

# Spiritual Core and Contemporary Significance of MT. Tai Cultural Tourism Resources

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**Abstract:** MT. Tai, known as a sacred mountain of the Chinese nation, is a famous Taoist mountain, which integrates Confucianism, Buddhism, and Taoism. The city of Tai'an is built on MT. Tai, so it has huge development potential of tourism resources. With Jinan city, the provincial capital, to the north and Qufu, the hometown of Confucius, to the south, it is located among the "one mountain, one water, and one saint" tourist hotline of Shandong Province. It is one of the first batch of "Outstanding Tourist Cities in China". This research started from the spiritual core of MT. Tai culture and deeply analyzed the cultural system and cultural characteristics of MT. Tai under the tourism environment. Relying on the background of the development of globalization, this work excavated the value of MT. Tai culture in the tourism industry, and formed an industrial system with characteristic cultural tourism projects, characteristic cultural tourism commodities, and characteristic tourism cultural brands, expecting to promote the development of MT. Tai tourism to a certain extent.

## 1. Introduction

MT. Tai is the world's first natural and cultural heritage, but its tourism and cultural industry development and contribution still have a big gap compared with developed countries and regions. In recent years, the development of cultural industry in China has been attached importance to by governments at all levels and all walks of life. In 2008, Tai'an put forward the development goal of "building a strong economic and cultural city and building an international tourism city", and clarified the role and status of the development of MT. Tai tourism culture industry. The development of MT. Tai's cultural industry is rooted in MT. Tai's rich material and intangible heritage and basic tourism [1]. It can be said that MT. Tai's tourism industry is highly integrated with cultural industry, and the development of cultural industry includes tourism. Therefore, this work discussed the development of MT. Tai's cultural industry and directly used "MT. Tai's tourism and cultural industry", so as to highlight the qualitative influence of MT. Tai's tourism on MT. Tai's cultural industry, as well as the qualitative role of the cultural industry on the promotion of MT. Tai's tourism

## 2. The Spiritual Core of MT. Tai's Cultural Tourism Resources

MT. Tai, known as Daizong and Daishan, looks eastward across the Yellow Sea and westward of the Yellow River, with relative height more than meters. It is the first high mountain in the east of China, and is known as the "first of the five mountains". MT. Tai is magnificent, with rivers and streams, lush vegetation, pleasant climate and rich tourism resources. MT. Tai's natural landscape is integrated with human landscape and rich cultural connotations. MT. Tai is considered to be the god mountain and holy mountain that develop all things, symbolizing the renewal and vitality of all things, and representing the thick virtue of heaven and earth. Since ancient times, it is not only the holy place for the feudal emperors to worship, but also the place for the celebrities and elegant people to lyrical praise. MT. Tai has accumulated five thousand years of historical civilization of the Chinese nation, and it is the epitome of Chinese history and culture, the symbol of the Chinese national spirit, and the model of the integration of nature and cultural heritage. It mainly includes:

First, Chinese traditional culture. The history of Chinese culture in MT. Tai, such as Confucius Institute, is the immortal pearl in Confucian culture. In terms of carrying forward the Confucian culture of Chinese culture, it is necessary to use "MT. Tai Institute" to form a distant situation with Confucius Institute in carrying out teaching Chinese as a foreign language, tell the story of MT. Tai and spread the Chinese voice.

Second, peace culture. Peace (Feng Shan) culture is an important part of MT. Tai culture. The emperors of the past dynasties regarded MT. Tai as a symbol of national prosperity. In the hearts of the common people, MT. Tai has long been synonymous with peace [2]. As "Peace Mountain", MT. Tai should build landmark buildings - the altar of prayer. When it is completed, it will not only serve as a place for Party and state leaders and heads of state to issue peace declarations and pray for world peace, but also serve as a place for ordinary people to pray for peace, health and longevity, making MT. Tai a sacred place for peace-loving people all over the world.

Third, folk culture. Constructing "Taishan Shigandang Folk culture Park". Shigandang belief expresses people's pursuit of the good feelings of peace and harmony, brave justice, and exorcism.

Fourth, carving culture. MT. Tai is a unique treasure house of stone carving art in the world. MT. Tai is engraved with a history of civilization of the Chinese nation on numerous cliff stone carvings along the way. Accurate and reliable records can be found in the stone carvings of MT. Tai, both in respect of emperors' sacrificial rites and in respect of people's pilgrimages to the mountain. At the same time, the witness of "unification of written languages" tablets "Li Si Stele", treasures of the Han Dynasty "Zhang Qian Stele", "Hengfang Stele", and other classic stone sculptures in MT. Tai also confirm the evolution of Chinese calligraphy art, and it has earned MT. Tai the reputation of "the first mountain of Chinese calligraphy" [3].

### **3. The Time Significance of Cultural Tourism Resources in MT. Tai**

#### **3.1. Value of thought research**

MT. Tai is a symbol of the great spirit of the Chinese nation. In the category of Chinese culture, people often use MT. Tai to symbolize the noble and great spirit. The essence of MT. Tai spiritual culture has become the common ideological scale of the Chinese nation and constitutes an important content of the value orientation of Chinese culture. Advocating and carrying forward the spirit of MT. Tai has far-reaching historical and practical significance for promoting the great cause of China's reform and opening up and socialist modernization.

#### **3.2. Literary and artistic values**

All the literati and scholars in the past dynasties have expressed their passionate praises and feelings towards MT. Tai. Poems, songs, and novels are too numerous to enumerate. They are the treasures in the cultural library of China. The cliff stone of MT. Tai is a precious material for studying the history of Chinese calligraphy. Studying and excavating the essence of literature and art in MT. Tai plays an important role in inheriting and carrying forward the excellent historical and cultural heritage of the Chinese nation and promoting the prosperity of socialist culture and art.

#### **3.3. Religious values of folk custom**

After the Tang and Song dynasties, the popular folk customs of MT. Tai, such as incense club, pressing stones for an ancestor, and Shigandang worship, are valuable materials for studying the development and variation of Chinese folk customs [4]. As a folk custom, MT. Tai stone contains the "peaceful culture" of "shigandang, town ghosts, disaster weariness, official welfare, people's health, education, etiquette and music", which reflects people's general desire for peace, embodies the humanistic spirit of the Chinese nation and has outstanding value of expressing the cultural creativity of the Chinese nation.

## **4. Combination and Realization of MT. Tai Culture and Tourism Resources**

### **4.1. Supporting and perfecting and carefully cultivating MT. Tai characteristic cultural tourism projects**

First, it is necessary to complete and improve the existing MT. Tai characteristics of cultural tourism projects. It can cooperate with well-known cultural enterprises to eliminate the influence of weather and season to create a theatrical version of large-scale live-action performance of "China's MT. Tai, Worship ceremony", and make full use of the existing cast and crew to perform in MT. Tai grand theater on site; it can develop the joint ticket of Taishan cultural tourism to increase the publicity and promotion of such projects as the musical "MT. Tai's Love Affair of Shigandang" and the large-scale song and dance "MT. Tai's Eternal love", so as to improve the attendance rate of MT. Tai cultural tourism projects. At the same time, it is necessary to operate the "MT. Tai Dongyue Temple Fair" at a high starting point, run the annual MT. Tai international tourism mountaineering festival and the MT. Tai Shigandang culture festival, and make it an internationally influential tourism event. It should also synchronously improve the tourism public service system through the establishment of a hotel cluster, open up the tourist transportation lines, supporting shopping, catering and other functions, construct an internationally competitive tourism complex cluster, and eliminate the impact factors that hinder the development of cultural tourism projects.

Second, it should meticulously cultivate new projects of characteristic cultural tourism. For example, it can explore the essence of MT. Tai imperial culture, folk culture, inscription culture and other MT. Tai culture, create a number of fine cultural tourism new projects, work together to promote the cultural tourism project of "integration of Jitaiqu Tourism" with the help of Jitaiqu rail transit construction, realize MT. Tai culture, Dawenkou culture, Confucius culture, and Shuihu culture.

### **4.2. Developing characteristic cultural tourism commodities that integrate MT. Tai elements**

First, unified planning of MT. Tai tourism commodity image logo. In order to excavate MT. Tai culture connotation, it is necessary to follow the principle of "attract attention, arouse interest, beautiful and generous", invite famous design team at home and abroad to design MT. Tai tourism commodity image logo, and register with relevant departments to apply for patent.

Second, it is necessary to strengthen the incentive mechanism of guiding and encouraging enterprises to develop and innovate characteristic tourism commodities. It should encourage Taian tourism commodity research, development and production enterprises to merge and reorganize with capital and business as a link, so as to cultivate and develop a group of enterprise groups with strong research ability and influence, and authorize MT. Tai's unique cultural symbols to the corresponding enterprises [5]. It should also encourage enterprises to develop special tourism commodities and create a number of "special souvenirs that can not be bought without MT. Tai".

Third, it is necessary to continue to hold the annual MT. Tai tourism commodity innovation design competition. With the help of "external brain", the cultural resources of MT. Tai can be excavated, and the level of tourism commodity planning, design and production can be improved. Preferential policies should be given to some of the MT. Tai cultural tourism commodities that emerge in the competition, which have strong cultural creativity, good market prospects and are easy to carry, so that the tourism commodities are not placed in exhibition halls but more into the circulation market.

Fourth, it is necessary to strengthen the protection of the copyright of tourist souvenirs and the crackdown on piracy, and steadily enhance the brand influence of MT. Tai characteristic tourism commodities.

### **4.3. Cultivating the MT. Tai tourism brand system with personality and connotation**

First, it is necessary to dig into the cultural connotation of MT. Tai scenic spot and accurately locate the image of MT. Tai tourism brand. Based on the existing "MT. Tai tourism logo", it can fully demonstrate the formation of MT. Tai peace culture as the core through brainstorming, as well

as religious culture and folk culture as a supplement to the personalized MT. Tai tourism brand logo. Once the logo is determined, it should be used in large-scale activities and publicity.

Second, it is necessary to design the brand slogan that has clear international orientation. Based on the positioning of "national mountain" and the slogan of "China Mount, World Tai'an" tourism, it should create targeted propaganda slogans for different countries.

Third, it is necessary to build MT. Tai tourism brand system. Based on the MT. Tai scenic spot's own brand positioning, it should create a number of MT. Tai characteristic cultural tourism project brand, tourism commodity brand, catering brand, and excellent tourism service enterprise brand, so as to form a strong joint force and brand competitiveness.

## **5. Summary**

MT. Tai is the world's cultural and natural heritage, and especially famous for its long history and culture. MT. Tai is a natural as well as a cultural heritage, which is China's unique and enormous contribution to the world. The culture of MT. Tai has endowed the tourism of MT. Tai with profound cultural connotation and formed the characteristic and charm of its tourism landscape culture. The development of tourism culture industry in MT. Tai needs to fully excavate the rich connotation of culture. With the help of tourism as a special carrier, in the process of cultural interpretation, display, inheritance and innovation, it is necessary to accurately grasp people's market demands for tourism and culture, create and design tourism and cultural products that are more attractive to people, and promote the close integration and common prosperity of the two tourism and cultural industries, so as to improve people's well-being.

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