucius National Tour and Confucius Old Age Tour, the thematic development of it. Qufu's existing theme parks include the Six Arts City of Confucius, the Hometown of Confucius and the Analects of Confucius Stele Garden. Due to the in-depth exploration of the connotation of Confucius culture, the tourism products are still mainly sightseeing. Compared with the "three holes", the attraction is weak and very few people care. This article aims to further explore the cultural connotation of Confucius, break through the bottleneck of static display, develop participatory and experiential projects, and improve the market competitiveness of theme parks.

3.3 Development of festival activities

The development of festival activities can take two forms, one of which is to use traditional festivals, and folklore activities to develop sightseeing and participatory festivals. The other is to develop different cultural themed activities based on regional cultural characteristics.^[4] While highlighting the participatory and cultural characteristics, a series of festival activities were launched with the clues of time and space.

3.4 Development of real stage play

Real-life stage play, with natural real landscape as the stage or background, with national folk culture, history, legend as the theme, music, dance, costume, performance and landscape are usually integrated into a theatrical performance repertoire, the effect is magnificent and shocking. In the process of Confucian cultural development, relying on the natural and cultural landscape of Qufu, using modern sound, light, and electrical technology, using a variety of expression methods, to create a series of Confucian performances consistent with the cultural connotation of Confucius.

3.5 Exhibition of traditional skills and development of tourism products

Through the display of the physical products and the production process, the traditional handicrafts in Qufu's intangible culture are reflected. Handicraft workshops set up in the characteristic block of the Minggu city of Qufu, such as Confucian House Wine Workshop, Kai Wood Carving Workshop, Nishan Inkstone Workshop, Qufu Pancake Workshop, etc., in addition to showing the production process and craftsmanship, develop experience projects to allow tourists to participate in the production process to enhance the experience and deepen the feeling.

Tourism shopping is a weak link in the development of Qufu's tourism industry. Tourists' knowledge of Qufu's characteristic tourist products is relatively scattered, and the highest Kaidiao is only recognized by tourists, and some tourists have no impression of the tourist products sold in Qufu. Therefore, according to market demand, integrating Confucian cultural elements, meticulous production, design and packaging will transform traditional handicraft products into characteristic tourist products.

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