

Strategies for Building a Humanistic Smart City in Shandong Province Based on Historical and Cultural Resources

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Abstract: This paper first defines the concept of humanistic intelligent city, then analyzes the historical and cultural resources in Shandong province, summarizes its characteristics, and points out the relationship between humanistic intelligent city and historical and cultural resources. On this basis, the paper puts forward the strategy of the construction of humanistic smart city in Shandong Province Based on historical and cultural resources.

1. Introduction

The research on “humanistic intelligent city” has just started, and the academic circle has not yet formed a comprehensive and correct understanding of its connotation. According to the relevant research theories, this article defines the connotation of humanistic intelligent city as a development mode that takes human as the core and applies the integration of “human”, “culture” and “wisdom” to the concept and practice of urban construction. Compared with the smart city, the humanistic smart city can be regarded as the high-level goal and ideal state of its development. On the basis of high intelligence, IOT and interconnection, more emphasis is placed on the humanistic development ideas of respecting human value, people-oriented and integration of nature and human. The purpose is to design and plan the development of the smart city from the perspective of humanity, Through the integration of culture and science and technology, culture and industry, culture and urban management, the memory of the city will be awakened and extended, the city's personality will be highlighted, the comprehensive, coordinated and sustainable development of the city's material civilization, spiritual civilization and ecological civilization will be promoted, and a better life will be created for people.

2. Analysis of Historical and Cultural Resources in Shandong Province

Historical and cultural resources are the most important content that can reflect the city's character. They are the important expression of the city's cultural taste and humanistic quality. They are also the important components of a famous cultural city. The historical culture contained in it is the soul of a city and an important support for the formation and continuation of a city's character and personality. As the “cultural container”, the city is the soil on which the history and culture depend. It is the comprehensive expression of urban structure, urban form and urban spirit. The level of urban construction and the strength of development ability are the preconditions for the survival, smooth continuation and healthy development of the history and culture. The mutual prosperity and inseparable relationship between the two determines the city In the process of transformation, the protection and development of history and culture must be taken as an important content.

Shandong Province is one of the important birthplaces of Chinese civilization and Yellow River culture. It has rich and colorful historical and cultural resources and profound deposits. In particular, the developed economy, politics and culture of the two feudal states of Qilu have a great influence on Chinese history. The state of Qilu is called Shandong Province. Qi culture is a kind of cultural system formed mainly by Dongyi culture and supplemented by Zhou Wenhua. Qi culture is extensive and profound, with extremely high historical and academic value. It has lasted for 600 years and left a large number of cultural relics. Combining with the customs of the Zhou people, the

state of Lu ruled with the rites of Zhou as the center. At present, the remains of Lu culture mainly include Confucius Mansion, Confucius Temple, Confucius forest, Mencius temple, Menglin, Zhongong temple, etc. Qilu culture takes Confucian culture as its main body and core, connecting the preceding with the following, being inclusive and having extremely rich ideological connotation. The main contents are: people-oriented and benevolence as its core; Taking morality as beauty, filial piety as the first, harmony as the most important, propriety as the model, three cardinal guides and five permanent members as the main content, harmony between man and nature and yin and yang as the highest realm. Take the mean as the basic method, and take the change in time as the driving force. In addition, there are Confucius culture, Taishan culture, red culture, canal culture, Yellow River culture, coastal culture, spring culture, military culture and other characteristics. Shandong's historical and cultural resources are rich in quantity, complete in types, long in history, profound in connotation, distinctive in features, high in quality, widely distributed and partially concentrated.

3. Strategies for Building a Humanistic Smart City in Shandong Province Based on Historical and Cultural Resources

Shandong Province has been promoting the construction of a smart city in Shandong Province since 2013, but there is a lack of culture in the construction process. Unique historical and cultural resources are important advantages for city development and competitiveness improvement, which can effectively guide the renewal of the concept of humanistic intelligent city construction. It is hoped that the following strategies can realize the comprehensive, coordinated and sustainable development of the city's intelligence, interconnection, materialization and human culture in Shandong Province.

3.1 Excavate the Connotation of History and Culture, Renew the Concept of Urban Construction

3.1.1 Guided by the Traditional Urban Planning Thought, the Formulation of Humanistic Smart City Planning

Shandong Province has a strong continuity of historical and cultural resources, which completely records the development process of Shandong city, and contains rich urban planning concepts. The construction planning of humanistic smart city emphasizes more on the fundamental attribute of “people-oriented”, and emphasizes the equal development of “humanity” and “wisdom”. Focus on short-term construction and long-term development, and correctly handle the relationship between urban construction and economic development, human progress and environmental construction. In recent years, Shandong Province has paid more and more attention to the protection and innovation of historical culture. The protection concept and construction practice of famous historical and cultural cities, towns and blocks have deepened continuously, which has also played a certain role in urban development.

3.1.2 The Concept of Ecological and Humanistic Values of Sustainable Development Runs through the Practice of Urban Construction

The development concept of “humanistic view, overall view, development view and tolerance view” in historical and cultural protection is an important embodiment of ecological humanistic value concept. The construction of a humane and intelligent city in Shandong Province should fully respect historical and cultural resources, respect the texture of city construction, and correctly handle the relationships between people and nature, between people and society, between people and cities, etc. Take the construction of economy, society, culture and other aspects of humanistic smart city as an organic whole, integrate the value concept of “people-oriented” into the design and promotion of smart application, the connotation development of smart industry, the promotion of humanistic value of smart technology, the creation of smart living environment and the shaping process of characteristic smart image, and comprehensively promote the construction of humanistic

smart Shandong coordinated development of various parties.

3.2 Promote the Industrialization of Historical and Cultural Resources and Release the Vitality of Smart Economy

3.2.1 Shaping Historical and Cultural Brands and Improving Industrial Competitiveness

First of all, we should strengthen the brand building of the theme historical culture, draw lessons from the successful experience of impression series, base ourselves on Shandong, dig deeply into the cultural connotation and value characteristics of Shandong province's landscape culture, red revolutionary culture, historical celebrity culture, folk legend culture, etc., through literary works, film and television creation, game development, animation design, etc. We will launch a number of fine arts with distinctive Shandong characteristics, form a theme culture IP, and promote the development of the cultural industry. Secondly, relying on the advantages of science and technology, talents and resources of Shandong Province, promote the innovation of cultural product production mode and the expansion of communication channels, create a batch of cultural brands with cultural tension and Shandong characteristics, form linkage effect, and promote the social influence and perception of the city while promoting the development of cultural industry.

3.2.2 Develop Characteristic Cultural Industry and Promote Industrial Upgrading

Based on the actual situation of Shandong Province, adhere to the development principle of “combination of points and areas, priority of features, integration of three effects”, enhance the connotation of Shandong cultural industry, promote the comprehensive, coordinated and sustainable development of cultural industry, so as to release the economic vitality of the city. We will integrate innovative ideas into the development of historical and cultural resources industry, give priority to the development of digital content culture industry, new Internet culture industry and modern leisure and entertainment industry. Relying on digital technology and Internet channels, Shandong Province's rich historical and cultural resources will be fully integrated to develop digital cultural industries such as digital animation, digital film and television, interactive entertainment and digital publishing, as well as emerging Internet cultural industries including online literature, online games, online animation, online music, online film and television, online training and online education, and modern leisure and entertainment industries including experience tourism, modern exhibitions and sports activities, so that historical and cultural resources can carry the development opportunities of modern industries and realize the transformation of cultural capital into economic capital. At the same time, it is necessary to establish an integrated industrial development strategy and look for the cultural relationship between historical and cultural resources, so that the more dispersed historical and cultural resources can be combined harmoniously, forming cultural lines and cultural areas, and enhancing the value of cultural agglomeration.

3.3 Converging the Essence of History and Culture and Strengthening the Construction of Wisdom and Humanity

Urban humanity is the key content of the construction of humanistic smart city and the most important aspect that can reflect the quality and connotation of urban construction. Through the construction of urban public space and the improvement of residents' humanistic quality, integrating the “wisdom” of history and culture into urban life is conducive to optimizing the development environment of humanistic intelligent cities.

3.3.1 Create a Diversified Urban Public Space

In the process of urban construction in Shandong Province, the first step is to strengthen the landmark urban landscape design such as urban sculpture, taking historical and cultural celebrities, historical and cultural buildings, historical and cultural stories, etc. as the prototype to highlight the cultural identity of urban public space. Secondly, we will promote the construction of famous historical and cultural cities and areas with historical and cultural features, and pay attention to the construction of public spaces in surrounding parks, squares and other cities. On the one hand, focus

on the theme culture brand building of the historical and cultural concentration area, enhance the spatial personality with the historical and cultural theme image, highlight the cultural attribute; on the other hand, strengthen the spatial application of high-tech such as Internet of things, Internet, cloud computing, establish multiple connections in each space and space, and promote the convenient experience of urban public space. At the same time, we should pay more attention to the construction of Urban Smart pension, smart community and other important areas related to the national economy and people's livelihood, respect the historical culture of the community, and build urban infrastructure that is truly convenient for the people.

3.3.2 Improve the Humanistic Cultivation of Shandong Residents

People are the core resources of a city and the master of a city. The quality of citizens is directly related to the level of urban civilization. History and culture record the living conditions and customs of residents in different periods of the city, and contain rich urban life philosophy and folk customs. Popularize the education of history and culture, let history and culture enter the campus and the community, improve the education level and exposure of history and culture, so that the majority of Shandong residents can truly understand their own history and understand the profound historical and cultural connotation of the surrounding landscape. On the one hand, it can enhance the residents' inner perception of the city, enhance their cultural self-esteem and self-confidence, on the other hand, it can also promote the healthy development of the city's history and culture. To strengthen the publicity of history and culture in Shandong Province is not only to strengthen the publicity in the city and surrounding city groups, but also to strengthen the interaction among citizens through rich and diverse urban activities and holding of folk festivals, encourage citizens to actively invest in the construction of humanistic smart city in Shandong Province with the attitude of urban master, so that they can truly establish a connection between urban construction and their own life, Enhance the consciousness of individual efforts, correctly understand self-worth, so as to fundamentally improve the construction of urban spiritual civilization.

3.4 Relying on Historical and Cultural Resources, Shaping the Image of Characteristic City

A good city image is an important way to enhance the cognition of humanistic smart city and to spread urban wisdom. In order to mold the image of the humanistic intelligent city of Shandong Province, we should dig deeply into the cultural connotation contained in the historical and cultural resources, accurately locate the urban character of the humanistic intelligent city of Shandong, refine the Shandong spirit with the urban characteristics of Shandong Province, and comprehensively mold the unique and vivid image of the city from the aspects of concept, visual identification and behavioral application.

3.4.1 Relying on History and Culture to Pinpoint the Development Orientation of Shandong City

First of all, make clear the overall positioning of the humanistic intelligent city in Shandong Province. Based on Shandong's rich and diverse historical and cultural resource base, the construction needs of a humanistic and intelligent city and its special location layout, Shandong will be built into a humanistic, intelligent and livable city. This requires us to pay more attention to the city's human information, urban construction wisdom and Shandong citizens' character carried by historical and cultural resources, and build a green, livable, inclusive, efficient and dynamic new image of human intelligent Shandong in the process of building the image of human intelligent city. Secondly, we should strengthen the role of intelligent science and technology in the construction of the city image, attach importance to the protection and construction of the historical and cultural carrier of Shandong province, and make the humanistic attribute of Shandong image more distinct, the humanistic expression of the city more diverse, and position the humanistic feature of Shandong image through the intelligent transformation of digitalization, interconnection and material integration.

3.4.2 Strengthen Urban Social Perception with Historical and Cultural Connotation and Value

We should deeply explore and explore the historical and cultural resources of Shandong Province, such as Qilu culture, Confucius culture, Taishan culture, red culture, canal culture, Yellow River culture, coastal culture, spring culture, military culture, etc., take its historical and cultural essence as the inspiration source of the image building of Shandong Province, and strengthen the modern perception of urban culture. It emphasizes the concept recognition of promoting the city image with the essence of history and culture of Shandong Province, strengthening the visual recognition of Shandong image with the rich form of history and culture, transforming the unique historical and cultural symbols of Shandong Province into the city perception label, and improving the external expression of the city; The core values of history and culture are used to guide the behavioral application of Shandong's image, to promote the government, enterprises, residents and other social subjects to give full play to their subjective initiative, to enhance the real existence of the city spirit, and to make history and humanity the core factors to identify and enhance the city image.

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