

Promoting Cultural Tourism: Laoshan Taoism District in Tsingtao City, China

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Abstract

Culture is the soul of tourism, and tourism is the carrier of culture. Tourism itself is a cultural industry, but also one of the important means of cultural communication. The integrated development of culture and tourism is an effective way to promote the optimization and upgrading of the economic structure and accelerate the construction of a modern industrial system, and is an inherent requirement to meet the people's growing needs for a better life. Taoism is a religion born and bred in China, which has far-reaching influence among Chinese people and constitutes an important part of Chinese traditional culture. Taoist cultural tourism resources should be innovatively developed on the basis of protection, and the development of Laoshan Mountain is inseparable from the role of Taoist culture. Taking Taoism in Laoshan, Qingdao as an example, this paper discusses the current situation of cultural tourism development and how to promote the cultural tourism model.

Keywords

Cultural Tourism, Taoist culture, Integrated development

1. Research Background and Significance

1.1 Research Background

Tourism itself is a cultural industry, but also one of the important means of cultural communication. The motivation of all tourists to travel is to temporarily leave the familiar environment where they are located, to find a new experience in a less familiar or very unfamiliar environment to enrich their experience. However, tourism projects and purposes determine its cultural content, so in addition to conventional tourism projects, there are many tourism activities carried out to meet specific purposes, such as: history exploration tourism, calligraphy learning tourism, go exchange tourism, celebrity trail search tourism, ethnic custom tourism can be said to have many types and profound cultures. Such tourism activities are called cultural tourism. Its characteristic is that it has a clear purpose of seeking knowledge, through tourism to study a certain profession with a purpose, and research discovers the understanding of the status quo, development and application value of this profession, so that people who participate in this kind of tourism activities can participate in this special In order to better display their talents, improve skills and make a difference.

1.2 Research Objective

(1) To explore the situation of the integration between culture and tourism: Laoshan Taoism, Tsingtao, China.

(2) To development of models for promoting Cultural Tourism: Laoshan Taoism, Tsingtao, China.

1.3 Research Outcomes

(1) Industrial culture can greatly increase the added value of tourism industry development with its added value, sustainable renewal, brand influence, high integration and other characteristics. At the same time, it will also play a prominent role in enhancing the cultural connotation of Tsingtao Lao mountain effect.

(2) The image and competitiveness of Tsingtao Lao Mountain can be improved in the development of cultural tourism. The strong cultural and creative connotation enhances the overall charm of the city. In addition, the development of creative tourism also promotes urban redesigning, and promotes industrial transfer and growth. The transformation of the way to improve the urban environment.

(3) Research on cultural tourism issues will help Tsingtao municipal governments at all levels to scientifically and reasonably formulate regional tourism industry policies, adjust the structure of the tourism industry, and promote the successful transformation and upgrading of the tourism industry.

2. Literature Review

2.1 Culture Tourism

"Cultural Tourism" as a relatively complete concept first appeared in the book "Tourism: Elements, Practice, Basic Principles" published in the United States in 1977. According to the survey reality of the European Association of Tourism and Leisure Education: "Cultural tourism is the fastest growing region in global tourism demand." In terms of tourism resources and utilization, Chehaber believes that the development of cultural heritage tourism can be divided into tangible and intangible development, and tangible development. Including archaeological sites, historical buildings, museums, etc.; intangible development includes local ethnic customs, social customs and cultural celebrations, etc. (Deepak Chhabra, 2003). Canava believes that tourism culture has implications for the continuation and evolution of indigenous culture, as it does for the absorption of elements of tourist cultures. The emergent fusion may be symptomatic of a richer cultural landscape and might be considered as an indicator of more sustainable communities and forms of tourism development (Brendan Canavan, 2016).

2.2 Tourist Behavior

Research on tourist behavior has become an important part of tourism research (Li et al., 2010), especially research on tourists' revisiting or repeated purchase behavior (Chen Xiao, 2013; Cheng, Lu, 2013; Lin, 2013). Behavior willingness is considered to be the most direct predictor variable among the many influencing factors of tourist behavior (Fishbein Shbein, 1975), reflecting the expectations and plans of tourists for future tourism behavior (Oliver, Swan, 1989), and can be operationally defined For the possibility of action . In tourism research, the willingness to revisit and the willingness to recommend are usually used to measure the behavior of tourists.

3. Research methodology

3.1 Information Sources

This research takes Tsingtao Lao mountain Taoist culture as an example. This study mainly includes two levels of data. The first level data mainly refers to questionnaire surveys and interview data, and the second level data refers to books, official publications and related papers.

3.2 Data Analysis

According to the purpose of this study, the data which were collected by the researcher are analyzed and evaluated by using the following statistical methods. Researchers will use the SO, WT, SW and OT analysis methods in SWOT, as well as the descriptive statistics and reliability and correlation analysis methods in IBM SPSS 22.

4. Analysis

4.1 Descriptive Analysis

4.1.1 Effective questionnaire

The questionnaires distributed in this study are mainly distributed to tourists aged 18-60 who have visited Lao-

shan Scenic Area. The questionnaire distribution is mainly completed in two ways, one is the online questionnaire star, and the other is the offline distribution method. To ensure the recovery rate of the questionnaire. A total of 546 questionnaires were distributed this time, which excluded people who had not traveled to Laoshan, and also excluded people under 20 and over 60 who had traveled to Laoshan. Finally, 414 valid questionnaires were obtained.

Some people chose others and gave suggestions. For example, if a tourist deliberately writes "I don't want to buy something", with the development of China's tourism industry, the phenomenon of forced buying and selling during tourism is constantly being rectified. When setting up the sale of Taoist souvenirs, it is necessary to consider not compulsory consumption and regulate commercial construction in tourism. Some tourists also suggested that "the existence of Taoism is reasonable as the saying goes. Taoism has a long history. Laoshan's Taoism culture should be publicized. After all, some of the characteristics of Taoism medicine are well known." Then, in the future development process, it is necessary to fully consider the fields involved in Taoism. Reasonably develop the Taoist culture of Laoshan, so that the Taoist culture and tourism of Laoshan can be fully developed. Some people also want to "learn some Taoist stories." For Taoist cultural propaganda, some people also gave suggestions, such as "making a special promotional film", organizing "cultural activities"

5. Discussion, Suggestion and Conclusion

5.1 Discussion

This study has two purposes: 1) To explore the situation of the integration between culture and tourism: Laoshan Taoism, Tsingtao, China. 2) To development of models for promoting Cultural Tourism: Laoshan Taoism, Tsingtao, China.

5.2 Suggestion for future research

1. Exploring the connotation of Taoism in Laoshan. The current research on the cultural connotation of Laoshan Taoism is not sufficient. The study of the cultural connotation of Laoshan Taoism has positive significance for the future development of Taoist culture in Laoshan and the development of the traditional culture of the Chinese nation. Therefore, the connotation of Taoist culture in Laoshan needs further development.

2. The combination of Laoshan Taoist culture and the times. How to integrate Laoshan Taoist culture with the times remains to be further studied. In the future era, science and technology continue to advance, and people's living standards continue to improve. In the future development of Taoism in Laoshan, how to integrate with the times is an indispensable research content, which can attract tourists to choose tourism purposes and understand Taoism better and faster Culture, so in the future, research in this area will be strengthened to better guide the development of practice.

5.3 Conclusion

In short, Taoist cultural tourism resources should be innovatively developed on the basis of protection, and the development of Laoshan Mountain is inseparable from the role of Taoist culture. We also need to continuously explore the connotation of Taoism culture, especially the characteristics of advocating nature, emphasizing self-cultivation, returning to the innocence, and constantly innovating and developing to promote its organic integration with China's excellent traditional culture and traditional values. The profound Laoshan Taoist culture is the core competitiveness of Laoshan tourism, and it is the value orientation and inevitable way to develop tourism in the future.

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