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# Research on the Strategy of Integrating the Zibo City Jiao Yulu Spiritual Teaching Base into the Zibo City Cultural Tourism Belt

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**Abstract:** Zibo Jiao Yulu Spiritual Teaching Base is an important carrier of Zibo's red culture and a bridge and link linking the city's cultural heritage and modern urban civilization.Zibo has "barbecue out of the circle", with an endless stream of tourists and continuous popularity. This study aims to actively respond to Shandong Province's deployment of "creating a red cultural inheritance demonstration zone" by studying the strategy of promoting the integration of Zibo City's Jiao Yulu Spiritual Teaching Base into Zibo City's cultural tourism belt, implanting a "spiritual landmark" label into the cultural Zibo tourism line, and helping Zibo's urban development move from "traffic internet celebrity" to "lasting popularity".

**Keywords:** Zibo Jiao Yulu Spiritual Teaching Base, Integration, Cultural Tourism Belt.

## 1. Introduction

In recent years, Zibo City, Shandong Province has been labeled as "Internet celebrity" by the "Internet celebrity" labels of "the Warmth of Mundane Human Life", "Passionate Zibo" and "Honest Zibo" due to the influx of tourists "barbecuing out of the circle" and "entering Zibo to take exams"(with a pun on "exam"). To this day, people from all over the world still come to Zibo to visit Zibo, and the city's tourism popularity continues.

Zibo Jiao Yulu Spiritual Teaching Base is an important carrier of Zibo's red culture and a bridge and link linking the city's cultural heritage and modern urban civilization.In-depth research and exploration of the rich connotation and contemporary value of Jiao Yulu's spirit, through planning multiple communication channels, can help build Zibo City's education base into an important spiritual coordinate and cultural experience check-in place. This can not only respond to Shandong Province's deployment of "creating a red cultural inheritance demonstration zone", but also help Zibo city image from "Internet celebrity" to "Eternal Red" with profound cultural heritage, and promote the all-round development of regional tourism economy and spiritual civilization construction.

This study intends to highlight Zibo's special position as Jiao Yulu's hometown and profound regional cultural connotation, create a more influential red cultural brand of Zibo Jiao Yulu Spiritual Teaching Base, promote the rich content of Zibo's cultural tourism belt, and actively connect to the Shandong Red Culture Demonstration Zone Circle, to double-dimensionally enhance the national influence and urban cultural tourism competitiveness of Zibo Jiao Yulu Spiritual Teaching Base.

## 2. Core Strategy

The overall concept: combine red education with Zibo Internet celebrity barbecue to create a "Zibo Cultural Tourism Belt" route that connects more cultural check-in points.Specifically, integrating the Zibo Jiao Yulu Spiritual Teaching Base into the local cultural tourism belt, promoting important red cultural check-in landmarks, and combining red education with Zibo Internet celebrity barbecue can form a deep tourism closed loop of "barbecue diversion + red cultural experience", which can attract more customers through the popularity of barbecue, allow red culture to widely reach tourist groups, and achieve diversified communication of red culture.This will not only help to build the Zibo Jiao Yulu Spiritual Teaching Base into an important spiritual coordinate and red cultural experience check-in point, in response to Shandong Province's deployment of "creating a red cultural inheritance demonstration area", but also help to promote the upgrading of Zibo's cultural tourism through red cultural empowerment, from barbecue and entertainment signs to "temperature + depth" quality tourism routes, avoid the "short-term heat" phenomenon brought by Internet celebrities, and promote the city image of Zibo from "Internet celebrities" to one with profound historical and cultural heritage

### 2.1. Link Multiple Resources to Build Three-dimensional Tourism Routes.

Taking advantage of the "Internet celebrity city" effect of Zibo, using barbecue as the entrance, it connects Zibo Jiao Yulu's spiritual teaching base and rich regional cultural resources such as ceramics and glaze, Qi culture, Liaozhai culture, etc., and integrates the natural scenery along the way. Visitors can taste barbecue, Boshan cuisine, etc.Before and after the delicious food, a long-term tour along the cultural and tourism circle can not only feel the charm of the modern city of "Human Fireworks" and "Strong, Rich and Beautiful Zibo", but also increase educational opportunities through red culture and traditional culture such as Jiao Yulu's spirit, enrich the tourism experience, and leave an unforgettable impression.

### 2.2. Deepen the Connotation of "Coming to Zi to Take the Exam" and Enrich the City's Image.

Combining "entering Zibo to take the exam" with Jiao Yulu's red culture and other attractions gives "rushing to take

the exam" a deeper meaning - traveling to Zibo is not only to experience the food, but also to explore the red spirit, history and culture. This can break the outside world's perception of Zibo as "just relying on cooking"The stereotype of "roasted" comprehensively demonstrates Zibo's status as the national red cultural coordinate and the "spiritual origin of Jiao Yulu" and its urban characteristics with multiculturalism such as Cuju and ceramics, and creates a vivid and three-dimensional modern city image with both cultural heritage and red genes.

## 2.3. Empower Cultural Tourism with Red Culture and Achieve Value Upgrade.

The organic integrated development of red culture and tourism has gradually become a research hotspot to promote regional economic and cultural revitalization [1]. The cultural industry and tourism industry are the current sunrise industries. The integration of culture and tourism is no longer a simple addition, but pays more attention to the in-depth integration and coordinated development of the industry.[2].

This study intends to deeply integrate Jiao Yulu's spirit with cultural tourism resources, so that tourists can not only gain sensory pleasure, but also absorb spiritual nutrients during travel, transform the impression of "going to Zibo to take the exam" from short-term popularity to long-lasting cultural identity, and promote the upgrade of Zibo cultural tourism from "flow" to "retention", and from "check-in" to "immersion".

## 2.4. Participate in the Qilu No. 1 Tourist Route and Strive for Policy Promotion

Taking advantage of the opportunity of the opening of the Qilu No. 1 tourist train, we will actively integrate, strive for policy drive, and promote each other.The Jiao Yulu Spiritual Education Base is not only in Zibo, but also in Shandong and across the country. Through in-depth educational development, humanistic development, and ecological development of red resources, it can attract more attention and shorten the psychological distance with party members and cadre training groups, student groups, social tourist groups, especially the younger generation.

# 3. Communication Strategy

## 3.1. Brand Positioning.

General Secretary Xi Jinping once pointed out: "With regard to developing tourism projects in revolutionary base areas, two concepts must be grasped. Red base areas and patriotic education are one concept; developing red tourism is another concept. Both aspects must be coordinated." This provides scientific methodological guidance for promoting the high-quality development of red tourism.

Zibo Jiao Yulu Spiritual Teaching Base is not an ordinary attraction. It is first of all a red cultural education platform, focusing on the five distinctive characteristics of Jiao Yulu's spirit. It is clear that the teaching base is a training base for party members and cadres, a "red cultural check-in place" for the spiritual growth of young people, a "red cultural inheritance demonstration zone" in Shandong Province, and a national "red cultural coordinate".

## 3.2. Target Group.

### 3.2.1. Party Members and Cadres.

The training content closely follows Jiao Yulu's spirit of "loving the people", "hard work" and "selfless dedication" and other style construction benchmarks, strengthens party spirit cultivation, enhances the service awareness of party members and cadres, guides the establishment of correct views on political performance and values, and promotes the construction of cadre style in the new era.

Combined with the requirements of rural revitalization and grassroots governance in the new era, refine the mass work methods and hard work style contained in Jiao Yulu's spirit, urge party members and cadres to strengthen their awareness of serving the people, conscientiously practice the mass line, enhance their sense of responsibility and mission, and promote the solution of practical problems in grassroots development, such as ecological governance, people's livelihood services, etc.;

Combined with in-depth study and implementation of the spiritual requirements of the Central Committee's eight regulations, we will promote the solution of "bureaucracy" and "formalism" and other problems existing in the cadre team.

### 3.2.2. Student Groups.

Jiao Yulu's spiritual deeds can be used as model teaching materials for talent cultivation of "simultaneous development of five educations" in universities, middle schools and primary schools.College, middle and primary school students need to learn from the power of role models to inspire their sense of social responsibility and develop correct outlooks.Specifically, the selected teaching content fragments and teaching forms should be different according to different learning stages.Then, through the construction and practice of specific curriculum systems, we will promote the comprehensive development of students in terms of ideological and moral character, knowledge and skills, physical and mental health, aesthetic literacy, and labor ability, guide students to inherit and carry forward Jiao Yulu's spirit, effectively improve their overall quality, and cultivate new people of the era with firm ideals and beliefs, noble moral sentiments, tenacious will and quality, and innovative practical abilities.

### 3.2.3. Node Tourists.

Strengthen the expansion scope of the nodal mass tourist market, such as providing places to commemorate Tomb Sweeping Day, patriotic education on National Day, and summer red study and study tours, etc., to attract more audiences to attend red education on-site. The opening of special transportation lines and the recruitment of volunteers can be coordinated and recruited during these periods.

## 3.3. Carefully Build Dedicated Traffic Lines.

Create convenient transportation lines to connect various scenic spots and enrich and enrich route arrangements.Create a convenient and comfortable travel environment to prevent tourists from feeling that the scenic spots are too far away, causing too much time to be wasted on the road and making them easily tired.Properly setting up the route itinerary will help improve the comfort experience and make more tourists willing to go.

It should also be noted that in this module, we focus on leveraging the enthusiastic and sincere "citizen resources" advantages of Zibo people, setting up special commentators, volunteers, etc., to promote the completion of the extended "enter Zibo to take exams" route through meticulous and thoughtful services, improve the tourist experience, and promote the high-quality development of Zibo cultural tourism.

### 3.4. IP Development of Jiao Yulu's Spirit.

Promote the creation of Jiao Yulu's spiritual IP system and promote the mass entrepreneurship and development of Jiao Yulu's red cultural resources.

For example: designing a CI identification system to visualize and concretize Jiao Yulu's spiritual connotation and increase appeal and influence. Or it can link up with local Tao Liusi and other resources to conduct cross-border cooperation to create cultural and creative products with the theme of Jiao Yulu's spirit. For example, when cooperating with ceramic companies, you can choose Huaguang, Siyuan or local large and small ceramic glazed factories in Boshan Yanshen Ancient Town to produce cross-border ceramic products, integrating rich IP elements of Jiao Yulu's spirit to create "red memories that can be taken away" for tourists.

### 3.5. AI and Other Modern Information Technologies Enable Innovation in Teaching Methods.

Change the traditional, one-dimensional didactic teaching model, and conduct communication and interaction across time and space through in-depth exploration of red resources, digital technology creation, immersive experience, AR, VR and other augmented reality technologies to create a red cultural education platform that combines cultural heritage, in-depth experience and freshness of the times. "Use stories, images, videos and other forms of discourse to create three-dimensional characters, arouse audience empathy, and enhance the appeal of ideological and political education." [3].

### 3.6. Media Communication Innovation.

"It is true that Jiao Yulu's spirit can be heard in different periods, but how to make Jiao Yulu's spirit more deeply rooted in the hearts of the people in the new era is what we have to do well. In order to spread and reconstruct Jiao Yulu's spirit in the new era, we must keep pace with the times and explore new reconstruction ideas, methods and methods." [4]. In the new media era, we must actively use social media, short video platforms, digital and intelligent media and other modern Internet communication methods to spread the image of Zibo City Jiao Yulu's Spiritual Teaching Base in multiple dimensions and in all directions. For example, use social media platforms such as WeChat, Weibo, and Douyin to publish exciting content about the teaching base, or conduct online VR panoramic pavilion introductions.

The credibility of traditional media cannot be ignored. In addition to building a self-media communication matrix, we must also actively strive for mainstream media coverage, such as inviting central media reporters to conduct on-site interviews and special and in-depth reports to increase the popularity and influence of the teaching base.

Invite senior directors and idol stars to join in and produce promotional programs for Jiao Yulu's spirit, such as film and television dramas, documentaries, variety shows, etc., to promote the spread of Jiao Yulu's spirit in the new era through a combination of offline and online, youthful, interactive and contemporary forms, stimulate the general public to participate in learning and dissemination, and ultimately realize the cultural tourism effect of inheriting and promoting Jiao Yulu's spirit from the entrance of "Internet celebrity traffic" to "experience-dissemination-transformation".

## 4. Summary

In short, this article strives to actively respond to Shandong Province's deployment of "creating a red cultural inheritance demonstration zone" and embed "spiritual landmarks" into cultural Zibo tourism routes by researching and proposing specific strategies for integrating the Zibo Jiao Yulu Spiritual Teaching Base into the Zibo City Cultural Tourism Belt Development Strategy. "label, expand the communication power and influence of Zibo Jiao Yulu's spiritual teaching base, create a cultural tourism brand image rich in the spiritual connotation of Jiao Yulu's era, and promote the development of Zibo city from "traffic internet celebrity" to "long-lasting popularity", and earn more long-term "stable traffic".

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