

Research on the Application of Filial Piety Culture in Zibo Cultural Tourism Brand

Chen Zhe

Zibo Vocational Institute, Zibo 255300, China.

Abstract

Zibo has a long history and rich cultural heritage. It is the birthplace of Qilu culture and has a large number of irreplaceable tourism resources with high cultural significance and enormous development value. Zibo's filial piety culture has a long history and abundant cultural resources. Nowadays, there are still rich cultural landscape of filial piety culture and material resources representing the spirit of filial piety, which have derived the spiritual thoughts and cultural essence with filial piety culture as the behavior orientation. Recently, Zibo has become a phenomenon level case reported by major media and platforms for its delicious food, beautiful scenery, and honest hospitality, and has become a hot topic in the national cultural and tourism industry. Integrating filial piety culture into Zibo cultural brands, exploring its development possibilities, deepening research on filial piety culture tourism brand image design and dissemination, in order to develop tourism cultural brands with Zibo characteristics.

Keywords

Zibo; Filial piety culture; Tourism brand; Transmission route.

1. Introduction

At the symposium on cultural inheritance and development, President Xi Jinping stressed: "Chinese culture has a long history and Chinese civilization is extensive and profound. Only with a comprehensive and in-depth understanding of the history of Chinese civilization can we more effectively promote the creative transformation and innovative development of fine traditional Chinese culture, more effectively promote the construction of socialist culture with Chinese characteristics, and build the modern civilization of the Chinese nation." Culture is the soul of tourism, and tourism is the carrier of cultural inheritance. Therefore, the integration of culture and tourism is an important path to promote social and economic development. As a popular tourism city emerging in recent years, Zibo should pay attention to the sustainable development of urban cultural tourism brand, do a good job in culture and tourism consumption, cooperate with the construction of national cultural export base, strive to attract more tourists to Zibo and enhance the city brand.

2. A brief description of Zibo filial piety culture

Zibo has a long history, rich cultural heritage, long-term political, cultural, and economic development, as well as a unique geographical location, forming cultural styles with Zibo regional characteristics such as Qi culture, Pu culture, and filial piety culture. Boshan District of Zibo City was formerly known as Yanshen Town because of the filial piety of Yan Wenjiang. Lingquan Temple is the former location of Yan Wenjiang Temple. According to Yan Wenjiang's legend, water comes from Lingquan, which is also the source of the Xiaofu River in Zibo today. From the story of the filial wife Wenjiang, we can see the simple and beautiful aspirations of ancient people, and heaven and earth will sympathize with sincere people. The Xiaofu River is formed by the gushing of spiritual springs, bringing blessings for generations to

come. Throughout history, people and governments have highly praised its character of "sincerity and filial piety".

3. Analysis of the Current Situation and Problems of Filial Piety Culture in Zibo

Zibo filial culture is not only a cultural inheritance, but also a link of regional culture integration, which can promote the exchange and integration of various local cultures, including temple fair culture, Tao Liu culture and Qi culture. The Boshan Filial Piety Culture Tourism Festival, which began in 2007, is a large-scale cultural festival that integrates culture, tourism, folk customs, economy and trade, and cuisine through filial piety culture as a medium. During the festival, in addition to holding selection activities such as "Filial Piety Culture Ambassador", "Top Ten Filial Piety Stars in Shandong" , and "Top Ten Filial Women", there are also folk themed cultural evenings, Food Festival and other festive activities. With the theme of "Filial piety", Boshan Filial Piety Culture Tourism Festival will carry forward the representative national spirit and traditional virtues, and have good prospects for development. Under the correct guidance of regional policies, combined with the spirit of innovation, Zibo filial piety culture has gradually become the characteristic culture of Zibo.

The development of filial piety culture in Zibo also led to the vigorous development of local economy. In order to promote the culture of filial piety, the government of Boshan District expanded the Yan Wenjiang Temple, built the 24 Filial piety Wax Museum and the Boshan Filial Piety Garden. On the basis of the development of Taoliu culture in Zibo, combined with other explorable resources in the local area, and under the influence of the national sustainable strategy, Zibo analyzed its advantages of "distinct ecological, landscape, and cultural characteristics", and launched the slogan of "Taoliu charm, leisurely mountains".

3.1. The problems existing in the development of filial piety culture in Zibo:

(i) The development scale is small and scattered. There are abundant resources of filial piety culture in Boshan district, such as Yan Wenjiang, a filial wife in Yan Shen Town, and Wang Rang in Badou town refuse to be an official because of filial piety. However, the scenic spots are scattered, the pattern is small, the product is single, and the attraction of tourists is not significant. Lack of regional overall planning, small scale of regional brand enterprises, there are difficulties in development.

(ii) There is no brand scale and low visibility. As a city rich in cultural resources, Zibo needs to pay more attention to cultural publicity and build a cultural tourism brand. Tourism plays a very important role in promoting economic development. Although the government has gradually launched the slogan of tourism development in recent years, it has not yet formed a considerable scale of tourism development.

(iii) Cultural tourism is out of step with economic development. Zibo has abundant cultural resources, but the development of cultural tourism resources is disconnected from industry and commerce, and the overall development is backward. In addition, tourism culture also needs strong support from the government to promote regional economic development. At present, the government has not yet formed a reasonable supervision of the market environment for Zibo's tourism industry, resulting in the waste of cultural resources, which will also limit the comprehensive development of Zibo.

4. Zibo Tourism Brand Building Strategy and Communication Channels

4.1. Brand image innovation

Brand image innovation refers to an important way to break the original destination image, clearly define a new destination image, and inject new cultural, social, economic, and environmental connotations. To innovate the brand image of Zibo Filial Piety Culture, it is necessary to follow the scientific laws of communication and advertising, fully tap into the cultural heritage of Zibo Filial Piety Culture tourism resources, strengthen the cultural taste of products, and increase the cultural content in tourism management activities.

(i) Brand LOGO: Comprehensive consideration of Zibo city filial culture, urban characteristics and national characteristics.

Communication slogan: A subtle and catchy communication slogan has a great impact on spreading the popularity of a brand, such as "Welcome to Hospitality Shandong" and "Throughout all the land of China, drunk beautiful colorful Guizhou".

Brand spokesperson: The selected brand spokesperson needs to have the characteristics of perception, easy memory and publicity. A real or virtual city brand spokesperson with great charm and vitality will bring unexpected results to the promotion and development of the city tourism brand.

4.2. Surrounding dissemination of tourism and cultural areas

The promotion of cultural propaganda in surrounding districts and counties can radiate from a single point to counties and even the whole province. Therefore, the key to shaping a city's brand lies in the extent of the radiation, influence, and gathering power of the city's culture. Although Zibo is currently only a city with moderate development potential, as long as appropriate city brand building strategies are adopted to accelerate economic construction and urban development, Zibo has a certain prospect of building a filial piety culture city brand.

4.3. Global Collaboration

Zibo requires global cooperation and operation. If the material culture of the city cannot reasonably integrate these resources with filial piety culture as its soul and city brand as its core, then each tourist attraction can only be a scattered individual without the effectiveness of the overall combination, and will also lose the characteristics and value of the city culture. On the basis of brand promotion, the most important thing is to receive policy support and promotion from the government of Zibo, in order to promote the overall image of filial piety culture and establish a foundation for regional cultural prosperity.

4.4. Multi-channel communication

In the era of new media, using multiple media for brand communication is an important means to expand brand influence and appeal.

First of all, the cultural information of Zibo filial piety culture brand can be spread by using Weibo, WeChat official account, Tiktok short video, live broadcast platform and other media and software with strong public influence and wide coverage, which can effectively enhance the influence of filial piety culture brand. During this period, the spiritual connotation of filial piety culture was continuously condensed and refined, showcasing the historical evolution and progress of Zibo filial piety culture, attracting public attention, and enhancing the cultural image of Zibo.

Secondly, utilizing interpersonal communication to establish the audience's psychological identification with the Zibo filial piety culture brand. Emphasis should be placed on cultivating the moral character of citizens, highlighting the simple emotions of filial piety, friendship, honesty, and inclusiveness. Through interactive communication through business cooperation,

family and friends exchanges, travel, and other networks, people can develop a profound psychological identification with Zibo and enhance the loyalty of citizens, foreign tourists, development investors, and others to the Zibo filial piety culture brand.

Finally, utilizing the physical dissemination of filial piety culture images to establish an audience and increase tourists' recognition and praise of the architectural space of filial piety culture scenic spots. The architecture, iconic signs, related cultural exhibition halls, and promotional slogans of filial piety cultural attractions in Zibo should highlight the cultural characteristics of filial piety culture. To showcase the visual effect of physical communication, the architecture, routes, boundaries, nodes, and landmarks of the filial piety culture scenic area should be incorporated into the entire cultural space communication system, so that every tourist who comes to Zibo and each scenic area can have a profound visual impression, thereby enhancing the overall image of the city brand.

5. Conclusion

From the current situation of the development of tourism and cultural brands in the Zibo, the filial piety cultural resources in Zibo cannot be effectively utilized, and only remain in the initial stage of regional folk culture development. Therefore, establishing a comprehensive and orderly filial piety culture brand image application system that promotes regional cultural dissemination is currently an unresolved issue.

The paper takes the research on the application of filial piety culture in Zibo cultural tourism brand as the topic, and takes Zibo filial piety cultural tourism brand as an example to explore the application of brand image design, in order to deepen the research on the application and promotion of filial piety cultural tourism brand image design, and provide reference for the application and development of related cultural tourism product brand design. However, the article also has certain limitations. Afterwards, the author will further trace the origin of the Zibo filial piety culture brand through field research, literature review, questionnaire surveys, and other methods, to further understand and analyze the formation process and future development direction of filial piety culture, and to provide more development possibilities for promoting and advertising Zibo tourism culture brands.

References

- [1] Hu Qiuting. Research on the Application Design of Filial Piety Culture in Zibo Tourism Culture Brand "Yuan Quan" [D]. Liaoning: Lu Xun Academy of Fine Arts, 2021
- [2] Mei Hongxia. Practice and Trends of Building Characteristic Cultural Tourism Brands in Zibo City [J], Journal of Shandong University of Administration, 2012 (6): 91
- [3] Wang Cui. Research on the Integration and Development of Qi Culture Industry and Tourism Industry in Zibo City [D]. Shaanxi: Shaanxi University of Science and Technology, 2021
- [4] Wang Rongmin, Sun Qixiang. Modern Changes in Filial Piety Culture in Zibo [J]. Journal of Shandong University of Technology, 2020 (36): 86