

Case Name

Create a Taoist ancestral temple as a full-area Taoist cultural tourism destination – Wei Youji

Theory

Contemporary conservation theory

Keywords

Taoist ancestral temple; Traditional culture; Panacea; Cultivation

Background Information

Longhu Mountain, the ancestral home of Taoism in China, is Located in the Longhu Mountain Scenic Area in Yingtan City, Jiangxi Province, China; the name "Shangqing" comes from Taoism. It is the Shangqing fairyland of Yu Yutian where "Lingbao Tianzun," one of the highest Taoist gods, "Sanqing and Siyu," live. As one of the 29 blessed places of Taoism in China, it is known as the "No. 1 Town of Taoism in China" and has a history of one thousand years. With the ancient town of Shangqing, the mountains and waters, Longhu Mountain, and Luxi River make it beautiful and charming. Coupled with the profound historical and cultural accumulation, it has the rare charm of ordinary ancient towns. The streets paved with blue bricks and stones are simple and elegant.

There are many shops on both sides of the street, which are neatly arranged but staggered. From a distance, it is playing harmonious ancient music. The core Shangqing Town is the No. 1 Town of Taoism in China. It is rich in cultural, ecological, and tourism resources and has well-developed tourist attractions. The 2-kilometer-long Shangqing Ancient Street has Changqingfang, Liuhou Family Temple, Tianshi Mansion, Liuhou Mansion, Tianyuande Medicine Store, Catholic Church, and other attractions. The stilt houses and boat docks along the river make the town look like an eastern China water town. Shangqing Palace and Dongyue Palace are east of the city, and to the northeast is Xiangshan Academy, one of the four significant academies in the Southern Song Dynasty (1127-1279). Across the Luxi River is Guizhou Village, the hometown of Xia Yan, the prime minister of the Ming Dynasty (1368-1644), and the place where the 11th Red Army and the Central Red Army met during the Second Civil Revolutionary War.

Marketing Strategy

Healing travel + national trend scene + core cultural IP. From the "China Cultural Industry and Tourism Development Report (2023)", we have discovered new formats that lead to the upgrading of the cultural tourism industry structure:

1. "Great Health consumption" has become the mainstream. Slow life is accepted and respected by increasing numbers of young people and people of other ages. Camping, open-air movie watching, pet economy, various DIY experiences, and other new forms of cultural tourism industry are prevalent everywhere.
2. Deep integration of "Chinese Culture" and "immersive" consumption. In 2022, many ancient-style cultural complexes became popular, and this trend will continue to soar in 2023.
3. Embrace online emerging business. Integrating offline and online travel is still a significant trend, but explosive and immersive new cultural travels are emerging simultaneously.

4. Forging a closed -loop for making an online internet celebrity town for tourists and continuing to develop new businesses. Through thoughtful planning, influential social events and news can be publicized to attract the attention of customers and the media. The Internet celebrity events planned through tours and events should have a guideline that we need to pay attention to its creativity, innovation, and inventions and focus on the details with long-standing endeavors.

Outcomes

In the next 20 years, innovation, cultural travel, Chinese medical therapy, and psychological remedies will be prosperous industries. Longhu Mountain is the culmination of Taoism, and Shangqing Town boasts Taoist cultural relics of thousands of years. These can allow us to excavate the deep-rooted Taoist culture and awaken the historical records. We can spend the next 20 years building a Chinese Taoist Capital. Establishing a Taoist Innovative Town can be the first step, followed by creating a Taoist Medical Center and eventually becoming the International Taoist Holy City. Then, a dream of forming an all-for-one exemplary cultural destination can be realized!

Implications & Challenges

The local people's awareness of Taoist culture needs to be higher. We need comprehensive education to create a Taoist cultural tourist destination in the region. We must first ensure the local people understand Taoist culture. At the same time, we must teach every tourist traditional cultural etiquette so they can feel the local humanistic environment and Taoism are inseparable. This will take time to improve.

案例名称

打造道教祖庭全域道文化旅游目的地 - 韦佑基

理论依据

当代保育理论

关键词

道教祖庭；传统文化；灵丹妙药；修仙

背景资料

龙虎山，中国道教祖庭。位于中国江西省鹰潭市龙虎山风景区内，“上清”的名字出自道教，是道教最高尊神“三清，四御”中的“灵宝天尊”所居住的禹余天的上清仙境。作为中国道教的 29 个福地之一，素有“中国道教第一镇”之称，距今已有千年历史。拥上清古镇、山抱水，龙虎山、泸溪河让其风光秀丽、景色迷人，再加上沉厚的历史文化积淀，这里有着一般古镇难得的韵味，青砖石铺就的街巷古朴雅致，沿街两边店铺林立，排列整齐却又错落有致，远远望去高高低低，上上下下，仿佛缓缓弹奏着一首和谐的古乐。最为核心的上清镇，中国道教第一镇，文化资源丰富、生态资源聚合旅游资源丰富且旅游景区已成熟。长约 2 公里的上清古街上有长庆坊、留侯家庙、天师府、留侯第、天源德药栈、天主教堂等景点。沿河栉比鳞次的吊脚楼和船埠头更让小镇显现出江南水乡的风格。镇东面有上清宫、东岳宫，东北面有南宋(1127-1279 年)四大书院之一的象山书院泸溪河对岸有明朝(1368-1644 年)室相夏言的故里一桂洲村及第二次国内革命战争时红十一军和中央红军会师之处。

营销策略

疗愈旅修+国潮场景+核心文化 IP

自“中国文化产业和旅游业发展报告(2023)”中发掘引领文旅产业结构升级的新业态：

1. “健康消费”成为主流。慢生活被越来越多的年轻人以及其他年龄阶段的人所接受和推崇,露营、露天观影、宠物经济、各类 DIY 体验等文旅产业新型业态广泛流行。
2. 国潮消费与场景消费的深度融合。2022 年许多古风类的文旅综合体获得市场热捧,2023 年起,这类由国风主题改编的商业场景将延续热度。
3. 拥抱线上的业态。线下与线上互相融合仍是大趋势,但同时密集型、接触性的文旅新业态正在出现。
4. 遵循旅游网红小镇打造闭环、滚动式持续开发商情。通过策划、发布具有社会影响力的事件新闻,吸引媒体、消费者对旅游目的地的关注。旅游网红活动通过旅游活动策划、活动资源导入、活动运营指导,既要创意创新创造,也要用心专心恒心。

成果

未来 20 年,创意、文化旅游、中医康养、心理疗愈... 等领域,都是预期当中即将兴旺的产业. 龙虎山是道文化的制高点。上清镇坐拥数千年道家文脉资产,正可深度挖掘道家文化、唤醒历史记忆,用 20 年的推动期成就真正的“中华道都”——自“道创小镇”起步,稳立“道养胜地”高度,最终成为“国际闻道圣城”,成为龙虎山全域品牌下的文化标杆目的地!

挑战与反思

当地老百姓对道文化的认知程度还不够高,如果要全域打造道文化的旅游目的地需要全面教育。需要当地的百姓就要有对道文化的认知,同时还要结合传统文化礼仪,让每一个来旅游的宾客感受到当地的人文环境和道是密不可分的。这需要一个过程来提升。