

From the perspective of community participation, the construction of the "Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone"

Keyu Liu^{1*}, Qingzhe Xu²

¹Qufu Normal University, Jining, 273165, China

²Northeast Petroleum University, Daqing, 163318, China

*Corresponding author: liu985646210@163.com

Abstract: The "Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone" was included in the national "Thirteenth Five-Year Plan" Outline in 2016. The Shandong Provincial Government attaches great importance to the construction of the Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone and has put forward the overall goal of taking the lead in building a moderately prosperous society in all respects and building the "Eastern Sacred City • District of Ultimate Goodness". Its construction planning period is from 2017 to 2030, with the focus on the "Thirteenth Five-Year Plan" period and an outlook to 2030. The construction period of the "Thirteenth Five-Year Plan" is nearing its end. From the perspective of community participation, this paper analyzes the current status of the construction of the Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone in recent years through field visits and surveys conducted in some communities of Qufu City. Based on the current status of the demonstration zone construction and combined with the theory of cultural production, this paper offers corresponding development suggestions for the "Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone".

Keywords: Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone, community participation, the public, Confucian culture

Introduction

The "Construction Plan for the Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone" states: "The Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone (hereinafter referred to as the 'demonstration zone') shall be built into a national model zone of morality, etiquette, and ultimate goodness. The plan gives full play to the advantages of a strong Confucian atmosphere and honest folk customs, takes 'making the hometown of Confucius and Mencius a district of ultimate goodness' as the goal, and takes Confucianism's making of people's lives happier and society more harmonious as the theme. It implements projects that align the essence of Confucian thought with the core socialist values and various norms of civilization, and constructs a public cultural service system that combines traditional cultural characteristics with the development of modern culture." Residents' sense of participation, sense of identity, and improvement of humanistic literacy are important indicators for measuring the current status of the demonstration zone's construction. They are the necessary path to achieving the construction goals of the demonstration zone and the key to realizing social benefits and overall social synergy. In recent years, work reports on the construction of the demonstration zone have mostly focused on large projects and major engineering works, which makes it difficult to reflect the extent to which the social benefits generated by the demonstration zone's construction have benefited community residents. Without an understanding of the actual current situation, it is impossible to prescribe the right remedy for the future development of the demonstration zone's grassroots construction. Through field visits and surveys conducted in some communities of Qufu City, this paper finds that problems still exist in the construction of the demonstration zone, such as insufficient basic publicity, low public identity, low community participation, and incomplete infrastructure services. Based on these findings and combined with the theory of cultural production, this paper offers corresponding development suggestions. "The

construction of a cultural city largely depends on the quality and ability of its citizens, and high-quality citizens are the foundation of urban prosperity"^[1]. In other words, the construction of the demonstration zone from the perspective of community participation is meaningful and necessary.

1. Overview of the Planning for the Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone

1.1 Strategic Positioning and Goals of the Demonstration Zone

Shandong Province, relying on its unique and excellent traditional cultural resources, holds an important strategic position in promoting the creative transformation and innovative development of excellent traditional culture, leading the internationalization of excellent Chinese culture, and enhancing the country's cultural soft power. The national "Thirteenth Five-Year Plan" Outline clearly states: "Implement the national memory project and promote the construction of the Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone in Shandong Province." The demonstration zone adopts an overall strategic positioning from six aspects: building a base for excavating and elaborating Confucian culture, building a national model zone of morality and etiquette, building a pilot zone for the national memory project, building a national demonstration zone for integrated development of culture and economy, building an innovation center for organizing and leading international Confucian studies, and building a highland for exchanges and mutual learning among world civilizations. Furthermore, the plan proposes that by 2020, the construction of the demonstration zone should achieve positive progress in six specific areas: major projects and the construction of software and hardware environments, the protection and utilization of historical and cultural heritage, the guidance of moral trends by the essence of Confucian thought, the creative transformation and innovative development of excellent traditional Confucian culture, the great development of cultural industries that highlight Confucian culture, and the dissemination, promotion, and influence of Confucian culture. These efforts will initially shape the demonstration zone into a national cultural highland, a moral highland, and a highland for the development of cultural industries.

1.2 Advantages of the Demonstration Zone Construction

The construction of the demonstration zone focuses on creating "three zones": the core zone (Qufu, Zoucheng, and Sishui), the cooperation zone (adjacent areas with similar cultural resources), and the linkage zone (other areas rich in cultural resources across the province). The demonstration zone possesses profound historical and cultural heritage, including four world cultural heritage sites, ten national historical and cultural cities, and 196 key national cultural relic protection units. The region has outstanding advantages in scientific and educational talents, with research bases such as the Confucius Research Institute and the Mencius Research Institute, the establishment of doctoral programs in Confucian studies, and the publication of professional journals. With the goal of building a strong province in economy and culture, Shandong has implemented the cultural industry planning of "two zones, one circle, and one belt", cultivated more than 30 national cultural industry parks, developed ten major cultural tourism brands, and promoted the integration of Confucian culture with the modern economy. The region has a profound foundation of traditional virtues, holding activities such as the "Four Moral Codes of Virtuous Deeds" and the "People's Confucianism Festival", integrating Confucian thought with the core socialist values, and exploring new models of social governance. The region also has significant international influence: as of July 2017, 511 Confucius Institutes and 1,073 Confucius Classrooms had been established in 140 countries and regions.

1.3 Development Achievements of Qufu City

The Plan clearly states that the construction of the demonstration zone requires enhancing the core zone, expanding the cooperation zone, and optimizing the linkage zone, with the development of the core zone being the top priority. As the hometown of Confucius and the birthplace of Confucian culture, Qufu has become a key construction target in the core zone due to its rich historical and cultural heritage. The 2016 Qufu City Government Report pointed out that the "Thirteenth Five-Year Plan" period is a decisive stage for building a moderately prosperous society in all respects and a critical period for building the "Eastern Sacred City • District of Ultimate Goodness". As of 2025, Qufu has advanced the construction of the demonstration zone by implementing projects such as cultural facility improvement, inclusive benefit activities for the people, the protection and inheritance of Confucian

culture, and cultural exchange and training. In the past three years, the city has invested in the construction of projects such as the Nishan Sacred Land and the Confucius Museum, and has hosted events including the CCTV Spring Festival Gala branch venue, the Mid-Autumn Festival Gala, the Nishan Forum on World Civilizations, and the International Confucius Cultural Festival, effectively enhancing the brand image of the "Eastern Sacred City • District of Ultimate Goodness". In the future, Qufu will promote inheritance and development by improving public cultural services, the traditional culture inheritance system, cultural heritage protection, the integration of culture and economy, and the promotion of cultural outreach.

2. Community Participation in the Construction Plan of the Demonstration Zone

2.1 Planning Analysis of the Community Participation Section

The "Construction Plan for the Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone" adheres to the principles of "inheritance and innovation" and "leading social trends" in its planning for "community participation", and takes the construction of a district of ultimate goodness as an important task. The plan aims to integrate traditional Confucian culture into social life, combine the essence of Confucian thought with the core socialist values, play a role in leading contemporary social trends and building a civilized and harmonious society, and explore new models of collaborative governance through the rule of virtue and the rule of law. By bringing traditional culture to life and benefiting the people, the plan promotes the acceptance, practice, and dissemination of the essence of Confucian culture among the public, endows it with new contemporary value, and forms a virtuous mechanism of "culture guiding the people and the people feeding back to culture" in the process of enhancing people's moral qualities and building a harmonious society.

The construction needs to improve the public cultural service system that combines Confucian characteristics with modern culture, develop public cultural undertakings that align with the core socialist values, carry out activities with full public participation that integrate traditional culture into daily life, promote the new model of "governance of townships through Confucianism", build a moral highland, a state of etiquette, a scholarly society, and a friendly home, and give full play to the demonstration and leading role of the district of ultimate goodness.

2.2 The Necessity of Community Participation in the Construction of the Demonstration Zone

2.2.1 The Significance of Community Participation in the Construction of the Demonstration Zone

The planning and construction of the Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone have important practical significance and long-term strategic significance. The Plan points out that the construction of the demonstration zone is conducive to cultivating and promoting the core socialist values and promoting value identification at the national, social, and individual levels. Integrating the excellent traditional virtues of Confucianism into social trends helps to explore new models of social governance through the coordinated advancement of the rule of virtue and the rule of law, benefits the construction of a civilized and harmonious society, and leads new social trends. The integration of excellent traditional culture with the times and its inheritance and promotion by society cannot be achieved without the role of "people". As another level of constituent elements of cultural productivity, "the public" is the mainstay of the creative transformation and innovative development of excellent traditional culture and a powerful booster for the construction of the demonstration zone. In the process of community participation in the construction of the demonstration zone, the public can fully practice the essence of excellent traditional culture, further inherit, innovate, and sublimate the excellent traditional Confucian culture, thereby enabling it to cultivate the core socialist values while endowing culture itself with a continuous contemporary force. This ensures that excellent Chinese traditional culture stands firm, spreads widely, and goes global, truly becoming a living spring and a powerful fist for enhancing the country's soft power.

2.2.2 The Necessity from the Perspective of Cultural Productivity

The construction process of the Qufu Demonstration Zone is also a cultural production process, and it must conform to the laws of cultural production. The dynamic composition of cultural productivity determines its vitality, in which cultural popularization capacity (applied type) and cultural consumption capacity (basic type) are important components, and the development of the two depends

on the mass participation mechanism, which determines the vitality of cultural productivity^[2]. To enhance cultural popularization capacity, one needs to create popular cultural products, tap into the creative cultural development industry, and meet diversified needs with "content is king". To enhance cultural consumption capacity, one needs to produce mass cultural consumer goods, guide consumption concepts, and improve cultural production conditions in rural and other areas. The improvement of both capacities relies on mass participation, the development of mass culture, and the satisfaction of mass needs, which are important links in promoting the construction of the demonstration zone and determine its vitality; therefore, community participation is necessary.

2.2.3 Insights from the "Reputation Economy" and "News Capital"

The theory of cultural production proposed by English holds that every field, including culture, politics, economy, and society, is directly or indirectly related to other fields; therefore, participants in the modern "cultural field" often tolerate and influence each other through "transactions" and "negotiations"^[3]. The "reputation economy" refers to a production model in which "reputation" capital circulates among the fields of culture, politics, economy, and society, and participants that constitute the "field" transact and negotiate with each other so that each party gains something. In this model, "the dissemination of cultural value" is an important method and a key link for generating benefits. The important target and participant of cultural value dissemination are the masses, and "only when the general public accepts and recognizes it can reputation capital be converted into economic capital at a relatively high rate". The value dissemination of excellent traditional Confucian culture is at the core of the demonstration zone's construction. In the construction process, one must rely on the power of the masses to promote the dissemination and transformation of cultural value, integrate and coordinate capital to build "cultural reputation", and form a synergistic effect and brand value.

English's "News Capital" theory points out that the public are both the market force of cultural production and the key communication medium for the expanded reproduction of cultural value. The construction needs to stimulate the agency of participants in cultural production, strengthen the role of mass communication in enhancing cultural value, mobilize the enthusiasm of the masses by safeguarding the interests of participants, and lay the foundation for cultural reputation.

3. Evaluation of Community Participation in the Practice of the Demonstration Zone Construction

3.1 Relevant Explanation of the Research

3.1.1 Research Background and Purpose

This research aims to gain an in-depth understanding of the implementation status of the construction of the excellent traditional culture inheritance and development demonstration zone in our province, so as to identify and summarize the experiences and shortcomings of the previous stage of work, and to provide a systematic, scientific, and detailed objective basis for the next step of the excellent traditional culture inheritance and development work in our province.

3.1.2 Research Objects and Scope

The research area mainly covers Dazhuang Community and Xuejia Village in Lucheng Subdistrict of Qufu City, as well as the surrounding areas of Qufu Normal University. The research scope will be gradually expanded to areas within the demonstration zone planning, such as Sishui, Yanzhou, and Zoucheng. Among the research subjects, college students account for a relatively large proportion, and this group has certain professionalism and particularity regarding this research project. The above-mentioned areas and specific groups have limitations in terms of objective factors for this research, which we hereby clarify. The scope of research subjects will be gradually expanded in the later stage to reduce the impact of factors related to specific groups.

3.1.3 Research Content

This research focuses on the practical situation of the demonstration zone construction and collects public opinions within the scope of the demonstration zone, mainly covering four aspects: the construction planning of the demonstration zone, the intensity of publicity, the construction achievements, and the existing problems. The research content involves many aspects, including the inheritance and development of traditional culture, the promotion efforts of the government and social organizations, and the development of some cultural undertakings and cultural industries.

3.1.4 Research Methods

This research was conducted through two methods: online questionnaire collection and offline field visits. The research collected 106 questionnaires online and obtained 82 valid data entries offline through distributing questionnaires and conducting field visits, accumulating a total of 188 valid data entries.

3.2 Current Situation and Existing Problems of the Demonstration Zone Construction

3.2.1 Positive Effects Reported by Communities

Statistics show that the majority of the public support the construction of the demonstration zone. They consider the planning scope and development strategy to be reasonable, indicating a broad mass base and that the strategic positioning aligns with public opinion. Most people recognize the international influence of Confucian culture and the value of excellent traditional culture, which demonstrates that inheritance and development have a mass foundation. It is necessary to promote the integration and transformation of the essence of Confucian culture with popular culture, making it a vital source of energy for regulating behavior, guiding the spirit, and building a harmonious society.

In terms of the implementation of traditional culture, the holding of some major cultural festivals and events has a certain level of visibility and influence in the aspect of social participation. For example, the "Confucius Cultural Festival" has received a high level of presence and recognition in both the questionnaire collection and field visits. However, the feedback data concerning the "Nishan Forum on World Civilizations" may contain errors due to objective factors such as the participation of college student groups as volunteers in the event. In addition, among the changes brought to life by the demonstration zone construction as shown by the data, most tend to be "an increase in public cultural service venues such as libraries and museums". This information reflects that cultural projects such as the "Confucius Museum" have had a certain impact on the public. Thus, it can be seen that during the construction of the demonstration zone, creating cultural projects and cultural engineering that the people identify with culturally and value-wise plays a "win-win" role in enhancing the people's cultural superiority and cultural confidence, as well as promoting the dissemination and development of excellent traditional Confucian culture.

3.2.2 The "Two Lows Phenomenon" in Community Participation

From the perspective of community participation, the construction of the demonstration zone suffers from the "two lows" problem: low public participation and a low sense of presence of the government and social organizations. The research shows that the majority of the public do not know about the demonstration zone project or its construction progress. Most of those who are aware have learned about it through others, while college students have a relatively higher proportion of awareness due to special channels such as classrooms and literature. The data indicate that the greatest difficulty in planning and construction perceived by the public is "lack of understanding and low participation." It can be seen that although the demonstration zone has the potential for public support, there is currently insufficient publicity and a lack of practical engagement, resulting in problems such as a weak mass base and low sense of identity, which affect the implementation of community participation work.

Furthermore, there is a low sense of presence of the government and social organizations in community participation: most people do not understand government agencies such as the "Demonstration Zone Promotion Office" or their work, and the government suffers from a low sense of presence and participation due to a lack of mass practice activities. People generally hold a negative attitude toward the participation of social organizations, and some are unclear about the specific situation of such participation. Although the government and social organizations have constructed projects such as the Nishan Sacred Land and the Confucius Museum in the past three years, it is necessary to address how to gain the understanding and support of the people, enhance government attention, and create projects that benefit the people in order to form a win-win mechanism between the communities and the demonstration zone. The core issues reflected by these "two lows phenomena" need to be given focused attention in future planning.

3.2.3 The Demonstration Zone Construction Emphasizes Planning but Neglects Practice

Regarding the construction effects of the demonstration zone, the people are most concerned about "a significant improvement in the moral level of the local people" and "a sound basic public cultural service system", followed by strategic goals such as "building a world-class research and innovation center for Confucian studies" and "enhancing cultural soft power". Concerning traditional cultural

activities, the people report cultural festivals and exhibitions most frequently, and a considerable number of them state that such activities are hardly carried out or that they are unaware of them. It can be seen that cultural work involving community participation is not solid, and the lack of mass participation leads to insufficient vitality. Current activities mostly remain at the level of major projects. The breadth and depth of integrating the essence of Confucian thought into real life are insufficient, and its facilitating role in improving national quality and social civilization has not yet been fully realized.

During the construction of the Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone, various planning objectives have been formulated at different levels, and the construction has made achievements in major facility improvement projects, Confucian cultural protection and inheritance projects, cultural exchange and Chinese culture training development projects, among others. However, the planning and construction from the perspective of community participation, such as the inclusive benefit project of cultural activities for the people, remains only at the "planning" stage. The issue that the people are most concerned about is precisely the part that lacks practice most in the entire construction process of the demonstration zone.

3.2.4 The Demonstration Zone Construction Emphasizes Form over Substance

The data mentioned above show that the changes brought by the demonstration zone construction are mainly reflected in "an increase in public cultural service venues such as libraries and museums," indicating that cultural projects like the "Confucius Museum" have had a certain impact on the public. However, field research finds that most people remain only at the "awareness" level regarding these venues, and the majority of local residents have never visited the "Confucius Museum." Therefore, how to make cultural infrastructure projects truly benefit the people and enhance their spiritual lives, and how to guide the public to use cultural facilities to improve their literacy, are problems that need urgent solutions. The research shows that the public is most concerned about "building a highland of morality and etiquette, improving moral standards and civilized literacy," followed by "building an excellent traditional culture education and popularization center." Although the demonstration zone planning emphasizes building a national model zone of morality and ultimate goodness, promoting the innovative transformation of Confucian culture, and has issued relevant policies, the research still finds uncivilized phenomena such as "lack of integrity," "waste and extravagance," and "damage to environmental hygiene," which are far from the construction goals. In addition, a considerable number of people believe that the demonstration zone construction has little impact on their daily lives, and the vast majority of people express low satisfaction.

In summary, the current construction planning of the demonstration zone is feasible, reasonable, and scientific. However, the work of the demonstration zone construction concerning mass participation lacks practical effectiveness, and there is a gap between the actual development situation and the targeted strategic positioning. These current situations of the demonstration zone construction from the perspective of community participation should provide directional guidance and inspiration for the future planning and development of the demonstration zone.

3.2.5 Current Development Status of Related Cultural Undertakings and Cultural Industries

The construction effects of the demonstration zone show that the public attaches equal importance to the two goals of "protection of cultural heritage related to Confucianism" and "integrated development of culture and economy." However, the development status of cultural industries (tourism, cultural and creative product development) and cultural undertakings (heritage protection) is uneven. Regarding the protection of historical and cultural heritage and tourism, most people are aware of and hold a positive attitude toward these efforts, and some achievements have been made. Nevertheless, there are problems such as the need to strengthen protection efforts and to optimize tourism services and management. As for the development of cultural and creative products, public feedback is negative: very few people are aware of them, and the majority are not aware and express low satisfaction, reflecting that the development is not in-depth and insufficient in intensity. These related industries could otherwise extend the integration of the essence of Confucian thought into daily life and become an important force driving economic growth.

4. Solutions and Suggestions

4.1 Solidify the Mass Base and Guide Nationwide Response

As shown by the statistical data, the construction of the demonstration zone from the perspective of

community participation suffers from the "two lows" problem: low public participation and a low sense of presence of the government and social organizations. The main reasons include insufficient government publicity and promotion, and unsolid work with the masses. The early stage of construction failed to fully mobilize the power of the masses and consolidate the mass base. The research shows that the public in the demonstration zone generally hold a positive attitude toward the construction and exhibit high enthusiasm, and the excellent traditional Confucian culture has a strong sense of value identification among the masses, which indicates that future planning and construction of the demonstration zone can obtain broad public support. Therefore, the government and relevant social organizations need to actively carry out cultural work that is close to people's daily lives, increase publicity efforts, and strengthen the sense of ownership and responsibility among community residents in building their cultural home. This will make the construction of the demonstration zone a task that, like "building a civilized city," receives nationwide response and participation, truly turning it into a cultural demonstration zone and a spiritual and moral highland. At the same time, efforts should be made to build a public participation platform, innovate social participation mechanisms, broadly pool the strength of the whole society, form a good pattern of coordinated advancement among the government, the market, and society, and create a strong synergy for construction. Furthermore, only by applying the right efforts based on broad public understanding and support can the construction of the demonstration zone truly benefit people's lives, and then rely on the power of the masses to feed back and promote the sustainable development of the demonstration zone.

4.2 Carry Out Mass Work and Strengthen Infrastructure Construction

The current construction of the demonstration zone suffers from the problem of "emphasizing planning but neglecting practice." Most of the construction work is carried out at the level of major cultural activities, cultural projects, and cultural programs, lacking cultural infrastructure construction and grassroots cultural activities that reach deeply into the general public. Therefore, this paper suggests that the government and relevant social organizations, in the process of carrying out their work, should fully listen to public opinions and focus on the issues that the people care about most, strengthen cultural practices that engage the masses, and improve and complete the construction of the basic public cultural service system. Efforts should focus on enhancing social benefits, encouraging the construction of public welfare or quasi-public welfare community cultural service institutions, cultural venues, and mass literary and artistic groups, as well as other grassroots cultural entities and cultural service facilities. At the same time, relevant government departments should provide corresponding policy support and create a favorable policy environment. Attention should also be paid to guiding and encouraging the public to actively participate in cultural practices. While enabling the public to make full use of cultural infrastructure, the government should also encourage the public to actively carry out self-organized cultural activities. Taking communities, villages, or towns as units, cultural practice forms such as "mutual learning among villages and linkage among communities" should be formed to create a good atmosphere for cultural practice.

4.3 Transform Traditional Culture and Enhance Civilized Literacy

The research shows that in the construction of the demonstration zone, there still exist uncivilized phenomena that violate traditional virtues. The breadth and depth of integrating the essence of Confucian thought into real life are insufficient, and its facilitating role in improving national quality and the level of social civilization has not yet been fully realized. In response to this, the demonstration zone needs to be guided by the "Four Clarifications" (explain clearly the development history of Chinese excellent traditional culture, the fundamental spirit of Chinese excellent traditional culture, the contemporary value of Chinese excellent traditional culture, and the world significance of Chinese excellent traditional culture), strengthen the excavation, elaboration, and systematic research of Confucian culture, attach importance to the role of community participation in achieving the goal of a national model zone of morality and ultimate goodness, give full play to the advantages of the profound historical heritage of traditional virtues, take "making people's lives happier and society more harmonious" as the theme, integrate the essence of Confucian culture with the core socialist values, construct a public cultural service system that combines traditional cultural characteristics, contemporary value, and popular culture, and carry out in-depth activities such as "the whole people reading the sages' books, doing the sages' deeds, and promoting the sages' virtues." At the same time, the public generally believes that uncivilized phenomena stem from insufficient facilities, lack of guidance and education, and absence of supervision and punishment. Therefore, on the basis of improving the public cultural service system, it is necessary to strengthen the guidance and education

of the masses and the supervision of grassroots cultural practice, explore the new model of "governance of townships through Confucianism," strengthen the educational function of rites and music, and build a social governance system that combines the rule of virtue and the rule of law. By taking the enhancement of the people's spiritual literacy as the cornerstone and giving full play to the characteristics of Confucianism as an aid, the demonstration zone will create a good social atmosphere and ultimately become a moral highland and a state of etiquette.

4.4 Strengthen Cultural Protection and Attach Importance to Cultural Industries

As shown by the above analysis, the protection of traditional cultural heritage and the development of tourism within the demonstration zone have achieved certain results. However, the protection and development of some cultural heritage still need to be strengthened, the quality of tourism services needs to be improved, and the development of cultural and creative industries, such as the development of cultural and creative products, remains insufficient. The economic base determines the superstructure, so it is necessary to strengthen and expand cultural industries to drive economic growth and lay a solid foundation for the spiritual and cultural construction of the demonstration zone. Attention should be paid to the development and support of cultural and creative industries, promoting the innovative transformation and creative development of traditional culture, achieving economic benefits, and becoming a vital source of economic growth.

Specifically, it is necessary to deepen the construction of a strong city through culture and tourism, and to strengthen and expand the cultural industries. This requires strengthening the protection of cultural heritage, implementing protection projects such as the restoration of the color paintings of the Three Holes (Confucius Temple, Confucius Mansion, and Confucius Forest) and the repair of ancient buildings, and promoting the application for intangible cultural heritage status for Confucian cultural resources such as the sacrificial ceremonies at the Confucius Temple. On the basis of protection, one should excavate the contemporary value of traditional culture and enhance development benefits. Furthermore, efforts should be made to improve the development level of the tourism industry, deepen the construction of all-for-one tourism, and build a national tourism demonstration zone. The tourism service system should be improved, industry supervision and order rectification should be strengthened, infrastructure projects such as the "Toilet Revolution" should be implemented, the industrial chain of food, accommodation, transportation, sightseeing, shopping, and entertainment should be extended, and tourism consumption should be expanded. A "Rural Tourism Revitalization" plan should be implemented to build Confucian cultural characteristic towns and folk villages, and to promote the development of rural cultural undertakings. The advantages of education and training should be fully utilized to establish a national study tour linkage platform and a political and moral education base, and to expand the training industry to achieve precise cultural marketing. Projects such as the Nishan Sacred Land and the Confucius Museum should be fully used to drive cultural growth, and the service forms of projects such as the Lu Ancient City National Archaeological Site Park should be innovated to promote cultural consumption. The cultural tourism routes within the demonstration zone should be planned, the linkage of industrial projects should be strengthened, and the overall benefits of regional tourism should be enhanced.

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