

# Research on Value Activation of Taishan Cultural Ecosystem and Kinetic Energy Transformation Mechanism of Rural Revitalization

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**Abstract:** The coordinated advancement of rural revitalization and cultural strategy highlights the significance of activating cultural-ecological resources and converting endogenous development momentum for heritage-site villages. As a global dual natural and cultural heritage, Mount Tai boasts a living cultural ecosystem integrating spiritual culture, historical relics, mountain ecology and rural folk customs. Covering the main peak and eight surrounding townships with 66 scenic villages, the ecosystem owns 15 national cultural relic protection units, 693 municipal intangible cultural heritage items and a 94.8% forest coverage rate, possessing superior comprehensive resource endowments. However, surrounding rural areas suffer from insufficient cultural value exploration, broken industrial transformation chains and weak community vitality, forming a typical dilemma of abundant resources but backward development. Based on official statistics, questionnaire data and spatial census results, this paper takes the Taishan cultural ecosystem as the research subject. It identifies local characteristic cultural genes, constructs a three-stage value transformation mechanism of symbolization, scenarization and productization, summarizes typical rural development modes, and builds a multi-agent collaborative guarantee system. This study aims to transform static Taishan cultural heritage into sustainable rural development capital, solve the “rich poverty” problem of heritage villages, and provide theoretical support and replicable practical models for rural revitalization of similar mountainous cultural regions in China.

**Keywords:** Taishan Cultural Ecosystem; Value Activation; Rural Revitalization.

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## 1. Introduction

Enrolled in the World Dual Heritage List in 1987, Mount Tai retains 22 ancient architectural complexes and thousands of stone inscriptions from successive dynasties, serving as a core carrier of traditional Chinese culture and mountain spirit civilization. Different from ordinary scenic spots, the Taishan cultural ecosystem is a compound living civilization system that integrates tangible relics, intangible folk customs, mountain ecology and rural social culture. Radiating outward from the main peak, it gathers diverse cultural, ecological and social resources with great potential for cultural inheritance, ecological conservation and industrial innovation. [1]

Mount Tai received 8.029 million tourists in 2025, yet the massive passenger flow failed to drive the economic growth of surrounding villages, with minimal spillover effects on rural revitalization. The prominent “aura shielding” effect of the core scenic area marginalizes high-quality rural cultural resources in peripheral areas. Local cultural tourism industries remain confined to low-end sightseeing services, lacking immersive experience, high-end cultural creativity, health preservation and research tourism products with high added value. Additionally, continuous rural population and capital outflow, along with insufficient community participation in cultural resource development, lead to inadequate endogenous development vitality. Fundamentally, the regional development imbalance stems from the lack of standardized value identification, scientific activation, dynamic transformation and long-term safeguard mechanisms for cultural resources, which constitutes the core research focus of this paper.

## 2. Development Dilemmas of Taishan Cultural Ecosystem

### 2.1. Single Value Perception and Obvious Aura Shielding Effect

GIS-based spatial census shows that the Taishan cultural ecosystem has 216 valid cultural resource points. Only 17.6% of resources are distributed in the core scenic area, while 82.4% are concentrated in surrounding villages including Dajinkou Township and Daolang Town, forming a spatial separation of rural resource aggregation and core scenic popularity concentration. [2]

Market data further verifies this imbalance. 78.6% of tourists only visit core scenic spots, and merely 21.4% understand local rural folk customs and intangible heritage. Online tourism data shows that core scenic areas occupy over 92% of public exposure, while rural cultural resources account for less than 8%. Although rural areas are rich in characteristic resources such as Shi Gandang folklore, Taishan jade carving and traditional lantern festivals, most resources remain idle due to the lack of systematic value assessment and market development systems.

### 2.2. Industrial Homogenization and Broken Value Transformation Chain

The rural cultural tourism industry around Mount Tai faces severe low-end homogenization. Basic formats including farmhouses and ordinary homestays account for 87.3% of local tourism business, while high-value-added cultural and experiential industries take up less than 13%. Most operators in typical villages such as Liyu Village only provide basic catering and accommodation, lacking in-depth cultural tourism products.

Rural tourism consumption only contributes 12.7% of regional total tourism revenue, dominated by basic rigid consumption. The regional industrial homogenization rate exceeds 75%, causing redundant construction and vicious competition. Compared with the 40%+ cultural resource industrialization rate of Wuyi Mountain and Mogan Mountain, the rate of Taishan peripheral villages is below 15%. Even in the mature Jiunüfeng area, less than one-third of villages realize in-depth cultural resource development, with most villages relying on traditional agriculture and low-end tourism for income.

### **2.3. Rural Subject Marginalization and Insufficient Endogenous Momentum**

The annual youth population outflow rate of local villages reaches 18.2%, causing serious talent shortages in tourism operation and heritage inheritance. Rural hollowing is prominent in typical villages such as Dongximen Village, where permanent residents are far fewer than registered population.

Survey data indicates that only 23.1% of local residents participate in cultural tourism and heritage work, while most villagers are excluded from regional industrial development. Over two-thirds of respondents believe tourism benefits are mainly obtained by external investors, with low local resident income and insufficient sense of gain. Unbalanced benefit distribution and low public participation further weaken rural development vitality and hinder the living inheritance of intangible cultural heritage. [3]

## **3. Core System of Cultural Value Activation and Kinetic Energy Transformation**

### **3.1. Construction of Activable Cultural Gene Identification System**

Based on cultural ecology theory, this paper defines the connotation of cultural value activation and clarifies the coordination between heritage protection and industrial utilization. Local cultural resources are classified into tangible and intangible types, covering ancient buildings, cliff carvings, jade carving craftsmanship and folk rituals.

A four-dimensional evaluation system covering cultural uniqueness, market potential, implementation feasibility and public acceptance is established to grade 216 cultural resource points and determine development priorities. This system solves the problems of vague cultural value positioning and arbitrary project construction, providing scientific support for regional industrial planning.

### **3.2. Internal Mechanism of Cultural Kinetic Energy Transformation**

This study constructs a three-stage progressive transformation model of “symbolization-scenarization-productization” to explain the path from cultural resources to rural development momentum.

First, symbolization and narrative reconstruction. Core cultural symbols such as Taishan mountain belief, jade culture and Shi Gandang folklore are refined to reshape diversified cultural narratives and build a unified rural tourism brand.

Second, scenarization and immersive experience. Relying on rural idle space and folk resources, experiential scenarios including folk performances and cultural research camps are

built to transform static cultural resources into participatory tourism products and divert core scenic passenger flow to rural areas.

Third, productization and industrial integration. By integrating Taishan culture with rural tourism, health industry and modern agriculture, differentiated high-value products are developed to extend industrial chains and form a closed-loop development mechanism of resource reserve, industrial upgrading and kinetic energy generation.

### **3.3. Empirical Verification of Activation Path Adaptability**

Field investigations are carried out in three typical areas: Dajinkou Township, Daolang Town and Liyu Village. A total of 750 questionnaires and 32 in-depth interviews are conducted with a valid recovery rate over 93%, ensuring reliable research data.

GIS spatial analysis confirms the unbalanced development pattern of “core high vitality, peripheral low vitality”. Dajinkou Township has superior ecological and cultural resources but low industrial transformation efficiency; Jiunüfeng area has sufficient social capital but serious product homogenization; Liyu Village has stable tourist sources but lacks mature cultural tourism product systems, restricting income growth.

Referring to advanced domestic tourism development experiences, this paper summarizes three localized development modes: ecological empowerment, cultural-tourism integration and folk experience, forming replicable development paradigms for Taishan rural areas.

### **3.4. Construction of Institutional Guarantee System**

A multi-dimensional guarantee system is established from governance, compensation, factor support and digital empowerment to solve regional development dilemmas.

First, build a multi-subject collaborative governance mechanism to clarify the responsibilities of government, enterprises, rural communities and research institutions, optimize villagers’ benefit distribution mechanism, and balance commercial development and rural public interests.

Second, establish a dual cultural-ecological compensation mechanism to coordinate heritage protection, ecological conservation and industrial development, realizing balanced resource protection and utilization.

Third, optimize talent and capital support policies. Carry out professional training for local talents and heritage inheritors, improve entrepreneurship support policies to curb population loss, and standardize social capital introduction to make up for rural development deficiencies.

Fourth, build a digital governance platform to realize dynamic monitoring and precise development of cultural resources via digital technology. [4]

## **4. Summary**

The activation of Taishan cultural ecosystem and rural revitalization empowerment is a systematic development project rather than simple industrial superposition. Effective rural development relies on accurate cultural resource identification via quantitative evaluation, gradual value transformation through the three-stage model, and sustainable development guaranteed by multi-party collaboration. The research findings effectively resolve the “rich poverty”

dilemma of heritage villages and provide practical references for rural revitalization of similar mountainous cultural regions.

Future research can explore innovative modes such as digital cultural creativity and cultural resource assetization. Continuous data monitoring and policy optimization will further release the cultural, ecological and economic values of the Taishan cultural ecosystem, injecting lasting power into comprehensive rural revitalization.

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