

# Research on the Construction and Countermeasures of the Qilu Poetry Road Cultural Belt from the Perspective of Cultural and Tourism Integration

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**How to cite this paper:** Yan, M. (2025). Research on the Construction and Countermeasures of the Qilu Poetry Road Cultural Belt from the Perspective of Cultural and Tourism Integration. *American Journal of Industrial and Business Management*, 15, 551-570.

<https://doi.org/10.4236/ajibm.2025.154026>

**Received:** March 6, 2025

**Accepted:** April 19, 2025

**Published:** April 22, 2025

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## Abstract

Against the backdrop of the integration of culture and tourism in the contemporary era, the construction of the Qilu Poetry Road Cultural Belt has become an important measure to promote regional cultural inheritance and economic development. This paper delves deeply into the theoretical foundation, value system, potential assessment, construction status quo, and existing problems of the Qilu Poetry Road Cultural Belt from the perspective of cultural and tourism integration. Moreover, it puts forward innovative strategies and safeguard mechanisms in a targeted manner. The aim is to provide theoretical support and practical guidance for the sustainable development of the Qilu Poetry Road Cultural Belt, promote the in-depth integration of culture and tourism in the Qilu region, and achieve a win-win situation of cultural prosperity and economic growth.

## Keywords

Integration of Culture and Tourism, Qilu Poetry Road Cultural Belt, Construction Countermeasures

## 1. Introduction

The Qilu region refers to most parts of today's Shandong Province. This name originated from the States of Qi and Lu during the Pre-Qin period.

The Qilu region has a long history and profound cultural heritage. It is rich in poetic cultural resources and natural landscapes, providing unique advantages for

the construction of the Qilu Poetry Road Cultural Belt. Conducting in-depth research on the construction and countermeasures of the Qilu Poetry Road Cultural Belt from the perspective of cultural and tourism integration is of great significance for fully exploring the connotation of Qilu culture, enhancing the quality of the tourism industry, and promoting coordinated regional development.

Many scholars have conducted extensive explorations in various aspects of literary tourism. These studies cover areas such as the occurrence mechanism, as exemplified by Zhao Yaofeng's "Research on the Consciousness of Chinese Literary Tourism"; the stratification phenomenon in literary tourism, as seen in Chen Bo and Xie Duan's "Research on the Optimization of the Tourism Development of Folk Literature Resources from the Perspective of Cultural Stratification"; and the cultural value in literary tourism, as presented in Li Tiantian and Jiang Liao's "The Hierarchical Structure of Literary Tourism Products: A Comparative Analysis Based on Multiple Cases". These research results provide important theoretical bases for the analysis of the Qilu Poetry Road Cultural Belt, facilitating a more in-depth discussion on its development strategies in the context of cultural and tourism integration, the protection and utilization of cultural heritage, and its promotion of regional economic development. This makes the arguments of this paper more persuasive and the discussion more systematic.

This study uses the historical analysis method to sort out the historical context of the Qilu Poetry Road Cultural Belt. Starting from the Pre-Qin period, based on "Qi Feng" and "Lu Song" in The Book of Songs, it explores the early social features and lays a historical foundation. It focuses on Confucian thought during the Spring and Autumn and Warring States periods, especially the influence of Confucius' concept of "poetic education". By sorting out the poems of literati such as Li Bai and Du Fu from the Qin-Han period to the Tang-Song period, it analyzes how they enrich the connotation of the cultural belt and presents its development trajectory.

When obtaining historical materials, the literature-sorting method is employed. It refers to literary anthologies such as The Book of Songs and Complete Tang Poems to excavate Qilu-related poems and cultural information. It also uses historical records like Records of the Grand Historian and History of the Han Dynasty to understand the historical background. Great importance is attached to local chronicles of Shandong. The geographical, folk-custom and other content recorded in them provide region-specific information. Meanwhile, questionnaire surveys are used to provide real-world data, facilitating an in-depth analysis of the Qilu Poetry Road Cultural Belt.

## **2. The Theoretical Foundation and Value System of the Qilu Poetry Road Cultural Belt**

### **2.1. In-Depth Explanation of the Connotations and Exploration of the Historical Origins of the Qilu Poetry Road Cultural Belt**

The Qilu Poetry Road Cultural Belt is far from being a simple geographical

marker. It is a concept full of profound cultural deposits and historical sedimentation, a crystallization of the close interweaving of poetry culture and the regional characteristics of Qilu. In terms of its connotations, “poetry” is its core and soul, covering a vast number of poems created by literati throughout the ages on the land of Qilu. These poems are not only manifestations of literary art but also contain rich emotions, profound thoughts, and vivid portrayals of local social life. From landscape poems depicting the magnificent mountains and rivers of Qilu, such as “How about Mount Tai? The greenery of Qilu stretches boundlessly,” which showcases the grandeur of Mount Tai, to works reflecting various aspects of folk life, like Xin Qiji’s delicate portrayal of rural life, they all offer a unique perspective for the inheritance of Qilu culture.

The “road” in the Qilu Poetry Road Cultural Belt is of great significance. It is not only the materialization of the poets’ itineraries, connecting numerous places made famous by poetry, such as Baotu Spring in Jinan and Zhoucun Ancient Commercial City in Zibo. These places have been endowed with special cultural values due to the visits and creations of poets. It is also an important channel for cultural dissemination and exchange. In ancient times, with inconvenient transportation, the travels of poets enabled the blending of cultures from different regions. Qilu culture was thus spread to a broader area and, at the same time, absorbed the essence of foreign cultures, constantly enriching its own connotations.

The “cultural belt” emphasizes the diversity and systematicness of its regional culture. A cultural belt is a cross-regional zonal heritage protection and utilization mode and planning concept with Chinese characteristics that integrates protection, utilization, and development (Yang, 2020). As the birthplace of Confucian culture, the land of Qilu has the Confucian ideas of “benevolence, righteousness, propriety, wisdom, and faith” deeply engraved in poetry creation, influencing the themes and styles of poems. Meanwhile, the openness and inclusiveness of Qi culture, the mellow simplicity of Lu culture, and the integration of other cultural elements such as Taoism and Legalism jointly form the unique cultural ecology of the Qilu Poetry Road Cultural Belt. The cultural belt has become a comprehensive zonal functional area in various places. It is based on the characteristics and values of local regional cultures, takes culture as the core, protection, inheritance, and utilization as the main line, zonal space as the carrier, the regional transportation network as the foundation, and the towns along the line as the main body of development, integrating multiple functions such as heritage and ecological protection, recreation and leisure, and economic and social development (Du, 2022).

Tracing back its history, the origin of the Qilu Poetry Road Cultural Belt can be traced back to the pre-Qin period. The “Qi Feng” and “Lu Song” in The Book of Songs are vivid records of the early social life and local customs in the Qilu region, ranging from agricultural activities to love between men and women, from sacrificial ceremonies to war scenes, laying a solid foundation for the Qilu Poetry Road culture. During the Spring and Autumn and Warring States periods, the rise of Confucianism had a profound impact on the Qilu Poetry Road culture. Confucius’ con-

cept of “poetry education” promoted the important role of poetry in education and social norms, making poetry creation pay more attention to connotations and educational functions. Thereafter, through the unification of the Qin and Han dynasties and the cultural prosperity of the Tang and Song dynasties, the Qilu Poetry Road Cultural Belt continued to develop and expand. Many literati such as Li Bai, Du Fu, Li Qingzhao, and Xin Qiji left immortal poems here, further enriching its cultural connotations and making it a brilliant part of the Chinese poetry culture map.

## **2.2. Interpretation of the Significance of the Integration of Culture and Tourism for the Construction of the Qilu Poetry Road Cultural Belt**

The integration of culture and tourism brings multiple positive significances to the construction of the Qilu Poetry Road Cultural Belt, playing a non-negligible role in aspects such as cultural inheritance, economic development, and social influence.

In terms of cultural inheritance, the integration of culture and tourism provides a brand-new and more dynamic approach for the cultural inheritance of the Qilu Poetry Road Cultural Belt. Traditional methods of cultural inheritance mostly rely on relatively single forms such as books and academic research, with a limited audience. However, the integration of culture and tourism incorporates the poetry culture, historical sites, folk customs, etc. of the Qilu Poetry Road Cultural Belt into tourism activities, enabling tourists to more intuitively and deeply feel the charm of the culture during their personal tour experiences. For example, in the “Three Confucian Sites” scenic area in Qufu, tourists can not only visit the ancient buildings but also participate in the Confucius worship ceremony and listen to the recitation of Confucian classics, immersively experiencing the profound heritage of Confucian culture. This experiential inheritance method can make the culture more vividly enter the public’s vision, enhancing people’s sense of identity and inheritance awareness of traditional culture. Xie Yanjun believes that a tourism experience refers to a kind of refreshing feeling that integrates the body and mind obtained by tourists in the tourism world when they are deeply integrated with their current situation (Xie, 2005). Experiential tourism refers to “providing participatory and personal experience activities for tourists, enabling tourists to feel pleasure from their insights” (Li, 2008).

In order to understand tourists’ awareness of Qilu culture, a questionnaire survey was randomly conducted among tourists at Taishan Scenic Area. The survey results are as follows (Table 1).

From the perspective of economic development, the integration of culture and tourism has brought remarkable economic benefits to the Qilu Poetry Road Cultural Belt. With the improvement of people’s living standards, the demand for cultural tourism in the market is growing increasingly. The Qilu Poetry Road Cultural Belt, with its rich cultural resources and unique natural scenery, has attracted a large number of tourists. This not only drives the prosperity of the local tourism

industry but also promotes the coordinated development of related industries such as catering, accommodation, transportation, and shopping. Taking Mount Tai as an example, a large number of tourists come to climb the mountain and enjoy the scenery every year, and the surrounding hotels, restaurants, and souvenir shops are booming, creating numerous job opportunities for the local area and driving the growth of the local economy. At the same time, the integration of culture and tourism can also attract more investment, helping to improve and upgrade tourism infrastructure, further enhancing the competitiveness of the tourism industry and promoting the sustainable development of the regional economy (Table 2).

**Table 1.** Data related to cultural inheritance.

Year	Number of Respondents	Proportion of Tourists Understanding Qilu History and Culture	Proportion of Tourists Understanding Qilu Folk Customs	Proportion of Tourists Believing that Tourism Helps Strengthen the Sense of Identity with Traditional Culture
2021	500	50%	40%	60%
2022	550	60%	50%	70%
2023	600	70%	60%	80%
2024	650	80%	75%	90%

**Table 2.** Data on the impact of cultural and tourism development on employment.

Year	Direct Tourism Employment in Qilu Poetry Road Cultural Belt (10,000 people)	Indirect Tourism Employment in Qilu Poetry Road Cultural Belt (10,000 people)	Year-on-Year Growth of Total Tourism Employment	Year
2021	10	30	/	2021
2022	12	35	16.67%	2022
2023	15	42	24.44%	2023
2024	18	50	30.77%	2024

In terms of social influence, the integration of culture and tourism helps to enhance the popularity and reputation of the Qilu Poetry Road Cultural Belt. By holding various cultural and tourism activities, such as poetry festivals and cultural seminars, it can attract the attention of domestic and foreign media and tourists, enhancing the cultural influence of the Qilu region nationwide and even globally. The improvement of this cultural influence can not only strengthen the cultural pride and sense of belonging of local residents but also promote cultural exchanges and cooperation between different regions, driving the harmonious development of society.

### 2.3. Potential Assessment of the Qilu Poetry Road Cultural Belt in the Process of Cultural and Tourism Integration

In the era of cultural and tourism integration, the Qilu Poetry Road Cultural Belt

harbors great development potential and is expected to become a shining star in the cultural tourism field.

From the perspective of cultural resource exploration, the potential of the Qilu Poetry Road Cultural Belt is immeasurable. Its profound poetry culture is a unique treasure. Numerous classic poems vividly depict the local natural scenery, historical events, and folk customs, providing rich materials for the development of cultural tourism products. Based on these poems, a variety of cultural experience projects can be created. For example, an immersive performance with a poetry theme can be developed. Through modern lighting and stage performances, the scenes when poets created their works are recreated, allowing the audience to seem to travel through time and have a dialogue with the ancients. Also, a poetry research and study tour can be designed, leading tourists to follow in the footsteps of poets, explore the scenic spots described in the poems, and deeply interpret the cultural connotations behind the poems, meeting the needs of different tourists for in-depth cultural experiences.

In terms of the integration of natural scenery and culture, the Qilu Poetry Road Cultural Belt also has significant advantages. Mount Tai, as the head of the Five Sacred Mountains, has magnificent natural scenery and is also the subject of chanting by countless literati. Combining the natural beauty of Mount Tai with relevant poetry culture to create a characteristic tour route, such as the "Mount Tai Poetry Strolling Tour". Along the way of climbing, poetry stele forests and viewing platforms are set up to explain the backgrounds of the poems, enabling tourists to feel the artistic conception of the poems while enjoying the beautiful scenery, thus enhancing the cultural added value of tourism. In addition, natural scenic spots such as Baotu Spring and Laoshan can also complement each other with the corresponding poetry culture, and attractive cultural tourism products can be developed to bring unique tourism experiences to tourists.

There is also great room for development in the combination of folk culture and modern tourism in the Qilu Poetry Road Cultural Belt. Shandong Province has rich and diverse folk cultures, such as Weifang kites and Yangjiabu woodblock New Year pictures. Integrating these folk cultures into tourism activities, and holding folk culture festivals, tourists can participate in activities such as kite making and New Year picture painting, and personally experience the charm of folk culture. At the same time, combined with poetry culture, activities such as folk poetry recitation meetings can be carried out, allowing tourists to appreciate the unique charm of Qilu poetry culture while experiencing folk customs, further enriching the connotations of tourism products.

From the perspective of market demand, with the improvement of people's cultural literacy and the upgrading of tourism consumption, the demand for tourism products with cultural connotations is increasing. The cultural and tourism integration products of the Qilu Poetry Road Cultural Belt exactly meet this market trend. Its unique cultural charm can attract tourists of different age groups and

from different regions. For the young group, interactive cultural tourism products combined with modern technology can be developed, such as virtual reality (VR) and augmented reality (AR) experience projects with a poetry theme, increasing the fun and technological sense of tourism. For the middle-aged and elderly group, cultural in-depth tours can be emphasized to meet their love and pursuit of traditional culture.

In addition, under the background of regional coordinated development, the Qilu Poetry Road Cultural Belt can also integrate and cooperate with the tourism resources of surrounding areas. Cooperating with tourism-developed areas such as the Beijing-Tianjin-Hebei region and the Yangtze River Delta region to jointly create cross-regional cultural tourism routes, realizing resource sharing and mutual sending of tourists, further expanding the market space, enhancing its competitiveness in the national and even international tourism markets, and fully unleashing its huge potential in the process of cultural and tourism integration.

### **3. Insights into the Current Situation and Analysis of the Problems in the Construction of the Qilu Poetry Road Cultural Belt**

#### **3.1. Panoramic Sorting and Feature Exploration of the Current Situation of the Resources of the Qilu Poetry Road Cultural Belt**

The Qilu Poetry Road Cultural Belt is like a cultural treasure trove with profound heritage, boasting a rich variety of unique natural and cultural resources, which provide unique and favorable conditions for the integrated development of culture and tourism.

In terms of natural landscape resources, the mountains and rivers of the land of Qilu have a unique charm. Mount Tai, as the head of the Five Sacred Mountains, is renowned worldwide for its majestic momentum and profound historical and cultural connotations. It not only has magnificent peaks, unique geological landscapes, but also natural wonders such as the unpredictable sea of clouds and the sunrise. Starting the climb from Hongmen, scenic spots along the way, such as Jingshiyu and the Eighteen Bends, each carry the marks of time and the sedimentation of culture. Mount Tai is rich in vegetation, with different scenery in each of the four seasons. In spring, the mountains are in full bloom with flowers; in summer, they are shrouded in mist; in autumn, the mountains are covered with red leaves; and in winter, they are dressed in white, attracting countless tourists to come and admire.

Laoshan, a famous Taoist mountain, integrates the beautiful scenery of mountains and seas with mysterious Taoist culture. Its peaks are steep and craggy, and where the mountains meet the sea, the beauty of the sea and sky blending into one is intoxicating. Ancient Taoist temples such as Taiqing Palace and Shangqing Palace are hidden among the mountains and forests, adding a strong cultural atmosphere to Laoshan. Here, tourists can not only appreciate the uncanny workman-



ship of nature but also feel the broad and profound Taoist culture.

Jinan is known as the “Spring City” and is famous for its numerous renowned springs such as Baotu Spring and Heihu Spring, which form a unique landscape of the spring city. Baotu Spring “spouts upward with the spring source, and the water surges like a wheel”. The spring water is crystal clear and maintains a constant temperature throughout the year. Surrounded by pavilions, terraces, and towers, it has great garden beauty. Heihu Spring is famous for its majestic momentum. The spring water gushes out from the tiger’s mouth, making a sound like a tiger’s roar. Numerous spring eyes are interconnected with the moat and Daming Lake, forming a unique water system landscape. “Spring water in every household, and willows hanging in front of every house” is a vivid portrayal of the scenery of Jinan, the Spring City.

In the field of cultural landscape resources, the land of Qilu is one of the important birthplaces of Chinese civilization, and historical sites are scattered everywhere. Qufu, as the birthplace of Confucian culture, the “Three Confucian Sites”—the Temple of Confucius, the Mansion of Confucius, and the Cemetery of Confucius—are important symbols of ancient Chinese culture. The Temple of Confucius is a temple for sacrificing Confucius. Its architectural scale is grand and solemn, with numerous steles and ancient buildings, and it is an important physical material for studying Confucian culture and ancient Chinese architectural art. The Mansion of Confucius is the residence of Confucius’ descendants, showing the traditional Chinese courtyard architectural style and containing rich family culture and etiquette culture. The Cemetery of Confucius is the graveyard of Confucius and his descendants. With towering ancient trees and numerous steles, it is the largest, longest-lasting, and best-preserved clan tomb group and artificial garden in China.

The Qi Great Wall, as one of the oldest great walls in the world, has witnessed the glorious history of the State of Qi during the Spring and Autumn and Warring States periods. It stretches across the land of Qilu for hundreds of kilometers. Although the ruins of the city walls have been eroded by time, one can still feel the majestic momentum of the past. Relics such as watchtowers and castles along the Qi Great Wall tell the stories of ancient wars and are of great value for studying ancient military defense and historical culture.

In addition to these famous historical sites, there are many ancient towns and villages in the land of Qilu, such as Zhoucun Ancient Commercial City. A large number of ancient buildings from the Ming and Qing dynasties are preserved here. The ancient streets and alleys are well-arranged, and there are numerous commercial shops, showing the prosperous scene of ancient commerce. The architectural style of Zhoucun Ancient Commercial City integrates the simplicity of northern architecture and the exquisiteness of southern architecture, which is unique. Here, tourists can taste a variety of traditional delicacies, buy exquisite handicrafts, and feel the strong historical atmosphere and folk



customs.

Folk culture is also a highlight of the Qilu Poetry Road Cultural Belt. The folk culture of Shandong is rich and colorful. The kite-making technique in Weifang has a long history. The kites are diverse in shape, bright in color, and carry auspicious meanings. The annual Weifang International Kite Festival attracts kite enthusiasts and tourists from all over the world, becoming an important platform for showcasing the folk culture of Weifang. Yangjiabu woodblock New Year pictures are famous for their unique artistic style and rich subject matter. The New Year pictures mostly take festive and auspicious themes and mythical legends as their themes, and are made by combining woodblock overprinting and hand-painting. They are bright in color, bold in lines, and have a strong rural flavor. The opera culture in Heze has a long history. Opera genres such as Shandong Bangzi and Zaobang each have their own characteristics. Their arias are sonorous and passionate, and the performances are simple and vivid, deeply loved by the local people. These folk cultural activities not only enrich the lives of the local people but also provide rich materials for the integrated development of culture and tourism (Table 3 & Table 4).

**Table 3.** Panoramic combing of the current resource situation of the Qilu poetry road cultural belt.

Resource Type	Specific Resource	Resource Features	Classical Poetry	Representative Poets
Natural Scenery Resources	Mount Tai	The most prominent among the Five Great Mountains. It has majestic peaks, unique geological landscapes, natural spectacles like sea-of-clouds and sunrise. With abundant vegetation, it shows different colors in four seasons and has profound cultural deposits.	Gazing at Mount Tai, Six Poems on Touring Mount Tai (No.1), Ode to Mount Tai, Autumn Red Leaves on Mount Tai, Seeing a Hermit Off to Mount Tai	Du Fu, Li Bai, Lu Ji, Bai Juyi
	Mount Laoshan	Combines the magnificent Mountain-sea scenery with Taoist culture. The peaks are steep, rocks are rugged, and Taoist temples add to the cultural atmosphere.	Sending a Message to Master Hong of Mount Laoshan, The Seas and Skies Stretch Vast, but No Sign of the Destination, Temple on Mount Laoshan in Peaceful Quiet, Climbing Mount Laoshan, Remembering Mount Laoshan	Li Bai, Pu Songling, Wang Shizhen, Nie Shizhi
	Jinan Spring Groups (Baotu Spring, Black Tiger Spring, etc.)	Baotu Spring has clear and constant-temperature water, with beautiful surrounding gardens. Black Tiger Spring is imposing. The springs connect with the moat and Daming Lake, forming a unique water system.	Ode to Baotu Spring, Ode to Black Tiger Spring, The Spring at Baotu, Chanting Baotu Spring	Man Ba, Huang Jingren, Emperor Qianlong, etc.

## Continued

Human Scenery Resources	Qufu “Three Confucian Sites” (Confucius Temple, Confucius Mansion, Confucius Cemetery)	The Confucius Temple is large-scaled, an important material for studying Confucian culture and ancient architectural art. The Confucius Mansion displays the traditional Confucian family clan and ritual culture. The Confucius Cemetery is the largest and best-preserved family cemetery with the longest-lasting succession, integrating tombs and artificial gardens.	Sighing While Offering Sacrifices to Confucius in the Grand Ceremony, The Cypress of the Three Confucian Sites, Touring the Three Confucian Sites, Paying Respects to the Sage-Teacher at Qufu, Thoughts on a Small Tour of the Three Confucian Sites	Li Longji, Zhang Daoling, Yin Chuanfu, Li Guang, Cao Guanghua, etc.
	Qi Great Wall	One of the world’s oldest long-walls, witnessing the history of the State of Qi. Beacon towers and castle ruins along it can be used to study ancient military defense and historical culture.	Passing by the Ruins of the Ancient City of Luoyang, Ascending the City Tower of Dengzhou, Enjoying Summer at the North Sea Pavilion of the Prince of Li, Spring Breeze in the State of Qi, there is a Humorous Man in the State of Qi	Du Fu, Li Bai, Xie Yi, etc.
	Zhoucun Ancient Commercial City	Preserves a large number of Ming and Qing-style ancient buildings, integrating north-south architectural styles. One can buy handicrafts and experience historical atmosphere and folk culture.	There is no direct-corresponding classical poetry, but one can indirectly feel its charm through related ancient business-themed poems and couplets.	Liu Yong (indirect connection)
	Weifang Kites	With long-standing and exquisite craftsmanship, various shapes, bright colors and auspicious meanings. The Weifang International Kite Festival is a display platform.	There is no direct-corresponding classical poetry about kites, but there are related poems, such as Gao Ding’s Village Scene.	Gao Ding (indirect connection)
	Yangjiabu New-Year Pictures	With unique artistic styles, rich themes, mostly featuring auspiciousness and legends. Adopting a combination of woodblock printing and hand-painted coloring, it has a strong rural flavor.	There is no direct-corresponding classical poetry, but one can directly write poems related to folk art and festival atmosphere.	Wang Anshi (indirect connection)
Folk Culture Resources	Shandong Clapper Opera (such as Dongdongqiang, Willow etc.)	The tunes are sonorous and forceful, the performance is simple and lively, and it is very popular among the local people.	There is no direct-corresponding classical poetry, but one can write poems related to folk art performances, such as Li Yu’s Happy Scene of Folk Entertainment.	Li Yu (indirect connection)

**Table 4.** Routes of Qilu poetry road cultural belt.

Route Name	Specific Route	Highlights
Classic Tour of Landscape and Sage Route	Jinan (Baotu Spring - Daming Lake - Qianfo Mountain) → Tai'an (Mount Tai) → Qufu (Confucius Temple - Confucius Mansion - Confucius Cemetery)	Enjoy the scenery of Spring City in Jinan, ascend Mount Tai in Tai'an for its grandeur, and experience Confucian culture in Qufu, appreciating the beauty of nature and humanities.
Qi Culture Exploration Route	Zibo (Zhoucun Ancient Commercial City – Ruins of Ancient Qi State - Qi Great Wall) → Weifang (Qingzhou Ancient City - Yunmen Mountain)	Explore Qi culture, experience the prosperity of ancient commerce, view historical relics, and savor the charm of ancient cities and natural landscapes.
Coastal Poetic Leisure Route	Qingdao (Zhanqiao Pier - Badaguan - Laoshan) → Yantai (Penglai Pavilion - Yangma Island) → Weihai (Liugong Island - Chengshantou)	Enjoy coastal scenery, admire architectural styles of multiple countries, experience Taoist culture, and feel the charm of wonderland-like places and historical culture.

### 3.2. Sorting out the Existing Development Modes and Evaluating the Achievements of the Qilu Poetry Road Cultural Belt

Against the backdrop of the integration of culture and tourism, the Qilu Poetry Road Cultural Belt has actively explored various development modes, committed to excavating and integrating its rich cultural and tourism resources to promote regional economic development and cultural inheritance. Currently, its development modes mainly include three types: government-led, enterprise-participated, and multi-party cooperation, and certain achievements have been made in all these aspects.

The government-led mode plays a crucial leading role in the construction of the Qilu Poetry Road Cultural Belt. The government lays a solid foundation for cultural and tourism development by formulating policies, planning projects, and increasing capital investment. For example, the Tai'an Municipal Government has comprehensively strengthened infrastructure construction around the Mount Tai Scenic Area. On the one hand, it has improved the transportation network. Not only have the main roads leading to Mount Tai been widened and optimized, but also several tourist special lines and public transportation routes have been opened, making it convenient for tourists to reach the scenic area quickly. On the other hand, it has made great efforts to upgrade the supporting facilities of the scenic area. A number of modern tourist service centers have been newly built and renovated, providing one-stop services such as information consultation, ticket services, and medical assistance, which has greatly enhanced the tourist experience. At the same time, the government actively organizes various cultural activities. Take the Mount Tai International Climbing Festival as an example. Through a variety of colorful activities such as climbing competitions, cultural exhibitions, and folk performances, it not only improves the popularity of Mount Tai but also attracts a large number of tourists, promoting the prosperity of the local tourism industry. According to statistics, during the period of the climbing festival, the tourism revenue of Tai'an

City has increased significantly, and its driving effect on the local economy is very obvious.

The enterprise-participated mode injects market vitality into the Qilu Poetry Road Cultural Belt. Many tourism enterprises give full play to their professional advantages and market acumen, deeply excavate cultural resources, and develop a variety of tourism products. Take Qufu as an example. Some enterprises, aiming at the growing research and study tourism market, have carefully created Confucian culture research and study tourism products around the “Three Confucian Sites” scenic area. These products combine the study of traditional culture with on-site experiences. They arrange for students to participate in the Confucius worship ceremony, learn traditional etiquette, and recite Confucian classics, enabling students to feel the broad and profound Confucian culture through personal experiences. In addition, some enterprises, with the Qi culture as the theme, have developed characteristic tourism routes, leading tourists to visit scenic spots such as the ruins of the Qi Great Wall and the Museum of the Ancient City of the State of Qi. Through professional explanations and interactive experiences, tourists can have an in-depth understanding of the connotations and historical values of Qi culture. The tourism products developed by these enterprises have enriched the tourism supply of the Qilu Poetry Road Cultural Belt and met the needs of different tourist groups.

The multi-party cooperation mode integrates the forces of the government, enterprises, universities, and scientific research institutions, achieving resource sharing and complementary advantages. The government provides policy support and infrastructure guarantees, enterprises are responsible for project operation and market promotion, and universities and scientific research institutions provide intellectual support for cultural and tourism development. For example, a certain university has cooperated with the local government to conduct in-depth research on the poetry culture of the Qilu Poetry Road Cultural Belt, sorted out representative poetry works and cultural contexts, and provided profound cultural support for the development of tourism products. Enterprises have cooperated with technology companies to use advanced technologies such as virtual reality (VR) and augmented reality (AR) to create immersive cultural experience projects. In some scenic areas, tourists can travel through time and space through VR devices and feel the creation scenes of ancient poets, which enhances the fun and interactivity of tourism.

These development modes have achieved remarkable results. In terms of tourism economic indicators, the number of tourists received by the Qilu Poetry Road Cultural Belt has increased year by year, and the tourism revenue has continued to grow. Taking the Mount Tai Scenic Area as an example, in recent years, the number of tourists has maintained a steady growth, driving the prosperous development of related industries such as catering, accommodation, and shopping around it. In terms of cultural inheritance, through the development of various cultural activities and tourism products, Qilu culture has been more widely

spread. More and more tourists have learned about the history, culture, and folk customs of the land of Qilu during their tours, enhancing their sense of identity and pride in traditional culture. At the same time, cultural and tourism development has also promoted local employment, providing more job opportunities and sources of income for residents, and driving the sustainable development of the regional economy.

However, while seeing the achievements, we should also recognize that there are still some problems in the development process, such as the serious homogenization of some tourism products and the insufficient in-depth excavation of cultural connotations. In the future, the Qilu Poetry Road Cultural Belt needs to further optimize the development mode, strengthen innovation, and continuously improve the quality and level of cultural and tourism integration to achieve better development.

### **3.3. In-Depth Analysis of the Existing Problems and Exploration of the Causes in the Qilu Poetry Road Cultural Belt**

Although the Qilu Poetry Road Cultural Belt has achieved certain results in the development process of cultural and tourism integration, after in-depth exploration, it is not difficult to find that there are still some problems that hinder its further development. The causes of these problems are quite complex and involve multiple aspects.

In terms of resource integration, the Qilu Poetry Road Cultural Belt has the problem of scattered resources and a lack of systematic integration. Each scenic area and cultural scenic spot is relatively independent, lacking effective connection and collaborative cooperation. For example, the connection between the Mount Tai Scenic Area and some surrounding small towns and villages rich in cultural characteristics is loose. Tourists find it difficult to organically combine these scenic spots in their itinerary planning, resulting in a lack of continuity and integrity in the tourism routes. This is mainly because there are interest divisions among different regions and departments, and there is a lack of a unified planning and coordination mechanism. During the development process, each locality often only focuses on its own interests and pursues local economic benefits, ignoring the coordinated development of the entire region, so that the Poetry Road Cultural Belt has failed to form a strong agglomeration effect and brand synergy.

In terms of the excavation and display of cultural connotations, the current development depth is far from sufficient. Pine II and Gilmore proposed that the most enriching experience for people is the experience in the “sweet spot” that simultaneously includes the four types of entertainment, education, escapism, and aesthetics (Zou, 1995). However, in reality, many tourism projects only stay at the superficial level of sightseeing, and the excavation and presentation of deep connotations such as poetry culture and historical stories are insufficient. Taking the “Three Confucian Sites” scenic area in Qufu as an example, most tourists only

make a cursory visit to the buildings and lack in-depth ways to understand the Confucian thoughts and poetry culture behind them. This is because too much emphasis is placed on short-term economic benefits during the development process, and there is a lack of professional cultural research and planning talents. Developers fail to fully recognize that cultural connotations are the core competitiveness of cultural and tourism products. In the process of tourism product design and development, they do not deeply excavate the internal value of cultural resources, nor do they adopt diverse and innovative display means, resulting in a relatively serious phenomenon of culture and tourism being “two separate entities”.

The homogenization of tourism products is also a prominent problem faced by the Qilu Poetry Road Cultural Belt. The types of tourism products developed in various places are similar, lacking characteristics and differentiation. Many scenic areas mainly focus on traditional sightseeing tourism, and the supporting tourism souvenirs are also largely the same, lacking innovation and regional characteristics. The reason lies in the lack of innovative thinking and market research during the development process. Developers do not accurately grasp the market demand and blindly follow the trend. When they see that a certain type of tourism product is popular, they all rush to develop it without deeply excavating the local cultural characteristics and creating products with unique attractiveness. At the same time, the segmentation of the tourism market is insufficient, and diversified and personalized tourism products have not been designed for different tourist groups with different ages and interests.

In addition, in terms of publicity and promotion, the Qilu Poetry Road Cultural Belt also has the problems of insufficient intensity and single method. The publicity channels mainly focus on traditional media, and the use of new media platforms is not sufficient, resulting in a limited publicity coverage and the inability to accurately reach the target customer group. This is mainly because the publicity and promotion concept is relatively outdated, and there is a lack of in-depth research and application of the communication laws in the new media era. In terms of the publicity content, the unique selling points and cultural charm of the Poetry Road Cultural Belt have not been highlighted, making it difficult to attract the attention and interest of tourists.

The need to improve infrastructure construction is also one of the factors restricting its development. The transportation, accommodation, catering and other infrastructure around some scenic areas cannot meet the needs of tourists. For example, the transportation to some remote cultural scenic spots is inconvenient, the roads are narrow, and there are few public transportation trips; the accommodation conditions are simple, and the quality of catering services varies. This is due to insufficient preliminary planning and inaccurate estimation of tourism development, resulting in infrastructure construction lagging behind the pace of tourism development. At the same time, insufficient capital investment also limits the improvement and upgrading of infrastructure.

## **4. Insights into the Current Situation and Analysis of the Problems in the Construction of the Qilu Poetry Road Cultural Belt**

### **4.1. Optimization of the Top-Level Design and Perfection of the Planning of the Qilu Poetry Road Cultural Belt Based on the Integration of Culture and Tourism**

Against the backdrop of the integration of culture and tourism in the current era, the development of the Qilu Poetry Road Cultural Belt requires scientific and reasonable top-level design and planning to integrate resources, highlight its characteristics, and enhance its overall competitiveness. At present, although the Qilu Poetry Road Cultural Belt has achieved certain construction results, there is still room for optimization in terms of top-level design and planning.

Currently, there is a phenomenon of some regions acting independently in the planning of the Qilu Poetry Road Cultural Belt, lacking a unified layout from the perspective of the entire region. During the development process, different cities and scenic areas often only focus on their own interests, resulting in insufficient resource integration, and it is difficult to reflect the coherence and integrity of the cultural belt. For example, there is a lack of effective transportation connections and collaborative cooperation between some adjacent scenic areas, causing inconvenience for tourists in itinerary arrangements and making it difficult to form a complete poetry road cultural experience. In addition, the excavation and presentation of cultural connotations in the planning lack depth and systematicness, failing to fully showcase the unique charm of the Qilu Poetry Road Cultural Belt.

To optimize the top-level design and planning, a unified coordination and management mechanism should be established first. A special management institution for the construction of the Qilu Poetry Road Cultural Belt should be established, responsible for coordinating the development of cultural and tourism resources, formulating plans, and coordinating policies within the region. This institution should break through administrative regional restrictions, integrate resources from various places, and form a unified development strategy. For example, tourism routes should be planned uniformly, linking up the cultural scenic spots in important node cities such as Tai'an, Qufu, and Zibo to create high-quality tourism routes with coherence and attractiveness, enabling tourists to deeply experience the charm of Qilu culture along the poetry road.

It is crucial to deeply excavate cultural connotations and integrate them into all aspects of the planning. Taking poetry culture as the core, combined with diverse cultural elements such as the history, folk customs, and art of the land of Qilu, thematic and differentiated planning and design should be carried out. In the Mount Tai Scenic Area, a "Poetic Mount Tai" cultural experience area can be created around the poems praising Mount Tai by ancient literati. Through forms such as poetry stele forests and scene performances, tourists can appreciate the cultural connotations behind the poems while enjoying the natural beauty. In Qufu, with Confucian culture as the theme, projects such as Confucian classic re-



search and study tours and traditional etiquette experiences can be developed, allowing tourists to have a deeper understanding of the broad and profound Confucian culture.

At the same time, attention should be paid to the forward-looking and sustainability of the planning. With the development of technology and the changes in tourists' needs, modern technological means such as virtual reality (VR) and augmented reality (AR) should be fully utilized to enhance the tourism experience. Digital scenic areas should be planned and constructed, and tourism products combining online and offline experiences should be developed to meet the diverse needs of tourists. For example, VR technology can be used to recreate the creation scenes of ancient poets, enabling tourists to experience the charm of poetry immersively; mobile applications can be developed to provide intelligent tour guides, poetry explanations, and other services, improving the convenience and fun of tourists' visits.

In addition, cooperation and linkage with surrounding areas should be strengthened. The Qilu Poetry Road Cultural Belt should establish cooperative relationships with tourism-developed areas such as the Beijing-Tianjin-Hebei region and the Yangtze River Delta region to achieve resource sharing and mutual sending of tourists. Through joint promotion, joint development of tourism products, and other means, the market space can be expanded, and the popularity and influence of the Qilu Poetry Road Cultural Belt can be enhanced. For example, cooperation with the Beijing-Tianjin-Hebei region to launch the "Cultural Origin Exploration Tour", combining Qilu culture with the historical culture of the Beijing-Tianjin-Hebei region, can attract more tourists to come and experience it.

Optimizing the top-level design and planning of the Qilu Poetry Road Cultural Belt based on the integration of culture and tourism is the key to achieving its sustainable development. By establishing a unified coordination mechanism, deeply excavating cultural connotations, paying attention to technological applications, and regional cooperation, a cultural and tourism brand with unique charm and competitiveness can be created, and the Qilu Poetry Road Cultural Belt can be rejuvenated with new vitality in the new era.

#### **4.2. Construction of the Supply Strategy for Cultural and Tourism Products and Services and Brand Enhancement of the Qilu Poetry Road Cultural Belt**

Under the general trend of the integration of culture and tourism, for the Qilu Poetry Road Cultural Belt to achieve sustainable development, it is necessary to construct a scientific and reasonable supply strategy for cultural and tourism products and services, and at the same time, make great efforts to enhance its brand influence.

Currently, the cultural and tourism products of the Qilu Poetry Road Cultural Belt have the problems of single type and serious homogenization, making it difficult to meet the diverse needs of tourists. Many scenic areas still mainly focus on traditional sightseeing products and lack in-depth experience and participatory pro-

jects. To solve this problem, efforts should be made to develop diversified cultural and tourism products. For example, deeply excavate the poetry cultural resources and develop immersive experience products with a poetry theme. A live-action performance named “Poetic Rhymes of Qilu” can be created. Through modern stage technology, the life scenes and creation stories of ancient poets on the land of Qilu can be recreated, allowing tourists to experience the charm of poetry immersively. At the same time, combined with the local folk culture, folk custom experience tourism products can be launched, such as the experience of making Weifang kites and the experience of painting Yangjiabu woodblock New Year pictures, enabling tourists to have an in-depth understanding of the folk culture of Qilu during the participation process.

For different tourist groups, precise market segmentation should be carried out to provide personalized products and services. For young tourists, cultural and tourism products combined with technological elements can be developed, such as virtual reality (VR) and augmented reality (AR) experience projects with a poetry theme, to increase the fun and interactivity of tourism. For middle-aged and elderly tourists, cultural in-depth tours should be emphasized, and products including historical and cultural lectures, traditional art appreciation, etc., should be designed to meet their pursuit of cultural connotations. For the parent-child tourism market, parent-child research and study products can be launched, such as the parent-child activity of “Traveling through Qilu with Poems”, allowing parents and children to jointly learn about Qilu culture during the tour and enhance the parent-child relationship.

Improving the quality of cultural and tourism services is also crucial. Strengthen the training of tourism practitioners to improve their professional qualities and service awareness. From tour guides to scenic area staff, they should all possess rich knowledge of Qilu culture and be able to provide high-quality explanations and services for tourists. At the same time, improve the supporting facilities of the scenic area, such as strengthening the construction and management of facilities like parking lots, rest areas, and dining areas, to improve the comfort of tourists. In addition, use Internet technology to create a smart tourism service platform, providing services such as online booking, intelligent tour guides, and real-time information query, to enhance the convenience of tourists’ visits.

In terms of brand enhancement, first of all, the brand positioning of the Qilu Poetry Road Cultural Belt should be clarified. With the theme of “Poetic Qilu, Cultural Holy Land”, highlight the profound poetry cultural heritage and unique cultural landscapes of the Qilu region, and shape a brand image with distinct characteristics. Around this positioning, carry out all-round brand communication. Utilize new media platforms to produce exquisite short videos and graphic content, showcasing the beautiful scenery, delicious food, and cultural activities of the Qilu Poetry Road Cultural Belt to attract the attention of more potential tourists. At the same time, hold various cultural festival activities, such as the Qilu Poetry Festival and the Cultural and Tourism Expo, and invite well-known scholars and art-

ists to participate to enhance the brand's popularity and reputation.

Strengthening cooperation with other well-known brands is also an effective way to enhance the brand influence of the Qilu Poetry Road Cultural Belt. Cross-border cooperation can be carried out with brands in the fields of culture, art, sports, etc., and co-branded products and activities can be launched. For example, cooperate with a well-known sports brand to hold the "Poetry Road Marathon" competition, combining sports with culture to attract the participation of sports enthusiasts and cultural tourists, and leveraging the influence of the cooperative brand to enhance the brand popularity of the Qilu Poetry Road Cultural Belt.

By constructing a diversified and personalized supply strategy for cultural and tourism products and services, as well as all-round brand enhancement measures, the Qilu Poetry Road Cultural Belt can stand out in the fierce market competition, attract more tourists to come and experience, and achieve a win-win situation of cultural inheritance and economic development.

#### **4.3. Strengthening the Guarantee Measures for the Integration of Culture and Tourism in the Qilu Poetry Road Cultural Belt and Establishing a Collaborative Mechanism**

To promote the sustainable development of the integration of culture and tourism in the Qilu Poetry Road Cultural Belt, it is necessary to strengthen guarantee measures and establish an efficient collaborative mechanism, so as to integrate resources from all parties and improve the overall development efficiency.

In terms of guarantee measures, policy support is crucial. The government should introduce a series of targeted policies. For example, a special fund for the integrated development of culture and tourism should be set up to support the project development, infrastructure construction, and publicity and promotion of the Qilu Poetry Road Cultural Belt. Enterprises that actively participate in the construction of the integration of culture and tourism should be given support such as tax incentives and loan interest subsidies to encourage social capital investment. At the same time, strict cultural heritage protection policies should be formulated to ensure that the rich historical and cultural relics and poetry cultural resources in the Qilu region are properly protected during the process of development and utilization, and to achieve a balance between cultural inheritance and tourism development.

Talent cultivation and introduction are also indispensable guarantees. On the one hand, strengthen cooperation with local universities and vocational colleges, and offer professional courses related to the integration of culture and tourism, such as cultural tourism planning and cultural and creative industries, to cultivate a group of professional talents who understand both culture and tourism. For example, a characteristic course of "Research on the Culture of the Qilu Poetry Road" can be set up to deeply analyze the connotations of regional culture and provide professional talents for the cultural and tourism industry. On the other hand, formulate preferential policies to attract excellent cultural and tourism talents at

home and abroad, and provide intellectual support for the development of the Qilu Poetry Road Cultural Belt. Provide a good working environment and living treatment for high-end talents, and encourage them to play an innovative and leading role in the fields of cultural and creative industries and tourism marketing.

Capital investment is an important support for the integrated development of culture and tourism. In addition to government special funds and social capital, financing channels should also be actively expanded. Financial institutions are encouraged to develop characteristic financial products for cultural and tourism projects, such as special loans for the cultural and tourism industry. At the same time, explore the issuance of bonds for the cultural and tourism industry to attract more social funds to participate in the construction of the Qilu Poetry Road Cultural Belt.

In terms of establishing a collaborative mechanism, it is necessary to strengthen the collaborative cooperation among various departments within the region. A joint working group composed of multiple departments such as culture and tourism, transportation, finance, and education should be established to break down departmental barriers and achieve information sharing and unified planning. For example, in the planning of tourism routes, the culture and tourism department is responsible for the integration of cultural resources, the transportation department is responsible for ensuring the traffic convenience of the routes, and the finance department provides financial support. All departments work together to ensure the smooth implementation of tourism projects.

Strengthening cooperation with surrounding areas is equally important. The Qilu Poetry Road Cultural Belt should establish a cooperation alliance with the cultural and tourism regions of surrounding provinces and cities to jointly create cross-regional cultural and tourism routes. For example, jointly launch the "Historical and Cultural Exploration Tour" with the Beijing-Tianjin-Hebei region, integrate cultural resources from all parties, achieve mutual sending of tourists and complementary advantages, and enhance the influence of the Qilu Poetry Road Cultural Belt in a larger region.

In addition, establish a collaborative development mechanism between cultural and tourism enterprises and local communities. Encourage enterprises to cooperate with communities and let local residents participate in the cultural and tourism industry. They can obtain income by operating homestays, selling characteristic handicrafts, etc., to improve the residents' enthusiasm for participation. This can not only promote local economic development but also enable tourists to deeply experience the local folk culture and enhance the attractiveness of tourism. By strengthening guarantee measures and establishing a collaborative mechanism, the Qilu Poetry Road Cultural Belt can pool the strength of all parties, achieve high-quality development of the integration of culture and tourism, and play a greater role in cultural inheritance and economic development.

In conclusion, in the tide of the cultural and tourism integration era, the Qilu Poetry Road Cultural Belt boasts a profound theoretical foundation and great de-

velopment value. It embodies rich historical and cultural connotations, holds great significance in aspects such as cultural inheritance and economic development, and has enormous development potential. However, although there have been achievements in its current construction, problems such as insufficient resource integration and product homogenization still exist. Therefore, the construction of innovative strategies and safeguard mechanisms is of crucial importance.

## 5. Conclusion

Through resource integration, optimization, and innovative development, the resource potential of the Qilu Poetry Road Cultural Belt can be fully tapped. By focusing on cultural inheritance, promotion, and brand building, its cultural influence and market competitiveness can be enhanced. The improvement of safeguard measures and the promotion of collaborative development will provide a solid support for its sustainable development. The construction of the Qilu Poetry Road Cultural Belt requires the joint efforts of all parties, with continuous exploration and practice, to achieve the in-depth integration of culture and tourism, revitalize the ancient poetry road with new vitality in the new era, and promote regional cultural prosperity and high-quality economic development.

## Funding

This paper is a phased achievement of the Key Project of Shandong Provincial Art Science, “Research on the Construction and Countermeasures of the Qilu Poetry Road Cultural Belt from the Perspective of Cultural and Tourism Integration” (Project No.: L2024Z05100050), and the Horizontal Scientific Research Project of Humanities and Social Sciences of Shandong Institute of Petroleum and Chemical Technology, “Research on the Application of AI Technology in the Cultural and Creative Industry” (Project No.: 2024HSK0063).

## Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

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