

Study on the Effect of Taishan International Mountaineering Festival on Promoting Urban Development

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Abstract: By using literature materials, expert interviews, mathematical statistics and other methods, this paper studies the urban development effect of Taishan International Mountaineering Festival. It is found that the mountaineering festival plays a positive role in promoting the development of urban economy, society, culture and other aspects, and puts forward corresponding development strategies and suggestions, to provide reference for better promoting the development and research of Taishan International Mountaineering Festival.

Keywords: Taishan International Mountaineering Festival; Urban development; Effect

Fund Project:

Tai'an City Science and Technology Development Plan Project (2019 ZC 259)

1. Overview of the Mount Taishan International Mountaineering Festival

Since 1987, the mountaineering festival has been successfully held for 36 times. Over the past 36 years, Tai'an has adhered to the mountain, played the platform, tourism, trade, science and technology, comprehensively integrated the city's festival resources, tourism, culture, economy and trade, sports and science and technology industries, and promoted the comprehensive development of economic and social undertakings in Tai'an. Mountaineering festival, no longer limited to a sports event, has become a large-scale national, comprehensive and international festival activity, and has become an "invitation" sent by Mount Tai to the world. Every September, a large number of friends from home and abroad gather at the foot of Mount Tai, including athletes participating in the competition, tourists, economic and trade negotiations, as well as media journalists who come to report the festival and publicize the image of Tai'an. After 36 years of continuous efforts, the mountaineering festival has developed into a big stage for investment attraction, tourism negotiation, cultural exchange, sports competition and scientific and technological cooperation.

2. Study on the effect of Taishan International Mountaineering Festival on promoting urban development

2.1 The effect of mountaineering festival on promoting urban economic development

Sports and sports building platform, economic and trade investment singing. The carrier role of the mountaineering festival has been given full play, which is conducive to expanding the opening up and attracting investment, and plays a positive role in promoting the urban economic development. The development process of the mountaineering festival is roughly divided into three stages: the first stage (1987-1991), with cultural and sports activities; the second stage (1992-1998), highlighting the economic and trade activities; the third stage (1999-now), emphasizing the role of the mountaineering festival as a carrier to expand the investment attraction^[1]. The 35th Taishan International Mountaineering Festival and 2021 China Tai'an Investment Cooperation Fair was held, with a total of 59 key projects signed with a total investment of 86.848 billion yuan. The 36th Taishan International Mountaineering Festival and 2022 China Tai'an Investment Cooperation Fair opened. The investment cooperation Fair closely combined with the "441X" industrial development pattern of our city and firmly grasped the theme of accelerating the construction of a new industrial strong city. A total of 66 key projects were signed with a total investment of 65.9 billion yuan.

2.2 The effect of mountaineering festival on promoting urban social development

The mountaineering festival perfectly integrates tourism, culture, economy and trade, sports and science and technology industries, and has become a large-scale national, comprehensive and international festival activities. Relying on the brand effect of Taishan International Mountaineering Festival and its own tourism resources, Tai'an City has played a great role in promoting the high-quality connotation development of tourism public services and enhancing the competitiveness and influence of urban tourism. During the mountaineering festival, a large number of friends from home and abroad will gather at the foot of Mount Taishan, including athletes participating in mountaineering competitions, tourists who come for sightseeing, leisure and vacation, merchants who come to invest, business and economic and trade negotiations, and media journalists who come to report the festival and publicize the image of Tai'an^[3]. A total of 3,000 athletes from 26 countries and 28 provinces and autonomous regions registered for the 33rd Taishan International Mountaineering Competition, and 12,325 athletes participated in the 10,000 people. During the COVID-19 period in 2020-2022, it was still held, and opened a new mode of online and offline national fitness. After 36 years of continuous efforts, the mountaineering festival has developed into a big stage for investment attraction, tourism negotiations, cultural exchanges, sports competition and scientific and technological cooperation, which has greatly promoted the comprehensive development of social undertakings in Tai'an.

2.3 The effect of mountaineering festival on promoting the development of urban culture

The 36th Taishan International Mountaineering Festival aims at comprehensively displaying the new style of "looking forward and striving for the first" and the new achievements in the construction of a modern socialist city. It highlights the integrated development of culture and tourism and creates a new highland of the "two innovations" of Taishan culture and the integration of culture and tourism. During the period, the "Chinese Dream Taishan Love" 2022 China (Tai'an) Chinese and foreign high-end merchants Taishan Tour, 2022 China Tourism Taishan Summit, 2022 China (Tai'an) Cultural tourism Integration Golden Autumn Exhibition and 2022 Tai'an Cultural Tourism Development Conference cultural tourism theme activities. Through the design of related products of Taishan International Mountaineering Festival, it promotes the integrated development of Taishan cultural elements; the integrated innovation of new media, continuously improves the technological content of mountaineering Festival and new media, and promotes the spread of tourism culture. Mountaineering festival plays a positive role in promoting the mining of tourism and cultural resources, the publicity of urban tourism culture, creating the name card of urban tourism culture, enhancing the popularity of urban tourism culture and promoting the development of urban tourism culture^[2].

3. Development countermeasures and suggestions of Taishan International Mountaineering Festival

3.1 Further excavate tourism resources and build a highland of cultural and tourism integration

Relying on the mountaineering Festival, we will further explore tourism resources, keep up with the new era and new situation, constantly broaden the new development path of the "cultural and tourism +" mode, fully explore and give full play to the unique advantages of various resources, promote the integrated development of agriculture, health care, research, research, sports, tourism, culture, education and other industries, and enrich the integrated forms of the cultural and tourism industry. Actively embedded section elements, depth style brigade fusion, strength implementation culture fu, continue to deepen text brigade fusion, fusion, body brigade fusion, actively creating studies base, sports tourism demonstration base, scenic village, promote characteristic tourism products, delicate and product development, growing cultural creativity and boutique tourism industry scale. Improve the quality and efficiency of cultural and tourism industry development, and expand the pattern of cultural and tourism.

3.2 Further explore cultural resources and create a benchmark for cultural entrepreneurship and innovation

During his visit to Shandong, General Secretary Xi Jinping issued a call to vigorously carry forward the excellent traditional Chinese culture, and put forward the requirements for creative transformation and innovative development. It is necessary to fully tap the advantages of the fertile soil for deep cultivation, strengthen the research, dissemination and foreign exchanges of Taishan culture, inherit the "Shandong context" with fine works of literature and art, dig deep into the rich mines of traditional culture, and form wonderful documentaries such as "Taishan". We should give full play to the advantages of historical resources, educate people with culture and culture, constantly contribute to the construction of spiritual civilization, and cultivate research bases for excellent traditional culture. It is necessary to further promote the inheritance and development project of fine traditional Chinese culture, strengthen the protection and utilization of cultural heritage, strengthen the research and analysis of excellent traditional culture, and

continuously expand the influence, attraction and appeal of Qilu culture in the country and the world.

3.3 Further excavate social resources and create city publicity business cards

Which is based on mountaineering festival, further mining tourism resources, follow the new era of new situation constantly broaden the “brigade +” mode development path, fully play unique advantages of all kinds of resources, actively explore “brigade +” mode to promote agriculture, kang, studies, sports and tourism, culture, education and other industry integration development, rich brigade industry fusion forms. Actively explore “text brigade + kang” “text brigade + science and technology, traditional Chinese medicine, education, industry, business” fusion mode, promote health preservation, tourism, tour leisure high quality integration development, build ecological health complex, tour cluster, home hotel cluster, studies experience cluster, camping base cluster and night leisure cluster projects, constantly improve the quality of tour industry development efficiency, growing brigade pattern.

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