

Rural Tourism Development Strategy of Qishan National Forest Park under the Perspective of Culture and Tourism Integration

Hongbo Lv*

Laiwu Vocational and Technical College, Laiwu, Shandong, 271100, China

*Corresponding author. Tel: +86-18606348089; email: 442175321@qq.com

Abstract— With the vigorous development of tourism economy, the integration of culture and tourism, as a new trend of tourism development, provides an important opportunity for the transformation and upgrading of rural tourism. Qishan National Forest Park in Gangcheng District, Jinan City, has become an important carrier for rural tourism development by virtue of its unique natural scenery, rich cultural heritage and unique tourism resources. The purpose of this paper is to discuss how Qishan National Forest Park can promote the deep integration of culture and tourism and the comprehensive development of rural tourism through innovative strategies in the perspective of culture and tourism integration.

Keywords— Culture and tourism integration, rural tourism; development strategy.

I. INTRODUCTION

With the deepening development of tourism, it is difficult to meet the growing diversified needs of tourists by relying solely on natural landscape or rural ecological tourism products. Rural tourism, as an important part of the tourism market, relying on rural humanistic landscape, ancient architecture, natural scenery, ecological agriculture and ethnic customs and other resources, has built up a relatively perfect tourism product system and service mode, showing a strong momentum of development. In the context of cultural and tourism integration, the development of rural tourism resources, product innovation and development concepts urgently need to keep pace with the times, and actively seek the depth of integration with cultural elements, through diversified strategies to broaden the development path, to stimulate the innovative vitality of rural tourism, and to promote its development in the direction of higher quality and more distinctive.

II. CULTURE AND TOURISM INTEGRATION PRACTICE MODE AND ITS IMPACT ON THE DEVELOPMENT OF TOURISM ECONOMY

As a strategic path to promote the development of tourism economy to a higher level, the core of the integration of culture and tourism is to blur the traditional boundaries between culture and tourism, promote mutual penetration of the two, complement each other, and jointly build a prosperous symbiotic industrial ecology. In the face of the new needs of the tourism market, the traditional “heavy development, light connotation” development model has been weak, the transformation and upgrading of the tourism economy is

imminent. At present, the industry is actively exploring strategies to adapt to and lead market changes by enhancing the cultural heritage of tourism products, improving the cultural added value of tourism resources, and building a diversified tourism product system. In the specific practice of culture and tourism integration, industry participants are required to comprehensively innovate their management concepts, and deeply integrate cultural resources into all aspects of tourism resource development, product design, marketing and promotion, service optimization, and branding, so as to realize the in-depth integration and synergistic development of culture and tourism. Take rural tourism as an example, as a field with broad development space and rich resources, rural tourism plays an important role in the integration of culture and tourism. In the past, the development of rural tourism focused on natural scenery, ecological agriculture and other obvious resources, while neglecting the excavation and utilization of folklore, history, culture and other hidden resources, resulting in serious product homogenization and insufficient market competitiveness. Nowadays, under the new perspective of cultural and tourism integration, the development of rural tourism pays more attention to digging out cultural resources from multiple angles and at a deeper level, and seeks to give new vitality to rural tourism products through the unique charm of culture. By creating rural tourism products with distinctive regional characteristics and cultural identity, building differentiated and personalized tourism brands, and realizing the characteristic development pattern of “one village, one product”, we can stand out in the fierce competition in the market and promote rural tourism to a higher level of development [1].

The integration of culture and tourism has opened up a new development path for regions facing challenges in the tourism economy. First of all, the integration of culture and tourism subverts the traditional “resource dependence” and “sloppy operation” mode, forcing those enterprises that lack innovation power and market sensitivity to exit the stage. As tourism products rich in cultural connotations have gained market favor, this change has inspired traditional tourism enterprises to update their concepts and adopt the innovative strategy of cultural and tourism integration, which has made innovation and development an industry consensus and promoted the transformation and upgrading of the whole industry and healthy competition. Secondly, for tourism regions

with rich resources but long-term stagnation, the integration of culture and tourism has become a shot in the arm, breaking the deadlock of homogenization of tourism products by skillfully integrating cultural elements, giving them unique cultural charm and attraction, breaking through the bottleneck of development, and realizing the innovative leap of tourism economy. Finally, with the popularization of the concept of cultural and tourism integration, those tourism models that rely on short-term benefits and neglect long-term development will be gradually eliminated. Instead, it will be replaced by a tourism development model that pays more attention to quality, innovation and standardization, and this process promotes the self-adjustment and optimization of market players, and ultimately builds a tourism market environment with orderly competition and standardized development [2].

III. QISHAN NATIONAL FOREST PARK RURAL TOURISM DEVELOPMENT STATUS QUO

A. Policy strengthening and clear positioning, driving the deepening of cultural and tourism integration

Led by the strategy of rural revitalization, Qishan National Forest Park makes full use of the strong leadership of grass-roots party organizations and the pioneering role of party members, strengthens the comprehensive strength and governance capacity of village organizations through a series of innovative activities, such as village performance evaluation, leader exchange platform and rural revitalization competition, etc., with the help of Qishan Guan Village, Immortal Bridge Village and other party service positions, and further expands new types of party service centers, such as Sanchuanhe Village and Flooded Village, to improve the party's ability to provide high standard services and enhance the quality of service. High-standard party service centers to enhance the organizational strength and standardization of party branches. In this context, Qishan National Forest Park has clearly defined the development positioning of culture and tourism integration, relying on the leadership of party building, successfully cultivated a diversified featured leisure agriculture covering organic vegetables, high-quality fruits, mugwort industry chain and leisure and sightseeing agriculture, and followed the principle of regional synergy, highlighting characteristics and large-scale development, and deeply implemented the "Secretary's project" "to create a modern agricultural demonstration model, such as Badaizhuang Village, Flooded Village, and the use of e-commerce platform to broaden the market, and effectively promote the agricultural efficiency and farmers to increase income. At the same time, the region is committed to building a cooperative system led by the party organization, which plans to cover more than 70% of administrative villages and strives to achieve full coverage, laying a solid foundation for the sustainable development of rural tourism [3].

B. Expanding the benefits of resource utilization and promoting the deepening development of rural tourism

With the success of "Qishan Hot Spring Cup" National Fitness Cycling Conference held in Qishan International Cycling Track, the track, as a set of loop, downhill and skills in

one of the integrated track, has quickly become a popular landmark for cycling enthusiasts from Ludi and the surrounding area to visit. Qishan National Forest Park responded positively, relying on Qishan Sports Town, carefully laying out the characteristic sports industry ecology, successfully introducing and promoting six key projects, and constructing a diversified culture, sports and tourism service chain covering leisure sports, professional event training and parent-child experience. At the same time, the park grasps the advantages of agricultural resources, taking the Qishan Agricultural Demonstration Park as the core, promoting the vigorous development of field picking industry, and cultivating high-quality agro-tourism brands such as Badaizhuang Strawberry Garden and Xianrenqiao Lotus Garden, which enriches the experience of rural tourism. In order to further strengthen the characteristics of rural tourism, the park has planned the Chessan "study tour" boutique line, linking the natural and humanistic landscapes such as the hot spring town, Chessan Guan Village, Jinji Gorge Eco-Park and Tianshan Immortal Valley, integrating multi-dimensional elements such as red education, farming experience, popularization of science and adventure, etc. to create a new business card for rural tourism that integrates hiking, fitness, gourmet food, hot springs, leisure and picking. We will create a new name card for rural tourism that integrates hiking and fitness, food tasting, hot spring leisure and picking fun.

C. Focus on people's well-being and deepen the practice of serving the people.

In the grand blueprint of rural revitalization, strengthening livelihood protection is an indispensable key link. Qishan National Forest Park, in the face of its jurisdiction, the elderly population accounted for as high as 33%, far exceeding the average level of the province's status quo, the park party committee precise policy, the happiness canteen project as a response to the challenges of aging, optimize rural community governance, drive the harmonious development of the economy and society of the important people's livelihood initiatives, and continue to deepen the promotion. At present, the Happy Canteen has achieved comprehensive coverage and further optimized and upgraded 26 service points, benefiting more than 500 people and significantly improving the quality of life of the elderly. At the same time, the park actively advocates and promotes the creation of "colorful family" activities, adding two new model villages, colorful families reached 223, a total of 622 "colorful family", this initiative not only stimulates the new vitality of rural spiritual civilization construction, but also This initiative has not only stimulated new vitality in the construction of rural spiritual civilization, but also effectively promoted the improvement of the rural environment and the diversified development of industries. In particular, various types of agricultural cooperatives with women as the main body, such as Qishan Yiguo Women's Agricultural Cooperative, etc., have played an important role in promoting local agricultural cultivation, handicraft inheritance and intangible cultural heritage protection, and have become a bright landscape on the road of rural revitalization [4].

IV. COUNTERMEASURES FOR HIGH-QUALITY DEVELOPMENT OF RURAL TOURISM, CULTURE AND TOURISM INTEGRATION IN QISHAN NATIONAL FOREST PARK

A. Deep plough the cultural heritage of Qishan and shape the characteristic cultural tourism brand

“The main purpose of the village revival is to increase the income of the farmers, and the uniqueness of each village determines the difference in the development path.” Zhang Xuebo, Secretary of CPC Working Committee of Qishan National Forest Park, emphasized that the park, through precise positioning and relying on rich natural and cultural resources, has cultivated diversified featured industries, which not only beautify the countryside environment, but also promote economic prosperity, so that villagers are full of hope and motivation on the road to prosperity. Qishan National Forest Park, located in the hinterland of central Shandong Province, within the territory of Gangcheng District of Jinan City, with its unique geographical location - adjacent to Yiyuan in the east and Xintai in the south, becomes a hub connecting the north and south, and connecting the east and west. With a total area of 50 square kilometers, covering 28 administrative villages with a population of about 12,000, the park is endowed with rich natural resources, including 100,000 acres of forests, 10,000 acres of waters and 90,000 acres of canyons, which provide unique conditions for the fusion of rural tourism and culture and tourism.

Under the guidance of the committee and district government of Gangcheng District, Jinan, Qishan National Forest Park insists on starting from the actual situation, innovates, and explores a unique development path of rural revitalization and cultural and tourism integration. For example, the park has successfully created the “Wenyuan Qishan” mineral water brand, so that villagers can enjoy pure and sweet drinking water at home; at the same time, relying on the Qishan Ai Township Garden Complex, eight Dazhuang, Sanchuanhe and other villages to vigorously develop the mugwort industry, through policy support, industry chain extension and other measures to stimulate the villagers' enthusiasm for planting mugwort to promote the vigorous development of the mugwort industry, and to encourage the villagers to plant the mugwort. In addition, the park also cooperates with Yulong Planting Professional Cooperative to plant honey potatoes on a large scale in Baiyezi and Lijiyu, and builds a honey potato industry chain integrating planting, processing and sales, which further strengthens the rural economy.

B. Stimulate market vitality and promote the growth of cultural and tourism enterprises

Create superior investment and operation ecology

Considering capital budgets, new challenges and talent shortages facing the cultural tourism industry in the process of renewal and transformation, it is necessary to update the "distribution and management of services", simplifying the approval process and strengthening the effectiveness of inspections. and improve the quality of services and pave the right way for the presence of market forces and social capital in the cultural tourism industry for the full release of the market. Qishan National Forest Park in Gangcheng District, Jinan City,

adhering to the development concept of “field as scenic spot, scenic spot as field, village as attraction”, has deeply implemented the “five-one” strategy of rural revitalization, and has achieved remarkable results in the areas of party building leadership, industrial upgrading, people's livelihood improvement, and construction of a beautiful countryside, creating a new era of cultural tourism. It has achieved remarkable results in party building leadership, industrial upgrading, livelihood improvement and beautiful countryside construction, creating a new model of rural revitalization in the national park. Take Floodplain Village as an example, the village actively set up Qidougou Fruit and Vegetable Cultivation Farmers' Professional Cooperative, relying on the tourism resources of Qishan Hot Springs Town, initially built 12 modern day-temperature chambers, focusing on strawberries, watermelons and other characteristics of the planting of fruits and vegetables and tourism picking, not only effectively absorbing the employment of villagers, but also in the early stage of the operation of the village has achieved a collective income of nearly 400,000 yuan [5].

Strengthen the introduction of strategic investment to promote the structural optimization and transformation and upgrading of cultural tourism enterprises

Qishan National Forest Park in Gangcheng District, Jinan City, has actively attracted strategic investors, aiming to optimize the capital structure, governance system and business layout of local cultural tourism enterprises through flexible asset restructuring, strong combination of advantageous enterprises and diversified financing strategies. Qishan National Forest Park in Gangcheng District, Jinan City, is actively taking a series of forward-looking initiatives, committed to attracting strategic investors, focusing on flexible asset restructuring strategy, to achieve efficient allocation of resources and optimization of the allocation, at the same time, to promote the strong combination of local culture and tourism enterprises, with the help of their respective advantages of the resources, the formation of synergistic effects, and jointly enhance the competitiveness of the market, as well as to increase the efforts to attract investment. Carefully planning and implementation of a number of modern agriculture and tourism industry in-depth integration of projects, with the help of project clustering effect, to lead the cultural tourism enterprises to a higher quality, higher level of transformation and development. West Maquan Village, for example, the village actively responded to the policy call, make full use of the “village through” funds to complete the village road hardening and asphalt paving, greatly improving transportation conditions. At the same time, to strengthen the construction of agricultural production infrastructure, new construction and maintenance of thousands of meters of production roads, for mugwort and other characteristics of industrial development has laid a solid foundation. In addition, the water and sewage network renovation project also effectively solves the villagers' water problems and environmental pollution problems, and significantly improves the living environment, laying a solid material foundation for the revitalization of the countryside.

Under the leadership of General Manager Liu Zhenmeng, Shandong Qishan Mugwort Products Co., Ltd. is gradually

realizing the transformation from rough processing to finishing. The company not only steadily supplies primary products such as moxa to Henan, Hubei and Guangdong, but also plans to introduce advanced equipment and technology to expand the production line of high value-added products such as essential oils, in order to enhance the competitiveness and profitability of the market through the strategy of product diversification. In Qishan National Forest Park, although the mugwort industry has emerged, it has not formed a monopoly, and various kinds of characteristic industries have sprung up, forming a good situation of diversified development. Among them, the fruit and vegetable planting industry is particularly notable, Qishan View Village greenhouse, dragon fruit, strawberries, organic tomatoes and other fruits and vegetables, attracting many tourists to come to pick experience, showing the vitality and vigor of rural tourism.

C. Strengthening professional intellectual support and leading rural tourism planning and design innovation

The key to the prosperity and sustainable development of rural tourism is to promote its industrialization process, which cannot be separated from the in-depth participation of professionals. Therefore, when promoting the development of rural tourism, localities should attach great importance to the introduction and cultivation of professionals in the fields of environmental planning, tourism planning, cultural product design, cultural creativity and tourism management, etc., to build a high-quality and professional rural tourism development team, and make full use of their professional knowledge and skills through the introduction of professionals to provide scientific, professional and innovative support to the design of rural tourism products, optimization of the industrial structure, and integration of cultural creativity. Provide scientific, professional and innovative guidance, so as to break the limitations of the traditional rural tourism product structure, industrial layout, and promote its professional, efficient and innovative direction. At the same time, rural tourism operators should deeply recognize the importance of team building, commit to improving the overall quality and collaboration ability of the team, and enhance the professional ability of the team in rural tourism management through continuous learning and training, so as to lay a solid talent foundation for the sustainable development of rural tourism.

In summary, Qishan National Forest Park has effectively promoted the deep integration of culture and tourism and broadened the development path of rural tourism by optimizing the investment environment, introducing professional talents, strengthening the planning and design and product innovation under the perspective of culture and tourism integration. Therefore, Qishan National Forest Park should continue to deepen the integration of culture and tourism, excavate more cultural connotations, create more characteristic tourism products, and continuously improve the quality and attractiveness of rural tourism, so as to contribute more to the revitalization of the countryside and the development of the regional economy. At the same time, it should also pay attention to ecological environmental protection and sustainable development to ensure that the green development road of rural tourism is stable and far-reaching.

V. ACKNOWLEDGMENT

Funded by Shandong Provincial Art Science Key Project “Research on Rural Tourism Development of Qishan National Forest Park under the Background of Culture and Tourism Integration”, Project No. L2023Z04190782.

REFERENCES

- [1] Xu Qiuyu. Research on the strategy of high-quality development of industrial culture tourism in Wenzhou under the perspective of culture and tourism integration[J]. *Tourism and Photography*, 2024,(10):97-99.
- [2] Liu Yang. Exploration of the development strategy of rural tourism in the field of culture and tourism integration[N]. *China Culture News*, 2023-06-13(003).
- [3] Zhao Xiaoyu. Research on rural tourism development strategy of Tai'an City under the perspective of high-quality culture and tourism integration[J]. *Rural Economy and Technology*,2023,34(08):126-129.
- [4] Zhang Xiaohui. Discussion on the sustainable development strategy of rural tourism under the perspective of culture and tourism integration[J]. *Tourism and Photography*,2023,(08):31-33.
- [5] Yang Guang. Research on the development strategy of Beijing-Tianjin-Hebei skiing and sports tourism industry under the perspective of integration of sports and tourism[D]. *Tianjin Sports Institute*,2023.
- [6] Funded by Shandong Provincial Art Science Key Project “Research on Rural Tourism Development of Qishan National Forest Park under the Background of Culture and Tourism Integration”, Project No. L2023Z04190782.