

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: In 2016, the "Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone" was added to the national "Thirteenth Five-Year Plan". The Shandong Provincial Government has been paying more and more attention to the construction of the Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone, and has set the general aspiration to lead the construction of a moderately prosperous society in all aspects and build an "Eastern Sacred City • District of Ultimate Goodness". The Construction Planning Period will be from 2017 to 2030, covering the period of the "Thirteenth Five-Year Plan" and looking ahead to 2030. The construction period of the "Thirteenth Five-Year Plan" is about to be over. Community participation has been the subject of field visits and surveys conducted in some communities of Qufu City to learn about the current situation of the construction of the Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone in recent years. Based on the current situation of the construction of the demonstration area and in light of 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

According to the "Construction Plan for the Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone", the Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone (hereinafter referred to as the 'demonstration zone') will be constructed as a national model area for morality, etiquette and ultimate goodness. The plan will make full use of the strengths of strong Confucian culture and honest folk customs to aim for the creation of a "hometown of Confucius and Mencius" that is exceptionally good, and will take the theme of making people's lives happier and building a harmonious society based on Confucianism. It carries out projects that integrate the spirit of Confucianism with the core socialist values and all norms of civilisation, builds a public cultural service system that combines traditional cultural features with the development of modern culture, and at present, the construction in the demonstration zone is in line with the sense of participation, sense of identity and improvement in humanistic literacy among residents. They should be employed to achieve the construction goals of the demonstration zone and promote social benefits and overall social harmony. Recently, work reports on the construction of the demonstration zone have mainly focused on large projects and major engineering works, and little attention has been paid to how far the social benefits created by the construction of the demonstration zone have reached the community. Without knowing the actual current situation, we cannot take corresponding measures to deal with the problems of grassroots construction in the demonstration zone in the future. Based on field research and surveys in some communities of Qufu City, it was found that there are still problems with the construction of the demonstration zone, such as a lack of basic publicity, low public awareness, poor community participation and insufficient infrastructure services. Based on the above results and in light of the theory of cultural production, this paper offers the following development suggestions. The construction of a cultural city requires high-quality residents with strong abilities, and thus, excellent

citizens are the foundation for the prosperity of the city^[1]. That is to say, the construction of the demonstration area should also be done in cooperation with the community and organised accordingly.

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 has many rich and excellent traditional cultural resources, so it is in a good position to promote the creative transformation and innovative development of excellent traditional culture, lead the internationalisation of excellent Chinese culture, and strengthen the country's cultural soft power. Generally speaking, the primary goals of the demonstration zone are to provide a foundation for the excavation and exploration of Confucian culture, establish a national model zone for morality and etiquette, create a pilot zone for the national memory project, build a national demonstration zone for the integrated development of culture and economy, set up an innovation center to organize and lead international Confucian studies, and build a highland for exchanges and mutual learning among world civilizations, in line with the general direction of the national "Thirteenth Five-Year Plan" Outline: "Carry out the national memory project and promote the construction of the Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone in Shandong Province". In addition, the plan shows that by 2020, positive results should have been achieved in the following six specific areas of construction of the demonstration zone: major projects and the construction of software and hardware environments, protection and use of historical and cultural heritage, guidance of moral trends by the essence of Confucian thought, creative transformation and innovative development of excellent traditional Confucian culture, great development of cultural industries that highlight Confucian culture, and dissemination, promotion and influence of Confucian culture. The first is to build a national cultural and moral centre and, at the same time, lay a foundation for the development of the cultural industry.

1.2 Advantages of Building the Demonstration Zone

The construction of the demonstration area will be in accordance with the concept of the "three zones": the core zone (Qufu, Zoucheng and Sishui), the cooperation zone (nearby areas rich in cultural resources), and the linkage zone (other areas across the province with rich cultural resources). The Demonstration Zone has a long history and rich culture, and there are four World Cultural Heritage Sites, ten national historical and cultural cities, and 196 key national cultural relic protection units. Some good results have been achieved in science and education in this area, such as the construction of research institutions like the Confucius Research Institute and the Mencius Research Institute, the establishment of doctoral programs in Confucian studies, and the publication of professional journals. To build a strong province in economy and culture, Shandong has developed the "two zones, one circle and one belt" cultural industry plan, built more than 30 national cultural industry parks, created ten leading cultural tourism brands, and promoted the integration of Confucian culture with the modern economy. The area has a good foundation of traditional virtues and has organised many activities, such as the "Four Moral Codes of Virtuous Deeds" and the "People's Confucianism Festival", to integrate Confucianism with core socialist values and explore new models of social governance. Many foreign cultures have also been introduced to this area, and by 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 needs to strengthen the core area, expand the cooperation area and improve the linkage area, and the development of the core area shall be given top priority. As the hometown of Confucius and the birthplace of Confucian culture, Qufu has become one of the main construction areas in the core zone due to its rich historical and cultural heritage. According to the report released by the Qufu City Government in 2016, significant progress will be achieved in building a moderately prosperous society and a new era of building the "Eastern Sacred City • District of Ultimate Goodness" during the period of the 13th Five-Year Plan. By 2025, Qufu will have added more cultural facilities and expanded inclusive benefit programs for the public in the construction of the demonstration zone, as well as strengthened the protection and inheritance of Confucian culture and promoted 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 organised many events, including the branch venue for the CCTV Spring Festival Gala, the Mid-Autumn Festival Gala, the Nishan Forum on World Civilisations and the International Confucius Cultural Festival, to promote the brand image of "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 Area

2.1 Planning Analysis of the Community Participation Section

In the construction plan for the Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone, the ideas of "inheritance and innovation" and "leading social trends" have been taken into account in the planning of "community participation", and building a district of ultimate goodness is one of the main tasks. The aims of this plan are to integrate traditional Confucian culture into daily life, combine the spirit of Confucianism with core socialist values, promote positive changes in contemporary society, build a civilized and harmonious society, and explore new models of collaborative governance based on the rule of virtue and the rule of law. By bringing traditional culture to life and benefiting the people, this plan aims to improve the acceptance and application of the core values of Confucian culture among the public, add new contemporary connotations to them, and build a virtuous cycle of "culture leading the people and the people giving back to culture" to promote moral education and the construction of a harmonious society.

Strengthen the construction of the public cultural service system that integrates Confucian values with modern culture, develop public cultural projects in line with the core socialist values, organise activities with full public participation to incorporate traditional culture into daily life, advance the new model of "governance of townships through Confucianism", build a moral high ground, a state of etiquette, a scholarly society and a friendly home, and fully demonstrate the excellent leadership and model role of our district.

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

2.2.1 The Reason for 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 good practical value and long-term strategic significance. As per the Plan, the construction of the demonstration zone will help to cultivate and spread the basic socialist values, motivating people at all levels of society to live in accordance with these values. Integrate the outstanding traditional virtues of Confucianism with the current social situation to create a new type of social governance by combining the rule of virtue and the rule of law; thus, it will be beneficial for building a civilized and harmonious society and give rise to new social trends. The inheritance and promotion of excellent traditional culture in times of change by society cannot be achieved without the participation of "the people". As another level of the basic components of cultural productivity, "the public" offers strong support for the creative transformation and innovative development of excellent traditional culture, and also provides full support for the construction of the demonstration zone. Through community participation in the construction of the demonstration area, the public can better learn about the spirit of excellent traditional culture, be inspired by it, learn from it, improve upon it, and further promote its development to reflect the fundamental socialist values of the new era and provide a lasting source of strength for contemporary times. It will help to protect the excellent Chinese traditional culture, spread it widely and make it go global, becoming a living spring and a powerful fist to boost the country's soft power.

2.2.2 The Demand from the Perspective of Cultural Productivity

The construction of the Qufu Demonstration Zone is also a type of cultural production, and it should be carried out in accordance with the laws of cultural production. The dynamic composition of cultural productivity determines its life force; the application type of cultural popularisation and the basic type of cultural consumption are necessary components of this, and the development of the latter depends on the mechanism of mass participation that determines the life force of cultural productivity^[2]. To strengthen the capacity for cultural dissemination, we should create popular cultural products, use

the creative cultural development industry, and meet all kinds of demands with "content is king". To enhance the cultural consumption ability of the public, we should create popular cultural consumer products, spread consumption concepts, and improve the cultural production environment in rural areas and other places. The development of both capacities requires the participation of the masses, the development of mass culture and the meeting of people's basic needs; these are necessary conditions for building the demonstration zone and ensuring its life, so community participation is needed.

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

According to the theory of cultural production proposed by English, all areas are directly or indirectly related to one another; for example, culture, politics, economy and society are all connected. Therefore, people in the current "cultural field" often endure and influence each other through "transactions" and "negotiations"^[3]. A "reputation economy" is a type of production model in which "reputation" capital is circulated among the areas of culture, politics, economy and society, and participants in the "field" engage in transactions and negotiations with each other to gain something for themselves. Diffusion of cultural values is the way to achieve the goal, and it needs to be done in this model. The main objects and subjects of the spread of cultural values are the masses; only when the general public accepts and learns them can reputation capital be converted into economic capital at a relatively high rate. The spread of good traditional Confucian culture will be the core of the construction of the demonstration zone. In the course of construction, we should draw on the strength of the people to spread and transmit cultural values, combine and integrate capital to build a "cultural reputation", and achieve synergy in terms of effect and brand value.

According to the theory of "news capital" in English, the public are both a market for cultural production and a necessary link in the extended reproduction of cultural value. Construction should promote the agency of participants in cultural production, strengthen the role of mass communication in enhancing cultural value, mobilize the enthusiasm of the masses by protecting the interests of participants, and lay the foundation for cultural reputation.

3. Evaluation of Community Participation in the Construction of Demonstration Zones

3.1 Related Explanation of the Research

3.1.1 Research Background and Objectives

The aim of this study is to learn more about the implementation process of the construction of the excellent traditional culture inheritance and development demonstration zone in our province, identify and summarize the experiences and deficiencies of the previous stage of work, and provide a systematic, scientific and detailed objective foundation for the next stage of excellent traditional culture inheritance and development work in our province.

3.1.2 Research Objects and Scope

The Research Areas are Dazhuang Community and Xuejia Village in Lucheng Sub-district, Qufu City, and the area around Qufu Normal University. The next step is to expand the scope of research and cover other sections of the planning for the demonstration zone, such as Sishui, Yanzhou and Zoucheng. Among the research subjects, college students make up a relatively large proportion, and this group has some professionalism and particularity in this research project. The areas and particular groups mentioned above do not have deficiencies in terms of the objective factors of this study, as we have pointed out here. The range of the subjects of the research will be gradually expanded in the later stages to reduce the influence of factors related to certain groups.

3.1.3 Research Content

This paper investigates the actual situation of the construction of the demonstration area and collects public opinion within the scope of the demonstration area on the four main aspects: construction planning of the demonstration area, intensity of publicity, construction achievements and existing problems. The contents of the research include the inheritance and development of traditional culture, the promotion efforts by the government and social organisations, as well as the development of some cultural projects and cultural industries.

3.1.4 Research Methods

The two kinds of collections were an online questionnaire and an offline field study. A total of 106

questionnaires were distributed online, and after collecting the questionnaires and making field visits, an additional 82 sets of valid data were obtained offline, for a total of 188 sets of valid data were collected.

3.2 Current Situation and Existing Problems of the Demonstration Zone Construction

3.2.1 Positive Effects Reported by Communities

Based on the above data, most of the public are in favour of constructing the demonstration area. They believe that the planning scope and development plan are reasonable, have a large mass base, and are in line with the current mood of the people. Most people are aware of the spread of Confucian culture around the world and appreciate excellent traditional culture, so it will likely be passed down and developed. We need to promote the integration and inheritance of the essence of Confucian culture with popular culture to make it a strong source of energy for regulating behaviour, leading people in life, and building a harmonious society.

In terms of the implementation of traditional culture, some of the main cultural festivals and activities have achieved a certain level of recognition and influence among the public. For example, the "Confucius Cultural Festival" has been widely spread and is popular with both the surveyed group and the general public. There may be errors in the feedback data of the "Nishan Forum on World Civilizations" due to external factors, for example, the group of college students participating in the event might be volunteers. In addition to the other changes that will result from the construction of the demonstration area, most of the modifications will be relatively small, such as adding public cultural service institutions, libraries, museums, and so on. Therefore, it can be concluded that the cultural project of the Confucius Museum has had an impact on the public. Therefore, it can be seen that in the construction of the demonstration zone, creating cultural projects and cultural engineering that people are culturally and value-wise connected to serves a "win-win" purpose of boosting the people's cultural confidence and promoting the dissemination and development of excellent traditional Confucian culture.

3.2.2 The "Two Lows Phenomenon" of Community Participation

In terms of the level of community participation in the construction of the demonstration area, there is a "two lows": low public participation and a weak sense of presence from the government and other social organisations. Based on the above research, most of the public are not aware of the demonstration zone project and its construction progress. Most of those who know about it have learned from others, and college students have a relatively high level of awareness due to special channels such as classrooms and literature. Based on the above data, the main problem in planning and construction that the public feels is a "lack of understanding and low participation". Based on the above, it can be concluded that although the demonstration area has the potential for public support, there is currently a lack of publicity and participation; thus, a strong mass base and a sense of identity have not been formed, and community participation work cannot be carried out effectively.

In addition, there is a weak sense of presence for the government and social organisations in community participation; most people do not know about government departments, such as the "Demonstration Zone Promotion Office", or what these departments do, and due to this low sense of presence, the government has been unable to organise many mass-participation activities. Most people have a negative view of the participation of social organisations, and some are unaware of the specific reasons for this. Although the government and social organizations have built projects such as the Nishan Sacred Land and the Confucius Museum in the past three years, we need to know how to win over the people, attract the attention of the government, and create projects that are beneficial to the people to build a win-win relationship between the community and the demonstration zone. The problems in the two "lows phenomenon" need to be given more attention to in the future.

3.2.3 Construction of the Demonstration Area has been planned but not carried out

The public is more interested in the construction effect of the demonstration area; that is to say, they want a "significant improvement in the moral quality of the local people" and the "establishment of a good basic public cultural service system". The other two are to build a world-class research and development center for Confucianism and to advance the cause of cultural soft power. Among the traditional cultural activities, people are most likely to mention cultural festivals and exhibitions; a considerable number of these state that such activities are rarely organised or that they are not aware of them at all. From the above, we can see that the strength of cultural work with the community is weak,

and without mass participation, it is not very lively. Most current activities are still on the scale of large projects. The scale and depth of the application of Confucian ideas in daily life are too small, and their promotion of national quality and social civilisation has not been fully realised.

At all levels, all the planning goals for the construction of the Qufu Excellent Traditional Culture Inheritance and Development Demonstration Zone have been set, and many achievements have been made in major facility construction projects, Confucian cultural protection and inheritance projects, cultural exchange and Chinese culture training development projects, etc. However, the planning and construction of community participation in inclusive benefit projects for cultural activities for the people are still in the "planning" stage. The problem that the people are most worried about is exactly the part that has been practised the least in the entire construction process of the demonstration area.

3.2.4 Construction of the Demonstration Area: Form Over Function

As shown in the above data, the main effects of the construction of the demonstration zone are an increase in public cultural service facilities, such as libraries and museums, and some cultural projects, such as the "Confucius Museum", have also started to affect the public. According to field research, most people are still only "aware" of these places, and most local residents have never visited the "Confucius Museum". Therefore, how to make cultural infrastructure projects truly benefit the people and enhance their spiritual life, and how to guide the public to use cultural facilities for literacy improvement, are problems that need to be solved urgently. Research shows that the people are most concerned about "building a highland for morality and etiquette" and "enhancing moral standards and civilized literacy", followed by "establishing an excellent traditional culture education and popularisation centre". Although there is a plan to build a national model zone for morality and ultimate goodness and promote the innovative transformation of Confucian culture, some relevant policies have been issued; however, research has also found uncivilised phenomena such as a "lack of integrity", "waste and extravagance", and "damage to environmental hygiene" that are far from the construction goals. Many people are also unaware of the construction of the demonstration area and have thus shown little interest in it; most of them have reported low satisfaction.

In short, the present construction plan for the demonstration area is practical, reasonable and scientifically sound. However, the work of building the demonstration zone for mass participation has not achieved good practical results, and there is still a gap between the actual development situation and the desired strategic position. The current state of construction of the demonstration area from the perspective of community participation can offer some ideas for the future planning and development of the demonstration area.

3.2.5 Current Development Status of Related Cultural Undertakings and Cultural Industries

The construction effect of the demonstration area shows that the public gives the same weight to both the goal of "protecting cultural heritage related to Confucianism" and the goal of "integrated development of culture and economy". However, the development of cultural industries (tourism, development of cultural and creative products) and cultural undertakings (heritage protection) is not uniform. Most people know about the work being done to protect historical and cultural heritage and promote tourism, have a positive attitude towards it, and some results have been achieved. There are still deficiencies in the current work of protecting cultural heritage and improving tourism services and management. In terms of the development of cultural and creative products, the public's response has been negative; very few people are aware of them, and most are either unaware or somewhat dissatisfied, so development has not been all-round and lacks strong momentum. Relevant industries could have continued to spread the spirit of Confucianism in daily life and played a positive role in driving economic development.

4. Solutions and Recommendations

4.1 Solidify the Mass Base and Guide Nationwide Response

As shown in the statistics, in terms of the construction of the demonstration area from the perspective of community participation, there are a "two lows": low public participation and a weak sense of presence by the government and social organisations. The main reasons are the lack of government publicity and promotion, and poor work with the masses. In the beginning of construction, the power of the people was not fully unleashed and the mass base strengthened. Research has shown that the public in the demonstration area is generally in favour of the construction and is quite

enthusiastic; excellent traditional Confucian culture has a strong sense of value identification among the masses, so future planning and construction of the demonstration area can be supported by the public. Therefore, the government and relevant social organizations should actively carry out cultural work that is close to the lives of the people, increase publicity, and strengthen the sense of ownership and responsibility of the community residents in building their cultural home. Therefore, the construction of the demonstration zone will be a task worthy of national attention and participation, just like "building a civilized city", and will truly become a cultural demonstration zone with spiritual and moral value. At the same time, we need to build a platform for public participation, innovate the form of social participation, broadly mobilize the strength of all sectors of society, form a good pattern of coordinated development among the government, the market and society, and create strong construction synergy. Only by making full use of the broad understanding and support of the public can the construction of the demonstration area truly benefit the lives of the people, and then, through the power of the masses, provide feedback and promote the long-term development of the demonstration area.

4.2 Carry out mass labour and strengthen infrastructure construction

At present, there is a problem of "planning for construction but not carrying out actual construction" in the construction of the demonstration area. Most of the construction work is carried out at the level of major cultural activities, cultural projects and cultural programs, and there is a shortage of construction for cultural infrastructure and grassroots cultural activities that reach the general public. Therefore, this paper puts forward that in the course of their work, the government and relevant social organisations should pay more attention to the opinions of the people, focus on issues that concern the public most, strengthen cultural activities that engage the masses, and improve and complete the construction of the basic public cultural service system. Strengthen the expansion of social security, promote the construction of public welfare and quasi-public welfare community cultural service institutions, cultural venues, mass literary and artistic groups, and other grassroots cultural organisations and cultural service facilities. At the same time, the relevant government department should also offer corresponding policy support and create a favourable policy environment. Pay attention to how to lead and motivate more people in the public to participate in cultural activities. It is a good idea to allow the public to use the cultural facilities freely, and the government can also promote people's organisation of their own cultural activities. Communities, villages and towns are taken as the basic units, and cultural practice forms such as "mutual learning among villages" and "linkage among communities" should be established to create a good environment for cultural activities.

4.3 Transform Traditional Culture and Promote Civilised Literacy

Based on the above research, there are still some uncivilized behaviours and violations of traditional virtues in the construction of the demonstration area. The extent and depth of implementing the essence of Confucianism in daily life are insufficient, and the aim of promoting the national quality and all-round development of society has not been achieved. Given the above, the demonstration zone should be led 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, pay attention to the role of community participation in achieving the goal of a national model zone of morality and ultimate goodness, make full use of 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, build a public cultural service system that combines traditional cultural characteristics, contemporary values and popular culture, and conduct 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 behaviour is due to a lack of facilities, absence of guidance and education, and no supervision or punishment. Therefore, with the improvement of the public cultural service system, we need to strengthen the guidance and education of the masses, enhance the supervision of grassroots cultural activities, explore a new model of "governance of townships through Confucianism", improve the educational function of rites and music, and build a social governance system that combines the rule of virtue with the rule of law. Build on the foundation of improving the spiritual literacy of the people, make full use of the characteristics of Confucianism as a support, create a good social environment in the demonstration zone, and finally establish a moral high ground and a state of etiquette.

4.4 Enhance cultural protection and pay more attention to cultural industries

As shown in the analysis above, some results have been achieved in the protection of traditional Chinese culture and the development of tourism in the demonstration zone. 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 production of cultural and creative products, is still in its infancy. As the economy provides the foundation for other areas, we need to strengthen the construction and expansion of the cultural industries to drive the development of the economy and create rich spiritual and cultural spaces in the demonstration zone. Pay more attention to the development and support of the cultural and creative industries to promote the innovative transformation and creative development of traditional culture, achieve economic benefits, and serve as a driving force for economic growth.

That is to say, we need to strengthen the construction of a powerful city based on culture and tourism and promote the development of the cultural industry. Therefore, we need to strengthen the protection of cultural heritage, carry out protection projects to restore the colour paintings of the Three Holes (Confucius Temple, Confucius Mansion and Confucius Forest) and repair ancient buildings, and promote applications for intangible cultural heritage status for Confucian cultural resources, such as the sacrificial ceremonies at the Confucius Temple. Based on the above reasons, we should protect the contemporary values of traditional culture and enhance the benefits of its development. In addition, we need to boost the development of the tourism industry, deepen the construction of all-weather, year-round tourism, and build a national tourism demonstration zone. The tourism service system needs to be improved, industry supervision and order rectification should be strengthened, infrastructure projects such as the "Toilet Revolution" should be carried out, the industrial chain of food, accommodation, transportation, sightseeing, shopping and entertainment should be extended, and tourism consumption needs to be increased. A "Rural Tourism Revitalisation" plan should be put in place to build towns and villages with Confucian cultural features and promote the development of rural cultural activities. Make full use of the advantages of education and training to build a national study tour linkage platform and a foundation for political and moral education, expand the training industry, and achieve precise cultural marketing. Projects such as the Nishan Sacred Land and the Confucius Museum should be fully open for the development of culture, and the service forms of projects like the Lu Ancient City National Archaeological Site Park need to be innovated to promote cultural consumption. Cultural tourism routes in the demonstration zone need to be planned, the linkage of industrial projects should be strengthened, and the overall benefit to regional tourism should be increased.

References

- [1] Xu Jianyong. *A Study on the Construction of Cultural Cities in the Process of New Urbanization*. *Fujian Tribune (Humanities and Social Sciences Edition)*, 2017(6): 206-207.
- [2] Wang Guochen, Li Xinshi. *A Brief Discussion on the Theory of Cultural Production*. *Learning Forum*, 2008(9): 62-63.
- [3] Rui Xiaohe. *Bourdieu and English's Theory of Cultural Production and Its Practical Implications*. *Theory Journal*, 2016(2): 39-40.